**The Influence of Celebrity Endorser, Price, and Social Media on Purchase Decisions Mediated by Brand Image**

**(Empirical Study: Shopee Consumers in Jakarta)**

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| **KEYWORDS** | **ABSTRACT** |
| Celebrity Endorser, Price, Social Media, Brand Image, Purchase decision. | This study aims to identify the factors influencing purchasing decisions on the shopee e-commerce platform. It analyzed factors such as celebrity endorser, price, and social media influence the purchase decision in Jakarta City, both directly and indirectly mediated by brand image. The research used quantitative methods and was processed using AMOS. The survey was conducted on 15o respondents who met the respondent criteria using purposive, non-probability sampling. The research found that celebrity endorsers and social media did not significantly influence the purchase decision. Meanwhile, price and brand image had a significant influence on purchase decisions. However, after being mediated by brand image, celebrity endorsers showed a more significant influence on purchase decisions. Social media also showed a more significant influence on purchase decisions. In contrast, price's influence on purchase decisions was less significant even after being mediated by brand image. The limitation of the research was the limited respondents, with 150 respondents domiciled in Jakarta who had purchased on the shopee e-commerce platform. This research could be generalized more widely if the samples were taken not only from Jakarta City. The implications of this research provided managerial contributions to the online shop industry, especially an overview of online consumer behavior and an understanding of the factors influencing increased purchase decisions, such as celebrity endorsers, prices, social media, and brand image, so merchants can develop a business strategic plan that aligns with internal and external company conditions. |
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|  | Attribution- ShareAlike 4.0 International (CC BY-SA 4.0)  **https://jurnal.syntax-idea.co.id/public/site/images/idea/88x31.png** |

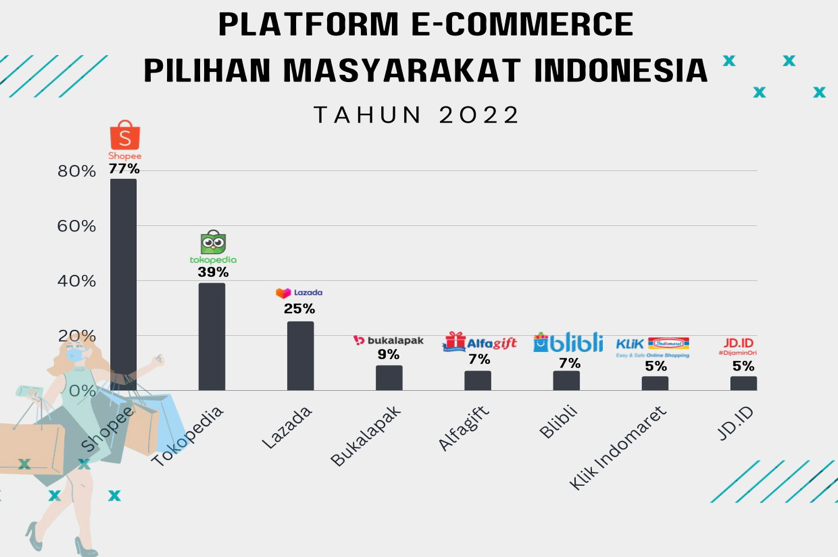
**Introduction**

Selling products using social media to attract buyers by providing information related to the products being offered to customers can have a positive impact on a product. The use of social media by people in various activities ranging from entertainment, seeking information, doing business, interacting with others, and other activities. Online marketing can influence the perception of a product and then influence consumer buying interest.

According to a survey conducted by Ipsos in 2022, marketplace platforms helped increase sales revenue by 84%, expand market reach by 74%, and can help save promotional costs by 69%. Many innovations can be introduced with the presence of marketplace platforms, and having a marketplace can help sellers develop their businesses and make a profit. According to Internet World Statistics, Asia has the largest number of Internet users in the world for 2022. This confirms that the population in Asia influences the growth rate of Internet usage worldwide.

Based on the survey results conducted by the Association of Internet Service Providers in Indonesia (APJII), the number of Internet users in Indonesia reached 215.63 million people in 2022-2023. This number increased by 2.67% compared to the previous period, which had 210.03 million users. The number of Internet users is equivalent to 78.19% of Indonesia's total population of 275.77 million people. When broken down by province, the highest Internet user penetration, above 80%, is in Banten, followed by DKI Jakarta, West Java, Bangka Belitung, and East Java.

When compared to the previous survey period, the Internet penetration rate in Indonesia this year increased by 1.17% compared to 2021-2022, which was 77.02%. With the high number of Internet users in Indonesia, it can have a positive impact on e-commerce platforms in Indonesia. Here are the preferred e-commerce platforms for the Indonesian population.:



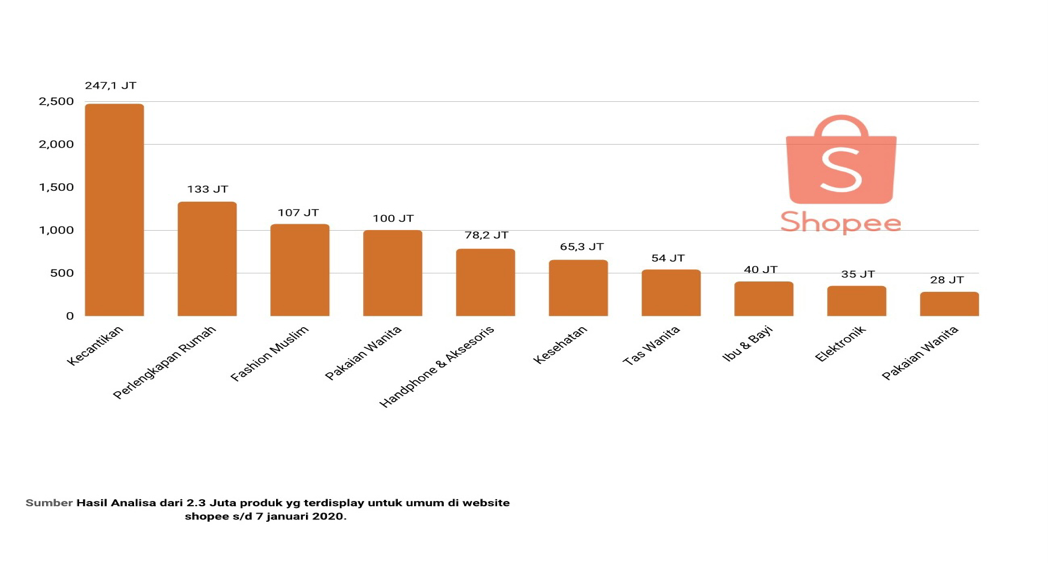
**Figure 1. 1 The E-Commerce Platform Chosen by Indonesians**

Source: Jakpat (2022)

Through the Jakpat survey, a ranking of the most popular e-commerce platforms among the Indonesian population in the first semester of 2022 was produced. The results show that Shopee still dominates the majority of respondents' choices.

Based on the report above, it can be seen that Shopee successfully secured the first position compared to seven other e-commerce platforms. Shopee managed to be in the first place with a percentage of 77 percent. This result experienced an increase of 3 percent compared to the survey results in the previous period. It's no wonder that Shopee managed to rank first because it can be accessed via smartphones. This allows consumers to access Shopee anywhere and anytime. Meanwhile, based on age group data, the majority of Shopee users are between 15 and 19 years old. The high presence of Shopee as an e-commerce site, in turn, correlates positively with the amount of revenue generated.

Data from katadata.co.id also explains that Shopee's revenue in the first quarter of 2022 was reported to have reached US$1.5 billion. When compared to the previous year's figures, Shopee's revenue increased by 64.4 percent. Shopee also recorded a Gross Merchant Value (GMV) of US$17.4 billion, an increase of 38.7 percent. Here are the best-selling product categories on Shopee in 2022:



**Figure 1 Best Selling Product Categories on Shopee 2022**

Source: Indonesian Digital Marketing Association

According to iPrice data, Shopee is currently the most sought-after online shopping and e-commerce platform by the Indonesian population. According to iPrice's report, Shopee has 132,776,700 monthly visitors. With this large customer base, sellers can leverage Shopee as a place to market their products and maximize their profits. Here are some of the best-selling product categories on Shopee in 2022 that are highly sought after by customers: 1. Fashion Products, 2. Skin and Body Care, 3. Mother and Baby Accessories, 4. Household Appliances, 5. Mobile Phones and Accessories, 6. Food and Beverages, 7. Laptop and Computer Accessories.

From the data above, we can see that many consumers make purchases on the Shopee marketplace. Consumer purchase decisions involve several stages, including problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Smart companies will try to fully understand the customer decision-making process and all their experiences in learning, choosing, using, and even positioning products.

With the advantages of the Shopee e-commerce platform, businesses can adopt several strategies to maximize their marketing efforts and achieve maximum sales. Shopee marketing often involves partnering with famous celebrities to promote their app and use them as celebrity endorsers.

The use of celebrity endorsers in promotional activities has been going on for some time, and it is believed that celebrity endorsers can influence consumer purchase decisions and increase sales. Celebrities not only increase attention and recall but can also represent the personality of the brands they endorse, which is expected to help reach the target consumers effectively (Kotler & Keller, 2016). However, there are also drawbacks to using celebrity endorsers, as if a celebrity endorsing a product engages in criminal activities during the contract period, it can tarnish the brand's image. Therefore, companies must choose celebrity endorsers carefully, considering their public image.

Another factor influencing purchase decisions is price. The higher the price, the less interest consumers have in buying, and conversely, the lower the price, the higher the interest in purchasing (Puspaningrum, 2022). Price includes the value of money, including goods and services offered in exchange for ownership rights of a product or service. In online trading, price is one of the most frequently used product attributes by most consumers to evaluate products.

Before conducting this study, the researcher reviewed several previous studies on the topic of celebrity endorsers, which provided different perspectives and thoughts on the topic. (Renaldo et al., 2022) examined the impact of celebrity endorsement and promotion on purchase decisions through buying interest. The study aimed to determine the influence of endorsement and promotion on purchase intention. The results of this study showed a significant influence between celebrity endorsement and promotion on buying interest. The promotion variable significantly affected purchase decisions, while the celebrity endorsement variable did not significantly affect purchase decisions. In this study, buying interest could mediate the effect of celebrity endorsement on purchase decisions but did not mediate the promotion purchase decision.

Furthermore, (Koto et al., 2022) measured the impact of product quality and price on purchase decisions. This study aimed to determine whether the quality of products and prices influenced purchase decisions on the Shopee marketplace. The results of this study revealed that product quality partially influenced purchase decisions on the Shopee marketplace. It was evident that the quality of products and the prices offered on the Shopee marketplace could meet consumers' desires, especially in terms of lower prices compared to other marketplaces.

Based on the above facts and data, the researcher is interested in investigating whether celebrity endorsers, price, and social media play a role in consumer purchase intentions. Through this research, businesses can be assisted in formulating marketing strategies, especially on social media, by using celebrities as talents to target their desired market effectively and by choosing celebrities who will represent their products appropriately. The researcher is also interested in adding one variable as a mediator, which may be perceived by consumers who follow these celebrities, who unintentionally see the celebrity's posts, and how consumers respond to advertisements from these celebrities.

This research concept with this focus has not been studied by other researchers based on data up to March 2023. This research introduces novelty with a focus on five variables: celebrity endorser, price, social media, brand image, and purchase decision, all studied together. The research focuses on online shop consumers, especially on Shopee.

Based on the research background, the research problems can be formulated as follows: 1. Does celebrity endorser have an influence on purchase decisions for Shopee consumers in Jakarta? 2. Does price have an influence on purchase decisions for Shopee consumers in Jakarta? 3. Does social media have an influence on purchase decisions for Shopee consumers in Jakarta? 4. Does celebrity endorser have an influence on brand image for Shopee consumers in Jakarta? 5. Does price have an influence on brand image for Shopee consumers in Jakarta? 6. Does social media have an influence on brand image for Shopee consumers in Jakarta? 7. Does brand image have an influence on purchase decisions for Shopee consumers in Jakarta?

The objective of this research is to analyze the relationships and influence of celebrity endorsers, price, and social media on purchase decisions mediated by brand image. The research objectives can be elaborated as follows: 1. To analyze the influence of celebrity endorsers on purchase decisions for Shopee consumers in Jakarta. 2. To analyze the influence of price on purchase decisions for Shopee consumers in Jakarta. 3. To analyze the influence of social media on purchase decisions for Shopee consumers in Jakarta. 4. To analyze the quality of celebrity endorsers on brand image for Shopee consumers in Jakarta. 5. To analyze the influence of price on brand image for Shopee consumers in Jakarta. 6. To analyze the influence of social media on brand image for Shopee consumers in Jakarta. 7. To analyze the influence of brand image on purchase decisions for Shopee consumers in Jakarta.

**Celebrity endorser and Purchase Decision**

(Mardani & Krisnawati, 2022) are figures (entertainers, actors, or athletes) known to the public for their achievements in the supported category. In the research, it is also explained that the credibility and suitability between the Celebrity Endorser and the promoted product will benefit from Purchase Decision. The results of hypothesis testing explain that Celebrity endorser indeed has a positive influence on Purchase Decision. Thus, the following hypothesis can be formulated:

**Hypothesis-1: Celebrity Endorser has a positive and significant effect on Decision Purchase.**

**Price and Purchase Decision**

In a study conducted by (Pandey & Pandey, 2021), they found that the price of Adidas products positively and significantly influenced purchase decisions. The better the product price, the more likely customers are to make a purchase decision. Therefore, the following hypothesis can be formulated:

Hypothesis-2: Price has a positive and significant effect on purchase decision.

**Social Media and Purchase Decision**

According to (Ansari, 2019), their research showed that social media content marketing has a significant positive relationship with purchase decisions. With the presence of social media marketing playing a key role in the current technology era, strong content persuades consumers towards the desired outcome, which is making a purchase decision. Therefore, the following hypothesis can be formulated:

**Hypothesis-3: Social Media has a positive and significant effect on Purchase Decision.**

**Celebrity Endorser and Brand Image**

In a study conducted by (Bulan & Sudrajat, 2019), a celebrity endorser is defined as one of the factors influencing brand image. In this study, there was a positive influence between the celebrity endorser variable Arief Muhammad (X) and the brand image variable (Y) for the brand Erigo Store. When selecting a celebrity endorser, companies are advised to consider the celebrity's popularity to measure their influence in promoting products. Furthermore, when endorsing a product, companies also need to consider the compatibility of the products being sold with the characteristics of the celebrity endorser to influence the brand image for that brand. Therefore, the following hypothesis can be formulated:

**Hypothesis-4: Celebrity Endorser has a positive and significant effect on Brand Image.**

**Price and Brand Image**

The results of a study conducted by (Marvianta & Saputra, 2022)also explained the influence of price on brand image. This indicates that the prices set by the products align with the brand known to the public. In this context, potential consumers will not have issues with the prices offered by each brand because the prices offered are still within the purchasing power desired by potential consumers. Therefore, the following hypothesis can be formulated:

**Hypothesis-5: Price has a positive and significant effect on Brand Image.**

**Social Media and Purchase Decision**

Social media marketing will impact the brand of the product being promoted (Angkie, 2019). (Nam & Pardo, 2011), in (Angkie, 2019) study, also explained that with strong social media, a good value will be created in the eyes of consumers, thus promoting brand loyalty. Therefore, the following hypothesis can be formulated:

**Hypothesis-6: Social Media has a positive and significant effect on Brand Image.**

**Brand Image and Purchase Decision**

In a study conducted by (Hermiyenti & Wardi, 2019), brand image had a significant impact on purchase decisions. Every company will always strive to maintain and uphold the brand image excellence of their products to ensure the successful marketability of their products. Therefore, the following hypothesis can be formulated:

**Hypothesis-7: Brand Image has a positive and significant effect on Purchase Decision.**

**Research Methods**

The research design or design must be specific, clear and detailed, determined steadily from the beginning, to be a step-by-step guide (Sugiyono, 2019). Here is the design in this study:

1. The type of research used is hypothesis testing or hypothesis testing, which is research that aims to test hypotheses that generally explain the characteristics of certain relationships or differences between groups or independence from two or more factors in a situation (Sekaran & Bougie, 2016).
2. This research is included in research with a non-experimental quantitative approach using descriptive methods and comparative studies. Descriptive research is research conducted to obtain data that describes the characteristics of objects, events, or situations. This type of quantitative research is in the form of survey research and experiments to obtain extensive information from a population (Sugiyono, 2019).
3. Hypothesis testing is causal, which is testing whether one variable affects another variable to change or not.
4. The time dimension of the study is cross-sectional because the data collected in this study only collects samples of time and events during a certain period of time (Sugiyono, 2019). In this study, the research time was carried out from June to August 2023.
5. The unit of research analysis is an organizational consumer which is an online shop company with online shop store consumers as respondents.
6. The required research data sources consist of primary data sources and secondary data sources. The primary data source is obtained from questionnaires. While secondary data sources are obtained from literature reviews.
7. There are five variables in this study, namely celebrity endorser, price, social media, brand image and purchase decision.

**Operationalization of Variables & Measurement Scales**

Variables, according to (Sekaran & Bougie, 2016), are anything that has varying or differing values and can also differ over different times, for different objects, or for the same people, and vice versa. There are four common types of variables used in research, namely dependent variables, independent variables, moderating variables, and mediating variables. This study does not use moderating variables and only employs three types of variables as follows:

1. Three independent variables, namely celebrity endorser, price, and social media, which means variables that can influence the dependent variable, either positively or negatively.
2. One dependent variable, namely purchase decision, which means the main variable to be investigated by the researcher and the ultimate goal of the research
3. One mediating variable, brand image, which means a variable that plays a role in maximizing the function of independent variables in their influence on the dependent variable.

The measurement scale used is an interval scale with the Likert scale measurement method. The Likert scale is a method that measures attitudes by expressing agreement or disagreement with subjects, objects, or specific events. The researcher distributed questionnaires, asking respondents to rate their level of agreement with statements using the Likert scale. According to (Sugiono, 2021), by using the Likert scale, the variables to be measured are broken down into variable indicators, and these indicators are used as a basis for formulating statements or questions.

The population in this study is Shopee online shop consumers in Jakarta who are over 17 years old and have made a minimum of three purchases on Shopee. Population data were collected from the beginning of 2022, considering that the research started in early June, so data for 2023 could not be used. This study used a sample of 250 Shopee consumers in Jakarta. This sample was chosen using purposive sampling because the research required respondents with a minimum of three shopping experiences.

Primary data was collected through a survey with an online questionnaire. The questionnaire consisted of 25 questions divided into six sections covering demographics, celebrity endorser, price, social media, brand image, and purchase decision. Secondary data was also used from sources such as journals, books, and relevant previous research. Closed-ended questionnaires were used to collect data from respondents, with 25 pre-formulated questions. This questionnaire was distributed online via Google Forms.

Before the actual research, a pilot test of the questionnaire was conducted by collecting data from 30 respondents to ensure the instrument's validity and reliability. Reliability testing used Cronbach's Alpha, with values recommended above 0.60. Data was analyzed using descriptive statistics to explain the average opinions of respondents on each research variable. Validity testing used Confirmatory Factor Analysis (CFA) to ensure construct validity. Reliability testing was done using Cronbach's Alpha, with values above 0.60 considered reliable. Model fit was evaluated using various measures such as chi-square, GFI, RMSEA, NFI, AGFI, TLI, and CFI. Model fit was also assessed based on PNFI and PGFI values for model parsimony.

Hypothesis testing was conducted using Structural Equation Model (SEM) with the assistance of AMOS software. Hypothesis decisions were made based on the comparison of p-values with a significance level of 0.05. If p-value ≤ 0.05 and CR ≥ 1.967, then H0 is rejected, and Ha is accepted. This method was used to test the influence of celebrity endorser, price, and social media on purchase decision with brand image as a mediator among Shopee consumers in Jakarta.

**Results and Discussions**

**Description of Research Object Data**

The survey data used in this research is the main data in the form of Google Forms questionnaires distributed online. There were 181 respondents in the survey collected through Google Forms, but 31 respondents did not meet the specified criteria. This is because the respondent has not made a purchase at the shopee online shop and is not domiciled in Jakarta. The survey in this study used a sample of 150 respondents and was processed with version 24 data processing. In this chapter will present the results of the analysis in the form of respondent profiles, along with indicators in the study, instrumental tests which include validity and reliability, hypothesis test results, and discussion.

**Characteristics of Respondents**

The initial stage of the study was to conduct descriptive statistics of respondent profiles, consisting of two classifications, namely sex and age, which can be seen in Table 1.

**Table 1 Characteristics of respondents**

| No | Characteristics | | Frequency | Percentages |
| --- | --- | --- | --- | --- |
| 1 | Gender | Male | 37 | 24,7% |
| Female | 113 | 75,3% |
| 2 | Age | 17-25 Year | 58 | 38,7% |
| 26-35 Year | 61 | 40,7% |
| 36 - 45 Year | 17 | 11,3% |
| 46-50 Year | 14 | 9,3% |

Source: Data Processing Results (2023)

**Descriptive Statistics of Research Indicators**

The variables in this study consist of celebrity endorsers, price, social media, brand image and purchase decision. Descriptive statistical analysis was carried out on all variables to determine respondents' responses. The statistical measures used in the descriptive analysis of this study are mean and standard deviation. In this study, the mean brand image variable got the highest mean value of 4.37. This was followed by variable purchase decisions of 4.36, price of 4.30, social media of 4.28, and finally celebrity endorsers of 4.23.

**Descriptive Statistics of Celebrity Endorsers**

Table 2 describes the descriptive statistical results of respondents to the celebrity endorser variable, where the average mean value of the standard deviation in all statements is 0.652 which shows that the distribution of respondents' answers varies.

**Table 2 Celebrity Endorser Descriptive Statistics**

| Code | Question | Mean | SE | SD |
| --- | --- | --- | --- | --- |
| CE1 | I often see celebrity endorsers promoting products from shopee online shops | 4,30 | 0,057 | 0,693 |
| CE2 | Celebrity Endorsers who promote products from shopee online shops can be trusted and have insight into the products being promoted | 4,17 | 0,065 | 0,798 |
| CE3 | Celebrity endorsers who promote physically attractive/good looking products | 4,25 | 0,067 | 0,819 |
| CE4 | Celebrity endorser on shopee online shop makes me want to buy the product | 4,24 | 0,067 | 0,841 |
| Mean | | 4,23 | 0,053 | 0,65175 |

Source: Data Processing Results (2023)

Based on Table 2, it is known that respondents' responses to celebrity endorsers applied at shopee online shops where respondents make purchases are included in the good category with a mean value of 4.23. Of the four celebrity endorser indicators, there is one indicator that is rated below average, namely CE2 which means that respondents do not fully agree that celebrity endorsers who promote products from shopee online shops are trustworthy and have insight into the products being promoted. While there are three indicators that are rated above average, namely CE1, CE3, and CE4, which means that celebrity endorsers are often used to promote a product from a particular online shop, celebrity endorsers used by shopee online shops are physically attractive / good looking, and celebrity endorsers who promote certain products can attract respondents to make purchasing decisions.

**Price Descriptive Statistics**

Table 3 describes the statistical descriptive results of respondents to the price variable, where the average mean value of the standard deviation in all statements is 0.573 which shows that the spread of respondents' answers varies.

**Table 3 Price Descriptive Statistics**

| Code | Question | Mean | SE | SD |
| --- | --- | --- | --- | --- |
| P1 | Prices at shopee online shop are affordable | 4,37 | 0,060 | 0,738 |
| P2 | Prices at shopee online shop are affordable | 4,34 | 0,060 | 0,731 |
| P3 | The price set by the shopee online shop is in accordance with the benefits felt | 4,27 | 0,061 | 0,750 |
| P4 | The price set by the shopee online shop is able to compete with similar services | 4,25 | 0,053 | 0,644 |
| Mean | | 4,3067 | 0,04677 | 0,57284 |

Source: Data Processing Results (2023)

Based on Table 3, it is known that respondents' responses to prices applied at shopee online shops where respondents make purchases are included in the good category with a mean value of 4.3067. Of the four price indicators, there are two indicators that are considered below average, namely P3 and P4 which means that respondents do not fully agree that the price set by the shopee online shop is in accordance with the perceived benefits and prices at the shopee online shop are able to compete with similar services. While there are two indicators that are considered above average, namely P1 and P2, which means that the price at the shopee online shop is affordable and the price set by the shopee online shop is in accordance with the quality of shopee online shop service.

**Social Media Descriptive Statistics**

Table 4 describes the statistical descriptive results of respondents to social media variables, where the average mean value of the standard deviation in all statements is 0.533 which shows that the distribution of respondents' answers varies.

**Table 4 Social Media Descriptive Statistics**

| Code | Question | Mean | SE | SD |
| --- | --- | --- | --- | --- |
| SM1 | Product information in the shopee online shop is easy to get | 4,38 | 0,052 | 0,631 |
| SM2 | Buyer trust in shopee online shop because shopee online shop is trusted | 4,31 | 0,055 | 0,675 |
| SM3 | The information presented by the shopee online shop is relevant and useful for predicting the quality of the shopee online shop | 4,18 | 0,055 | 0,676 |
| Mean | | 4,28 | 0,04350 | 0,533 |

Source: Data Processing Results (2023)

Based on Table 4, it is known that respondents' responses to the influence of social media applied in the shopee online shop where respondents make purchases are included in the good category with a mean value of 4.28. Of the three social media indicators, there is one indicator that is rated below average, namely SM3 which means that respondents do not fully agree that the information presented by the shopee online shop is relevant and useful for predicting the quality of the shopee online shop. While there are two indicators that are considered above average, namely SM1 and SM2, which means that information on the shopee online shop is easy to obtain and buyer confidence in the shopee online shop because the shopee online shop is trusted.

**Brand Image Descriptive Statistics**

Table 5 describes the statistical descriptive results of respondents to the brand image variable, where the average mean value of the standard deviation in all statements is 0.538 that the spread of respondents' answers varies.

**Table 5Brand Image Descriptive Statistics**

| Code | Question | Mean | SE | SD |
| --- | --- | --- | --- | --- |
| BI1 | Some interesting products in the shopee online shop | 4,44 | 0,054 | 0,660 |
| BI2 | Product functions on the shopee online shop in accordance with product quality | 4,31 | 0,055 | 0,675 |
| BI3 | Some products from shopee online shop facilitate my activities | 4,39 | 0,054 | 0,663 |
| BI4 | Shopee online shop has a characteristic | 4,41 | 0,054 | 0,667 |
| BI5 | Online shop shopee provides various types of services | 4,31 | 0,054 | 0,657 |
| BI6 | The price offered by the shopee online shop is in accordance with the physical appearance of the shopee online shop product | 4,41 | 0,056 | 0,686 |
| BI7 | Products on the shopee online shop are easy to pronounce | 4,38 | 0,054 | 0,662 |
| BI8 | Products on the shopee online shop are easy to remember | 4,33 | 0,059 | 0,719 |
| BI9 | Shopee online shop products are in accordance with the brand image in my mind | 4,33 | 0,054 | 0,662 |
| Mean | | 4,37 | 0,0439 | 0,538 |

Source: Data Analysis Results (2023)

Based on Table 5, it is known that respondents' responses regarding the influence of brand image implemented in the Shopee online shop, where respondents make purchases, fall into the good category with a mean value of 4.37. Out of nine brand image indicators, there are four indicators that are rated below average, namely BI2, BI5, BI8, and BI9, which means that respondents do not entirely agree that the functions of products in the Shopee online shop are in line with product quality and that products in the Shopee online shop match the brand image in the minds of the respondents. Meanwhile, there are five indicators that are rated above average, namely BI1, BI3, BI4, BI6, and BI7, which means that some products from Shopee online shop are attractive, some products from the Shopee online shop facilitate respondents' activities, the Shopee online shop has a specific characteristic, the prices offered by the Shopee online shop are in line with the physical appearance of the products, and products in the Shopee online shop are easy to pronounce.

**Descriptive Statistics for Celebrity Endorser**

Table 6 provides a descriptive statistical analysis of respondents' views on the purchase decision variable, where the mean value for the standard deviation across all statements is 0.565, indicating that the distribution of respondents' answers varies.

**Table 6 Descriptive Statistics Purchase Decision**

| Code | Question | Mean | SE | SD |
| --- | --- | --- | --- | --- |
| PD1 | I want to make a purchase at shopee online shop | 4,32 | 0,052 | 0,638 |
| PD2 | Before making a purchase I often look for information about the product I want to buy | 4,41 | 0,057 | 0,696 |
| PD3 | Before making a purchase, I assess shopee online shop products well | 4,38 | 0,057 | 0,702 |
| PD4 | I often do shopping at shopee online shop | 4,39 | 0,054 | 0,665 |
| PD5 | I want to make a repeat purchase at the shopee online shop at least once in two months a month | 4,33 | 0,051 | 0,629 |
| Mean | | 4,368 | 0,0461 | 0,565 |

Source: Data Processing Results (2023)

Based on Table 6, it is known that respondents' responses to purchase decisions applied at shopee online shops where respondents make purchases are included in the good category with a mean value of 4,368. Of the five purchase decision indicators, there are two indicators that are considered below average, namely PD1 and PD5 which means that respondents do not fully want to make a purchase decision at the shopee online shop. While there are three indicators that are considered above average, namely PD2, PD3 and PD4, namely before customers make a purchase decision at the shopee online shop, consumers look for information about the product they want to buy and rate the product well.

**Instrument Test**

The stages of this research analysis are divided into six stages, namely; (1) Validity test, (2) Reliability test, (3) Good of Fit Test (4) Hypothesis Test, (5) Path Analysis, and (6) Determination Coefficient Test.

**Instrument Validity Testing**

In this study, testing the validity of the research instrument using the Confirmatory Factor Analysis (CFA) Test. This test is done to determine the validity of the construct or to find out whether each indicator can explain the existing construct. Indicators used as a measure of the validity of research variables are indicators that have a loading factor of > 0.5 while indicators that have a loading factor of < 0.5 are eliminated from the model.

**Table 7 Data Validity Test**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variable** | **Indicator** | **Loading Factor** | **Conclusion** |
| Celebrity Endorser | CE1 | 0,693 | Valid |
| CE2 | 0,798 | Valid |
| CE3 | 0,819 | Valid |
| CE4 | 0,841 | Valid |
| Price | P1 | 0,738 | Valid |
| P2 | 0,731 | Valid |
| P3 | 0,750 | Valid |
| P4 | 0,644 | Valid |
| Social Media | SM1 | 0,631 | Valid |
| SM2 | 0,675 | Valid |
| SM3 | 0,676 | Valid |
| Brand Image | BI1 | 0,660 | Valid |
| BI2 | 0,675 | Valid |
| BI3 | 0,663 | Valid |
| BI4 | 0,667 | Valid |
| BI5 | 0,657 | Valid |
| BI6 | 0,686 | Valid |
| BI7 | 0,662 | Valid |
| BI8 | 0,719 | Valid |
| BI9 | 0,662 | Valid |
| Purchase Decision | PD1 | 0,638 | Valid |
| PD2 | 0,695 | Valid |
| PD3 | 0,702 | Valid |
| PD4 | 0,665 | Valid |
| PD5 | 0,629 | Valid |

Source: Data Processing Results (2023)

The purpose of the Confirmatory Factor Analysis (CFA) test is to confirm or test a model, that is, a measurement model whose formulation is derived from theory. CFA can be said to have two focus studies, namely; (1) whether the unidimensionally conceptualized indicators are valid, and (2) what dominant indicators form the construct under study. The reference value of the loading factor estimate (Ghozali, 2020) should ideally be above 0.50. The results of the CFA test are shown in Table 4.7 which shows the loading factor value of each indicator and each dimension to its construct where all values are > 0.5 which means that the indicators and dimensions of this study are valid for measuring constructs.

**Data Reliability Test**

In this study, the reliability test of each variable was measured using Cronbach's alpha. Cronbach Alpha is a measure of reliability that has values ranging from zero to one (Hair, 2018).

The results of reliability testing for each variable of this study can be seen in Table 8 where five research variables have Cronbach's alpha value between 0.739 to 0.929 which means that all variables have very reliable reliability as a research instrument.

**Table 8 Research Variable Reliability Test Results**

|  |  |  |  |
| --- | --- | --- | --- |
| No | Variable | Cronbach's Alpha | Decision |
| 1 | Celebrity Endorser | 0.844 | Highly Reliable |
| 2 | Price | 0.810 | Highly Reliable |
| 3 | Social Media | 0.739 | Highly Reliable |
| 4 | Brand Image | 0.929 | Highly Reliable |
| 5 | Purchase Decision | 0.902 | Highly Reliable |

Sumber: Hasil Olah Data (2023)

**Model Goodness of Fit (GOF) Test**

In this study, Goodness of Fit (GOF) testing was used as a reference to whether the research model was acceptable. This test is carried out because the data analysis method used is the Structural Equation Model (SEM) using the AMOS program. SEM is a multivariate technique that combines aspects of multiple regression and factor analysis to estimate a series of dependent relationships simultaneously (Hair et al., 2018)

**Table 9Goodness of Fit Test Results**

| Goodness of Fit | Cut off value | Analysis result | Model  Evaluation |
| --- | --- | --- | --- |
| Chi Square  Degrees of freedom (dof) Probability  CMIN/DF | The smaller, the better  ≥ 0.05  < 2 | 469,757  265  .000  1.773 | Marginal Fit |
| GFI | ≥ 0.90 | 0.802 | Marginal Fit |
| RMSEA | ≤ 0.08 | 0.072 | Good Fit |
| RMR | ≤ 0.05 | 0.022 | Good Fit |
| AGFI | ≥ 0.90 | 0.757 | Marginal Fit |
| TLI | ≥ 0.90 | 0.911 | Good Fit |
| NFI | ≥ 0.90 | 0.839 | Marginal Fit |
| CFI | ≥ 0.90 | 0.922 | Good Fit |
| IFI | ≥ 0.90 | 0.923 | Good Fit |
| PGFI | ≥ 0.50 | 0.654 | Good Fit |
| PNFI | ≥ 0.50 | 0.741 | Good Fit |
| PCFI | ≥ 0.50 | 0.814 | Good Fit |

Source: Data Processing Results (2023)

Based on Table 9 the results of the research model are declared good fit by looking at the value of chi-square with a value of 469.757, probability with a value of 0.1773, GFI with a value of 0.802, RMSEA with a value of 0.072, RMR with a value of 0.022, AGFI with a value of 0.757, TLI with a value of 0.911, NFI with a value of 0.839, CFI with a value of 0.922, IFI with a value of 0.923, PGFI with a value of 0.644, PNFI with a value of 0.741, PCFI with a value of 0.814. From these values, it can be concluded that there are 8 good fit values so that the form of research can be continued to the next method.

**Results of hypothesis testing (influence between variables)**

**Hypothesis Testing Results**

Hypothesis testing is done after the research model can be considered fit. While the basis for decision making is as follows:

1. If the P (Probability) value > 0.05 or CR < 1.96, then H1 is rejected and H0 is accepted (no effect)
2. If the value of P (Probalitias) ≤ 0.05 and CR ≥ 1.96 then H1 is accepted and H0 is rejected (there is an effect)

Hypothesis testing is carried out by looking at the results of the regression weight research model. Table 10 describes the estimation results of the research model.

**Table 10 Results of Structural Model Coefficient Evaluation**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Keterangan** | | **Estimate** | **SE** | **CR** | **P** |
| Purchase\_Decision 🡨 | Celebrity\_Endorser | .012 | .085 | .142 | .887 |
| Purchase\_Decision 🡨 | Price | .388 | .131 | 2.955 | .003 |
| Purchase\_Decision 🡨 | Social\_Media | .077 | .109 | .706 | .480 |
| Brand\_Image 🡨 | Celebrity\_Endorser | .322 | .082 | 3.953 | \*\*\* |
| Brand\_Image 🡨 | Price | .431 | .114 | 3.766 | \*\*\* |
| Brand\_Image 🡨 | Social\_Media | .284 | .114 | 2.493 | .013 |
| Purchase\_Decision 🡨 | Brand\_Image | .641 | .190 | 3.374 | \*\*\* |

Source: Data Processing Results (2023)

**Table 11 Hypothesis Test Results**

| Description | | Decision |
| --- | --- | --- |
| H1 | Celebrity Endorser has a significant positive influence on Purchase Decision. | Rejected |
| H2 | Price has a significant positive influence on Purchase Decision. | Accepted |
| H3 | Social media has a significant positive effect on Purchase Decision. | Rejected |
| H4 | Celebrity Endorser has a significant positive effect on Brand Image. | Accepted |
| H5 | Price has a significant positive effect on Brand Image. | Accepted |
| H6 | Social Media has a significant positive effect on Brand Image. | Accepted |
| H7 | Brand Image has a significant positive effect on Purchase Decisions. | Accepted |

Source: Data Processing Results (2023)

Based on Table 10, brand image has a positive effect on purchase decisions with a value of P-Value = \*\*\* or close to 0.000. With an estimated weight of 0.641 and compared to other estimated weights, it can be said that celebrity endorser, price and brand image have the greatest variable relationship.

The following explanation of testing all research hypotheses refers to Table 4.10 and Table 11:

H1: Celebrity Endorsers do not positively affect Purchase Decisions.

In Table 11, the P value of the variables CE = 0.887 > 0.05 and CR = 142> 1.96, so H0 is accepted and H1 is rejected, which means CE has no positive and significant effect on PD.

H2: Price has a positive effect on Purchase Decision.

In Table 11, the P value of the variable Price = 0.003 < 0.05 and CR = 2.955 > 1.96, so that H0 is rejected and H2 is accepted, which means P has a positive and significant effect on PD. The higher / positive price, the higher / positive purchase decision.

H3: Social Media does not positively affect Purchase Decisions.

In Table 11, the P values of the variables SM = 0.480 > 0.05 and CR = 0.706> 1.96, so that H0 is accepted and H3 is rejected, which means SM has no positive and significant effect on PD.

H4: Celebrity Endorser has a positive effect on Brand Image.

In Table 11, the P value of the variables CE = 0.000 < 0.05 and CR = 3.953 > 1.96, so H0 is rejected and H4 is accepted, which means CE has a positive and significant effect on BI. The higher / positive celebrity endorser, the higher / positive brand image.

H5: Price has a positive effect on Brand Image.

In Table 11, the P value of the variable Price = 0.000 < 0.05 and CR = 3.766> 1.96, so that H0 is rejected and H5 is accepted, which means P has a positive and significant effect on BI. The higher / positive celebrity endorser, the higher / positive brand image.

H6: Social Media has a positive effect on Brand Image.

In Table 11, the P values of the variables SM = 0.013 < 0.05 and CR = 2.493 > 1.96, so H0 is rejected and H6 is accepted, which means SM has a positive and significant effect on BI. The higher / positive price, the more H1: Social Media has a positive effect on Brand Image.

H7: Celebrity Endorsers positively affect Brand Image.

In Table 11, the P value of the variables CE = 0.000 < 0.05 and CR = 3.374> 1.96, so that H0 is accepted and H7 is accepted, which means CE has a positive and significant effect on BI. The higher / positive celebrity endorser, the higher / positive brand image.

**Direct, Indirect and Total Influence**

The analysis was conducted to determine the magnitude of the coefficient of direct, indirect influence, and total influence of all research variables.

**Table 12 Hypothetical Results**

| **Path** | **Estimate** | **C.R.** | **P** | **Label** |
| --- | --- | --- | --- | --- |
| celebrity endorser → purchase decision | 0.012 | 0.142 | 0.887 | Rejected |
| price → purchase decision | 0.388 | 2.955 | 0.003 | Accepted |
| social media → purchase decision | 0.077 | 0.706 | 0.480 | Rejected |
| celebrity endorser → brand image | 0.322 | 3.953 | 0.000 | Accepted |
| price → brand image | 0.431 | 3.766 | 0.000 | Accepted |
| social media → brand image | 0.284 | 2.493 | 0.013 | Accepted |
| brand image → purchase decision | 0.641 | 3.374 | 0.000 | Accepted |
| celebrity endorser → brand image → purchase decision | 0.206 | 2.566 | 0.010 | Accepted |
| price → brand image → purchase decision | 0.276 | 2.513 | 0.012 | Accepted |
| social media → brand image → purchase decision | 0.182 | 2.005 | 0.045 | Accepted |

Source: Data Processing Results (2023)

**Discussion**

**Celebrity Endorser does not positively affect Purchase Decision**

Based on the data analysis conducted, it was found that the celebrity endorser does not have a positive and significant effect on the purchase decision; therefore, Hypothesis-1 is rejected. It can be concluded that CE does not influence PD. This demonstrates that the hypothesis previously set by the author, stating that the use of a celebrity endorser in promoting products on the Shopee online shop has a positive effect on the purchase decision, is not supported by this study. A celebrity known to the public is unable to generate purchase intent, leading to a purchase decision.

This differs from the research conducted by Rosita and Noviningtyas (2021), where their study showed that celebrity endorsers have a significant influence, both partially and simultaneously, on purchase decisions. With a celebrity endorser considered as an icon widely recognized by the public, they can influence consumer behavior. Endorsers usually become advertising stars that can support products to influence consumer purchase decisions.

Therefore, in this study, a celebrity endorser is less likely to strengthen a company's ability to promote its products. Thus, the results of this study do not align with previous research that stated that a celebrity endorser has a positive and significant impact on the purchase decision.

**Price has a positive impact on Purchase Decision**

Based on the data analysis conducted, it was found that the price has a positive and significant impact on the celebrity endorser; therefore, Hypothesis-2 is accepted. The higher/ more positive the price, the higher/ more positive the celebrity endorser. The results show that one of the important factors in purchase decisions is the price. This proves that the hypothesis previously set by the author, stating that the price set for a product is one of the factors influencing purchases on the Shopee online shop, is supported by this study.

From the research by (Fauzi & Ali, 2021), it is evident that price has a significant and positive effect on purchase decisions. In this case, a higher price is associated with higher consumer decision values, implying that price can reflect the quality of a product.

Therefore, in this study, the price can strengthen a company's ability to promote its products. Thus, the results of this study are consistent with previous research that stated that price has a positive and significant impact on the purchase decision.

**Social Media does not have a positive impact on Purchase Decision**

Based on the data analysis conducted, it was found that social media does not have a positive and significant impact on the purchase decision; therefore, Hypothesis-3 is rejected. It can be concluded that social media does not influence PD. This demonstrates that the hypothesis previously set by the author, stating that the use of social media in promoting products on the Shopee online shop has a positive effect on the purchase decision, is not supported by this study.

This differs from the research conducted by (Michelle & Susilo, 2021), where their study found that social media significantly influences purchase decisions. In their research, the use of the Instagram social media account @byooteofficial led to an increase in buying interest because the number of social media users is increasing day by day, which also affects increased sales.

The same findings are revealed in the research by (Bonaldi et al., 2023), which indicates that social media marketing has a positive and significant impact on purchase decisions. This means that social media marketing has a very high influence on purchase decisions. The better the social media marketing, the higher the purchase decision. According to (Ansari, 2019), their research shows that social media content marketing has a significantly positive relationship with purchase decisions. With social media marketing, strong content plays a primary role in the current technological era, persuading consumers towards the desired outcome, which is making a purchase decision.

Therefore, in this study, social media is less likely to strengthen a company's ability to promote its products. Thus, the results of this study do not align with previous research that stated that social media has a positive and significant impact on the purchase decision.

**Celebrity Endorser has a positive impact on Brand Image**

Based on the data analysis conducted, it was found that the celebrity endorser has a positive and significant impact on brand image; therefore, Hypothesis-4 is accepted. The higher/ more positive the celebrity endorser, the higher/ more positive the brand image. The results show that one of the important factors in forming a good brand image held by a company is the selection of the right celebrity endorser. This proves that the hypothesis previously set by the author, stating that choosing a celebrity with a good self-image to promote products is one of the factors influencing a company's brand image on the Shopee online shop, is supported by this study.

This aligns with the research conducted by (Bulan & Sudrajat, 2019), where the celebrity endorser is considered one of the factors affecting brand image. In this research, a positive influence was found between the celebrity endorser variable Arief Muhammad (X) and the brand image variable (Y) in the Erigo Store brand. When selecting a celebrity endorser, companies are advised to consider the celebrity's popularity to measure their influence in promoting products. In endorsing products, companies also need to consider the compatibility of the products being sold with the characteristics of the celebrity endorser to influence the brand image of that brand.

(Dewi & Giantari, 2020)conducted a similar study and found significant results between the celebrity endorser and brand image. The celebrity endorser holds a vital position because they can introduce a brand to the public. With the character of the celebrity endorser being prominent, it can enhance the company's brand image. This is also confirmed in the research by Adam et al. (2022), which states that there is an influence of the celebrity endorser on brand image. The selection of a celebrity endorser is crucial for companies, so celebrities need to maintain their integrity and credibility to ensure that the products they promote have a positive perception in the eyes of consumers.

Therefore, in this study, a celebrity endorser can strengthen a company's ability to brand its products. Thus, the results of this study are consistent with previous research that stated that a celebrity endorser has a positive and significant impact on brand image.

**Price has a positive impact on Brand Image**

Based on the data analysis conducted, it was found that price has a positive and significant impact on brand image; therefore, Hypothesis-5 is accepted. The higher/ more positive the price, the higher/ more positive the brand image. The results show that one of the important factors in forming a good brand image held by a company is setting an appropriate price. This proves that the hypothesis previously set by the author, stating that setting a price that matches the product's quality can influence a company's brand image on the Shopee online shop, is supported by this study.

This aligns with the research conducted by (Anggraini et al., 2020), which shows that price has a positive and significant effect on brand image. This means that the price set by the company must match the quality perceived by consumers. Quoting the research by (Simanjuntak et al., 2001), it states that the fairness of pricing can have a positive and significant impact on the brand image of Uber taxi services in Denpasar. The more reasonable the price set, the higher the brand image of Uber Taxi transportation services.

The research conducted by Marvianta and Saputra (2022) also explains the impact of price on brand image. This indicates that the price set by the products matches the brand known to the public. In this case, potential consumers will not question the price offered by each brand, as the price offered is still within the purchasing power desired by potential consumers.

Therefore, in this study, the price set by the company can strengthen the company's ability to have a good image of its products. Thus, the results of this study are consistent with previous research that stated that price has a positive and significant impact on brand image.

**Social Media has a positive impact on Brand Image**

Based on the data analysis conducted, it was found that social media has a positive and significant impact on brand image; therefore, Hypothesis-6 is accepted. The higher/more positive the social media presence, the higher/more positive the brand image. The results demonstrate that one of the important factors in forming a strong brand image for a company is the effective use of social media marketing. This confirms that the hypothesis previously set by the author, which states that social media marketing used to promote products is one of the factors influencing a company's brand image on the Shopee online shop, is supported by this study.

By utilizing social media to connect with consumers, companies can enhance brand loyalty. As shown in the research conducted by Mulitawati and Retnasary (2020), social media strategies can influence customers. Selling through social media platforms generates feedback from consumers, and positive feedback can be utilized to build a positive brand image. In the research by (Mulitawati & Retnasary, 2020), building a brand image can be achieved through advertising, promotional sales, personal selling, direct marketing, and publicity. Savitri et al. (2021) also share a similar view in their research, stating that social media marketing significantly impacts brand image. Increased social media marketing can elevate brand image.

Therefore, in this study, marketing through social media allows companies to strengthen their ability to maintain a positive image of their products. Thus, the results of this study are consistent with previous research that stated that celebrity endorsers have a positive and significant impact on brand image.

**Brand Image has a positive impact on Purchase Decision**

Based on the data analysis conducted, it was found that brand image has a positive and significant impact on purchase decisions; therefore, Hypothesis-7 is accepted. The higher/more positive the brand image, the higher/more positive the purchase decision. The results show that a good brand image held by a company can influence purchase decisions. This confirms that the hypothesis previously set by the author, which states that the selection of celebrities with a good self-image to promote products is one of the factors influencing a company's brand image on the Shopee online shop, is supported by this study.

In the research by Ali et al. (2021), brand image is described as a relatively consistent perception in the long term. Forming a brand image is not easy, and once established, it is difficult to change. It is also mentioned that the brand image formed should be clear and have advantages over competitors. Brand image is built based on consumer experiences, and a product's brand image is always remembered by consumers. This research shows a significant relationship between brand image and purchase decisions.

According to (Amron, 2018), brand image is a form of trust that consumers hold regarding the product they intend to purchase. Brand image is also evaluated as the perception and belief held by customers about a specific product. (Amron, 2018) places brand image as consumers' understanding based on a specific brand. As it becomes ingrained in consumers' memory, a brand becomes closer to consumer choices. A positive brand image must be continuously introduced to consumers to create a lasting impression. The impression a brand leaves in consumers' minds increases as more consumers experience that brand. In (Amron, 2018), there is a positive and significant relationship between brand image and purchase decisions.

In the research conducted by (Hermiyenti & Wardi, 2019), it is stated that brand image significantly affects purchase decisions. Every company will strive to maintain and uphold the superiority of their product's brand image to ensure the success of the products they sell.

Therefore, in this study, marketing through social media allows companies to strengthen their ability to maintain a positive image of their products. Thus, the results of this study are consistent with previous research that stated that brand image has a positive and significant impact on purchase decisions.

**Conclusion**

The results showed that the price and brand image carried out by sellers at the shopee online shop have a strong relationship and a significant influence on the purchase decision on the online shop in the city of Jakarta. However, celebrity endorsers show a more significant influence on purchase decisions when mediated by brand image, followed by social media, which is also more significant on purchase decisions when mediated by brand image. This is in contrast to price which shows a less significant influence on purchase decisions when mediated by brand image. So it can be concluded that the role of brand image is partially mediating.

The results also showed that in total, price was the largest contributor to purchase decisions, followed by social media as the second largest contributor, and finally celebrity endorsers as the smallest contributor.

Price as the first largest contributor to purchase decisions, where price is a variable that influences purchasing decisions, the more appropriate the price given to consumers will cause consumers to decide to buy and the better the price of the product, the more it allows customers to make purchase decisions.

Celebrity endorser as the second largest contributor to purchase decisions, where companies are advised to pay attention to the popularity of a celebrity in order to measure the influence of the celebrity in promoting products, in doing endorsers the company also needs to pay attention to the compatibility of the products sold with the characteristics of celebrity endorsers, the use of celebrities can encourage consumer buying where the use of someone who is recognized, and admired as a way to draw attention to the advertising message of a product being marketed.

Social media is the third largest contributor to purchase decisions , with the use of social media marketing having a very high influence on purchasing decisions. The better the level of social media marketing, the more purchasing decisions will also increase.

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