The Influence Of Social Media, Celebrity Endoser, And Brand Image On Consumer Purchase Decisions At Tokopedia

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Abstract:*. The purpose of this study was to determine the effect of Social Media, Celebrity Endorser and Brand Image on Consumer Purchase Decisions at Pedia Stores. The research approach used in this study is a quantitative approach with data processing using SEM PLS, with a sample of 80 respondents. The criteria for testing discriminant validity are based on the value of the test variable which is greater than the value of the other variables. Based on the test results, it is known that the values of the X1 and X2 variables are smaller than the two Y variables. Thus, the test results are not discriminantly valid. Cronbach's alpha value is more than 0.7, so it can indicate a value above 0.7. Thus, the data can be said to be valid. Based on these results, it can be seen that the value of the construct in question is always greater in the variable itself. Based on these results, it can be concluded that there is no discriminant validity problem. The results of the Cross Loading Factor show that each variable is > 0.7. Based on the table, the R-Square value for the satisfaction construct is 0.456, which means this value can identify y which can be explained by the x variable by 45.6%, while the rest is influenced by other variables outside the study. The results of this study indicate that social media has a significant positive effect on purchasing decisions. Celebrity endorsers have a significant positive effect on purchasing decisions. Brand Image has a significant positive effect on purchasing decisions.*

INTRODUCTION

Currently, online buying and selling activities are experiencing rapid growth. Indonesia is a possible country to develop its e-commerce business because of its large population and internet market penetration which is still possible to grow. The increasingly affordable price of internet connections is also a factor supporting the use of the internet in various aspects of Indonesian people's lives.

Internet users in Indonesia in early 2021 reached 202.6 million people. This number increased by 15.5 percent or 27 million people when compared to January 2020. The current population of Indonesia is 274.9 million people. This means that internet penetration in Indonesia in early 2021

will reach 73.7 percent. This is contained in a recent report released by management service HootSuite, and social media marketing agency We Are Social in a report titled "Digital 2021" (Kompas.com).

According to (Kotler and Gary Armstrong, 2016) the internet is network general wide from network computer which connect users around the world with each other and connect them with storage information which very big. Moment this transaction sell buy with use Internet already become a culture in all walks of life in Indonesia. During the current Covid-19 pandemic, consumers already no need to leave the house anymore if you want shopping something, only with capitalize *smart phone* , laptops, or *notebook* which use access Internet and various type application social media other. remember moment this popularity social media could convenience producer for praise its products. With existence media social expected process transaction sell buy on line more increasing.

One of the marketplaces that consumers visit a lot is Toko Pedia. Toko Pedia was founded in 2009, and now Tokopedia has transformed into a unicorn that is not only influential in Indonesia but also in Southeast Asia. Until now, Tokopedia is one of the most visited marketplaces by the Indonesian people . In detail, the number of Tokopedia visitors in the first quarter of 2021 was recorded at 135.5 million in the first three months of this year. The number is up 17.8% from the previous quarter of 114.7 million visits (Data Book.com). The number of visitors to Toko Pedia surpassed Shopee (as many as 127.4 million visitors), Bukalapak (as many as 34.2 million visitors) and Bhineka (as many as 6.7 million visitors) in the first quarter of 2021.

Table 1. Number of Marketplace Visitors for Quarter I-2021

No	Market	Number of visitors
1	Tokopedia	135,500,000
2	Shopee	127,400,000
3	Bukalapak	34.200.000
4	Bhinneka	6,700,000

Source: Data Book.Com (2021)

Search information and easier usage media social is Step most important for decision making in shopping on social media. Before consumer do purchase, usually they willlook for information about product which wanted or product which currently offered by the manufacturer. For consumers whowant to shop media social, search information can be seen through the *search engine* atInternet, or can also with go aroundsee shops on line which often shown in Internet. information which collected in the form of price, brand, qualityproduct, product specifications, product form and etc which next taken into consideration for consumer is want tobuy the product or not.

Currently, there are many manufacturers who use celebrity endorsers as a way to make their products sell well in the market, such as Yamaha using the icons of Valentino Rossi and Jorge Lorenzo, Christian Ronaldo as an ambassador for *clear shampoo products,* and many other producers who use the services of artists and even athletes. as their product *icon* . A number of Indonesian artists, such as NOAH, Weird Genius ft. Sara Fajira, Raisa, Syakir Daulay, Wali, Project Pop and many others become endorsers at Toko Pedia (Darmasyah, Salim (2014)

The presence of *celebrity endorsers* or the selection of advertising stars becomes very important even the achievements of a *celebrity endorser* are wrong one reject measuring consumer for consider and deciding buy a product. The use of celebrity endorsements can affectthey for buy product after watching advertisement if supported their favorite celebrity.

(Wiryawan, D., and Pratiwi, 2009) divides four factors that cause respondents to be

interested in buying and significantly, namely: 1. Credibility of celebrities, 2. Level of liking of celebrities. 3. Celebrity appeal. 4. Celebrity influence. Research that social media has an effect on purchasing decisions is the result of research (Indriani, Suri 2020) This shows that social media has an effect on purchasing decisions, and consumer motivation has a significant effect on product purchasing decisions. Research (TS Ningsing, SL Puti 2020) The results of this study indicate that partially *trust* has no significant effect on purchasing decisions, *expertise* has no significant effect on purchasing decisions, *attractiveness has a* significant effect on purchasing decisions, *respect* has no significant effect on purchasing decisions and *similarity* has a significant effect on purchasing decisions.

In research (NA Arianty, A Andira 2021) Partially it is known that *brand awareness* has a positive and significant influence on purchasing decisions. Simultaneously, it is known that *brand image* and *brand awareness* have a significant influence on purchasing decisions.

LITERATURE REVIEW
A. Buying decision

According to (Kotler, 2016) , purchase decision is an integration process that is used to combine knowledge to develop two or more alternative behaviors and choose one of them. Consumer decisions are a solution to solving problems in human activities to buy goods or services to fulfill their wants and needs. (Revita & AGTOVIAFRIMAYASA, 2018) A complex buying process usually involves several decisions, a decision that involves a choice between several alternative actions or behaviors, although most marketers often refer to choices between products, brands and places of purchase, the buying process is also usually influenced by the relationship both manufacturers..

Buyer Behavior (Kotler and Gary Armstrong, 2016) The decision to buy made by the buyer is actually a collection of a number of decisions. Each decision has a structure of seven components. These components can be discussed below in the purchase of a product, among others; (1). Decisions about the type of product Consumers can make the decision to buy a mobile phone or use the money for other purposes. In this case the company should pay attention to people who are interested in buying cellphones as well as other alternatives that are considering them. (2). Decisions About Product Forms Consumers can make decisions to buy certain radio forms. The decision concerns the size pattern, sound quality, style and so on. In this case the company must conduct marketing research to find out consumer desires about the desired product in order to maximize the attractiveness of the brand. (3). Decisions about Brands Consumers have to make decisions about which brands to buy. Each brand has its own differences. In this case the company must know how consumers choose a brand. (4). The decision about the seller The consumer must decide where the phone can be purchased. In this case, manufacturers, wholesalers, and retailers must know how consumers choose a particular seller. (5). Decisions about the number of products Consumers can make decisions about how many products they can buy at a time. Purchases made may be more than one unit. In this case, the company must prepare the product according to the different wishes of the buyers. (6). Decisions about when to buy Consumers can make decisions about when to make a purchase. This problem can be related to the availability of money to buy a cellphone. Therefore, companies must know the factors that influence consumer decisions at the time of purchase. Thus the company can manage the time of production and marketing activities. (7). The decision about the method of payment, the consumer must make a decision about the method or method of payment for the product purchased, whether in cash or in installments. These

decisions can influence decisions about the seller and the amount to buy. (Private, 2013) .

B. Social media

Social Media *(Social Media)* consists of prayer words: media and social. understanding according to language, media social is tool or means community communication to get along. Another term for social media is "social networking" (*social network*), that is network and braid online relationship on the internet. Therefore, According to *Wikipedia* , social media is a online media, with its users (*users*) can with easy participate, share (*share*), and create contents including blogs, network social, wiki, forum, and etc.

Social Media is a tool in conveying information from a person to a person or group of people, to achieve individual goals and group goals. To be clearer as stated by (Nasrullah, 2015) in the book Social Media that "social media can be seen from the development of how the relationship between individuals and media devices. "Social media is one of the platforms that appear in cyber media. Therefore, the existing social media is not much different from the characteristics possessed by cyber media (Nasrullah, 2015)

Social media is a web-based social networking site that supports individuals to build public or semi- *public profiles* in a restricted system, list other users with whom they are connected, and view and explore who their list of connections is made by others with a system. (Kotler, 2016) Social media is a means for consumers to share text, image, video and audio information with each other and with companies and vice versa.

New web technologies make it easier for everyone to create and most importantly share their own content. Posts on Blogs, tweets, instagram, facebook, or videos on YouTube that can be reproduced and viewed by millions of people for free. Advertisers do not have to pay a lot of money to publishers or distributors to place their ads. Now advertisers can create their own content that attracts and is seen by many.

The function of social media to build at this time of strength, social media has built a large organization in patterns of behavior and society. This is what makes social media so great. The functions of social media include the following: a) Social media that supports the democratization of knowledge and information. Transforming humans from the user of the message content to the maker of the message itself. b) Social media is media designed to expand human social interaction by using the internet and web technology. c) Social media has succeeded in transforming the practice of direct communication of broadcast media from one media institution to many audiences into dialogic communication between many *audiences.*

In Research (Kotler, 2016) A total of 100 respondents were determined using *purposive - sampling* . The data were collected using a questionnaire and processed using partial least *squares* . This shows that social media has an effect on purchasing decisions, and consumer motivation has a significant effect on product purchasing decisions.

C. Celebrity Endorser

Endorser is a promotional strategy that has long been used by many companies in an effort to increase sales of their products. Companies usually pay someone to use the product in order to communicate the message the company wants to convey through the product to potential customers. An endorser is an icon or often referred to as a direct source to deliver a message and or demonstrate a product or service in promotional activities that aim to support the effectiveness of message delivery (Suryadi, 2018) . Endorsement is a form of communication in which a celebrity acts as a spokesperson for a particular product or brand. Celebrity endorser according to (Shimp,

2010) is an actor or artist, entertainer or athlete who is known or publicly known for his success in their respective fields to support an advertised product.

Usually the endorsers that are often used by companies are celebrities. Because messages delivered by interesting sources or famous figures will be able to attract more attention (Kotler, 2016) . Supporters are ad supporters or also known as advertising stars to support a product. Meanwhile, celebrity is a character (actor, entertainer or athlete) who is famous or known for his achievements in different fields from the product he supports (Shimp, 2010) .

A celebrity, whether as an artist, entertainer, sports athlete, or public figure who is known by the public for his expertise in a particular field. While a celebrity endorser is someone who is well known by where he uses his fame to promote a product or service to the public. Celebrities are seen as individuals who are liked by society and have attractive advantages that distinguish them from other individuals.

The reason why celebrities are in high demand by manufacturers to advertise their products is that messages conveyed by interesting sources (popular celebrities) will get more attention and will be very easy for consumers to remember.

The conclusion from several experts that celebrity endorser is the use of icons of famous people such as artists and other advertising stars who have a direct and strong influence and use their celebrity attributes to attract consumers to make purchases.

D. Brand Image

According to (Kotler, 2016) that *brand image* as a perception of a brand as reflected by brand associations contained in the minds of consumers. Also added that the brand image according to (Henslowe, 2008) is an impression that can be according to the level of knowledge and understanding of facts about people, products, situations. The object in question is an unknown person, organization, group of people or other. Imange is a view or perception and the accumulation process of the trust given by individuals will experience a process sooner or later to form a broader and abstract public opinion. Brand Image as a description of the total thoughts of consumers or target customers of the product or brand. Meanwhile, according to (Rangkuti, 2010) , brand image is a brand association that is formed and attached to the minds of consumers. According to (Roslina, 2010) , defines brand image that is a clue that will be used by consumers to find a product. Consumers do not have sufficient knowledge about a product. Thus, in this statement, there is a tendency for the concept that consumers will choose products that are known both through experience using the product and based on information obtained through various sources.

According to (Keller, 2013) brand image is the consumer's perception of the brand image of the product that will be consumed or used.

According to Keller (Keller, 2013) brand image consists of two main factors, namely:

2. Physical factors are the physical characteristics of the brand, namely: design, packaging, logo, brand name, function, and product use of the brand, and
3. Psychological factors, formed by emotions, beliefs, values and personality that are considered by consumers to describe the product of the brand. Brand image is very closely related to what is experienced by a particular brand. So that the image of psychological factors plays more role than the physical factors of certain brands

METHODE

The researcher groups the variables in the title into 3 (three) independent variables, namely

Social Media, Celebrity Endoer, Brand Image and the dependent variable, namely Purchase Decision. Variable research instrument grid is as follows; product content, the function of various videos and product photos, able to reduce product promotion costs so that goods and services are easily accessible. For Celebrity Endoer variables include the following; Attractiveness, trust and expertise. The Brand Image is as follows; strength, uniqueness and excellence . The instrument grid for the dependent variable of purchasing decisions is as follows; uniqueness, favorability, and time of purchase.

Population from In this study, the number of Tokopedia subscribers in the first quarter of 2021 is 135,500,000 people, sample this research calculated use formula slovin with alpha or an error rate of 10% . Determine the number of samples based on the calculation of the following Slovin formula (Husein, 2013)

$$n = \frac{N}{1 + N\,e^2}$$ ....(1)

N in the above formula is the total consumer population, while *e* is the tolerable error rate (10%) then the calculation results are:

$$n = \frac{135.500.000}{1 + 135.500.000\,(0.1)^2} = 99.99$$

Based on the calculation of the use of slovin (Husein, 2013) using 10% alpha the sample obtained will be used as respondents as many as 100 respondents. Sampling technique in this study will use a *probability sampling approach*, namely a sampling technique that provides equal opportunities for each element or member of the population to be selected as a sample

RESULTS AND DISCUSSION

A. Outer Model (Measurement Model)

This research model will be analyzed using the Partial Least . method Square (PLS) and assisted with SmartPLS 3.0 software. PLS is wrong an alternative method of Structural Equation Modeling (SEM) that can be done for resolve problem on connection between variable which very complex but the data sample size is small (30-100 samples) and has assumptions non parametric, meaning that data that does not refer to one distribution certain (Suherman & Yusuf, 2021). As for the measurement model for the validity and reliability test, the coefficient determination of the model and path coefficients for the model equation, can be seen in the following image:
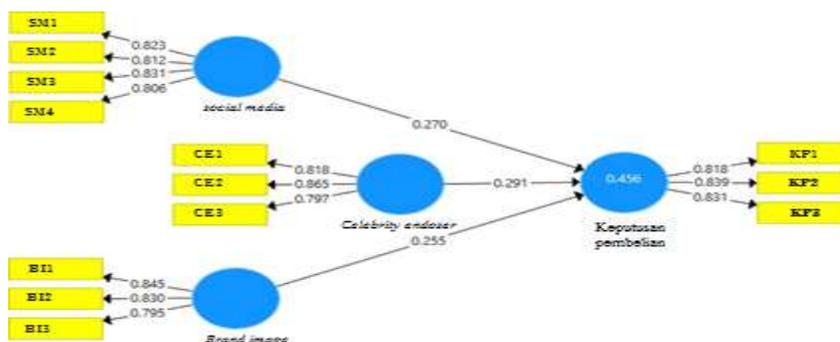

Figure 1. Measurement Model

B. Convergent Validity

Convergent validity is done by looking at the reliability of the item (indicator validity) which is indicated by the loading factor value . The loading factor is a number which show correlation Among score something goods question with score indicator construct indicator which measure construct T that. Mark Load factor more big 0.7 said legitimate for inspection beginning from matrix loading factor is approx. 0.3 is considered the level has met minimal, and for a loading factor of approximately 0.4 is considered better, and for loading factor greater than 0.5 is generally considered significant. In research this limit the loading factor used is 0.7 (Suherman & Yusuf, 2021). The results of data processing with SmartPLS shown in Figure 1, that the main indicator on each variable in this study has a loading factor value that greater than 0.70 and is said to be valid. This shows that the indicator variables that have a loading factor value greater than 0.70 have a level meet high validity, meet convergent validit. Result of loading value factor construct can be shown in.

Table 2. Convergent Validity

Item Code	Loading Factor
SM1	0.823
SM2	0.812
SM3	0.831
SM4	0.806
CE1	0.818
CE2	0.865
CE3	0.797
BI1	0.845
BI2	0.830
BI3	0.795
KP1	0.818
KP2	0.839
KP3	0.831

Source: Data Processed, 2021

C. Discriminant Validity

Discriminant Validity is done by looking at the cross loading value measure the construct. The cross loading value shows the magnitude of the correlation between each construct with its indicators and indicators of the other block constructs. something model measurement have differentiator validity which good if correlation Among construct with the indicator more tall more than correlation with indicators from other block constructs. After data processing by using

SmartPLS 3.0 the results of the cross loading can be shown in Fig Table the following :

Table 3. Discriminant Validity

code Goods	SM	CE	TWO	KP
SM1	**0.823**	0.343	0.356	0.405
SM2	**0.812**	0.409	0.329	0.384
SM3	**0.831**	0.386	0.403	0.473
SM4	**0.806**	0.454	0.426	0.461
CE1	0.418	**0.818**	0.546	0.469
CE2	0.412	**0.865**	0.519	0.549
C E3	0.381	**0.797**	0.498	0.414
BI 1	0.472	0.574	**0.845**	0.508
BI2	0.346	0.554	**0.830**	0.427
BI3	0.322	0.421	**0.795**	0.452
KP1	0.429	0.415	0.505	**0.818**
KP2	0.436	0.503	0.486	**0.839**
KP3	0.455	0.529	0.412	**0.831**

Source: Data Processed, 2021

D. Boostraping Test

Assessment of the significance of predictive models in structural model testing, can be seen from the P-Value value , if the P-value is less than 0.05 or 5% it means that the relationship has a significant effect and if the P-Value is more big than 0.05 or 5% means no significant. Judging from the Original Sample if the original sample value is positive then the direction of the effect is positive and if the original sample value is feasible negative, the direction of the effect is negative. between independent variables to variable depends in table Track Coefficient on output SmartPLS. Mark examiner hypothesis study this could showed on Table 4 as following:

Table 4. Bootstraping

	Original Sample (HI)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Value
Social Media -> Decision purchase	0.270	0.277	0.098	2,760	0.012
Celebrity Supporter -> Decision purchase	0.291	0.290	0.116	2,507	0.012
Brand Image -> Decision purchase	0.255	0.259	0.110	2,320	0.021

Source: Data Processed, 2021

Based on table 4 above, it can be seen that the *original sample value* is of 0.270 with a significance below 0.05 or 5% as indicated by*P-Value value of* 0.012 is smaller than 0.05, meaning

that the relationship has an influence significant. The direction of the influence of the *original sample* value shows a positive value, occursan increase in the *Social Media* variable while the other variables remain constant, the value of purchasing decisions will increase. Direction show positive that quality product urgent positive to decision purchase. Based on the test results, it can be said that the first hypothesis accepted. Supporting research conducted by (Batee, 2019) .

Based on table 4 above, it can be seen that the *original sample value* is of 0.291 with a significance below 0.05 or 5% as indicated by*P-Value value of* 0.012 is smaller than 0.05, meaning that the relationship has an influence significant.

knowing the effect of the direction of the *original sample* value shows the value of positive, there was an increase in the *Celebrity Endorser* variable while the other variables remained constant so Mark decision purchase will experience increase. Direction positive show that Influential *Celebrity Endorser* positive to decision purchase. Based on results examiner the could keywords that hypothesis both accepted. Supports previous research by (Triputranto & Nurdiansyah, 2021) that *celebrity endorsers* have a significant and positive effect on increasing consumer purchasing decisions at Tokopedia.

Based on table 4 above, it can be seen that the *original sample value* is of 0.255 with a significance below 0.05 or 5% as indicated by*P-Value value of* 0.021 is smaller than 0.05, meaning that the relationship has an influence significant. knowing the effect of the direction of the *original sample* value shows the value of positive, there is an increase in the *Brand Image* variable while the other variables remain so Mark decision purchase will experience increase. Direction positive show that Influential *Brand Image* positive to decision purchase. Based on results examiner the could keywords that hypothesis first accepted. Supports previous research by (Paramitasari, 2014) that Brand Image has a significant influence on purchasing decisions.

CONCLUSION

From the results of research and data analysis that have been discussed in previous chapters, it can be concluded as follows:
1. The results of the first test state that Social Media has a positive and significant effect on purchasing decisions. This is evidenced by the P-Value value of 0.021 which is smaller than the significant value of 0.05 or 5%.
2. The results of the second test state that Celebrity Endorser has a positive and significant effect on purchasing decisions. In other words, if celebrity endorsers become an attraction for consumers who buy products at Tokopedia, then the purchase decision will increase as well. This is evidenced by the P-Value value of 0.012 which is smaller than the significant value of 0.05 or 5%.
3. The results of the third test state that Brand Image has a positive and significant effect on purchasing decisions. In other words , the better the Brand Image , the higher the purchasing decisions . This is evidenced by the P-Value value of 0.021, which is greater than the significant value of 0.05 or 5%.

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