

## The Influence of Celebrity Endorser and Trust on Product Purchasing Decisions Baper Shop Surabaya

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### ABSTRACT

This research aims to analyze the influence of celebrity endorsers and trust on purchasing decisions for Baper Shop Surabaya products. The research approach used in this research is a quantitative approach. The sample in this study consisted of 104 respondents from Surabaya city residents who were at least 17 years old and had made purchases at Baper Shop Surabaya. The sampling technique used was non-probability sampling in the form of accidental sampling. Data obtained by distributing questionnaires. The data analysis method uses Partial Least Square (PLS) analysis with the help of the SmartPLS 3.0 program. The research results show that celebrity endorsers and trust have a positive and significant effect on purchasing decisions for Baper Shop Surabaya products.

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## INTRODUCTION

The development of clothing styles (fashion) or lifestyle (fashion) in the world has resulted in many demands for society to follow these developments. Especially among young people who have a tendency to follow these trends, as a medium to enter a wider social world, they are required to always follow current developments, one of which is developments in the world of fashion so that they remain attractive among their social friends. Fashion is a necessity for the general public to use in everyday life. However, this also gives rise to competition in the business and the highest is in the fashion sector because the number of business actors is large, the competition is getting tighter. Many business actors run their businesses in the fashion industry,

Based on this, in the city of Surabaya there are many fashion businesses that are developing and making the city of Surabaya one of the trendsetters in the fashion industry. With so many fashion industries in the city of Surabaya, it demands business actors to be more creative in creating a product that can compete in winning the hearts of consumers. picture below:

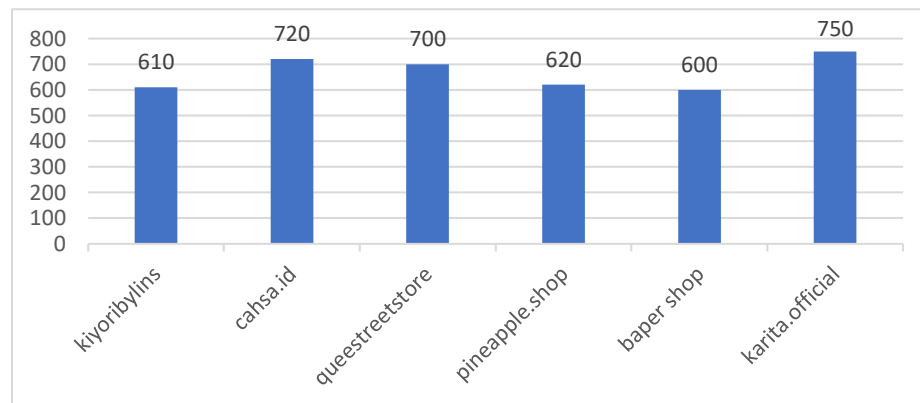


Figure 1. Monthly average transaction data

Source: Researcher Analysis

Based on Figure 1 above, it shows that the lowest number of transactions was at the Baper Shop with 600 units of products sold. In this regard, researchers are interested in making Baper Shop a research object.

Baper Shop is an online shop that has been established in the city of Surabaya since 2020. Baper Shop is a brand of online shop that focuses on selling women's fashion which offers trendy and fashionable styles. With digitalization in shopping, Baper Shop markets its products only online through ecommerce.

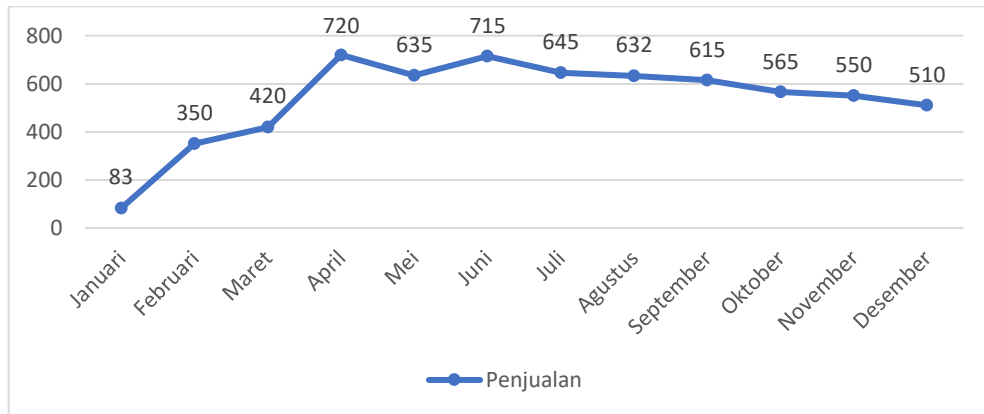


Figure 2. Baper Shop Surabaya Consumer Transaction Data  
Source: Baper Shop Company Data for 2022

Therefore, the author conducted preliminary research on 30 respondents to find out the factors that caused the decline in sales volume and resulted in low purchasing decisions for Baper Shop products. This mini survey was carried out with the aim of finding out consumer purchasing decisions at the Baper Shop itself. This preliminary research took 30 respondents from Baper Shop Instagram followers.

Based on the results of this preliminary research, it can be seen that the benchmarks in consumer purchasing decisions for Baper Shop products are advertising models (celebrity endorsers) and trust. so that it can be used as material that must be researched in a better and detailed manner because it involves opportunities for consumer purchasing decisions to be more interested in deciding to purchase products at Baper Shop Surabaya.

The use of celebrity endorsers is one of the many ways of promoting a company to introduce their products. Some companies consider that the figure of a celebrity endorser will be the main attraction for consumers who idolize them, they will be very easily influenced and make product perceptions in accordance with the character of their idol.(Dwi Hestyani, 2017)

Another factor that can influence consumer purchasing decisions is trust. Trust is an important factor that can influence consumers to buy, because customers who have trust will make transactions through internet media. According to Saifudin (2020) Trust in online buying and selling sites is important in the success or failure of e-commerce sales. Trust is the most important factor in building a successful business. With a high level of trust from consumers, the opportunity for someone to decide to buy a product will be achieved.

Based on the background of the problems that have been described, researchers are encouraged to conduct further research to get answers to existing problems with the aim of analyzing the Influence of Celebrity Endorsers and Trust on Product Purchasing Decisions of Baper Shop Surabaya.

## LITERATURE REVIEW

### *Celebrity Endorser*

The use of celebrity endorsers is one of the many ways of promoting a company to introduce their products. According to Dwi Hestyani (2017) Some companies consider that the figure of a celebrity endorser will be the main attraction for consumers who idolize them, they will be very easily influenced and make product perceptions in accordance with the character of their idol. Meanwhile, according to Karamoy, (2022) argue that celebrity endorsers are. "Television stars, film actors, athletes, politicians, famous people, and sometimes celebrities who have died (opening vignette) are widely poured on magazine, radio, and television advertisements to support a product". According to Algiffary et al., (2020) There are five celebrity endorser indicators to facilitate communication effectiveness. The following are indicators of celebrity endorsers, namely: (1) Trustworthiness (can be trusted); (2) Expertise (expertise); (3) Respect (quality is appreciated); (4) similarity (similarity of the intended audience) and (5) Attractiveness (physical attractiveness).

### *Trust*

According to Nur Ismi et al., (2019) Trust is a number of specific beliefs regarding integrity (honesty of the trusted party and ability to keep promises), benevolence (trustee's attention and motivation to act in accordance with the interests of those who trust them), competency (the ability of the trusted party to carry out the needs of those who trust them) and predictability (consistency of trusted party behavior). Meanwhile, according to Wahyudi et al., (2022) a belief is a descriptive thought held by someone about something. Consumer trust is all the knowledge possessed by consumers and all the conclusions consumers make about objects, attributes and benefits. The level of trust consumers have with other consumers is different, so online stores must be able to understand consumer characteristics and understand what consumers want. According to Weindfels (2008) describes several components of trust. These components can be used as indicators of trust, namely: (1) Integrity (honesty); (2) Benevolence (kindness); (3) Competency; (4) Predictability

### *Buying Decision*

According to Nuraini (2019) purchasing decisions are a process of making decisions about purchasing which includes determining what to buy or not to buy and this decision is obtained from previous activities. Purchasing decisions are a problem solving process that consists of analyzing or recognizing needs and desires, searching for information, assessing selection sources for purchasing alternatives, purchasing decisions, and behavior after purchase. Purchasing decision indicators according to Derby Juliana Osak & Yusepaldo Pasharibu, (2020) namely: (1) product stability; (2) Habits; (3) Recommend; (4) Repurchase.

## METHODOLOGY

This research is of a quantitative type with the measuring instrument used to measure each research variable using a Likert scale. The population used in

this research were residents of Surabaya City who had made purchases at Baper Shop Surabaya. Because the number of population is not known with certainty, in this study the determination of the number of samples was carried out using the sample measurement guidelines according to August Ferdinand (2014), namely the number of indicators multiplied by 5-10 estimated parameters. The Celebrity Endorser variable is measured with 5 indicators according to Alghiffary et al., (2020), namely (1) Trustworthiness (can be trusted); (2) Expertise; (3) Attractiveness (physical attractiveness); (4) Respect (quality is appreciated); (4) Similarity (the similarity of the intended audience). Meanwhile, the Trust Variable is measured by 4 indicators according to Weindfels (2008), namely: (1) Integrity (honesty); (2) Benevolence (kindness); (3) Competency; (4) Predictability and on the Purchase Decision variable there are 4 indicators that are measured according to Derby Juliana Osak & Yusepaldo Pasharibu, (2020) namely: (1) Stability of the product; (2) Habits; (3) Recommend; (4) Repurchase. The number of indicators in this study is 13 and the parameters of this study are 8. So the number of samples used is  $13 \times 8 = 104$  respondents. So the sample in this study were 104 Surabaya residents who were at least 17 years old and had purchased Baper Shop Surabaya. The sampling technique used the non-probability sampling technique, namely the purposive sampling method by distributing questionnaires online via the Google form. The data analysis method uses Partial Least Square (PLS) analysis with the help of the SmartPLS 3.0 program.

## RESULT

Through the results of distributing questionnaires, there were 78 female and 26 male respondents out of a total of 104 respondents. Most of the respondents were aged 18-26 years with a total of 92 people.

### Partial Least Square (PLS) Analysis

#### Outer Model

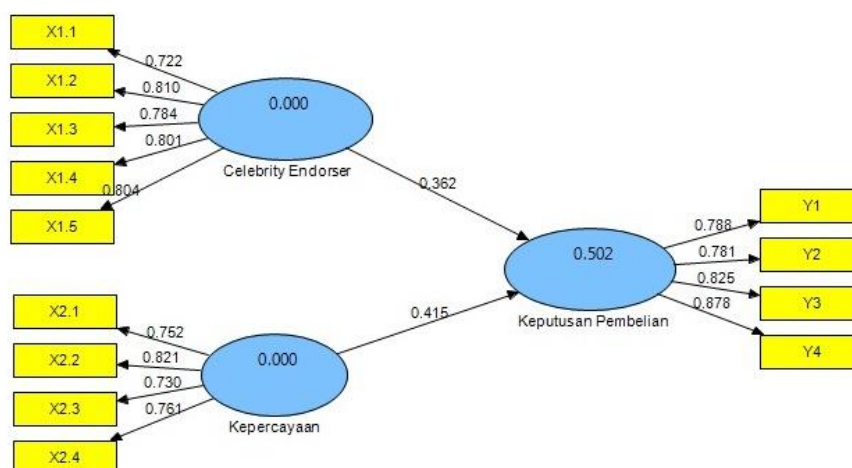


Figure 3. Outer Model with Factor Loading, Path Coefficient and R-Square

In the PLS output image above, it can be seen that the large number of factor loadings of each variable is above the arc between variables and

indicators. It can be seen the size of the path coefficient above the arc between exogenous and endogenous variables. It can also be seen that the R-square size is right inside the circle of the endogenous variable (purchasing decision variable) of 0.502. In addition, it can be seen from the biggest factor loading of the celebrity endorser indicator, namely Expertise (X1.2), which is the biggest indicator with a loading factor of 0.810. As for the factor loading for the Trust indicator, namely Benovolence (kindness) (X2.2), which is the largest indicator with a factor loading of 0.821.

### Validity Test

Table 1. Average Variance Extracted (AVE)

	AVE
Celebrity Endorser	0.615837
Trust	0.587927
Buying decision	0.670444

Source: processed data, 2023

The results of the AVE test for the Celebrity Endorser variable are 0.615837, the Trust variable is 0.587927, the Purchase Decision Variable is 0.670444, these three variables show a value of more than 0.5, so overall the variables in this study can be said to have good validity.

### Reliability Test

Table 2. Composite Reability

	Composite Reliability
Celebrity Endorser	0.888910
Trust	0.850660
Buying decision	0.890344

Source: processed data, 2023

The results of the Composite Reliability test show that the celebrity endorser variable is 0.888910, the Trust variable is 0.850660, the Purchase Decision variable is 0.890344, the three variables show a Composite Reliability value above 0.70 so that it can be said that all variables in this study are reliable.

### Inner Model R-Square

Table 3. R-Squere

	R Square
Celebrity Endorser	
Trust	
Buying decision	0.501525

Source: processed data, 2023

Value of  $R^2=0.50152$  This can be interpreted to mean that the model is able to explain the phenomenon of purchasing decisions which are influenced by independent variables including Celebrity Endorser and Trust variance of 50.15%. While the remaining 49.85% is explained by other variables outside of this study (other than celebrity endorsers and trust).

### Hypothesis Test

Table 4. Path Coefficient (Mean, STDEV, T-Value)

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics ((O/STERR))
Celebrity Endorser -> Purchase Decision	0.361598	0.373245	0.109874	0.109874	3.291041
Trust -> Purchase Decision	0.414510	0.418969	0.101060	0.101060	4.101635

Source: processed data, 2023

From the table above it can be concluded that the hypothesis states that:

1. Celebrity Endorser positive effect on Purchasing Decisions is acceptable, with path coefficients of 0.361598, and the T-statistic value of 3.291041 is greater than the value of  $Z \alpha = 0.05 (5\%) = 1.96$ , then it is significant (positive)
2. Trust positive effect on Purchasing Decisions is acceptable, with path coefficients of 0.414510, and the T-statistic value of 4.101635 is greater than the Z value  $\alpha = 0.05 (5\%) = 1.96$ , then it is significant (positive)

## DISCUSSION

### *The Influence of Celebrity Endorser on Purchasing Decisions*

Based on the research that has been done, the results can be obtained that Celebrity Endorser influences the Purchasing Decisions of Baper Shop consumers in Surabaya. From the factor loading results, it shows that the celebrity endorser indicator, namely expertise, is the indicator that has the greatest influence on the Baper Shop Surabaya product purchasing decision variable. One of the attributes of expertise (expertise) can be seen from the criteria for determining which endorser to use include, apart from physical attractiveness, Instagram followers who are not fake or use a follower-enhancing application, have an outfit of the day (ootd) style that suits Baper Shop products, and have good feedback. which affects the sales of Baper Shop products itself. (enterprise data source)

With expertise (expertise) from Baper Shop this is known to be able to further encourage purchasing decisions from consumers. The better or more positive the expertise in selecting a food celebrity endorser, the better the purchasing decisions of consumers.

This is in accordance with previous research conducted by Bahtiar Andi Firdaus, et al, (2018), R Ratika Zahra & Nofha Rina, (2018) and Karamoy (2022)\

that celebrity endorser has a positive and significant influence on purchasing decisions. These results show that if the selection of celebrity endorsers is improved, it will be able to develop and influence consumers to make purchases of Baper Shop Surabaya products.

### ***The Influence of Trust on Purchasing Decisions***

Based on the research that has been done, it can be obtained that trust influences the purchasing decisions of Baper Shop Surabaya consumers. From the results of factor loading and path coefficients, it shows the variable Trust, namely Benevolence (kindness) as the dimension that has the greatest influence on the Purchasing Decision variable for Baper Shop Surabaya products.

Benevolence (kindness) attention and motivation to act in accordance with the interests of consumers by goods providers. Kindness is the seller's willingness to provide mutually beneficial satisfaction between himself and the consumer. This is also done by Baper Shop Surabaya which can be seen from the number of followers (followers) on Shopee Baper Shop with the chat performance rating on Shopee Baper Shop having increased from 73% to 90%. The large number of positive consumer responses or assessments that result in recommending Baper Shop Surabaya to other consumers can further convince other consumers to make purchases. Because of this, the higher and better the level of trust regarding Baper Shop Surabaya on social media and e-commerce, the better the consumer's purchasing decisions will be.

The results of this research are in line with previous research conducted by Napitupulu & Supriyono (2022) And Nitta & Wardhani (2022) which also identified a positive and significant relationship between Trust and purchasing decisions. This shows that the higher the level of positive trust circulating in social media and e-commerce, the greater the influence on purchasing decisions.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusion**

Based on the research that has been carried out, results were obtained from testing using PLS analysis on the influence of celebrity endorsers (X1) and trust (X2) on Baper Shop Surabaya Consumer Purchasing Decisions. So it can be concluded as follows:

1. The research results show that Celebrity Endorser (X1) contributes to the purchasing decisions of Baper Shop Surabaya consumers. The better Baper Shop is at creating its own value through selecting celebrity endorsers using the criteria that Baper Shop itself has, the more motivated a consumer's decision to make a purchase at Baper Shop Surabaya will be.
2. The research results show that trust (X2) contributes to the emergence of consumer purchasing decisions at Baper Shop Surabaya. Therefore, the better and higher the level of trust formed by Baper Shop Surabaya to consumers, the better the level of purchasing decisions at Baper Shop Surabaya.

### **Suggestion**

1. In increasing the celebrity endorser for Baper Shop Surabaya products, the thing that must be considered by the company is that the celebrity endorser needs to increase the attractiveness to attract the attention of consumers when the product is advertised so that consumers are interested in buying the product.
2. Consumer confidence in choosing a product means that the company must pay attention to the product when it is marketed, because a good reputation in the minds of consumers is very important to pay attention to to make a product that consumers are interested in. Baper Shop Surabaya must be consistent and able to play an important role in meeting consumer needs so that consumers' interest in buying Baper Shop Surabaya products increases.

### **ADVANCED RESEARCH**

As a consideration for future research, it is suggested to use product quality and advertising mode variables

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