THE EFFECT OF CELEBRITY ENDORSER ON CONSUMER REPURCHASE INTENTION THROUGH BRAND TRUST (STUDY ON SHOPEE CONSUMERS IN MALANG CITY)

BY:

FRANZISKA BUNGA CITRA
NIM 175020207141019

MINOR THESIS

Presented in Partial Fulfillment of the Requirements for the Degree of Bachelor

in Management

INTERNATIONAL UNDERGRADUATE PROGRAM

DEPARTEMENT OF MANAGEMENT

MAJOR IN MARKETING

UNIVERSITAS BRAWIJAYA

MALANG

2021

APPROVAL PAGE

Minor thesis entitled:

The Effect of Celebrity Endorser on Consumer Repurchase Intention

Through Brand Trust (Study on Shopee Consumers in Malang City)

Written by:

Name : Franziska Bunga Citra

Student Number : 175020207141019

Faculty : Economics and Business

Department : Management

Study Program : Management

Has been approved to be proposed to a Minor Thesis Comprehension.

Supervisor	Malang, July Day, 2021 Head of International Undergraduate Program in Management,
Raditha Dwi Vata H. SE., MM.Ph.D NIP. 2016078404122000	Dr. Dra. Andarwati, M.E NIP. 196101291998022001

TABLE CONTENTS

LIST OF TABLES

LIST OF FIGURES

APPENDICES

THE EFFECT OF CELEBRITY ENDORSER ON CONSUMER REPURCHASE INTENTION THROUGH BRAND TRUST
(Study on Shopee Consumers in Malang City)

Franziska Bunga Citra
Faculty of Economics and Business, Universitas Brawijaya
franziskabunga02@gmail.com

Supervisor:
Raditha Dwi Vata Hapsari, SE., MM., Ph.D

ABSTRACT

Intense competition among companies and entrepreneurs prompted people to adopt the best strategy to obtain and retain their customers. Along with the rapid advancement of current technology in the business field, many people benefit themselves by working collaboratively with influential figures in social media, commonly referred to as celebrity endorsers. This research aimed to investigate the effect of celebrity endorsers on consumer repurchase intention through brand trust, specifically in the case of Shopee consumers in Malang City. By employing a descriptive quantitative method and using questionnaire results from 150 respondents to gather the primary data, this research attempted to test the four proposed hypotheses, which later showed that all hypotheses were accepted. H1 stated that the celebrity endorser variable (X) influences the brand trust variable (Z), H2 stated that the brand trust variable (Z) influences the repurchase intention variable (Y), H3 stated that celebrity endorser variable (X) influences the repurchase intention variable (Y), H4 stated that celebrity endorser variable (X) has an indirect effect on the repurchase intention variable (Y) through the brand trust variable (Z). This research concluded that the trustworthiness, services, expertise, and attractiveness of both the brand and the associated celebrity endorser significantly impact consumers' repurchase intention at Shopee.

Keywords: celebrity endorser, brand trust, repurchase intention, Shopee

x

THE EFFECT OF CELEBRITY ENDORSER ON CONSUMER REPURCHASE INTENTION THROUGH BRAND TRUST
(Study on Shopee Consumers in Malang City)

Franziska Bunga Citra
Fakultas Ekonomi dan Bisnis, Universitas Brawijaya
franziskabunga02@gmail.com

Dosen Pembimbing:
Raditha Dwi Vata Hapsari, SE., MM., Ph.D

ABSTRAK

Persaingan ketat diantara perusahaan dan pengusaha membuat pengusaha mengadopsi strategi terbaik dalam mendapatkan dan mempertahankan pelanggan mereka. Bersamaan dengan perkembangan pesat dari teknologi terkini di bidang bisnis, banyak orang menguntungkan dirinya melalui kerjasama kolaborasi dengan tokoh berpengaruh di media sosial yang umumnya disebut dengan selebriti endorser. Studi ini bertujuan untuk menginvestigasi lebih lanjut terkait efek dari selebriti endorser pada niat pembelian ulang konsumen melalui kepercayaan merek, khhususnya dalam kasus pengguna Shopee di kota Malang. Dengan menggunakan metode kuantitatif deskriptif dan menggunakan hasil kuisioner dari 150 responden untuk mengumpulkan data utama, studi ini berupaya untuk menguji keempat hipotesis yang diajukan, yang mana kemudian ditunjukkan bahwa keempat hipotesis diterima. H1 menyatakan bahwa variabel selebriti endorser (X) mempengaruhi variabel kepercayaan merek (Z), H2 menyatakan bahwa variabel kepercayan merek (Z) mempengaruhi variabel niat pembelian ulang (Y), H3 menyatakan bahwa variabel selebriti endorser (X) mempengaruhi variabel niat pembelian ulang (Y), H4 menyatakan bahwa variable selebriti endorser (X) memiliki pengaruh tidak langsung terhadap variabel niat pembelian ulang (Y) melalui variabel kepercayaan merek (Z). Studi ini menyimpulkan bahwa kepercayaan, pelayanan, keahlian dan daya tarik dari merek dan selebriti endorser memiliki pengaruh signifikan terhadap niat pembelian ulang konsumen di Shopee.

Kata Kunci: selebriti endorser, kepercayaan merek, niat pembelian ulang, Shopee

CHAPTER I

INTRODUCTION

1.1. Background

The tight competition between companies in the business world is driven by developments in technology and digitalization, where the creations and innovations of businesspeople continue to evolve. Moreover, the role of technology in the community also affects its users' mindset so they become more critical in choosing goods or services for consumption. The intense competition in the business world triggers business people to devise the best strategy in obtaining and retaining customers. Every company has its way of winning the hearts of its customers, one of which is to carry out a marketing communication function that enables companies to provide information and market with their products or services through various media. According to Kotler and Keller (2012), marketing communication is when companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands that are sold.

Seeing the condition and role of technology in the business world today, business people take advantage of all the opportunities available to communicate the products and brands that are sold. As a result, most companies now use technology and digital marketing, specifically utilizing the social media to introduce or promote goods or services.

The increasing number of internet users in Indonesia allow companies to take advantage of this situation by channelling various promotional strategies to buy and sell products and services through the internet and social media. According to Turban et al. (2015), social media is an internet-based application that involves online text, image, audio, and video content created by users sent via platforms and Web 2.0 tools. Social media is used primarily for social interactions and conversations to share online opinions, experiences, insights, perceptions, and collaboration. This is related to BPS survey in 2017 which found that the average Indonesian population access the internet to open social media.

Figure 1. 1
The Purpose of Indonesian Population Accessing the Internet
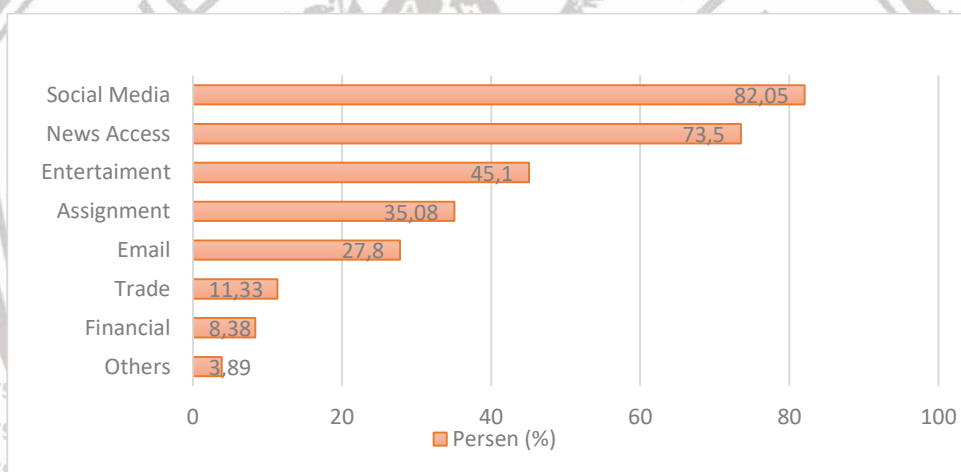
Source: Statistics Indonesia, 2017

Social media companies become a new tool as a form of marketing strategy to convey messages, get feedback, and communicate directly with consumers. One of the most popular social media in the world, Instagram, is a photo and video-based social media application that allows users to take photos and videos, apply digital filters, and share them to various social networking services which also make it possible for businesses to market and promote its product or service. According

to a survey conducted by NapoleonCat, until November 2019, Instagram users in Indonesia exceeded 60 million users.

Figure 1. 2
Instagram Application Users in Indonesia
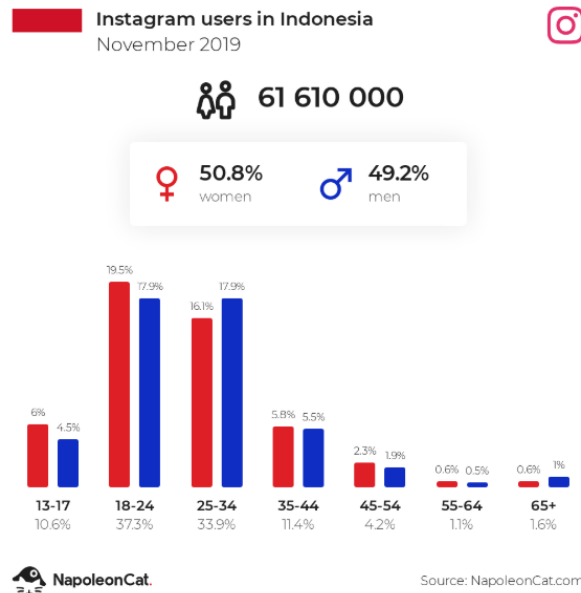
Source: NapoleonCat (2019)

As a popular application in Indonesia, Instagram is exploited by businesses to promote products through endorsement strategies. Endorsement activities are often carried out by celebrities or people known by the public (celebrity endorsers). Generally, they have characteristics in terms of trustworthiness, expertise (attractiveness), attractiveness, image (respect), and similarity of giving effect to followers to develop a positive image of the product or brand. According to Shimp (2013), endorsers are supporters of advertising or known as supporters of a product or service.

Celebrity endorsers are increasingly used by various companies and brands competing in Indonesia in recent years, especially on Instagram. Companies

provide products or forms of promotion to be shared through celebrity endorsers personal accounts to deliver messages and influence the celebrities' followers. This strategy enables endorsed brands to create positive customer trust through endorsement activities.

For a company, brand trust is an important target to achieve. The survival of the company or brand will depend on the trustworthiness of its consumers. According to Murthy in Kertajaya (2009), brand trust is the brand's success in creating a memorable experience from sustainable consumers from a company perspective. Brand trust is a form of security manifestation that consumers own through their interactions with the brand so that the brand can be trusted and relied upon. This certainly will affect the survival of the company.

Working with endorsers who portray the company's good image and attract public interest can foster public trust in a brand. People who already believe will be motivated to buy products from the brand, and those who have bought for the first time will be encouraged to make repeat purchases. However, before entering the decision stage, each consumer will make consideration. The consumer's tendency to act before the buying decision is carried out is called a purchase intention. A person or individual will experience a thought process that forms a perception before finally having an interest to buy, and subsequent purchases are influenced by experience at the first purchase and other factors such as trustworthiness (Tseng, Lin, & Chien-Hsiung, 2012).

An intention in buying an item for the first time will open an intention in buying it again and again. , customer repeat purchases are the most important goal for company success and perhaps the most important concept in marketing (Lam,

2016). Repurchase intention from customers can also be a benchmark for a company in determining customer life time value and also long-term customers to determine future marketing strategies.

The diversity and competition of various brands is an alternative in considering buying interest. Shopee as a senior company engaged in e-commerce that seeks to continue to be the best, in recent years similar start-up businesses emerged in the field of e-commerce that also sell transaction services. In Indonesia, several business players in the field of e-commerce include Tokopedia, Bukalapak, Blibli, Zalora, and many others, as mapped by iPrice.co.id 2019.

Figure 1. 3
Map of E-Commerce Competition in Indonesia

Toko Online	Pengunjung Web Bulanan	Ranking AppStore	Ranking PlayStore	Twitter	Instagram	Facebook	Jumlah Karyawan
1 Tokopedia	65,953,400	#2	#3	257,750	1,487,740	6,241,510	3,431
2 Shopee	55,964,700	#1	#1	117,490	2,970,980	15,434,730	3,225
3 Bukalapak	42,874,100	#4	#9	174,630	903,130	2,426,820	2,651
4 Lazada	27,995,900	#3	#2	372,950	1,470,810	28,689,230	2,372
5 Blibli	21,395,600	#6	#4	492,420	884,000	8,460,730	1,559
6 JD ID	5,524,000	#7	#6	25,720	443,560	770,560	1,048
7 Bhinneka	5,037,700	#22	#16	70,690	40,420	1,035,970	597
8 Sociolla	3,988,300	n/a	n/a	1,010	653,780	6,510	206
9 Orami	3,906,400	#26	#23	6,130	105,000	357,670	143
10 Ralali	3,583,400	n/a	n/a	3,060	39,660	88,660	n/a

Laporan iPrice untuk Q3 2019

Source: iPrice.co.id, 2019

According to iPrice.co.id (2018), the map of e-commerce business competition in Indonesia is getting tougher. So those e-commerce actors are also required to continue to innovate to attract users and strengthen their services, if a company's brand trust is strong, it will help consumers make purchasing decisions. This requires consumers to be smarter in comparing the quality and benefits gained after making any decision. Shopee does not take such phenomenon as a big threat.

Instead, Shopee produces more creativity in marketing their services. With more and more competitors in the e-commerce field, Shopee strives to attract the attention of its consumers with various marketing strategies, such as using celebrities as endorsers. Shopee has a variety of creative marketing campaigns ranging from the use of unexpected Key Opinion Leaders, Live Concerts, to bombastic promotions every month. There are also other simple campaigns such as the use of orange clothes on their KOL and everyone who sees it immediately knows that this person is an endorser from Shopee. The massive movement of Shopee in attracting endorsers and also the creative campaigns that accompany it is what makes Shopee e-commerce the object of this research compared to other e-commerce.

This study was conducted in Malang City, a city renowned as 'student city' with a large number students residing there. Based on research conducted by Snapcart (2019), 50% of Shopee consumers are people aged 24 to 34 years, which is included in a generation of the digital age. So this study was conducted under the title, **"The Effect of Celebrity Endorser on Consumer Repurchase Intention Through Brand Trust (Study on Shopee Consumers in Malang City)."**

1.2. Problems Formulation

Based on the background described above, the problems formulation of this study are:

1. Do celebrity endorsers significantly affect brand trust of Shopee users in Malang City?

2. Does brand trust significantly affect repurchase intention of Shopee users in Malang City?

3. Do celebrity endorsers significantly affect repurchase intention of Shopee users in Malang City?

4. Do celebrity endorsers indirectly affect repurchase intention through brand trust of Shopee users in Malang City?

1.3. Objective of the Study

The objectives to be achieved from this study are:

1. Determine the effect of celebrity endorsers on brand trust in Shopee users in Malang City.

2. Determine the effect of brand trust on repurchase intention on Shopee users in Malang City.

3. Determine the effect of celebrity endorsers on repurchase intention in Shopee users in Malang City.

4. Determine the effect of celebrity endorsers' indirect effect on repurchase intention through brand trust on Shopee users in Malang City.

1.4. Significant of the Study

The significances of this study are:

1. For Author

The author can apply the knowledge gained while being a student of the management study program at the Faculty of Economics and Business, Universitas Brawijaya. The minor thesis also broadens knowledge and insights about the reality of marketing in the real world.

2. For Companies

This study acts as an evaluation material for companies to be considered in conducting business strategies and business development.

3. For Education

The results can be useful for education, especially in terms of marketing in the current era and education is demanded to be more developed and advanced according to conditions in the era of globalization and digitalization.

CHAPTER II

LITERATURE REVIEW

2.1. Previous Research

In this section, it is useful to briefly examine some of the results of previous research aimed at providing an overview to clarify the framework of this study. In addition, previous research is also used as a guide, reference, or comparison for researchers to obtain a clear frame of mind. The Table 2.1 below describes the previous research that can be used as a reference for researchers.

Table 2.1

Previous Research

No.	Title	Author and Year of Research	Variable	Method	Results	Suggestions for Future Research
1.	The role of product brand image and online store image on perceived risks and online purchase intentions for apparel	Simonian, Forsythe, Kwon, and Chattaraman (2012)	Brand image, purchase intentions	Regression Analysis	Brand image has a positive influence on purchase intention.	Future exploration on this topic should include measuring celebrities endorsing their brands.
2.	Online hotel booking: The effects of brand image, price, trust and value on	Che-Hui Lien, Miin-Jye Wen, Li-Ching Huang, Kuo-Lung Wu (2015)	Brand image, brand trust, purchase intentions	Regression Analysis	Brand image has a positive influence on purchase intention.	Future exploration on this topic should include the cross-cultural comparison of online

9

No.	Title	Author and Year of Research	Variable	Method	Results	Suggestions for Future Research
	purchase intentions					hotel booking to confirm the model effectiveness.
3.	Apparel Brand Endorsers and Their Effects on Purchase Intentions: A Study of Philippine Consumers	Rodriguez (2008)	Celebrity endorsement, purchase intentions	Regression Analysis	Celebrity endorsement has a positive influence on purchase intention.	Further research is suggested to examine the effects of different endorsers across different media, especially television or radio.
4.	Influence of Celebrity Endorsement of Advertisement on Students' Purchase Intention	Apejoye (2013)	Celebrity endorsement, purchase intentions	Regression Analysis	Celebrity endorsement has a positive influence on purchase intention.	It can be inferred from the findings of the research that the acceptability of a product as a result of its commercial is due to celebrity's endorsement of the product with various intermingling factors such

N o.	Title	Author and Year of Research	Variable	Method	Results	Suggestions for Future Research
						as music and graphics playing complementary roles.
5.	Celebrity endorsements: Influence of a product-endorser match on Millennials attitudes and purchase intentions	McCormick (2015)	Celebrity endorsement, Purchase intention	Regression Analysis	Brand image has a positive influence on purchase intention.	Future exploration on this topic should include measuring celebrities endorsing their brands.
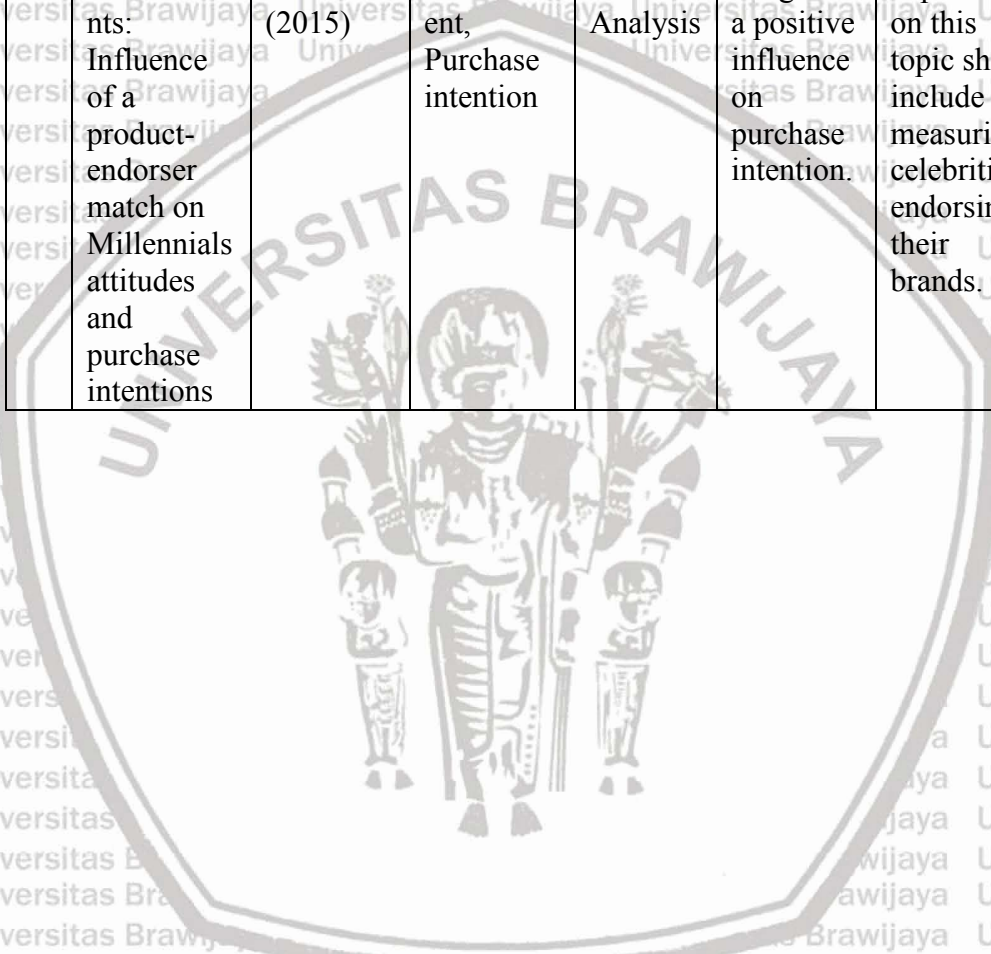
2.2. Marketing

Marketing activities is an important role that aim for consumers recognizition of a product or service. Marketing also affects the survival of the company in obtaining maximum profit. According to Kotler and Keller (2016), the definition of marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and managing customer relationships in ways that benefit the organization and stakeholders. Another understanding put forward by Ferrel and Hartline (2011) stated that marketing is the process of planning and implementing conceptions, prices, promotions, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals. Another definition by the American Marketing Association (2017) stated that marketing is an activity, a series of institutions, and a process for creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners, and society at large.

Based on the above opinion, it can be concluded if marketing is a series of activities carried out to satisfy the needs of customers, clients, partners, and the community through the creation of value for the goods or services offered. Nowadays, marketing can no longer be understood with the old perception, which aims only to make sales, but marketing in a modern understanding means satisfying the customer needs.

2.2.1. Marketing Management

In management, there are functions of planning, organizing, implementing, and controlling, so in marketing management, these functions are also used to carry out marketing implementation. In marketing to target the target market, reaching

and maintaining the market requires marketing management to obtain the basic concepts of marketing strategies such as market segmentation, target markets, and market positions.

Understanding Marketing Management according to Assauri (2013), is an activity of analyzing, planning, implementing, and controlling programs created to form, build, and maintain profits from exchanges through market targets to achieve organizational goals (companies) in the long run. According to Kotler and Keller (2012), marketing management is the art and science of choosing target markets and getting, keeping, and growing customers by creating, delivering, and communicating superior customer value. The definition states that marketing management is the art and science of selecting target markets and obtaining, retaining, and growing customers by creating deliveries and communicating superior customer value. The above definition shows that marketing management needs to be planned so that everything will follow consumers desire, which will lead to marketing.

From several definitions above, it can be concluded that marketing management is the initial process of planning up to evaluating the results of activities and planning. The goal is that the agreed targets can be achieved through effective and controlled planning.

2.2.2. Marketing Mix

According to Solomon (2012), the marketing mix combines the product itself, the product's price, the place where the product is provided, and the activities that introduce the product to consumers that create the desired response among consumers who have been determined. According to Kotler and Keller (2012),

13

Marketing Mix is a set of marketing tools used by companies to achieve marketing objectives in the target market continuously.

From definitions above, it can be concluded that marketing mix is all things that a company can do to influence the demand for its products. It can be said as a tactical tool that can build a strong positioning within a target market.

According to Kotler and Keller (2012), four variables in marketing mix activities have the following components:

Figure 2. 1
Marketing Mix

Source: Kotler dan Keller, 2012

The marketing mix concept developed by Kotler and Keller (2012) consists of 4Ps, namely product, price, promotion, and place. The understanding of each element of the marketing mix is as follows:

1. Product

A product is a product or service that can be offered to the market to get attention so that people want to buy, use, and consume to meet the wants and needs of consumers.

2. Price

Price is the amount of value exchanged to consumers with the benefits obtained for the use of goods or services from a product being sold.

3. Promotion

Promotion is an effort to convey information and offer goods or services to attract potential consumers to buy or consume the product being sold.

4. Place

Where associated as a distribution channel intended to deliver products to target consumers, this distribution system includes store placement, transportation options, and warehouse management.

2.3. Marketing Communication

According to Kotler and Keller (2012), marketing communication is when companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands that are sold. In another opinion, according to Shimp (2013), marketing communication is an important aspect of the overall marketing mission of a company and the main determinant of the company's success or failure.

From the above understanding, it can be concluded that marketing communication is an essential means where companies try to inform, persuade, and remind consumers directly about the products and brands that are sold. The success or failure of the process will significantly affect the company's business

continuity.The more effective and attractive the way the company communicates

its brand, the better the information consumers receive.

According to Solomon (2012), there are three marketing communication

models. Today's marketers utilize traditional one-to-many communication models.

They are updated to many-to-many communication models and talk one-to-one

with consumers and business customers, as shown in Figure 2.2.

Figure 2. 2
Marketing Communication

THE ONE-TO-MANY MODEL	THE ONE-TO-ONE MODEL	THE MANY-TO-MANY MODEL
Advertising	Direct Marketing	Buzz Building
Public Relation	Personal Selling	Social Media
Sales Promotion	Database Marketing	
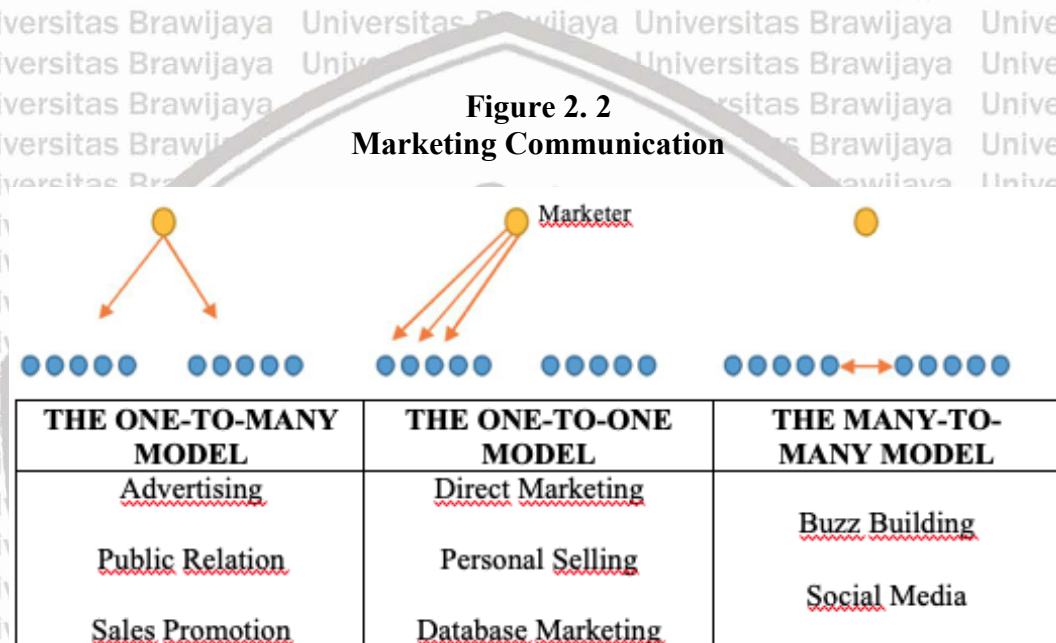
Source: Solmon, 2012

Based on the picture above, the process of the three communication models

mentioned by Solomon, such as the one-to-many model (one to many), is a model

directly aims the general public, for instance advertising, public relations, and sales

promotion. The one-to-one model is more personal because it is directed to one

customer, for example direct selling and personal selling. The many-to-many model

is the most profitable because it is usually from customers to customers such as

through social media and buzz building.

2.4. Advertising

Advertising is one of the marketer's favorite tools in promoting the company's products. This effort is usually made to influence the community to create purchasing activities for a product. According to Ferrell and Hartline (2011), advertising is a key component of promotion and is one of the most visible elements of integrated marketing communication programs. Advertising is paid, implemented through non-personal communication media such as television, radio, magazines, newspapers, letters, the internet, and mobile devices.

Shimp (2013) also believes that advertising is a form of paid communication and mediated from clear sources and is designed to influence recipients to do something now or in the future. Based on the opinions mentioned above, it can be concluded that advertising is a paid promotional tool used by marketers to influence the public to make purchases now or in the future.

2.5. Endorser

Endorsers have an essential role in marketing communication. Nowadays, endorsers often become as a means for marketers to carry out promotions and deliver information on products or services offered. According to Bruno Hasson (2008), endorsers are involved in delivering messages, either directly or indirectly. The use of endorsers, is not only to steal public attention, but also also to encourage purchases.

According to Shimp (2013), there are two types of endorsers, namely celebrity endorsers and typical-person endorsers. Both of these types have the same attributes and characteristics. Still, they are distinguished only in people supporting

their advertisements, whether people who are already famous such as celebrities, athletes, public figures, or those who are not popular (Maulidya, 2015).

2.5.1. Celebrity Endorser

According to Shimp & Andrews (2013), what is meant by celebrity endorsers is the use of a person or public figure in supporting an advertisement. Also, celebrities are used because of the fame attributes such as good looks or beauty, courage, talent, elegance, and sexual attraction that often represent the appeal desired by the brands they advertise. As a result, celebrity endorsers are now increasingly becoming a positive choice for sellers.

The use of celebrity endorsers is no longer a new thing in the world of marketing. This is because, in addition to making it easier for consumers to remember products, it will also make consumers more confident about the products used (Andina, 2014).

According to Khatri (2006), quoted by Ahmed, Seedani, Ahuja, and Paryani in his journal entitled "Impact of Celebrity Endorsement on Consumer Buying Behavior (2015)", celebrity endorsement is a promotional strategy to attract customers.

Based on the above understanding, it can be assumed that the position of a celebrity is as a confirmation of a product or service (Andina, 2014). Not all celebrities can be used as endorsers of a product. Celebrities must also be under the type of product to be promoted. Celebrities should show the image of a product even though it is through the aura of the celebrity.

Shimp (2010) argues that extensive research on endorsers has two general attributes, credibility and attractiveness, which contribute to an endorser's effectiveness, and that each attribute consists of more different sub-attributes. The sub-attribute itself consists of trustworthiness and expertise, which are two dimensions of credibility. At the same time, physical attractiveness, respect, and similarity (to the target audience) are components of the general concept of attractiveness. The following below explains the five attributes

1. Trustworthiness

   Assets that are considered trustworthy and reliable

2. Expertise

   Endorsers must have special skills, knowledge, or abilities that are appropriate for the advertised brand.

3. Physical Attractiveness

   Traits that are considered pleasing to be seen about the concept of the attractiveness of certain groups.

4. Respect

   Quality that is valued or even respected because of its achievements or achievements.

5. Similarity

   The extent to which endorsers fit the audience in characteristics related to endorsement relationships (age, gender, ethnicity, etc.)

2.6. Brand Trust

According to Kumar (2008), brand trust is defined as the willingness of individuals to trust a brand's ability to satisfy their needs. According to Luk and Yip (2008: 453), brand trust includes the intention to trust and play the role of facilitator in the purchasing process. Meanwhile, according to Chi et al. (2009), brand trust means consumers believe that a specific brand will offer a very reliable product, such as complete functions, quality assurance, and after sales service.

Based on the definitions of brand trust mentioned above, it is concluded that brand trust is consumer behavior in its interaction with a brand that is expected to be reliable, responsible, and can give positive results.

Brand trust indicators according to Zehir et al. (2011) include meeting expectations, confident in the product, never disappointing, guaranteed satisfaction, and reliable.

a. The indicator of meeting expectations is when a product can meet consumer expectations (The product meets my expectations).

b. An indicator of confidence in a product is a belief in consumers about a product (I feel confident in the product).

c. The indicator that never disappoints is that the product never disappoints consumers (The product never disappoints me).

d. The indicator to guarantee satisfaction is a product that can guarantee the emergence of satisfaction in consumers (The product guarantees satisfaction).

e. The reliable indicator in solving is when the product can be relied on in solving consumer problems (I can rely on the product to solve the problem).

According to Delgado (2008), brand trust is an expectation of reliability and good intentions of a brand, so in this case, brand trust is a desire of consumers for a brand that can be relied upon and able to guarantee not to disappoint their consumers. Hasan (2013) explains that brand trust is defined as the perception of trust in the reliability of a company that is determined from systematic confirmation of company offers. Trust is several specific beliefs about integrity (the honesty of trusted parties and the ability to keep promises), benevolence (attention and motivation that is believed to act by the interests of those who trust them), competency (the ability of trusted parties to carry out the needs of the trust) and consistency of behavior trusted party (Luarn and Lin in Ferrinadewi, 2008). According to Lau and Lee (1999) quoted from Cahyo and Wahyudi (2009), trust in a brand is someone's willingness to depend on a brand and its risks because they hope that the brand will provide positive results.

2.7. Repurchase Intention

Repurchase behavior is a decision in which consumers make a repurchase (Widjaja B. T., 2009). According to Hellier (2003), repurchase intention is a consumer's decision to buy another product from the same company by calculating the situation and condition. Repurchase intention is the tendency to buy behavior from consumers on a product or service, based on past experiences (Suryana, 2013). Consumers can return buying from the same company if they think that what they receive (benefit) is more valuable than what they give (sacrifice) (Cronin et al., 2000).

The occurrence of post-consumer satisfaction and dissatisfaction with a product will influence subsequent behavior. If consumers are satisfied, it will show a higher possibility to repurchase the product (Kotler & Keller, 2012). The satisfaction obtained by a consumer can encourage him to make repeat purchases become loyal to the product, or be loyal to the store where he bought the item to tell good things to others (Peter & Olsen, 2002). There are two factors that influence repurchase interest, namely feelings and emotions; if someone feels happy and satisfied in buying goods or services, it will strengthen purchase interest (Swastha & Irawan, 2001).

The specific form of purchase intention is repurchase intention, which reflects the expectation to repurchase the same product or brand, customer repeat purchases are the most important goal for company success and perhaps the most important concept in marketing (Lam, 2016). In addition, repurchase intention can be used to predict whether consumers can become long-term customers and bring stable profits to the company or not (Lee, 2011).

2.8. Research Framework

According to Sugiyono (2014), research framework is a synthesis of the relationship between variables compiled from various theories that have been described. The synthesis of the relationship will be used in formulating hypotheses. Based on the theoretical basis of the study that has been explained, the framework of this study is arranged and shown in Figure 2.3.

Figure 2. 3
Research Framework

```
                    ┌──────────────────┐
                    │   Background     │
                    └────────┬─────────┘
┌──────────────────┐        │        ┌──────────────────┐
│ Literature Review│───────►│◄───────│  Prior Research  │
└──────────────────┘        │        └──────────────────┘
                    ┌───────▼──────────┐
                    │   Variablel X    │
                    │ Celebrity Endorser│
                    └──────────────────┘
┌──────────────────┐        │
│   Variable Z     │───────►│
│   Brand Trust    │        │
└──────────────────┘        │
                    ┌───────▼──────────┐
                    │   Variable Y     │
                    │Repurchase Intention│
                    └───────┬──────────┘
              ┌─────────────┴─────────────┐
              ▼                           ▼
┌──────────────────┐        ┌──────────────────────────┐
│Descriptive Analysis│       │   Quantitative Analysis  │
└────────┬─────────┘        │  1. Validity and         │
         │                  │     Reability            │
         │                  │  2. Inner Model          │
         │                  │  3. Outer Model          │
         │                  │  4. Path Analysis        │
         │                  └──────────┬───────────────┘
         │        ┌──────────────┐     │
         └───────►│  Discussion  │◄────┘
                  └──────┬───────┘
                  ┌──────▼───────┐
                  │Implications and│
                  │   Results    │
                  └──────────────┘
```
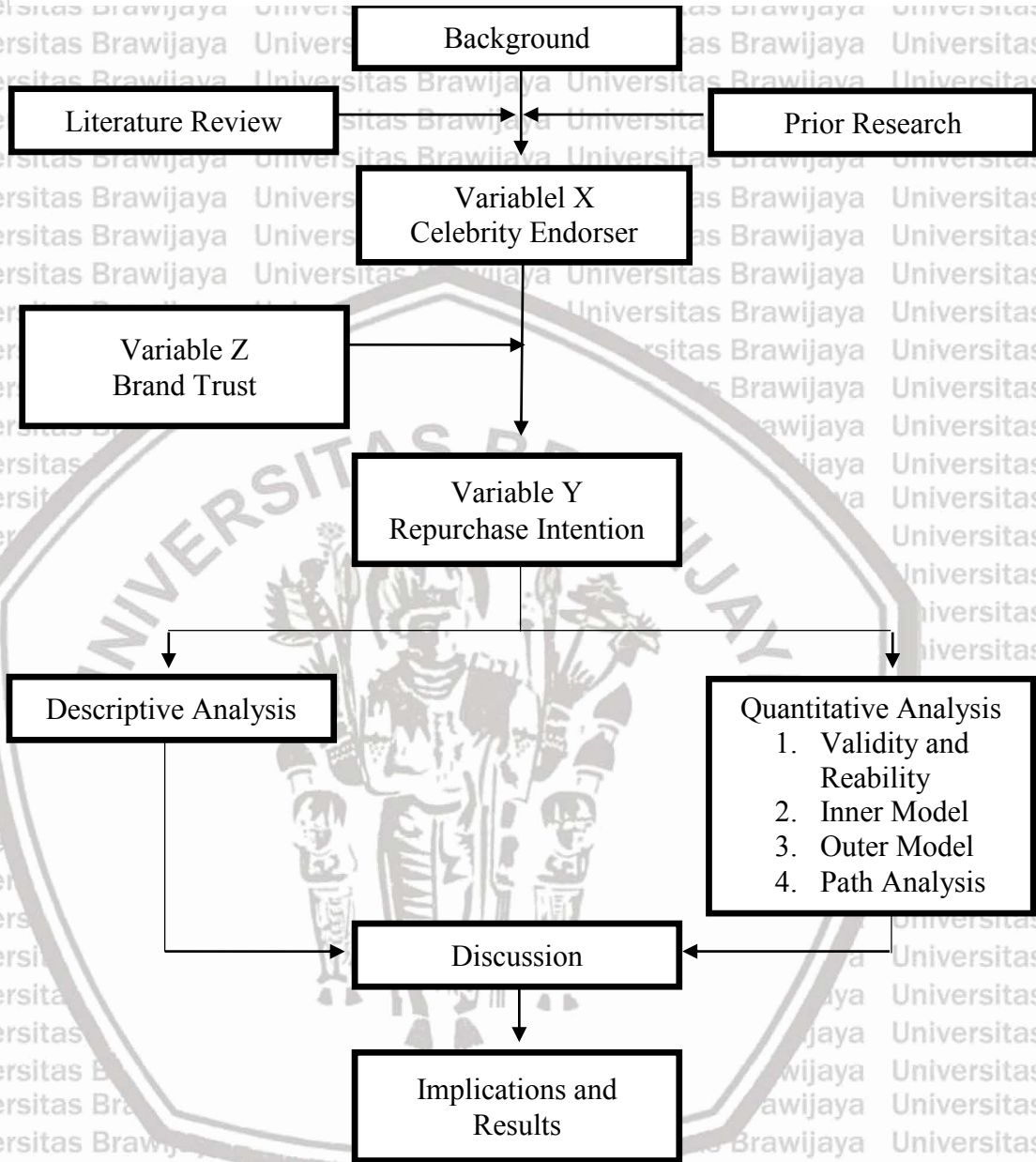
Source: Researcher, 2020

2.9. Hypothesis Model

According to Sugiyono (2014), hypothesis is a temporary answer to the problem formulation of a study that has been stated in the form of sentence statements. Hypotheses can be empirically proven or proven after being supported by facts from the results of field research.

Figure 2. 4
Hypothesis Model
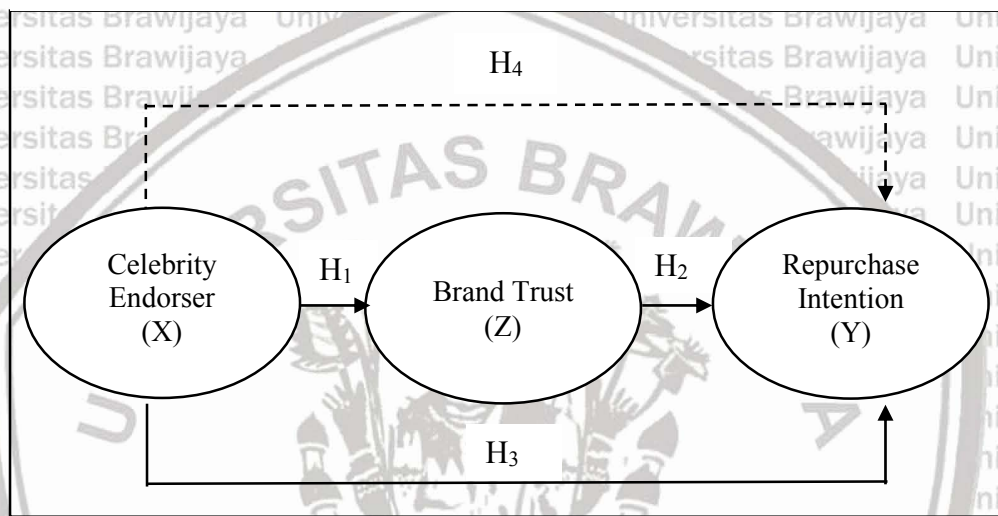
Source: Researcher, 2020

Information:

– – – → : Indirect impact

——→ : Direct impact

Based on the research framework and several previous studies, the Figure 2.5 relationship between the variables. In this study, Celebrity Endorsers (X) is the independent variables, Brand Trust (Z) is mediation variable, and Repurchase Intention (Y) as the dependent variable.

Then the hypotheses proposed based on the above explanation are as follows:

24

As a figure representing the image of a brand, one of the goals of celebrity endorser is to create a sense of trust from its followers and the general public towards the represented brand. According to Takaya (2017), celebrity endorser has an important role in forming brand trust. According to Luarn and Lin in Ferrinadewi (2008), brand trust is several specific beliefs about integrity (the honesty of trusted parties and the ability to keep promises), benevolence (attention and motivation that is believed to act by the interests of those who trust them), competency (the ability of trusted parties to carry out the needs of the trust) and consistency of behavior of trusted parties. So by having a trustworthy celebrity endorser, it is hoped that it will increase the user's trust in a brand. Based on the description above, the hypothesis is formulated as follow:

H1: Celebrity Endorser (X) has a significant effect on Brand Trust (Z).

According to Lien et al. (2015), there is a significant influence between brand trust on purchase intention in an online business sector. It can happen because, in the context of online business, user experience is the main factor that affects the level of trust. Ensuring security transaction and responsive and solution customer service will create a sense of comfort for the users of an application. Furthermore, it will lead users to make repeat purchases. Similar opinion by Takaya (2017) stated that when consumers already have a sense of trust in a brand, it is not difficult for them to make repeat purchases. Based on the description above, the hypothesis is formulated as follows:

H2: Brand Trust (Z) has a significant effect on Repurchase Intention (Y).

According to the explanation of Shimp & Andrew (2012), celebrity endorser is a person or public figure in supporting an advertisement. Also, celebrities are used because of the fame attributes such as good looks or beauty, courage, talent, elegance, and sexual attraction that often represent the appeal desired by the brands they advertise. Celebrity endorsers are now increasingly becoming a positive choice for sellers. According to Simonian et al. (2012), brand image has a very important role in realizing purchase intention. Choosing a celebrity endorser with the right criteria aims to create more attachment to fans and generate repurchase interest. Based on the description above, the hypothesis is formulated as follows:

H3: Celebrity Endorser (X) has a significant effect on Repurchase Intention (Y).

McCormick (2015) states that there is a significant influence of celebrity endorser on purchase intention. Then, Lien et al. (2015) states that there is a significant influence between brand trust on purchase intention. Moreover, Takaya's (2017) states that there is an influence of celebrity endorser on brand trust and the influence of brand trust on repurchase intention. It indicated that there is an indirect relationship that can occur between celebrity endorser and repurchase intention through brand trust. This may happen because the right celebrity endorser can increase his fans' trust and the general public regarding the brand they represent, and when trust is formed, interest to make repeat purchases from users will arise. Based on the description above, the hypothesis is formulated as follows:

H4: Celebrity Endorser (X) has an indirect effect on Repurchase Intention (Y) through Brand Trust (Z).

CHAPTER III

RESEARCH METHODS

3.1. Type of Research

This study is related to the development of concepts and theories in the field of marketing, especially celebrity endorsers, brand image, brand trust, and repurchase intention.The approach was quantitative because this study begins with a theoretical concept and a hypothesis to obtain an answer to problems that have been determined.

According to Sugiyono (2014), quantitative research method is a research method based on the nature of positivism, used to examine certain populations or samples that aim to test hypotheses that have been determined and generalized. Quantitative approach with a descriptive format aims to explain, summarize various conditions, situations, or various variables that arise in the community that are the object of research based on what is happening.

The type of research used was explanatory research. Explanatory research explains the position of the variables studied and the relationship between one variable with another variable (Sugiyono, 2014). In accordance with the purpose of this study, it determined the relationship between the influence of Celebrity Endorser (X), Brand Trust (Z), and Repurchase Intention (Y).

3.2. Research Location

A research location is a place where researchers can find sources of data needed for study. Data sources found at the right location can produce accurate and comprehensive study. This study is located in Malang City.

3.3. Population and Sample

3.3.1. Population

The population is a generalization area that consists of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2014). Cooper and Schindler (2008: 374) argue that the population is a group of elements to be concluded. From the two opinions, it can be concluded that the population is the whole object of study that has certain characteristics by the study to be conducted. The population in this study is the Shopee users community in Malang City.

3.3.2. Sample

According to Sugiyono (2014), the sample is part of the number of characteristics possessed by the population. At the same time, Arikunto (2010) argues that the sample is part or representative of the population under study. Based on this understanding, it can be concluded that the sample is part of the population.

With limited resources owned by the researcher, it is impossible to study the whole Malang citizen who use Shopee. Therefore, researchers examined a portion of the population by taking samples from the population to facilitate researchers.

3.3.3. Sampling Technique

The sampling technique is a technique used to determine the sample size (Sugiyono, 2014). The sampling technique is also known as the sampling technique. The sampling technique is a technique used to determine the size of the sample. To determine the sample used in study, there are various sampling techniques, namely probability sampling, and non-probability sampling. Probability sampling is a

sampling technique that provides equal opportunities for each population to recover to become a sample (Sugiyono, 2014). While non-probability sampling is a sampling technique that does not provide equal opportunity for each population element to be selected as a sample.

The sampling technique in this study employed the non-probability sampling technique. The method employed was purposive sampling, which is sampling based on the subjective assessment of researchers based on certain characteristics considered to have a relationship with population characteristics. Respondents selected by researchers based on criteria including:

1. The minimum age of the respondent is 17 years, since around that age, a person

    is considered an adult so they can observe and assess things properly.

2. Have ever used Shopee services at least once.

    The first consideration is respondents who are more or equal to 17 years old

    because they are considered adults and able make decisions more rationally. The

    second consideration is based on respondents who have used the services of

    Shopee at least once. This is because the study required information from

    respondents who have ever used Shopee.

3. Followed at least one Shopee's celebrity endorsers on social media.

    Since this study required information based on having experience following and

    buying a product because of a celebrity, the third criteria is included.

Determination of the number of samples for Structural Equation Modeling (SEM) analysis used the formula number of indicators x 5 to 10 (Ferdinand, 2006). Since the number of indicators used in this research was 13, the minimum sample for this research was 65. On the other hand, Hair (2014), cited in Ferdinand (2006),

29

found that the appropriate sample size for SEM was between 100-200 samples. Therefore, referring to the opinion of Hair (2014), the number of samples used in the researchwas 150 respondents.

3.4. Data Sources

Accurate and concrete data is important in a study to get results that can be accounted for. Therefore, the types of data used in this study are primary and secondary data.

1. Primary Data

Primary data is the information directly gathered by researchers. Primary data was obtained through interviews, questionnaires, and observations (Sekaran, 2011). According to Sugiyono (2014), primary sources means data sources that are directly provided by data collectors. Primary data collection in this study was obtained by distributing questionnaires to targeted repondents, in this case, the people of Malang who had used Shopee.

2. Secondary Data

Secondary data is a source of data obtained from various sources by reading, studying, and understanding various literature, books, and documents such as company documents and have been processed into forms such as tables, graphs, diagrams, pictures, and so on (Sugiyono, 2014). Secondary data sources in this study were obtained from previous studies, scientific journals, literature, articles, and electronic media (internet) relevant to the field of study so that they can be used as references and complement the literature in this study.

3.5. Data Collection Method

The data collection method was employed by researchers to obtain information needed in a study. Several data collection techniques can be done. They are interviews, questionnaires, observation, documentation, and a combination of the three (Sugiyono, 2014). Data collection methods used in this study are:

1. Questionnaire

The questionnaire is a data collection technique done by giving a set of questions or statements in writing to respondents to be answered (Sugiyono, 2014). The study distributed the questionnaires in two ways, onsite and online. In collecting data through questionnaires, questions can be presented open and closed, and dissemination can be done via post or internet (Agung, 2012). The following are stages of collecting data using both online and onsite questionnaires in this study:

a. Designed an online questionnaire with Google Form. Questionnaire links are distributed through social media owned by researchers such as Line, Whatsapp, Instagram, Twitter, E-mail, and others.

b. Printed the questionnaires and distribeted them to the people of Malang City.

2. Literature Study

A literature study is a part of data collection techniques in a study sourced from various literature to support the completeness of research data. A literature study in this study is sourced from previous research, scientific journals, and books relating to research topics.

3.6. Operational Research Variable Definition

Operational definition describes the method used by researchers to operationalize the construct, making it possible for other researchers to replicate measurements in the same way or develop better measuring constructs (Sugiyono, 2014). Furthermore, according to Indriantoro and Supomo (2011), the operational definition is the determination of construct to become a variable that can be measured in research.

3.6.1. Variables Identification

The research variable is the determined form to be studied by the researcher so that information can be obtained about it until finally a conclusion can be drawn (Sugiyono, 2014). This study investigated three variables consisting of one independent variable, one dependent variable, and one mediating variable. Independent variables are variables that affect the dependent variable both negatively and positively. The dependent variable is a variable that is the main factor that applies in study. Mediation variables have a strong dependence effect on the relationship between independent variables and dependent variables (Sekaran, 2011). The variables in this study are as follows:

Table 3.1.
Variables and Statement Items

No	Variable	Indicator	Statement Items	Source
1	*Celebrity Endorser (X)*	Trustworthiness	1. An endorser can be trusted 2. An endorser is honest in delivering messages 3. An endorser consistently review good products only	Shimp & Andrew (2013);

		Indicator	Statement Items	Source
		Expertise	1. An endorser understands the message conveyed 2. An endorser is expert in using the advertised product 3. An endorser is competent in reviewing the product	Prativi (2014)
		Physical Attractiveness	1. An endorser has an attractive appearance 2. An endorser has a handsome/beautiful face 3. An endorser has unique characteristics	
		Respect	1. An Endorser has a positive image 2. An endorser is a respected person 3. An endorser is a responsible person	
		Similarity	1. An endorser has the same characters as the audience. 2. An endorser has the same product preference as the audience.	

No	Variable	Indicator	Statement Items	Source
2	*Brand Trust* (Z)	Live up to Expectations	Bonuses/promos from Shopee come as promised	Zehir (2011)
		Confident in the Product	The offer from Shopee is the best	
		Never Disappoint	Service from Shopee never disappoints	
		Guarantee Satisfaction	Feel satisfied with the facilities provided by Shopee	
		Reliable	Shopee has a solution to the transaction problem	

No	Variable	Statement Items	Source
3	*Repurchase Intention* (Y)	I will make a purchase again on the website	Bulut (2015)
		I will revisit the website in the future	
		I intend to recommend the Internet shopping site that I regularly use to people around me	

3.6.2. Measurement Scale

The measurement scale is an agreement used in determining the length or shortness of the interval contained in the measuring instrument to produce quantitative data (Sugiyono, 2014). In this study, Likert scale was used as the measurement scale. According to Sugiyono (2014), the Likert scale is used to measure the people's attitudes, opinions, and perceptions regarding social phenomena. In a, this social phenomenon has been specifically defined, hereinafter referred to as the research variable. Through a Likert scale, the measured variables are translated into indicator variables. Then the indicator is used as a benchmark in preparing instrument items that can be statements or questions, both favorable (positive) and unfavorable (negative) (Sugiyono, 2014).

This scale is designed to examine how strongly the object agrees or disagrees with the question on a 5-point scale. In this study, a five-level interval scale is used on exogenous variables (X) and endogenous variables (Y & Z), as in Table 3.2 below.

Table 3.2
Likert Scale

Question (Positive)	Score
Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly agree	5

Source: Sugiyono, 2014.

Information:

Answer with a value of 1: Strongly Disagree

Answer with a value of 2: Disagree

Answer with a value of 3: Neutral

Answer with a value of 4: Agree

Answer with a value of 5: Strongly Agree

3.7. Data Analysis Method

3.7.1. Descriptive Analysis

Descriptive is a statistic used in analyzing data by describing data that has been collected (Sugiyono, 2014). In this descriptive analysis, this study describes the distribution of each variable (celebrity endorser, brand trust, and repurchase intention). Descriptive measurement is done by giving numbers, both in numbers and percentages.

This study utilizes a frequency table to analyze the level of agreement of the respondents' answers. It is also done to find out which indicator is more dominant in the respondent's answer.

3.7.2. Research Test Instrument

3.7.2.1. Validity Test

Validity is the level of reliability and validity of the measuring instrument used. The instrument is valid means the measuring instrument used to obtain the data is valid or can be used to measure what should be measured (Sugiyono, 2014).

A validity test is used to measure the validity of a questionnaire. According to

Ghozali (2016), a questionnaire can be said to be valid if the questions on the questionnaire can reveal something that will be measured by the questionnaire.

The validity of an instrument item can be determined by comparing Pearson's product-moment correlation index with a significance level of 5% as its critical value. The basis of analysis used for the validity test is as follows (Ghozali, 2016):

a. If $r_{counted} > r_{table}$, it means the items or the variables are valid.

b. If $r_{counted} < r_{table}$, it means the items or the variables are not valid.

3.7.2.2 Reliability Test

Reliability is a number that shows the consistency of measuring instruments in measuring the same object (Ghozali, 2016). According to Sugiyono (2014), reliability is the degree of consistency and stability of data or findings. The reliability test is useful for determining whether the instrument, in this case, a questionnaire, can be used more than once, at least by the same respondent, and will produce consistent data.

Reliability can be measured by one measurement, i.e., comparing the results of one question with another question or measuring the correlation between answers and questions. In this study, the reliability test consisted of (Hussein, 2015):

a) Composite Reliability, data that has composite reliability> 0.7 has high reliability.

b) Average Variance Extrand (AVE), expected AVE value> 0.5.

c) Cronbach Alpha, the reliability test is strengthened with Cronbach alpha expected value> 0.6 for all constructs.

3.7.3. Partial Least Square (PLS)

The statistical software used in this study is SmartPLS 3.0. PLS is a new method in great demand because it does not require normally distributed data. In the analysis method that uses regression, some assumptions must be examined by researchers to ensure that the regression equation is formed by Best Linear Unlimited Estimate (BLUE) (Hussein, 2015). PLS in this study used the bootstrapping method or random copying. Therefore, the assumption of normality will not be a problem for PLS. Analysis of PLS was carried out through three stages:

- Measurement Model (Outer Model);

  Outer model analysis is carried out to ensure that the measurements used are appropriate to be made measurements (valid and reliable).

- Structural Model (Inner Model);

  This analysis is carried out to ensure that the structural model that is built is robust and accurate.

- Hypothesis Testing

  This test is done to see the probability value and t-statistics.

3.7.3.1. Measurement Model (Outer Model)

Agung (2012) revealed that the validity test is related to the statement of the extent to which the instrument can be used to measure what should be measured. The questionnaire will be said to be valid if the statement on the questionnaire can reveal something that will be measured by the questionnaire. In this study, the validity test consists of:

- Convergent validity relates to the principle that the measure of a construct should be highly correlated (Abdillah, 2009). The convergent validity value

is the value of the loading factor on the latent variable with its indicators. The expected value is> 0.7 (Hussein, 2015).

- Discriminant validity relates to the principle that different constructor gauges should not be highly correlated (Abdillah, 2009). This value is a cross-loading factor value which is useful to find out whether the construct has adequate discriminant by comparing the loading value of the intended construct to be greater than the loading value with other constructs (Hussein, 2015).

Agung (2012) states that the reliability test is related to whether an instrument consistently provides the same measurement results at different times. In this study, the reliability test consisted of (Hussein, 2015):

- Composite Reliability. Data that has composite reliability> 0.7 has high reliability.

- Average Variance Extracted (AVE). The expected AVE value is> 0.5.

- Cronbach Alpha. Reliability tests were strengthened with Cronbach Alpha. The expected value is> 0.6 for all constructs.

3.7.3.2. Structural Model (Inner Model)

The inner model is a structural model for predicting causality between latent variables (Abdillah, 2009). Inner model analysis or structural model analysis is performed to ensure that the structural model constructed is robust and accurate. Evaluation of inner models can be done in three ways. The third way is by looking at R2, Q2, and GoF. Evaluation of the inner model can be seen from several indicators, which include (Hussein, 2015):

a) Coefficient of Determination (R^2)

R² value is an assessment of the influence of exogenous variables on endogenous variables whether it has a substantive effect (Ghozali & Latan, 2012). The value of R² is used to measure the level of variation of the exogenous variable changes to the endogenous variable. R² value illustrates how much endogenous latent variables can be affected by changes in their exogenous variables. The higher the R² means the better the prediction model from the proposed research model.

b) Predictive Relevance (Q2)

To calculate Q2, the following formula was used:

$$Q2 = 1-(1- R1^2)\,(1- R2^2)\ldots\ldots(1- Rn^2)$$

Source: Hussein, 2015

c) Goodness of Fit Index (GoF)

The last is to look for the value of the Goodness of Fit (GoF). In contrast to CB-SEM, for the GoF value on PLS-SEM, it must be calculated manually. GoF = √averageAVE X average R² (Tenenhaus in Hussein, 2015). GoF criteria, according to Tenenhaus (2005), namely:

- small GoF = 0.1
- medium GoF = 0.25
- large GoF = 0.38.

If the results of R², Q², and GoF tests show that the model formed is robust, then hypothesis testing can be performed.

3.7.4. Hypothesis Test

A hypothesis can later be stated to be true or significantly proven if t-statistics are higher than t-tables. The P-values is below the alpha value that has been determined (0.05). Testing the hypothesis directly can be seen in the results through bootstrapping on the Smart PLS 3.0 software. It starts by choosing bootstrapping to test the hypothesis, selecting Bootstrap 500, and start the calculation. The hypothesis can be stated by looking at the value of the path coefficient, t statistics, and p-value (Hussein, 2015). Also, this study tested the indirect effect of mediating variables: brand trust. Testing mediation hypotheses can be done by a procedure developed by Sobel known as the Sobel Test.

Sobel Test is used to determine the effect of mediating variables. According to Baron and Kenny (1986) in Ghazali (2016), a variable is called mediation if the variable also influences the relationship between the independent and the dependent variables. Sobel Test aims to test the strength of the indirect effect of the independent variable (X) to the dependent variable (Y) through the intervening variable (Z). By calculating the indirect effect of X to Y through Z by multiplying the path X - Z (a) by the path Z - Y (b) or ab. So, the coefficient ab = (c-c') where c is the effect of X on Y without connecting Z, while c' is the coefficient of the effect of X on Y after connecting Z.

Ghozali (2016) hypothesis testing can be done by re-procedures developed by Sobel (Sobel Test). The Sobel Test formula is as follows:

$$Sab = \sqrt{b^2 Sa^2 + a^2 Sb^2 + Sa^2 Sb^2}$$

Source: Ghozali (2016)

Information:

- Sab: The magnitude of indirect impact standard error
- a: Independent variable path (X) with the intervening variable (Z)
- b: Intervening variable path (Z) with the dependent variable (Y)
- sa: Standard error of coefficient a
- sb: Standard error of coefficient b

To test the significance of the indirect effect, it is needed to calculate the value of t of the coefficient using the following formula:

$$t = \frac{ab}{sab}$$

The value of t arithmetic is compared with the value of t table. If the value of t arithmetic> value of t table, then it can be concluded that there is a mediating effect. The assumption of the Sobel Test requires a large number of samples. If the number of samples is small, the Sobel Test is less conservative (Ghozali, 2016).

CHAPTER IV

RESEARCH RESULTS AND DISCUSSION

4.1 General Description Object Research

Shopee is an e-commerce site headquartered in Singapore under the SEA Group, founded in 2009 by Forrest Li. Shopee was first launched in Singapore in 2015 and has since expanded its reach to Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines. Starting in 2019, Shopee has also been active in Brazil, making it the first country in South America and outside Asia that Shopee has visited. Shopee is led by Chris Feng, a former Rocket Internet employee who once led Zalora and Lazada.

Shopee is engaged in buying and selling online based on C2C, which can be accessed easily using a smartphone. Shopee comes in the form of an application that makes it easy for users to shop online without having to bother using a computer. Shopee application has been downloaded 100 million times on the Play Store in January 2021.

Figure 4. 1
Shopee Logo

Source: www.shopee.co.id, 2020

Apart from the intense competition between e-commerce in Indonesia, Shopee keeps abreast of trends and also routinely provides attractive offers. For example, from 2019 to 2021, Shopee consistently holds monthly discount events

42

where the event is held to commemorate the moment when the date and month show the same number. In this event, many famous artists were involved in celebrating.

Figure 4. 2
11.11 Shopee Event
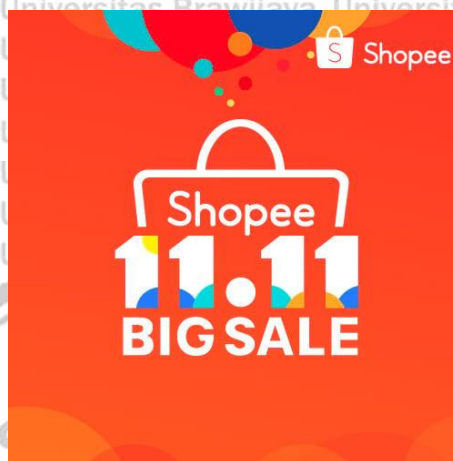
Source: www.shopee.co.id, 2020

4.2 Description Characteristics of the Respondent

The general description of respondents is a descriptive statistical discussion used to perform data analysis by describing the data collected without including the existence of a decision-making process through a hypothesis. It is done in order to provide an overview of the respondents as a whole and to know the description of the distribution of answers given by respondents. Hence, the average value (mean) given by the respondent for each item of the statement proposed can be obtained, which later the researcher is able to make a descriptive of the answers the mean value obtained. This study was conducted with a quantitative approach by distributing questionnaires online to 150 respondents.

4.2.1 Characteristics of Respondent Based on Gender

Table 4.1

Characteristics of Respondent Based on Gender

No	Gender	Total	Percentage (%)
1	Female	107	71.33
2	Male	43	28.67
	Total	150	100

Source: Processed data, 2021

Table 4.1 shows that the number of male respondents was 43 respondents or 28.67%, and 107 respondents were female or 71.33%.

4.2.2 Characteristics of Respondent Based on Age

Table 4.2

Characteristics of Respondent Based on Age

No	Age	Total	Percentage (%)
1	17-25 years	132	88
2	26-35 years	18	12
3	>35 years	-	-
	Total	150	100

Source: Processed data, 2021

Table 4.2 shows the frequency of respondents by age. The majority of respondents were aged between 17-25 years with 132 people or 88% of the total respondents, followed by 18 people aged 26-36 years or 12% of the total respondents.

4.2.3 Characteristics of Respondent Based on Latest Education

Table 4.3

Characteristics of Respondent Based on Latest Education

No	Latest Education	Total	Percentage (%)
1	SMA/SMK	98	65.33
3	D3	2	1.33
4	S1	45	30.0
5	S2	3	2.0
6	S3	2	1.33
	Total	150	100

Source : Processed data, 2021

Table 4.3 shows that respondents with latest education of SMA/SMK were 98 people or 65.33% of the total respondents. Those with the latest education of S1 were 45 people or 30% of all respondents, and latest education of S2 were three people or 2% of the total respondents. Last, those who had the latest education of D3 and S3 respectively as many as two people or 1.33% of the total respondents.

4.2.4 Characteristics of Respondent Based on Occupation

Table 4.4

Characteristics of Respondent Based on Occupation

No	Occupation	Total	Percentage (%)
1	Students/University Students	100	66.67
2	Private Employees/Civil Servant	49	32.67
3	Freelance	1	0.67
	Total	150	100

Source: Processed data, 2021

Table 4.4 shows that the respondents with occupation as Students are 100 people or 66.67% of the total respondents, around 49 people or 32.67% of total respondents work as Private Employees/Civil Servants, and one person or 0.7% works as freelancer.

4.2.5 Characteristics of Respondent Based on Income

Table 4.5

Characteristics of Respondent Based on Income

No	Income (Per Month in Rupiah)	Total	Percentage (%)
1	< Rp1,000,000	53	35.33
2	Rp1,000,001 - Rp3,000,000	64	42.67
3	Rp3,000,001 – Rp5,000,000	19	12.67
4	> Rp5,000,000	14	9.33
	Total	150	100

Source: Processed data, 2021

Table 4.5 shows the frequency of respondents based on their income or monthly allowance. From the data above, it can be seen that the majority of respondents have an income or monthly allowance between Rp1,000,001 - Rp3,000,000 with 64 people or 42.67% of the total respondents, then income or monthly allowance < Rp1,000,000, with 53 respondents or 35.33% of the total respondents. It is followed by respondents with monthly income or allowance of Rp3,000,001 - Rp5,000,000, with 19 respondents or 12.67% of the total respondents and the last one with an income of more than Rp5,000,000, which is 14 respondents or 9.33%.

4.3 Distribution of Respondents Answer

This section explains various responses from respondents that have been collected for each statement that the researcher has submitted regarding the influence of celebrity endorsers on consumer repurchase intention through brand trust. The existence of information regarding the frequency distribution of the answers will greatly assist researchers in making a descriptive analysis of the answers that have been given by respondents. The results of the tabulation on the frequency of respondents' answers are explained in more detail below:

4.3.1 Celebrity Endorser Variable (X)

Based on the statement items from the questionnaire regarding Celebrity Endorser (X) given to respondents, this variable has five indicators, Trustworthiness (X1), Expertise (X2), Physical Attractiveness (X3), Respect (X4), and Similarity (X5). The five indicators are presented in the form of 14 statement items. The frequency distribution of respondents' answers for each statement item can be seen in Table 4.6, as follows:

Table 4.6

Frequency Distribution of Celebrity Endorser

Item	1(STS)		2(TS)		3 (N)		4(S)		5(SS)		Total		Mean
	F	%	F	%	F	%	F	%	F	%	Total	%	
X1.1	0	0.0	1	0.7	21	14.0	84	56.0	44	29.3	150	100%	4.14
X1.2	0	0.0	3	2.0	30	20.0	70	46.7	47	31.3	150	100%	4.07
X1.3	0	0.0	1	0.7	30	20.0	72	48.0	47	31.3	150	100%	4.10
X1.4	0	0.0	4	2.7	31	20.7	72	48.0	43	28.7	150	100%	4.03
X1.5	0	0.0	0	0.0	22	14.7	83	55.3	45	30.0	150	100%	4.15
X1.6	0	0.0	1	0.7	21	14.0	83	55.3	45	30.0	150	100%	4.15
X1.7	0	0.0	3	2.0	23	15.3	78	52.0	46	30.7	150	100%	4.11
X1.8	0	0.0	1	0.7	22	14.7	83	55.3	44	29.3	150	100%	4.13
X1.9	0	0.0	2	1.3	33	22.0	71	47.3	44	29.3	150	100%	4.05
X1.10	0	0.0	2	1.3	23	15.3	83	55.3	42	28.0	150	100%	4.10
X1.11	0	0.0	3	2.0	32	21.3	70	46.7	45	30.0	150	100%	4.05

Item	1(STS)		2(TS)		3 (N)		4(S)		5(SS)		Total		Mean
	F	%	F	%	F	%	F	%	F	%	Total	%	
X1.12	0	0.0	2	1.3	36	24.0	71	47.3	41	27.3	150	100%	4.01
X1.13	0	0.0	2	1.3	39	26.0	65	43.3	44	29.3	150	100%	4.01
X1.14	0	0.0	2	1.3	31	20.7	75	50.0	42	28.0	150	100%	4.05
Grand average variable Celebrity Endorser													4.08

Source: Processed data, 2021

In Table 4.6. above the calculation of the *mean* celebrity endorser variable is 4.08, the *mean* value indicates that the celebrity endorser variable has a good assessment category. It indicates that some respondents agree on the aspects of expertise, physical appearance, and how trustworthy an endorser are things that need to be considered. Not only that, the image and similarity that the endorser has with the audience plays an important role.

4.3.2 Brand Trust Variable (Z)

Based on the statement items from the questionnaire regarding Brand Trust (Z) given to respondents, this variable has four indicators, Live to Expectation (Z1), Confident in the Product (Z2), Never Dissapoint (Z3), and Reliable (Z4). The five indicators are presented in the form of four statement items. The frequency distribution of respondents' answers for each statement item can be seen in Table 4.7, as follows:

Table 4.7

Frequency Distribution of Brand Trust

Item	1(STS)		2(TS)		3 (N)		4(S)		5(SS)		Total		Mean
	F	%	F	%	F	%	F	%	F	%	Total	%	
Z1	0	0	2	1.3	16	10.7	70	46.7	62	41.3	150	100%	4.28
Z2	0	0	7	4.7	31	20.7	73	48.7	39	26.0	150	100%	3.96
Z3	0	0	4	2.7	32	21.3	72	48.0	42	28.0	150	100%	4.01
Z4	0	0	2	1.3	16	10.7	70	46.7	62	41.3	150	100%	4.35
Grand average variable Brand Trust													4.15

In Table 4.7 above, the result of the calculation of Brand Trust variable mean is 4.15. The mean value indicates that Brand Trust variable has a good assessment category. It indicates that most respondents agree Shopee can meet expectations and never disappoints its consumers. Moreover, Shopee believes in its products and also dares to guarantee its safety.

4.3.3 Repurchase Intention Variable (Y)

Based on the statement items from the questionnaire regarding Repurchase Intention (Y) given to respondents, the variables are presented in three statement items. The frequency distribution of respondents' answers for each statement item can be seen in Table 4.8, as follows:

Table 4.8

Frequency Distribution of Repurchase Intention

Item	1(STS)		2(TS)		3 (N)		4(S)		5(SS)		Total		Mean
	F	%	F	%	f	%	F	%	f	%	Total	%	
Y1	0	0.0	3	2.0	20	13.3	77	51.3	50	33.3	150	100%	4.16
Y2	0	0.0	5	3.3	36	24.0	76	50.7	33	22.0	150	100%	3.91
Y3	0	0.0	3	2.0	27	18.0	87	58.0	33	22.0	150	100%	4.00
Grand average variable Repurchase Intention													4.02

Source: Processed Data, 2021

In Table 4.8 above, the result of the calculation of Repurchase Intention variable mean is 4.02. The mean value indicates that Repurchase Intention variable has a good assessment category. It means that most respondents agree that perceiving repurchase intention is the interest of consumers to revisit, repurchase, and also recommend to the closest people.

Data Analysis

The research data were analyzed using the SmartPLS 3.0 application because in business and management research, especially in the marketing sector, measuring perceptions would be difficult to obtain data that were normally distributed. Therefore, by using the regression method, the researcher would find it difficult to get a BLUE regression equation. PLS uses a bootstrapping method or random copying. Therefore, the assumption of normality will not be a problem for PLS (Hussein, 2015).

4.3.4 Outer Model Test (Evaluation Measurement Models)

In research using SmartPLS 3.0, the outer model test (evaluation of the measurement model) is used to determine the validity and reliability of a research instrument (Hair, 2006). The following is a more detailed explanation of the results of the outer model test that has been carried out on this study instrument.

4.3.4.1 Validity Test

The validity of the instrument is the accuracy of an instrument in making measurements. This test is carried out to determine the extent of the research instrument used validity as well as to explain whether all ideas and concepts in the conceptual definition have been reflected in the research instruments used. In SmartPLS 3.0, to test the validity of data, convergent validity can be used by looking at the loading factor table value and by looking at the value of the cross-loading table.

4.3.4.1.1 Convergent Validity

Convergent validity is the value of the loading factor on a latent variable with its indicators. The expected value for an instrument to be said to be valid is > 0.7 (Hussein, 2015). In this study, the loading factor value of

0.7 is be used by utilizing the algorithm calculation on Smart PLS 3.0. The

loading factor value obtained from the calculation of the Smart PLS 3.0

algorithm can be seen in Table 4.9 below:

Table 4.9

Validity Test Results Using Loading Factor Values

Indicator	Loading Factor Values			Explanation
	Celebrity Endorser	Brand Trust	Repurchase Intention	
X1.1	0.902			Valid
X1.2	0.707			Valid
X1.3	0.870			Valid
X1.4	0.810			Valid
X1.5	0.858			Valid
X1.6	0.800			Valid
X1.7	0.803			Valid
X1.8	0.920			Valid
X1.9	0.772			Valid
X1.10	0.872			Valid
X1.11	0.757			Valid
X1.12	0.828			Valid
X1.13	0.747			Valid
X1.14	0.817			Valid
Z1.1		0.810		Valid
Z1.2		0.741		Valid
Z1.3		0.806		Valid
Z1.4		0.730		Valid
Y1			0.837	Valid
Y2			0.843	Valid
Y3			0.819	Valid

Source: Processed data, 2021

Based on the loading factor value in Table 4.9, all loading factor values have exceeded the 0.70 limits. So that all indicators in the variables Celebrity Endorser, Brand Trust, and Repurchase Intention can be explained properly by each indicator or can be said to be convergent valid.

4.3.4.1.2 Discriminant Validity

Discriminant validity is a cross loading factor value useful for knowing whether a construct is not highly correlated with other constructs used to measure theoretically different concepts. This discriminant validity test is carried out by comparing the loading value of the intended construct, which must be greater than the loading value for other constructs (Hussein, 2015). The following is the cross-loading results of the service quality variables generated through the calculation of the SmartPLS 3.0 algorithm:

Table 4.10

Validity Test Results Using Cross Loading

Indicator	Loading Factor Values			Explanation
	Celebrity Endorser	Brand Trust	Repurchase Intention	
X1.1	0.902	0.615	0.566	Valid
X1.2	0.707	0.367	0.367	Valid
X1.3	0.870	0.584	0.530	Valid
X1.4	0.810	0.456	0.439	Valid
X1.5	0.858	0.588	0.514	Valid
X1.6	0.800	0.522	0.483	Valid
X1.7	0.803	0.545	0.528	Valid
X1.8	0.920	0.564	0.539	Valid
X1.9	0.772	0.378	0.378	Valid

X1.10	0.872	0.610	0.593	Valid
X1.11	0.757	0.521	0.463	Valid
X1.12	0.828	0.478	0.485	Valid
X1.13	0.747	0.389	0.386	Valid
X1.14	0.817	0.551	0.541	Valid

Source: Processed Data 2021

Based on Table 4.10 above, Celebrity Endorser has a higher loading factor value than Brand Trust and Repurchase Intention, so it can be said that each indicator in the Celebrity Endorser variable is valid in a discriminant. Moreover, each construct indicator is not highly correlated with other constructs (Brand Trust and Repurchase Intention) used in measuring in this study.

Table 4.11

Validity Test Results Using Cross Loading

| Indicator | Loading Factor Values | | | Explanation |
	Celebrity Endorser	Brand Trust	Repurchase Intention	
Z1.1	0.529	0.810	0.633	Valid
Z1.2	0.345	0.741	0.610	Valid
Z1.3	0.415	0.806	0.699	Valid
Z1.4	0.643	0.730	0.576	Valid

Source: Processed Data 2021

Based on Table 4.11 above, Brand Trust has a higher loading factor value than Celebrity Endorser and Repurchase Intention. So it can be said that each indicator in the Brand Trust variable is valid in a discriminant. Moreover, each construct indicator is not highly correlated with other constructs (Celebrity Endorser and Repurchase Intention) used in measuring in this study.

Table 4.12

Validity Test Results Using Cross Loading

Indicator	Nilai Loading Factor			Explanation
	Celebrity Endorser	Brand Trust	Repurchase Intention	
Y1	0.602	0.741	0.837	Valid
Y2	0.416	0.701	0.843	Valid
Y3	0.473	0.574	0.819	Valid

Source: Processed Data 2021

Based on Table 4.12 above, Repurchase Intention has a higher loading factor value than Celebrity Endorser and Brand Trust. So it can be said that each indicator in the Repurchase Intention variable is valid in a discriminant. Moreover, each construct indicator is not highly correlated with other constructs (Celebrity Endorser and Brand Trust) used in measuring in this study.

4.3.4.2 Reliability Test

Instrument reliability is the level of accuracy or consistency of a research instrument. An instrument is said to be reliable if it has Composite Reliability> 0.7 and Cronbach Alpha> 0.6 for all constructs (Hair, 2006). The following are the results of reliability testing that has been carried out through the Smart PLS 3.0:

Table 4.13

Reliability Test Result

	Cronbach's Alpha (>0.6)	Composite Reliability (>0.7)	Average Variance Extracted (AVE)	Explanation
Celebrity Endorser	0.963	0.966	0.674	Reliable
Brand Trust	0.775	0.855	0.597	Reliable

54

Repurchase Intention	0.781	0.872	0.694	Reliable

Source: Processed Data, 2021

Evaluation using composite reliability aims to determine whether the construct has high reliability or not. A composite reliability value that is greater than 0.7 indicates that the construct is reliable. Based on the value in Table 4.13, all values have met the requirements for composite reliability> 0.7, and all variables have a value greater than 0.7. It can be said that the latent variable has high reliability and the value of AVE for all of these constructs is greater than 0.5. It can be concluded that the measurement evaluation model has good discriminant validity.

In addition, reliability can also be seen through Cronbach Alpha where the Cronbach Alpha value is used to determine the reliability of a construct. The closer to one, the more reliable the construct will be in making measurements. According to Hair (2006), in general, reliability less than 0.60 is considered bad, reliability in the range of 0.70 is acceptable, and more than 0.80 is good. In Table 4.13, it can be seen that all variables have a Cronbach Alpha value of more than 0.70. It can be said that all variables in this study have acceptable reliability.

4.3.5 Inner Model Test (Structural Model Evaluation)

The inner model test or evaluation of the structural model is carried out to ensure that the structural model is robust (model parameters do not change much when a new sample is taken from the total population) and accurate by looking at several indicators, including (Hair, 2014): Coefficient of Determination (R^2), Predictive Relevance (Q^2), and Goodness of Fit Index (GoF).

4.3.5.1 Coefficient Determination (R²)

The coefficient of determination (R^2) is used to see the degree of variation in changes in exogenous variables against endogenous variables. The results of the calculation of R^2 using SmartPLS 3.0. in this study are as follows:

Table 4.14

Coefficient Determination

Variable	*R-Square* (R^2)
Brand Trust	0.403
Repurchase Intention	0.675

Source: Processed Data 2021

Based on the calculation results of SmartPLS 3.0, the calculation obtained results as presented in Table 4.14 above, it can be seen that the R^2 value of the Brand Trust variable is 0.403, which means that the Brand Trust variable is influenced by the Celebrity Endorser variable by 40.3%, and the remaining 59.7% is influenced by other variables not discussed in this study. The R^2 result of the Repurchase Intention variable shows a value of 0.675, which means that the variable buying interest can be influenced by the Celebrity Endorser variable and the Brand Trust variable, which is 67.5% and the remaining 32.5% is influenced by other variables not discussed in this study.

Based on the calculation results of SmartPLS 3.0, the calculation obtained results as presented in Table 4.14 above, it can be seen that the R^2 value of the Brand Trust variable is 0.403, which means that the Brand Trust variable is influenced by the Celebrity Endorser variable by 40.3%, and the remaining 59.7% is influenced

by other variables not discussed in this study. The R² result of the Repurchase Intention variable shows a value of 0.675, which means that the variable brand trust can be influenced by the Celebrity Endorser variable and the Brand Trust variable, which is 67.5% and the remaining 32.5% is influenced by other variables not discussed in this study.

4.3.5.2 Predicitve Relevance (Q^2)

The following are the results of the predictive relevance test:

$Q^2 = 1 - (1 - R1^2) \times (1 - R2^2)$

$Q^2 = 1 - (1 - 0.403) \times (1 - 0.675)$

$Q^2 = 1 - 0.597 \times 0.325$

$Q^2 = 1 - 0.1940$

$Q^2 = 0.806$

Information :

- Q2: Predictive Relevance value

- R12: R-Square value of Brand Trust variable

- R22: the R-Square value of the Repurchase Intention variable

The calculation result is 0.806 or 80.6%. It indicates that the diversity of data that can be explained by the model is 80.6%, and the remaining 19.4% is explained by other factors outside the designed model. So it can be said that the structural model designed in this study is good because the resulting value is closer to value 1.

4.3.5.3 Goodness of Fit Index (GoF)

The results of the calculation of goodness of fit can be used to determine the contribution of exogenous variables to endogenous variables. In PLS analysis, the

results of the goodness of fit are obtained through q-square (Q^2). Calculation results that exceed 0 are considered to have a good predictive value. How good is the predictive value generated by the model and its parameter estimates in this study is be shown from the following calculations:

Goodness of Fit (GoF):

$$GoF = \sqrt{\overline{AVE} \; x \; \overline{R^2}}$$

$$GoF = \sqrt{0.655 \; x \; 0.539}$$

$$GoF = 0.594$$

The calculation result is 0.594 or 59.4%. It indicates that the contribution of the data that is able to be explained by the model is 59.4%. The remaining 40.6% are explained by other variables that are not contained in the model and errors.

4.3.6 Hypothesis Testing

Based on the results of the outer and inner model tests that have been done previously, the model has met the requirements for hypothesis testing. Through calculations with SmartPLS 3.0, the model formed is as follows:

Figure 4. 3
Path Drawing of the Theoretical Research Model

Source: Processed Data, 2021

58
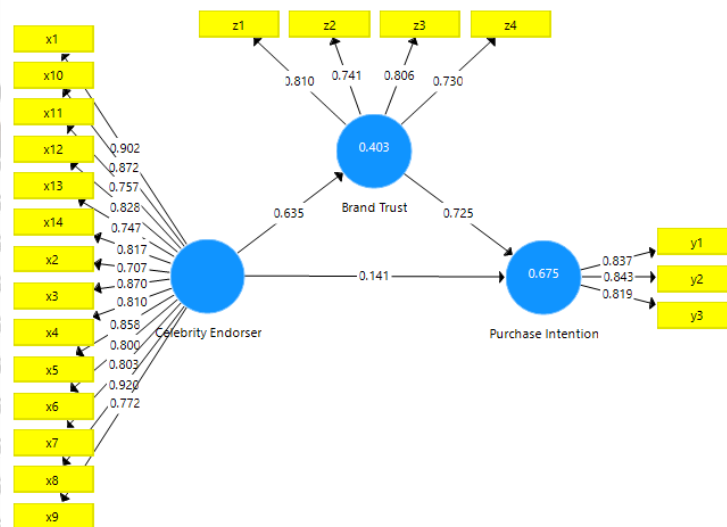
Hypothesis testing carried out in this study is divided into two parts. First is testing the direct effect, which will be carried out through bootstrapping on the Smart PLS 3.0, and second is testing the indirect effect, which will be carried out through the Sobel Test.

4.3.6.1 Direct Impact Testing

Implementation of direct effect testing is used to test hypotheses 1, 2, and 3 in this study. This test uses the value of path coefficients. By paying attention to the t-statistics value, which is more than the t-table (1.655) and the p value <0.05, the conclusion is that the hypothesis is acceptable. Moreover, there is a positive and significant influence between the variables tested. The results of testing the direct effect hypothesis were carried out using the values on the path coefficients presented in Table 4.16. as follows:

Table 4.17

Path Coefficients

	Original sample	T-statistics (|O/STDEV|)	P-Value	Remark
H1 : CE > BT	0.635	11.597	0.000	**Accepted**
H2 : BT > RI	0.725	11.297	0.000	**Accepted**
H3 : CE > RI	0.141	2.145	0.032	*Accepted*

Source: Processed Data, 2021

H1: The Effect of Celebrity Endorser on Brand Trust in Shopee E-commerce Users

The effect of Celebrity Endorser on Brand Trust is formulated in Hypothesis 1. From the results of the analysis, the t statistical value (11.597) is obtained with p <0.05 (0.000) and positive path coefficients (0.635). The result of t-statistics has a value greater than t-table (1.655), and p-value has a value less than 0.05 so that in this study, Celebrity Endorser has a significant effect on Brand Trust. The value of the path coefficients shows a positive number (0.635), which indicates that Celebrity Endorser has a positive influence on Brand Trust. In this study, Hypothesis 1 is accepted because Celebrity Endorser have a positive and significant effect on Brand Trust.

H2: The Effect of Brand Trust on Repurchase Intention on Shopee E-commerce Users

The effect of Brand Trust on Repurchase Intention is formulated in Hypothesis 2. From the results of the analysis, the t statistical value (11.297) is obtained with p <0.05 (0.000) and positive path coefficients (0.752). The result of t-statistics has a value greater than t-table (1.655), and the p-value has a value less than 0.05, so in this study, Brand Trust has a significant effect on Repurchase Intention. The value of path coefficients shows a positive number of (0.752) which indicates that Brand Trust has a positive effect on Repurchase Intention. In this study, Hypothesis 2 is accepted because Brand Trust has a positive and significant effect on Repurchase Intention.

H3: The Effect of Celebrity Endorser on Repurchase Intention of Shopee E-commerce Users

The effect of Celebrity Endorser on Repurchase Intention is formulated in Hypothesis 3. From the analysis, results obtained statistical *t value* (2.145) with p

<0.05 (0.032) and positive path coefficients (0.141). The result of t-statistics has a value greater than t-table (1.655), and the p-value has a value less than 0.05. In this study, Celebrity Endorser has a significant effect on Repurchase Intention. The value of the path coefficients shows a positive number of (0.141), which indicates that Celebrity Endorser has a positive effect on Repurchase Intention. In this study, Hypothesis 3 is accepted because Celebrity Endorser has a positive and significant effect on Repurchase Intention.

4.3.6.2 Indirect Effect Testing

Table 4.18

Indirect effects

	Original sample	T-statistics (|O/STDEV|)	P-Value
H4 : CE > BT > RI	0.460	8.291	0.000

Source: Processed data, 2021

H4: Celebrity Endorser Indirect Effect on Repurchase Intention Through Brand Trust on Shopee E-commerce Users

The results of the analysis show that the t statistical value is (8.291) with p <0.05 (0.000) and the path coefficients are positive (0.460). The results of t-statistics have a value greater than the t-table (1.655), and the p-value is less than 0.05. In this study, the effect of Celebrity Endorser on Repurchase Intention significantly mediated by brand trust. An indirect effect is stated as significant if the two direct effects that form it are significant. The direct influence of Celebrity Endorser on Brand Trust and the direct influence of Brand Trust on Repurchase Intention, both have a significant effect. It can be concluded that there is a

significant indirect effect between the indirect influence of Celebrity Endorser on Repurchase Intention on Brand Trust, it means that Hypothesis 4 is accepted.

4.4 Research Discussion

Based on the results of the hypothesis testing that has been carried out, the results of the hypothesis test are associated with the theory and previous research related to this study. Moreover, they are able to support the statements that have been made. The explanation of each hypothesis is as follows:

4.4.1 The Effect of Celebrity Endorser on the Brand Trust of Shopee E-commerce Users

The results of hypothesis testing that have been conducted show that if a celebrity endorser from Shopee shows more trustworthiness, expertise, attractive, respected, and similar to the audience , the higher the user's trust in the Shopee. One of the things a celebrity endorser must have is trustworthiness. According to Wang and Scheinbaum (2017), trustworthiness trumps beauty attractiveness and credibility in celebrity endorsement source characteristics in several industries. So by working with trusted celebrity endorsers, it is linear with increasing customer trust. According to Takaya (2017), consumers who see the figure of the celebrity endorser they like tend to believe the brand that works with the celebrity endorser. It can happen if the celebrity endorser is proven to be trustworthy, has the charisma to influence their fans, and look attractive.

4.4.2 The Effect of Brand Trust on Repurchase Intention of Shopee E-commerce Users

The results of hypothesis testing that have been conducted show that the more people can meet user expectations, have a good offer, is not disappointing,

and reliable, the higher the interest of people to make repeat purchases at Shopee. Consumers' brand trust is strategically important for companies to obtain a sustainable competitive advantage, as it gives companies some protection from competition and increases their control in planning their marketing programs (Gounaris and Stathakopolous, 2004). According to Matzler and Krauter (2006), there are several important aspects that influence how consumers can trust the brand they used, such as consumer involvement, price consciousness, and brand consciousness. Rahmanda and Farida (2021) show that in the retail business brand trust has a very important role in growing repurchase intention, since brand trust symbolizes how a brand can meet customer expectations, be confident in its own products and provide security guarantees, the ability to handle customer disappointments, and prove that a brand can be trusted.

4.4.3 The Effect of Celebrity Endorser on Repurchase Intention of Shopee E-commerce Users

The results of hypothesis testing that have been conducted show that the more trustworthy, expert, attractive, respected, and similar to the audience a celebrity endorser from Shopee has, the higher people's interest in making repeat purchases at Shopee. According to Endorgan et al. (2001), there are specific criteria that can be used to determine a good celebrity endorser. These criteria include trustworthiness, expertise, familiarity, likeability, and physical attractiveness. Regarding which priority is more important than these criteria according to the marketed product (Endorgan et al., 2001). In addition, according to Khan et al. (2018), there are several other aspects that encourage audiences to buy products,

where an important role is held by the endorser's physical appearance, the endorser's expertise and knowledge, and the ability of how the endorser can influence his fans. From the study that has been done coupled with other research sources, it can be said that the celebrity endorser who can encourage the audience to repurchase the product is a person who has an attractive appearance, qualified expertise, a personal image that gives a positive impression to his fans, and also reliable.

4.4.4 The Effect of Celebrity Endorser on Repurchase Intention Through Brand Trust on Shopee E-Commerce Users

The result of the hypothesis testing that has been conducted shows that a celebrity endorser who is trustworthy, expert, attractive, respected, and has similarities with the audience will form user trust in Shopee. When users already have trust in the Shopee, it may increase the interest of their users to re-purchase a product on Shopee. It is in line with Wang and Scheinbaum (2017), a brand that wants to increase its brand trust should invest in a celebrity endorser who, above all, has a perception of being trustworthy. Advertisers using celebrity endorsement should feature an attractive celebrity who is perceived to be trustworthy to best impact both their low and high involvement consumer base. In a context of a global industry, such celebrities should be internationally recognized. From the study that examined the relationship between the effect of Celebrity Endorser on Brand Trust, and the effect of Brand Trust on Repurchase Intention, it can be concluded that Celebrity Endorser who has trustworthiness, attractive appearance, qualified expertise, and charisma can significantly influence fans toward Brand Trust. Brand Trust that meets expectations, can provide security to its customers, and never

disappoints will encourage consumers or audiences to revisit, repurchase, and recommend a product to their closest people.

4.5 Research Implication

The implication of the results of this study is how celebrity endorser can affect repurchase intention through customer brand trust of Shopee users. This study results indicate that the higher the positive response regarding the effect given by celebrity to its audience, the higher the level of consumer or audience trust in a brand that cooperates with the celebrity endorser, and it also occurs in an increase in buying interest from consumers. In line with the influence of celebrity endorser, brand trust also has a fairly strong contribution to repurchase intention.

This study has succeeded in providing new information for actors in the e-commerce industry that selecting an endorser must be a crucial consideration because this aspect will affect consumer confidence in a brand and consumer purchasing decisions. In choosing the appropriate celebrity endorser, several factors must be considered, such as how trustworthy, qualified, how attractive, admired by his fans, and finally how capable an endorser can influence his fans. From these factors, business actors in the e-commerce sector can conduct research related to trends and figures who can fulfill these five aspects, and of course, can also represent the company.

There is nothing less important in the matter of growing consumer confidence in a brand, especially e-commerce. A brand can pay attention to aspects of transaction security, fulfillment of expectations, providing the best offers and services, and also how e-commerce can solve various kinds of solutions faced by its users. Reflecting on these aspects, e-commerce companies can increase the level

of consumer confidence by always maintaining and improving the security of data and transactions because user convenience is higly dependent on the company's ability to maintain confidentiality and transactions made. Moreover, company should be open to accommodate feedback from its users because, hence, an e-commerce company can quickly respond to problems that occur.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1   Conclusions

Based on the problems formulated, the analysis results, and hypothesis testing carried out in the previous chapter, the following conclusions can be drawn:

1. The results of hypothesis testing that have been conducted show that the more trustworthy, expert, attractive, respected, and similar to the audience a celebrity endorser from Shopee has, the higher the user's trust in the Shopee.

2. The results of hypothesis testing that have been done show that the more people can meet user expectations, have a good offer, is not disappointing, and reliable, the higher the interest of people to make repeat purchases at Shopee.

3. The results of hypothesis testing that have been conducted show that the more trustworthy, expert, attractive, respected, and similar to the audience a celebrity endorser from Shopee has, the higher the interest of people to make repeat purchases at Shopee.

4. The results of hypothesis testing that have been carried out show that a celebrity endorser who is trustworthy, expert, attractive, respected, and has similarities with the audience will form user trust in the Shopee e-commerce brand. When users already have trust in the Shopee e-commerce brand, it can increase the interest of their users to re-purchase a product on Shopee e-commerce.

5.2 Suggestion

Based on the above conclusions, several suggestions can be put forward which are expected to benefit the company and other parties. The suggestions given include:

1. It is expected that the company can maintain or collaborate with new endorsers who have a massive influence and increase the customers' trust. It is because these variables have a significant effect on buying interest, including by conducting studies related to endorsers and bases brought by celebrity endorsers when Shopee aims for collaboration with an endorser. Shopee needs to always meet user expectations by doing research on user needs, and provide the best offer program on a regular basis.

2. Given that the independent variables in this study are very important in influencing purchase intention, it is hoped that the results of this study can be used as a reference for further researchers to develop this study by considering other variables, such as, Brand Ambassador, Brand Image, Brand Awareness, and Brand Equity.

REFERENCES

Abdillah., W dan Jogiyanto. 2009. *Partial Least Square (PLS) Alternatif SEM Dalam Penelitian Bisnis* . Penerbit Andi: Yogyakarta.

Agung, A. P. 2012. *Metodologi Penelitian Bisnis*. Malang: UB Press.

Ahmed, Rizwan Raheem., Seedani, Sumeet Kumar., Paryani, Sagar Kumar., Ahuja, Manoj Kumar. 2015. Impact of Celebrity Endorsement on Consumer Buying Behavior. *SSRN Electronic Journal.*

Andina, Dyah. 2014. Studi Elaboration Likehood Model pada Pengaruh Selebgram (Selebriti Endorser Instagram) Terhadap Minat Pembelian dalam media Sosial Instagram. (Studi Eksplanatif pada followers selebgram @Joyagh). *Skripsi Fakultas Ilmu Sosial dan Ilmu Politik Jurusan Ilmu*

Apejoye, Adeyanju. 2013. Influence of Celebrity Endorsement of Advertisement on Students' Purchase Intention. Journal of Mass Communication and Journalism 03(03)

Arikunto, Suharsimi. 2010.*Prosedur Penelitian Suatu Pendekatan Praktik,* Rineka Cipta: Jakarta.

Assauri, Sofjan. 2013. *Manajemen Pemasaran*. Jakarta : Rajawali Pers

Bulut, Zeki. A. 2015. Determinants of Repurchase Intention in Online Shopping: A Turkish Consumer's Perspective. *International Journal of Business and Social Science Vol. 6, No. 10; October 2015*

Chi, H. K., Yeh, H. R., & Chio, C.-Y. (2009). The Effect of Brand Affect on Female Cosmetics User Brand Loyalty in Taiwan. *The Journal of American Academy of Business Vol.14 (2), 230-236.*

Cooper, D. R. & Schindler, P. S. 2008. *Business Research Methods,* Singapore, McGraw Hill.

Delgado-Ballester, E., Munuera-Aleman, J., & Yague-Guillen, M. J. (2003). Development and Validation of A Brand Trust Scale. *International Journal of Market Research Vol. 45*, No. 1, 35-54.

Endorgan, B. Zafer., Tagg, Stephen., and Baker, Michael. (2001). Selecting Celebrity Endorsers:The Practitioner's Perspective Journal of Advertising Research 41(3):39-48.

Ferdinand, A. T. 2006. *Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen.* Semarang: Universitas Diponegoro.

Ferrinadewi, Erna. 2008. *Merek dan Psikologi Konsumen*. Cetakan pertama. Yogyakarata : Graha Ilmu.

Ghozali, Iman. 2016. *Analisis Multivariate dengan Program IBM SPSS 23*. Semarang: Universitas Diponegoro.

Gounaris, Spiros & Stathakopoulos, Vlasis. 2004. Antecedents and consequences of brand loyalty: An empirical study. *Journal of Brand Management volume 11, pages 283–306*

Hair, J. F. 2006 *Multivariate data analysis*. Uppersaddle River.

Hair, J. F. 2014. *A primer on partial least squares structural equation modeling PLS-SEM*. Sage. Los Angeles.

Hasan, Ali. 2013. *Marketing dan Kasus-Kasus Pilihan*. PT. Buku Seru. Jakarta.

Hellier, Phillip K. 2003. Customer Repurchase Intention: A General Structural Equation Model. *European Journal of Marketing 37(11/12):1762-1800*

Hussein, Ananda Sabil, 2015. Modul Ajar Penelitian Bisnis dan Manajemen Menggunakan Partial Least Squares (PLS) dengan SmartPLS 3.0. *Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Brawijaya. Malang.*

Kertajaya, Hermawan. 2002. *Hermawan Kertajaya in Marketing*. Jakarta: Penerbit PT. Gramedia Pustaka Utama.

Keller, K. L. (2003a). Brand Synthesis: The Multidimensionality of Brand Knowledge. *Journal of Consumer Research,* 29(4), 595-600.

Kertajaya, Hermawan. 2008. *Marketing Plus. 2000 : Siasat Memenangkan Persaingan Global.* Edisi Soft Cover. Jakarta: Penerbit PT. GramediaPustaka Utama.

Kertajaya, H. (2009). *New Wave Marketing, The World is Still Round The Market is Already Flat*. Jakarta: Gramedia.

Kotler, P., & Pfoertsch, W. 2006. *B2B brand management*. Springer Science & Business Media.

Kotler, Philip & Amstrong, Gary. 2012. *Principles of Marketing*. Pearson Education, New Jersey.

Kotler, Philip& Keller, Kevin Lane. 2012.*Marketing Management Edisi 14,* Global Edition. Pearson Prentice Hall.

Kotler, Philip and Gary Armstrong. 2012. *Principles of Marketing*. New Jersey: Pearson Education Inc.

Kotler, P, & Keller, K, L. 2014. *Marketing Management,* 14th edn. Pearson, USA.

Kotler, Philip. (Benyamin Molan, Penerjemah). 2007. *Manajemen Pemasaran*. Jilid 1. Jakarta: PT. INDEKS.

Kumar, V. (2008). *Managing Customers for Profit Strategies to Increase Pofits and Build Loyalty*. New Jersey: Wharton School Publishing.

Kotler, Philip dan Kevin Lane Keller. 2009. *Manajemen Pemasaran,* Edisi Kedua. Jakarta: PT. Indeks.

Lau, G. T., & Lee, S. H. (1999). Consumers' Trust in a Brand and the Link to Brand Loyalty. *Journal of Market Focused Management, 341-370.*

Lien, Che-Hui., Wen, Miin-Jye., Huang, Li-Ching. 2015. Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. Asia Pacific Management Review 19(4).

Luk, S. T., & Yip, L. S. (2008). The Moderator Effect of Monetary Sales Promotion on The Relationship Between Brand Trust and Purchase Behaviour. *Journal of Brand Management Vol. 15*, 452-262.

Matzler, Kurt, Bidmon, Sonja, and Grabner-Krauter, Sonja. (2006). Individual determinants of brand affect: The role of the personality traits of extraversion and openness to experience. *Journal of Product & Brand Management 15(7):427-494*.

McCormick, Karla. 2016. Celebrity endorsements: Influence of a product-endorser match on Millennials attitudes and purchase intentions. Journal of Retailing and Consumer Services Volume 32, September 2016, Pages 39-45.

Peter, J. Paul dan Jerry C Olson. 2002. *Consumer Behavior and Marketing Strategy Sixth Edition.* McGraw-Hill Irwin.

Pride, William M. and O.C. Ferrell. 2014. *Marketing*, *2014 Edition*. Canada: South-Western, International Edition.

Rodriguez, Karina P. 2008. Apparel Brand Endorsers and Their Effects on Purchase Intentions: A Study of Philippine Consumers. Philippine Management Review 2008, Vol. 15, pp. 83-99.

Sekaran, U. 2011. *Metode Pemelitian untuk Bisnis*. Jakarta: Salemba Empat.

Shimonian, M.A., Forsythe, Sandra., Kwon, Wi-Suk., Chattaraman, Veena. 2012. The role of product brand image and online store image on perceived risks and online purchase intentions for apparel. *Journal of Retailing and Consumer Services 19(3):325–331*

Solomon, Michael R., Greg W. Marshall and Elnora W. Stuart. 2012. *Marketing 7E Real People Real Choise*. N ew Jersey: Prentice Hall.

Sugiyono. 2014. *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D*. CV. Alfabeta, Bandung.

Suryana. 2013. *Ekonomi Keatif, Ekonomi Baru: Mengubah Ide dan Menciptakan Peluang*. Jakarta: Salemba Empat

Swastha, & Irawan, 2001, *Manajemen Pemasaran Modern*, Liberty. Yogyakarta

Tseng, J.-s., Lin, H.-Y., & Chien-Hsiung, L. (2012). A Study on The effect of Enterprise Brand Strategy on Purchase Intention. *International journal of Organizational Innovation. Vol 4 Num 3 Winter 2012, Page. 28*

Turban, E., King, D., Lee, J., Warkentin, M., & Chung, M. H. (2006). *E-commerce: A managerial perspective*. Low Price Edition, 180-183.

Wang, S. W. and Scheinbaum, Angeline Close. 2017. Trustworthiness Trumps Attractiveness and Expertise: Enhancing Brand Credibility Through Celebrity Endorsement. *Journal of Advertising Research 58(1):JAR-2017-042*.

Widjaja, Bernard T. 2009. *Lifestyle Marketing :Paradigma baru pemasaran bisnis jasa*. Gramedia Pustaka Utama: Jakarta

Zehir, C., Sahin, A., Kitapci, H., & Ozsahin, M. (2011). The Effects of Brand Communication and Service Quality In Building Brand Loyalty Through Brand Trust; The Empirical Research On Global Brands. *Procedia Social and Behavioral Sciences,* 1218–1231.
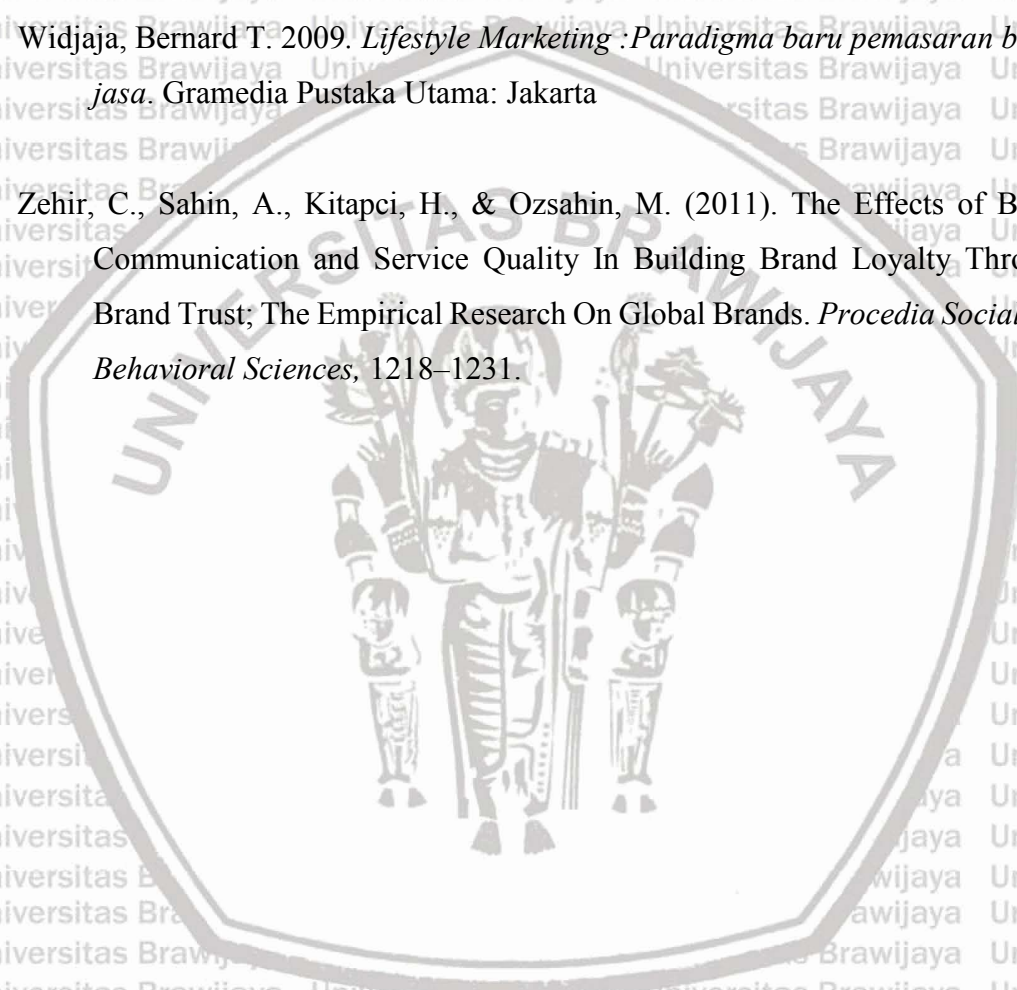
APPENDICES

1 Convergent Validity

	Brand Trust	Celebrity Endo...	Purchase Inten...
x1		0.902	
x10		0.872	
x11		0.757	
x12		0.828	
x13		0.747	
x14		0.817	
x2		0.707	
x3		0.870	
x4		0.810	
x5		0.858	

	Brand Trust	Celebrity Endo...	Purchase Inten...
x6		0.800	
x7		0.803	
x8		0.920	
x9		0.772	
y1			0.837
y2			0.843
y3			0.819
z1	0.810		
z2	0.741		
z3	0.806		

	Brand Trust	Celebrity Endo...	Purchase Inten...
x8		0.920	
x9		0.772	
y1			0.837
y2			0.843
y3			0.819
z1	0.810		
z2	0.741		
z3	0.806		
z4	0.730		

2 Discriminant Validity

	Brand Trust	Celebrity Endo...	Purchase Inten...
x1	0.615	0.902	0.566
x10	0.610	0.872	0.593
x11	0.521	0.757	0.463
x12	0.478	0.828	0.485
x13	0.389	0.747	0.386
x14	0.551	0.817	0.541
x2	0.367	0.707	0.367
x3	0.584	0.870	0.530
x4	0.456	0.810	0.439
x5	0.588	0.858	0.514

	Brand Trust	Celebrity Endo...	Purchase Inten...
x6	0.522	0.800	0.483
x7	0.545	0.803	0.528
x8	0.564	0.920	0.539
x9	0.378	0.772	0.378
y1	0.741	0.602	0.837
y2	0.701	0.416	0.843
y3	0.574	0.473	0.819
z1	0.810	0.529	0.633
z2	0.741	0.345	0.610
z3	0.806	0.415	0.699

	Brand Trust	Celebrity Endo...	Purchase Inten...
x8	0.564	0.920	0.539
x9	0.378	0.772	0.378
y1	0.741	0.602	0.837
y2	0.701	0.416	0.843
y3	0.574	0.473	0.819
z1	0.810	0.529	0.633
z2	0.741	0.345	0.610
z3	0.806	0.415	0.699
z4	0.730	0.643	0.576

3 Relliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Trust	0.775	0.777	0.855	0.597
Celebrity Endor...	0.963	0.968	0.966	0.674
Purchase Inten...	0.781	0.789	0.872	0.694

4 R2

	R Square	R Square Adjus...
Brand Trust	0.403	0.399
Purchase Inten...	0.675	0.671

5 Direct Effect Hypothesis Test

	Original Sampl...	Sample Mean (...	Standard Devia...	T Statistics (|O/...	P Values
Brand Trust -> Purchase Intention_	0.725	0.725	0.064	11.297	0.000
Celebrity Endorser -> Brand Trust	0.635	0.636	0.055	11.597	0.000
Celebrity Endorser -> Purchase Intention_	0.141	0.141	0.066	2.145	0.032

6 Indirect Effect Hypothesis Test

	Original Sampl...	Sample Mean (...	Standard Devia...	T Statistics (|O/...	P Values
Celebrity Endorser -> Brand Trust -> Purchase Intention_	0.460	0.461	0.055	8.291	0.000

7 Drawing Paths of the Theoretical Model of Research