



Advertising and celebrity endorser on purchase intention k-poppers at tokopedia online shopping

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ABSTRACT

The development of the current era of globalization has changed the pattern of life and human behavior to tend to shop online through various existing platforms, including e-commerce. Many things are done by e-commerce to attract consumers' attention, one of which is through the Brand Ambassador idol from South Korea. Tokopedia is one of the e-commerce companies that invited BTS and Blackpink to become Celebrity Endorsers in 2021. Based on this, this study aims to see the influence of advertising and celebrity endorsers on buying interest of K-Poppers in online shopping at Tokopedia. This study used an associative quantitative approach with a total sample of 115 Tokopedia users using the Google form. The data analysis technique uses multiple linear regression analysis accompanied by partial tests (t-test) and simultaneous tests (F-test). Based on the results of the t-test, which are presented in the table above, the following information is obtained: The Advertising variable has a significance value of 0.000, less than 0.05. Meanwhile, the t count obtained a value of 4.884 > t table (1.9813). The Celebrity Endorser variable has a significance value of 0.000, less than 0.05. Meanwhile, the t count obtained a value of 5.435 > t table (1.9813). Thus, advertising and celebrity endorsers positively and significantly affect interest in buying online shopping at Tokopedia.

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INTRODUCTION

In the current era of globalization, the rapid development of technology, especially the internet, has changed lifestyles and human behavior, one of which is shopping. These changes have started to encourage online buying and selling or Online Shopping. E-commerce sites provide easy access to various business operations, such as trade-in goods and services, including Tokopedia, Shopee, Bukalapak, Lazada, Blibli, JD ID, Zalora, and others. From some of these E-commerce, some take idols from South Korea to become Brand Ambassadors in their promotional media. The development of the Korean Wave, the Hallyu wave, is currently developing and making people in the world start to like Korean things, one of which is Indonesia. (Wakida Bella Novika, Sri Andayani, Ni Made Ida Pratiwi, 2022) . In 2021 Tokopedia became a hot topic of conversation in Indonesia

because it made BTS and Blackpink its Celebrity Endorsers after seeing all the input given by their fans who asked to hook Korean Idols as their Celebrity Endorsers. Celebrity endorsers are public figures widely used in various media to support and promote a product (Pracista & Rahanatha, 2014). In this age of intense competition, where capturing a position in the consumer's mind space is extremely difficult, celebrity endorsements give the company the advantage of holding the public's attention. Celebrity can drive brand acceptance and provide the considerable momentum a brand will need by supporting the brand's intrinsic value (Kaur & Garg, 2016).

This Celebrity Endorser triggers platform advertisements from the Tokopedia Application, which are scattered everywhere, such as YouTube, banners, billboards, Instagram, TV, etc. According to Gholami et al. (2016), advertising is a powerful tool for communicating with consumers to match the message conveyed. Therefore, if the advertisement creates a positive association with the product, the probability of success of the new product increases with the company's brand. Advertising has significant power. Advertising can be an effective vehicle for clearly demonstrating product attributes and persuasively explaining consumer benefits, advertising that can dramatically portray user and usage imagery, brand personality, or other intangibles. The frequent advertising of online shopping sites also makes it easy for consumers to find out which sites provide online shopping services with various types of products offered. Hence, consumers are interested in giving these products. Making the fans excited also will notice the advertisement, the emergence of consumer buying interest caused by the online shopping site providing the product they are looking for (Savitri, 2017). Kinnear and Taylor stated that purchase intention is one part of the component of consumer behavior regarding attitudes to consuming and a person's tendency to be able to act before a buying decision is made. (Fitria, 2018).

Based on data from iprice.co.id in Table 1, in 2022, the number of visitors chose Tokopedia with a total of 157,233,300 and Twitter with a total of 1,000,000. However, even though Tokopedia Gets Monthly Web Visitors with big promotions that attract artists from South Korea, unfortunately, the data above shows that the Playstore Rank obtained from Tokopedia is Rank 2 and is still below the Shopee Application.

Sources from the TopBrand Index state that the Top Brand Gen-Z Index in 2021-2022, Buying interest from Tokopedia is still far from other applications such as Shopee and Lazada even though promotions and advertisements are used very intensively. On a large scale, Celebrity Endorsers continue to do so, but there is still less interest in buying, while there are more goods on Tokopedia than on shopee. Also, from iprice.co.id data, many visitors choose Tokopedia, but Tokopedia is still under Applications or Companies. Other after that, it can be seen from the E-commerce site with the Most Visits in Indonesia in August that Tokopedia is still below the Shopee Application with a total of under 150. Based on the explanation above regarding Advertising and Celebrity Endorsers that have a significant effect on purchase intention, I would like to conduct research with the title: "The Effect of Tokopedia Advertising and Celebrity Endorsers on Buying Interest of K-Poppers in online shopping" to determine whether there is an influence of Tokopedia Advertising and Celebrity Endorsers on Interest in Buying K-Poppers in online shopping in the city of Bandung.

RESEARCH METHOD

The research approach used is associative quantitative. According to Sugiyono (2018: 63), associative research aims to discover some speculation about whether or not there is a relevant relationship between two or more research variables, so the research method used in this study is quantitative research. This study uses multiple linear regression analysis. Multiple linear regression analysis measures the effect of the independent variables on the dependent variable. The population obtained in this study is the total number of kpopers using the Tokopedia application who have seen Tokopedia advertisements through electronic media, social media, and print media in the form of billboards and banners in the city of Bandung. In this study, the variables studied were V independent variables, namely advertising (X1) and celebrity endorsers (X2). Using a Likert scale,

the dependent variable (Y) dependent variable was buying interest (Y). The population in this study is consumers who use the Tokopedia application, but the total population in this study has yet to be discovered with certainty. The researcher used a sample of 115 Tokopedia user respondents. Data collection techniques are carried out through Google Forms to send questionnaires, then distributed to kpopers who use the Tokopedia application. by using the Instrumental Test in which there is a Validity Test and Reliability Test. and when selecting respondents, the researcher divided several respondents in each part of Bandung, each section 23 people from Central Bandung, 23 people from East Bandung, 23 people from West Bandung, 23 people from South Bandung, 23 people from North Bandung), therefore based on the above calculations the number of people who were used as respondents in this study was 115 respondents who were calculated based on calculations from respondents who were met in the Bandung section who were Kpopers and users of the Tokopedia Application.

RESULTS AND DISCUSSIONS

Instrumentation Test

An instrumentation test is a test used to measure variables in research that uses questionnaires or questionnaires distributed to respondents to see whether the questionnaire can reveal with certainty what will be studied or not. The instrumentation test is divided into two: validity and reliability.

Validity Test

Validation testing is used to measure the level of validity or legitimacy of a questionnaire question. The validity test in this study was processed using SPSS Version 26, using a significance level of 5% and a total sample of 115 respondents. To test its validity, the researcher compared the rcount of each item with the moment product r table. If $r_{count} > r_{table}$, then the statement item is declared valid. The validity test results can be presented in the table below with $n = 115$. Then the obtained df is $115 - 2 = 113$ and $\alpha = 5\%$, and the r_{table} value is 0.1832.

$r_i > 0.1832$, then the questionnaire statement items are valid

$r_i < 0.1832$, then the questionnaire statement items are invalid

Reliability Test

According to Umar (2008: 57), the reliability test helps determine whether the research instrument is used. In this case, the questionnaire can be used more than once or at least by the same respondent. Calculation of reliability uses the Alpha Cronbach formula. This formula is adjusted to the scoring technique performed on each item in the instrument. The value of correlated item-total correlation in an indicator to be declared reliable is at least 0.70 (Nunnally, 1994).

The following are the results of the validity and reliability test calculations:

Table 1. Reliability test

No	Variable	Rhitung	Decision	Cronbach Alpha	Decision
1	Advertisement (X1)	1	0.744	0.866	Reliable
		2	0.695		
		3	0.711		
		4	0.778		
		5	0.755		
		6	0.680		
		7	0.671		
		8	0.729		
2	Celebrity Endorser (X2)				

	1	0.707	Valid		
	2	0.747	Valid		
	3	0.684	Valid		
	4	0.695	Valid	0.869	Reliable
	5	0.751	Valid		
	6	0.755	Valid		
	7	0.755	Valid		
	8	0.702	Valid		
3	Interest to Buy (Y)				
	1	0.724	Valid		
	2	0.687	Valid		
	3	0.740	Valid		
	4	0.740	Valid	0.853	Reliable
	5	0.782	Valid		
	6	0.598	Valid		
	7	0.630	Valid		
	8	0.740	Valid		

Source: processed data, 2022

In the advertising variable, there are 8 question items where all question items for each variable have a value of $r_{count} > r_{table}$. Based on this, it can be decided that each question item is valid and can proceed to the reliability test. In the reliability test, a value of 0.866 was obtained, and the value was > 0.7 , which means that the advertising variable data is reliable. In the Celebrity Endorse variable, there are 8 question items where all question items for each variable have a value of $r_{count} > r_{table}$. Based on this, it can be decided that each question item is valid and can proceed to the reliability test. In the reliability test, a value of 0.869 was obtained, and the value was > 0.7 , which means that the Celebrity Endorse variable data is reliable.

In the Buying Interest variable, there are 8 question items where all question items for each variable have a value of $r_{count} > r_{table}$. Based on this, it can be decided that each question item is valid and can proceed to the reliability test. In the reliability test itself, a value of 0.853 was obtained, and the value was > 0.7 , which means that the variable data of Purchase Interest is reliable.

Coefficient of Determination

The coefficient of determination is used to measure how far the model is in explaining the variance of the dependent variable (Ghozali, 2018). The coefficient of determination is between zero and one. If the coefficient of determination gets closer to 1, then the effect of the independent variable on the dependent variable is higher. The following results from the coefficient of determination (R²) are presented in the table below.

Table 2. Coefficient of determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.835 ^a	.697	.692	2.238

a. Predictors: (Constant), Celebrity Endorser, IKLAN

b. Dependent Variable: Minat Beli

Source: Output SPSS

Based on the table above, it is known that the value of R² (Adjusted R Square) is 0.692. This means that variations in the independent variables can explain 69.2% of the variation in the dependent variable. While the remaining (100% - 69.2% = 30.8%) is influenced by other variables outside this study.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to measure the strength of the relationship between two or more variables and shows the direction of the relationship between the independent variables and the dependent variable (Ghozali, 2018). The results of multiple linear regression analysis are presented in the table below.

Table 3. Multiple Linear Regression

Model	Coefficients			t	Sig.	
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
1	(Constant)	5.726	1.763		3.248	.002
	IKLAN	.399	.082	.417	4.884	.000
	Celebrity Endorser	.441	.081	.464	5.435	.000

a. Dependent Variable: Minat Beli

Source: Output SPSS, 2022

Based on the results of multiple linear regression analysis in the table above, the regression model is obtained as follows:

$$Y=5.726+0.399X_1+0.441X_2$$

The following information is obtained based on the multiple linear regression model above.

(a) The constant is 5,726, meaning that if there is no change in the value of the independent variable, then the dependent variable in the form of Purchase Interest is 5,762. (b) The regression coefficient on the Advertising variable (X1) is 0.399 and is positive, meaning that the Advertising variable increases by 1 point significantly, and the other independent variables have a fixed value. Then the Advertising variable will increase the value of the Buying Interest variable by 0.399. (c) The regression coefficient on the Celebrity Endorser variable (X2) is 0.441. It is positive, meaning that the Celebrity Endorser variable has increased by 1 point significantly, and the other independent variables have a fixed value. Then the Celebrity Endorser variable will increase the value of the Buying Interest variable by 0.441.

Hypothesis test

Simultaneous Test (Test F)

Simultaneous tests are carried out to determine the effect of several independent variables simultaneously on one dependent variable. The basis for making decisions on this F test is as follows: If the value of Sig. < 0.05 or Fcount > Ftable, the independent variables simultaneously influence the dependent variable. If the value of Sig. > 0.05 or Fcount < Ftable, the independent variables have no simultaneous effect on the dependent variable. By using a sample of 115, 2 independent variables, and a 5% significance level, we get a Ftable of (k; n-k) = (2, 113) = 3.076.

Table 4. Simultaneous Test Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1291.444	2	645.722	128.896	.000 ^b
	Residual	561.078	112	5.010		
	Total	1852.522	114			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Celebrity Endorser, IKLAN

Source: Output SPSS

Based on the table above, information on a significance value of $0.000 < 0.05$ and a F_{count} value of $128,896 > F_{table}$ of 3.076 means that the independent variables in the form of Advertising and Celebrity Endorser affect the dependent variable in the form of Purchase Interest. Thus, there is a significant simultaneous influence of the independent variables in the form of Advertising and Celebrity Endorsers on the dependent variable in the form of Purchase Interest.

Partial Test (t-test)

A partial Test was conducted to determine each independent variable's effect on the dependent variable. Partial Test can be done through t-test statistics by comparing values Sig. t with an alpha value of 0.05 and also calculated with the t_{table} , the basis for the decision is as follows: If Sig. < 0.05 , or $t_{count} > t_{table}$, then the independent variable partially affects the dependent variable. If Sig. > 0.05 , or $t_{count} < t_{table}$, the independent variable has no partial effect on the dependent variable.

By using a sample of 115 , independent variable two, and a significance level of 5% , we get a t_{table} of $(\alpha/2; n-k-1) = (0.025; 112) = 1.9813$.

Table 5.

Table 5. Partial Test Results

		Coefficients			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	5.726	1.763		3.248	.002
	IKLAN	.399	.082	.417	4.884	.000
	Celebrity Endorser	.441	.081	.464	5.435	.000

a. Dependent Variable: Minat Beli

Source: Output SPSS, 2022

Based on the results of the t-test, which are presented in the table above, the following information is obtained: The Advertising variable has a significance value of 0.000 , less than 0.05 . Meanwhile, the t_{count} obtained a value of $4.884 > t_{table}$ (1.9813). Based on this, the Advertising variable affects the Buying Interest variable. So that the first hypothesis, H1: Advertising variable, has a partially positive significant effect on the "accepted" Buying Interest variable, The Celebrity Endorser variable has a significance value of 0.000 , less than 0.05 . Meanwhile, the t_{count} obtained a value of $5.435 > t_{table}$ (1.9813). Based on this, the Celebrity Endorser variable influences the Purchase Interest variable. So that the second hypothesis, H2: the variable Celebrity Endorser has a partially positive significant effect on the "accepted" Buying Interest variable.

CONCLUSIONS

Based on the results of the research and discussion in the previous chapter, it can be concluded as follows: Based on the results that have been done, the advertising variable has a positive and significant effect on consumer buying interest. So partially the hypothesis is stated to be accepted because the purchase intention of consumers in buying K-Poppers products through online shopping at Tokopedia is the basis for providing positive stimulus so that it will make it easier for consumers to make purchasing decisions for these products. Buying interest by consumers of K-Poppers products who shop at Tokopedia will appear if consumers feel confident about the positive image carried out by the brand through existing advertisements. Advertising is one of the factors that influence consumer attitudes towards these products; if the advertisements displayed by Tokopedia in selling K-Poppers products are good and attractive, then it will foster a positive attitude of consumers towards these products. With a positive attitude shown, the child's liking

grows and interest in buying increases until later. High purchase intention reflects consumer satisfaction when buying K-Poppers products at Tokopedia, the celebrity endorser variable is partially the hypothesis that the celebrity endorse variable has an effect and is significantly accepted. This happens because celebrity endorsers are one of the factors that influence consumer buying interest. Celebrity endorsers are people who are required to be able to promote products well with the aim that consumers trust and are interested in buying K-Poppers products on Tokopedia. Not only that, Celebrity Endorsers must also have connections and compatibility with the products offered to consumers. Because the Celebrity Endorser variable is seen as having attractiveness, credibility, expertise, and trust, simultaneously the hypothesis of the advertising and celebrity endorser variables on purchase intention is stated to be accepted. This is due to the nature of soft selling which affects consumer buying interest in K-Poppers products on Tokopedia. Advertisements and Celebrity Endorsers will be educated through the information provided and can increase consumer confidence in the products being sold so that consumers are interested in buying. Celebrity endorsers are considered effective in carrying out promotions to achieve marketing goals. Advertisements and Celebrity Endorsers determine how consumers perceive products, so product perceptions influence consumer buying interest in buying K-Poppers products at Tokopedia. Based on the conclusions obtained in this study, the following research results are presented: regarding advertising as the variable with the smallest value, the advertisements created and implemented by Tokopedia in promoting K-Poppers products are expected to pay more attention to details. related to the ad design you want to design and pay attention to the ad model chosen. This aims to attract consumers to pay attention to the advertisements they see. This will make it easier for consumers to understand and remember the products offered through advertisements made by Tokopedia. It is suggested that Tokopedia can provide attractive promos to increase consumer interest in buying online shopping at Tokopedia, such as promos, flash sales, etc. renewing contracts with parties related to celebrity endorsers, suggestions for further research are expected to be able to develop and include other variables besides advertising and celebrity endorser variables that affect online buying interest. For future research, an analysis of other e-commerce media or comparing two or more e-commerce media with different research methods or using two or more research methods can be carried out to find out the most appropriate research method for identifying similar topics.

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