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THE INFLUENCE OF CELEBRITY ENDORSEMENT AND PRODUCT QUALITY ON ONLINE SHOPPING INTEREST

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Abstract: The development of online shopping in Indonesia is very fast than offline shopping makes promotion online also great demand, one form of online promotion is a promotion to an online celebrity who is considered to influence online sales. The purpose of this study is to determine how celebrity endorsement, product quality, and interest in buying online shopping case study students in the city of Bandung and to find out how much influence celebrity endorsement has on buying interest in online shopping, the effect of product quality on buying interest in online shopping, and the effect of celebrity endorsement and product quality on buying interest in online shopping. This study is a sample study in which consumers are respondents in the study, for data collection using a questionnaire with several respondents 200 people. The analytical method used is a quantitative method with descriptive analysis and verification analysis. To process data, the authors use the help of Microsoft Excel 2013 and SPSS 25 For Windows. The endorsement is in a good category, product quality is in a good category, and buying interest is in a good category. The results of this study either partially or simultaneously celebrity endorsement and product quality have a positive effect on buying interest in online shopping.
Keywords: Celebrity Endorsement; Online Shopping; Product Quality

INTRODUCTION

The growth of the e-commerce market in Indonesia continues to increase every year, especially this year with the pandemic. Many consumers who have never previously shopped online now have to rely on digital shopping platforms to meet their needs. This growth is also inseparable from the development of infrastructure and digital penetration in Indonesia. E-commerce is also an alternative for many Indonesians to find and buy products. In 2020, almost all internet users in Indonesia, to be exact, 88% have purchased online products.

Based on the latest data from Statista, the number of e-Commerce users in Indonesia continues to grow. In 2016 the number of e-Commerce users reached 25.1 million and is predicted to reach 39.3 million in 2020. The following is a graph of the growth of e-Commerce users in Indonesia as reported by Statista:

Table 1. Data of E-Commerce Users in Indonesia

Years	E-commerce Users
2014	19,8 m
2015	22.2 m
2016	25,1 m
2017	28,3 m
2018	31,8 m
2019	35,4 m
2020	39,3 m

Source: (Statista.com, 2020)

The data above shows that the growth of the e-commerce industry in Indonesia is very fast. The market is expanding and the competition is getting tougher. Each player must compete to win sales. An effective marketing program is certainly needed to direct

consumers to make purchases and generate sales for e-Commerce players. One of the most widely used promotional media is to endorse celebrities, social media celebrities, or influencers, those who have many followers on social media.

The purpose of this research is to find out how celebrity endorsement and quality of products are on buying interest in online shopping, as well as to find out how much influence endorsement has on buying interest and how much influence is product quality on buying interest in online shopping.

Shimp & Andrews (2012) that endorsers are advertising supporters or commonly known as advertising stars who support the advertised product. Meanwhile, celebrities are characters (actors, entertainers, or athletes) who are known for their achievements in different fields from the products they support. Celebrity endorsers are advertisements that use well-known people or figures (public figures) in supporting an advertisement. Prabowo (2014), explained that the use of celebrities is in great demand because the way of conveying an attractive message can form a buying interest. Shimp & Andrews (2012) explains that the five special attributes of endorsers are described by the acronym TEARS (Trustworthiness, Expertise, Attractiveness, Respect, Similarity).

Quality is a dominant issue in many companies, along with fast times, flexibility in meeting consumer demands (products made always according to what consumers demand), and low selling prices, quality is a key and strategic choice. Quality is something that is decided by the customer, meaning that quality is based on the experience of the customer or consumer of the product or service as measured by these requirements (Wijaya, 2011). Kotler & Armstrong (2014) explains a quality product is the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, operation and repair, and other valued attributes. He argues that the ability of a product to demonstrate its function includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes.

According to Luthfia (2012), Quality can be defined as the ability of a product to carry out its functions, which include durability, reliability or progress, strength, ease of packaging and product repair, and other characteristics. According to Kotler & Keller (2012), The meaning of product quality is "the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes" which means the ability of a product to demonstrate its functions, including overall durability, reliability, accuracy, ease of operation and product repair are also other product attributes.

Tjiptono & Chandra (2013), states several factors that are often used when evaluating consumer satisfaction with a product, namely: (1) performance in the form of providing product benefits to consumers who consume; (2) product features, namely characteristics that differentiate a product from similar competitor products; (3) reliability, which is a small possibility of a wear failure or damage; (4) conformance to specification, namely the extent to which the operating design characteristics meet predetermined standards; (5) durability which relates to how long the product can be used continuously; (6) serviceability which includes speed, competence, comfort, easy repair, and satisfying complaint handling; (7) aesthetics (aesthetic), namely the attraction of the product to the five senses; and; (8) perceived quality includes taste, product reputation, and company responsibility for products consumed by consumers.

The purpose of marketing communication, including through social media, is to increase consumer buying interest. Social media is used as a marketing communication tool to increase consumer awareness of the product, improve product image, and end up increasing sales (Kotler & Keller, 2016). Purchase interest according to Kwek   (2010) in Setiawan (2017), states that purchase interest can be classified as part of consumer cognitive behavior regarding consumer intention to buy a brand. Setiawan (2017), said

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that interest is an assessment of individuals who want to buy certain brands. Madahi & Sukati (2012), also said that buying interest occurs when someone needs a certain product after evaluating or perceiving the product whether or not it is feasible to buy. Maoyan & Al (2014) in their research paradigm, buying interest is influenced by social media which is carried out through consumer perceptions of the product. In theory, social media is used as an important communication tool and has a high role in consumer buying interest.

The hypothesis or provisional results in this study are: (1) Celebrity endorsement has a positive effect on buying interest in online shopping; (2) Product quality has a positive effect on buying interest in online shopping; (3) Celebrity Endorsement and product quality have a positive effect on buying interest in online shopping.

METHODS

The population of this study is the e-commerce users from among students in the city of Bandung. This research is descriptive-verification research with quantitative data analysis. According to Sugiyono (2017), descriptive research methods can be done to determine the existence of independent variables, either only in one or more variables (independent variables or independent variables) without making comparisons of the variables themselves and looking for relationships with other variables. The sampling technique used is non-probability sampling is a sampling technique that does not provide equal opportunities/opportunities for each element of the population selected to become members of the sample using accidental sampling.

RESULTS AND DISCUSSION

Normality Test

Data Normality Test for Endorsement Variables, Product Quality, and Purchase Intention

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		200
Normal Parameters,b	Mean	.0000000
	Std. Deviation	.41583741
Most Extreme Differences	Absolute	.072
	Positive	.072
	Negative	-.051
Test Statistic		.072
Asymp. Sig. (2-tailed)		.414c
a. Test distribution is Normal.		

Source: The data is processed using SPSS 25 (2021)

Normality test in the regression equation model obtains a Kolmogorov-Smirnov value with a sig value. equal to 0.414. The test criteria used are normally distributed data if the sig. greater than an alpha value of 0.05. Thus, it appears that the sig value (0.414) is greater than the alpha value (0.05). The results of the Kolmogorov-Smirnov normality test conclude that the regression equation residuals are normally distributed.

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Multicollinearity Test

According to Ghazali (2012), the multicollinearity test aims to test whether a regression model correlates with independent variables. A good regression model should not correlate with the independent variables.

Table 3. Multicollinearity Test

Model	Coefficients						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.886	.339		2.614	.010		
Celebrity Endorsement	.329	.077	.351	4.247	.000	.497	2.012
Quality product	.412	.125	.272	3.297	.001	.497	2.012
a. Dependent Variable: buying interest online shopping							

Source: The data is processed using SPSS 25 (2021)

Based on table 3 regarding the results of the Celebrity endorsement multicollinearity test, product quality, and purchase interest, it can be seen that the tolerance value obtained from the endorsement variable is 0.497, so there is no multicollinearity because the tolerance value is less than 0.1 while the product quality variable gets a tolerance value of 0.497, this is It shows that the variable product quality does not occur multicollinearity because the tolerance value is less than 0.1. Meanwhile, the VIF value obtained from the endorsement variable is 2.012, this shows that multicollinearity does not occur because the VIF value is less than 10.00 and the product quality variable gets a VIF value of 2.012, this shows that there is no multicollinearity because the VIF value is smaller from 10.00. The test results show that the tolerance value for each variable is greater than 0.1 and the VIF value is less than 10. Thus, it can be concluded that there is no multicollinearity symptom in the data used in this study.

Multiple Regression Analysis

Table 4. Multiple Regression Analysis Summary Model

M	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.577[a]	.332	.326	.41794
a. Predictors: (Constant), Quality Product, Celebrity Endorsement				

Source: The data is processed using SPSS 25 (2021)

Based on the results of the regression analysis in the summary model column above, it can be seen that the magnitude of R is 0.577 between the interval (0.40 - 0.599), which means that there is a strong enough relationship between the celebrity endorsement variable (X_1) and product quality (X_2) with interest. buy online shopping (Y), so the variables X_1 and X_2 can be used to explain the online shopping buying interest variable (Y).

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Based on the Adjust R Square value in the table above, it can be seen that the effect of the celebrity endorsement (X_1) and product quality (X_2) on purchase intention (Y) is indicated by the magnitude of the R square. From the table above, it can be seen that the value of R Square is 0.332 or 33.2%, meaning that buying interest is influenced by celebrity endorsement and product quality by 33.2%. While the remaining 66.8% is explained by other factors outside the celebrity endorsement variable and product quality.

Table 5. Anova

Model		Sum of Squares	Df	Mean Square	F	Sig.
		ANOVA				
1	Regression	17.138	2	8.569	49.055	.000[b]
	Residual	34.411	197	.175		
	Total	51.549	199			
a. Dependent Variable: y						
b. Predictors: (Constant), x2, x1						

Source: The data is processed using SPSS 25 (2021)

Based on table 5 above, the results obtained from the comparison of F_{count} with F_{table} can be concluded that there is a significant influence jointly between celebrity endorsement and product quality on buying interest in Online Shopping because the value of $F_{count} > F_{table}$ where F_{count} is 49.055 > F_{table} is 3.04
Apart from manual, calculations were also carried out using the SPSS method, where based on the table above, a significance level of 0.000 < 0.005 was obtained, which means that there is an influence between celebrity endorsement and product quality on buying interest in Online Shopping.

So, it can be concluded that the regression model above is good because the F test result is 49.055 where the F_{count} result is less than the F_{table} of 3.04 and the F test result is significant because it is less than 0.05. Therefore, it can be concluded that the celebrity endorsement variable (X_1) and Product Quality (X_2) can explain the online shopping purchase interest variable in the case study of Bandung City students and the regression model above is good and has a significant effect.

Table 6. Multiple Regression Analysis

		x1	x2	Y
		Correlations		
x1	Pearson Correlation	1	.709[**]	.544[**]
	Sig. (2-tailed)		.000	.000
	N	200	200	200
x2	Pearson Correlation	.709[**]	1	.521[**]
	Sig. (2-tailed)	.000		.000
	N	200	200	200
Y	Pearson Correlation	.544[**]	.521[**]	1
	Sig. (2-tailed)	.000	.000	
	N	200	200	200
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: The data is processed using SPSS 25 (2020)

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Based on table 6 above, it is known that the significance value between endorsement and purchase intention is 0.00 <0.005, which means that there is a significant correlation between the celebrity endorsement variable and the purchase intention variable. Furthermore, the relationship between product quality and purchase intention has a significance value of 0.000 <0.005 which means that there is a significant correlation between the product quality variable and the purchase intention variable. For more details, the amount of coefficient can be seen in the image below:

The relationship between variables between celebrity endorsement and product quality.

In detail the closeness of the correlation criteria are as follows: The relationship between the Celebrity endorsement variable (X_1) and Product Quality (X_2) has a value of 0.709 so that when consulted with the interpretation table the value of r (correlation) has a strong and unidirectional relationship because the value is positive. This statement can be interpreted that if the Celebrity Endorsement (X_1) increases by one unit, then the Product Quality (X_2) increases by 0.709.

Based on the coefficient table, the results of the regression analysis are as follows: (1) Celebrity Endorsement (X_1) has a positive and significant effect on buying interest because it produces a significance value of 0.000 below the tolerance limit of 0.05 (5%); (2) Product quality has a positive and significant effect on purchase intention because it produces a significance value of 0.000 below the tolerance limit of 0.05 (5%).

Table 7. Results of Multiple Regression Analysis, Correlation, Determination, and Hypothesis Testing

Var	B	T-test	Sign
Constants			
X1	.886	2.614	.010
X2	.329	4.247	.000
Y	.412	3.297	.001
R	.577		
Rsquare	.332		
F-test	49.005		
Sign. F	.000		

Source: The data is processed using SPSS 25 (2021)

In the results of the T-test above, it can be concluded that the celebrity endorsement variable (X_1) and the product quality variable (X_2) has a positive and significant effect on the purchase interest variable (Y) because the results of both are less than 0.05. Because the celebrity endorsement variable (X_1) and product quality (X_2) obtained significant results, it can be concluded that 2 hypotheses namely HI, H2 and H3 are accepted. This indicates that celebrity endorsement and product quality have a positive and significant effect on buying interest in Online Shopping in Bandung both simultaneously and partially.

CONCLUSION

Based on research conducted on online shopping users among students in the city of Bandung regarding the effect of celebrity endorsement and product quality on buying interest in online shopping, the following conclusions can be drawn: Based on the research results, the effect of celebrity endorsement and product quality has a positive effect both partially and simultaneously on interest. buy shopping online. Online shopping users are influenced to buy products or use services after seeing reviews from endorsers, so with this research, it is hoped that endorses or people who become

advertisements supporting the product can be more detailed and honest in delivering and explaining the product being advertised. Also, product quality must be expected to be the most important element that must be considered because online shopping cannot see the quality of goods directly, so the quality of the goods must be an important point so that online shopping users are satisfied with online shopping.

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