



THE EFFECT OF BRAND ENDORSEMENT, E-WOM AND TRUST ON PURCHASING DECISIONS IN E-COMMERCE IN INDONESIA

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Abstract

In the current era of digitalization, many phenomena often occur in Indonesia, such as the transformation of shopping systems that use more technology and online media. In addition, many young Indonesians like South Korean culture which is synonymous with K-pop music, so companies must be able to see this opportunity as a marketing tool and also the new habit of consumers nowadays is to share their experiences online more often in the form of reviews, recommendations and content. This is a new behavior. Therefore, the purpose of this study is to analyze and test how much influence Celebrity Endorse and E-WOM and trust have on purchasing decisions in e-commerce. This study uses a quantitative method with a descriptive approach and analysis techniques using AMOS SEM. In the results of this study there were 144 respondents 4 variables and 24 indicators which information was processed to meet the research requirements. Statistical test results show that Brand Endorser, E-WOM and Trust have a direct and significant effect on purchasing decisions. And trust is the most influential factor on purchasing decisions.

Keywords: *Brand Endorse, E-WOM, Trust, Purchase Decision, E-commerce.*

1. INTRODUCTION

In the current era of digitalization, the role of technology is very important in life and daily activities which of course also change behavior and ways of life (Suleman, Sabil, et al., 2021). You can see this impact because the increase in internet users in Indonesia has reached 202.6 million people, this shows that Indonesian people are very dependent on technology and the internet as a means of finding information (Haryani, 2019). One of the digital impacts related to the use of technology can be seen in the field of shopping, namely where people can shop online through applications with the help of the internet (Fortes & Rita, 2016). (Zuniarti et al., 2020). This era is certainly helped by the existence of increasingly sophisticated technology and information media so that digital shopping is no longer considered an alternative shopping but an important component in changing the way of shopping (Rusiyati, Suleman, Riftingasari, Suharyadi, Marwansyah, Sabil, et al., 2021). Start-ups are new companies that anyone can establish without large capital and are becoming a trend (Suleman, Ali, et al., 2020). E-commerce managed to rank 1 in the online category in Indonesia. Achieving this ranking certainly requires a good marketing strategy and brand quality (Suleman, 2022).

In this era, every consumer often experiences changes in terms of expectations and behavior, so that through this phenomenon it is expected to be able to create strategies that can attract buying interest ((Suleman, Ali, et al., 2020). Purchase intention is the most important stage for consumers in planning purchase of a product or make further purchases in the future (Delafrooz et al., 2011). Korean Wave dominates the market and becomes the center of attention worldwide (Sari & Jamaan, 2014). This can be one of the special reasons for each company or organizations to promote and expand product markets by using marketing strategies related to Korean culture

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because every Korean artist has a fandom or a group of fans around the world who loyally buy products related to their idols (Wang & Hariandja, 2016). which influence consumer purchasing decisions on the selection of shopping places that use use Korean artist media as a brand endorsement that is used to attract people to choose to shop at that place. The reason for choosing artists from South Korea to become brand endorsers compared to local artists is because South Korean artists have approximately 99 million fans worldwide (Sendow et al., 2019). And this is also an opportunity that marketers in Indonesia see and use this as a tool to increase sales (Bonde et al., 2022)

We know that E-WOM can be used to be spread by means of which it can connect to all users in the world. Users who are already able to feel the impact of shopping from the application so that they immediately share positive and negative things on their social networks, and are proven to be able to influence other buying decisions by seeing posts or direct opinions from users of the application or product (Hsu et al., 2013) . Trust is an important component and top priority for every business person because trust will be a reference for every consumer before making a purchase (Nurhayaty et al., 2021). Celebrity endorsements and e-WOM can easily affect the trust of an e-commerce (Suleman, Rusiyati, et al., 2021). Trust also has a strong role in influencing purchasing decisions. It is proven that trust is one of the elements that form consumer buying decisions, based on arguments (Suleman, Suharyadi, et al., 2020). Acquiring new customers or achieving sales targets, is the hope or dream of every company.

Therefore, the importance of these three factors, brand endorsement, E-WOM and trust, have an effect on purchasing decisions, it is necessary to examine to find out how much each message has on consumer purchasing decisions, which will later become the basis for e-commerce to focus on which ones to focus on. making marketing strategies to increase e-commerce from the amount of consumer spending.

2. LITERATURE STUDY AND HYPOTHESES DEVELOPMENT

The main question of this research is whether brand endorsement, e-wom and trust can influence purchasing decisions. Based on the formulation of the problem, this study aims to examine the effect of brand endorsement, e-wom and trust. Therefore, in this study the conceptual framework is tested on data with the selected analytical technique. The following are the hypotheses and conceptual framework built in this study.

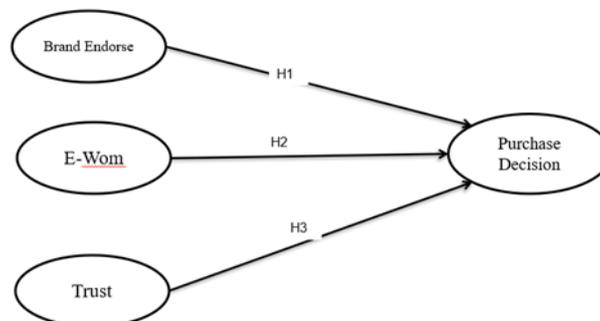


Figure 1 Conceptual Framework



In Figure 1 it can be seen that explains the framework used in this study, where each hypothesis is made with reference to the results of previous studies. A more detailed explanation of the idea behind the determination of the hypotheses identified by this research is as follows:

2.1 Brand Endoser

In many ways this can be known as a person who can represent a product or company who is expected to talk about the product being represented in a way that ultimately has a significant impact on sales growth. Its dimensions include visibility, credibility, attractiveness, and power (Wang & Hariandja, 2016)). Brand endorsements are cultural icons or identities in which they act as a marketing tool representing the attainment of human benefit individualism and the commercialization and commercialization of products. The sign of the messenger can be measured by the size of Visibility, credibility, attractiveness, strength (Masyita & Yuliati, 2017). Efforts to present the VisCap model, the four dimensions are: Visibility (popularity), credibility (credibility), attraction (attraction), and power (Power) (Kertamukti, 2015). Brand endorsers influence consumer purchasing decisions (Masyita & Yuliati, 2017). Therefore, in this study, the first hypothesis was determined as follows:

H1: Brand endorsers influence consumer purchasing decisions.

2.2 E-WOM

We E-WOM is an informal interaction carried out by consumers through internet technology in relation to the use or characteristics of some goods and services, or it could be several service providers who trust and buy. can influence intention. Electronic word of mouth can be interpreted as a dynamic and ongoing process in which former consumers exchange information about a product, service, brand or company that can be accessed by many individuals and institutions via the internet. Electronic Word of Mouth is a term coined by Word of Mouth (Handi et al., 2018). Several studies have stated that E-wom influences consumer purchasing decisions (Prastuti & Karyanti, 2020). Therefore, in this study, the second hypothesis was determined as follows:

H2: E-WOM affects consumer purchasing decisions

2.3 Trust

Trust or known brand reputation is the customer's first perception of the company in general. argues that trust is an impression that is maintained by consumers based on their experience using a product or service. So many already know that trust is the most influential factor in consumer decision making. As in several previous studies (Rusiyati, Suleman, Riftingasari, Suharyadi, Marwansyah, & Sabil, 2021), (Yunita et al., 2019), (Giovanis et al., 2019) The same decision states that trust is the most important factor. become the basis for consumers in consumer decision making. Therefore, the following two hypotheses were established in this study:

H3: Trust influences consumer purchasing decisions.

3. RESEARCH METHODS

In this study using a quantitative approach using survey methods on many population research samples. A quantitative approach is used because research is expected to produce conclusive conclusions that can be applied to the population from which the sample is taken (Sugiyono, 2016). So that in determining the population used in this study are consumers who buy goods online in e-commerce. so that it can be said that the population is quite large and is not

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known with certainty. Therefore the researcher believes that the population used in this study is very large and cannot be known with certainty. So the researcher used a quota sampling technique, where the researcher took 144 (one hundred and forty four) respondents, with the sample stating (Hair & Anderson, 2014) that the sample could relate to the number of indicators used in the study. 24 indicators are used in this study. So the number is up to 6 times the number of indicators in the study. Four variables, twelve dimensions and 24 indicators are used in this study. The results of the data obtained from the respondents were tabulated and processed using the AMOS SEM analyzer (Ferdinand, 2018).

4. RESULTS AND DISCUSSION

In this study, researchers combined several theoretical variables used, including brand endorser and E-WOM variable theory (Philip & Keller, 2016), taking three dimensions. Trust is drawn from sources in three dimensions (Hsu et al., 2013). In addition, the purchase decision variable uses four dimensions and two-dimensional repurchase (Armstrong et al., 2014) which measures 24 area indicators on a scale of 1 "strongly disagree, 5". Agree"

4.1 Analysis Goodness of Fit

In this study, the plan is to use AMOS.23 SEM as an analysis tool, where we understand that the AMOS SEM is divided into 3 results that can be understood and the most important result to pay attention to is the GOF (Goodness of Fit) award. This can be the most important result, the goal is to see if the model created is generally compatible with the input data with the standards held by Amos. and also the results of AMOS-SEM results.

The first result (GOF) is that the SEM output from AMOS definitely finds a working size data model that tends to increase the number of predictions of all models (structural and measurement models) for data quality consisting of RMSEA of $0.0046 < 0.08$ (model fit) and GFI value of 0.89. In the end, each model tested meets the criteria for testing working models at the appropriate level of testing criteria. And for different model work criteria, the progressive work model consists of several tools to check compliance, especially the value of CFI = 0.90; NFI = 0.90; IFI = 0.87 and RFI = 0.89, the results show that the structural equation model is called reasonable because it is sufficiently reasonable at the level of testing criteria and meets the requirements of the progressive work model. In terms of job size, the job model is rarely reflected in the results PNFI = 0.88; From these results it can be concluded that the model performs quite well at the level of the test criteria and meets the requirements for a strict model.

4.2 Measurement Model

In the second test AMOS 2.3 revealed that the results obtained showed the following information. According to (Ferdinand, 2018), the composite reliability measurement model is said to have good reliability for measuring each latent variable when the construct reliability (CR) value is 0.7 or greater than the extract variance (VE) value is greater than 0.05. states that 0.5 to 0.6 is acceptable in experimental reliability research, then AMOS SEM performs a one-tailed test with a 95% confidence level, the commonly used critical value (CR) is > 1.96 , which means that the assumption of normality is rejected. at a significance level $(P) < 0.05$ (5%).

From the research results, and therefore the results obtained during this study, information can often be seen in the stock table above, which shows that the 42 indicators associated with a



quantity (CR) of 0.7 or more and price are valid and reliable. extract. . (VE) is greater than 0.05. Therefore, each indicator used in this study is reliable and valid and can be used in analysis.

4.3 Hypothesis Test Results

In the third output that we pay attention to is as follows, Amos SEM can display the results of hypothesis testing. Hypothesis testing is designed to see the results of the hypotheses shown in Table 1 below during the research.

Table 1 Hypothesis testing

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No	Hypotheses		SLF1)	t-value	Conclusion
1	H1	Brand Endorser → Purchase decision	0.26	2.4	Supported
2	H2	E-WOM → Purchase decision	0.29	3.1	Supported
2	H3	Trust → Purchase decision	0.34	2.6	Supported

We can see together in Table 1 showing the results of testing the structural model can be seen from the table above which shows the results of Amos sem for the results of hypothesis testing. Pay attention to the calculated t value > t-table 1.96 and <0.05, where the size of the influence is shown in the following SLF value which shows how much influence the variable has. have a relationship.

In the hypothesis (H1), which states that brand endorsers are influential and important to consumer purchasing decisions, it can be seen that the test results show a t value of 2.4 greater than the table value of 1.96 and the standard coefficient. of 0.26. In addition, for the hypothesis (H2) that E-women are influential and important in consumer purchasing decisions, it is found that the t-product value is 2.9 greater than the table of 1.96, and the standard coefficient is 0.31. Based on the hypothesis (H3) that Trust has a significant and significant effect on purchasing decisions, it is known that the t-output value is 2.6 which is greater than the table of 1.96, and the standard coefficient is 0.34 in addition.

5. CONCLUSIONS, IMPLICATIONS, AND LIMITATIONS OF THE RESEARCH

The results of data processing show several things that can be concluded, for example. Where in fact between brand endorsers, E-WOM and trust influence consumer purchasing decisions.

First, it can be concluded that brand endorsers have a significant and significant effect on consumer purchasing decisions. We are very familiar with the new method now that there are marketing communication methods that marketers can use to attract or communicate the products they sell. At present there are many uses for popular foreign brand ambassadors, for example from Korea, so that domestic brands use them to introduce their products because consumers can be interested in buying because the models used follow the wishes of consumers. Consumers actually choose the products they buy based on consumer sentiment. One of the factors that can support consumer emotions when purchasing decisions is a brand ambassador. Because this method has been proven to be used as a basis for making a marketing strategy for the desired product, choosing the right brand endorser to make the product an alternative, even though there may be many other products that are competitors and many have them. So we understand a little that the role of the brand endorser has an impact on being able to determine whether consumers will choose to shop at a particular e-commerce, maybe yes because the influence of the brand endorser makes them decide to shop at that place. Therefore, the trust created by producers is expected to be instilled in the minds of consumers along with the use of brand endorser models that match the product image. And this research further confirms that trust is indeed the strongest

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factor among the other factors in this study, so it can be concluded that even though the brand endorser model that represents the product is still returning, marketers may need to add more by building consumer trust. in product. products that are sold by offering several risk mitigation factors so that consumers have more confidence in the product and then decide to make a purchase.

This second conclusion regarding E-WOM is how the influence related to efforts to transmit information through the network turns out to have the greatest impact on consumer purchasing decisions. Therefore we must also be able to pay attention and look carefully at how the efforts that can be made by marketers, among others, through advertisements and reviews of these shopping places can influence consumer decisions in buying the same product in one particular e-commerce shopping place because seeing from the many positive impressions obtained and seen by potential consumers of this shopping place.

The third conclusion of this research is. Consumers can get to know the product they made first because this encourages consumers to repurchase the product. In addition, another conclusion that can be drawn from this research is that trust has a significant and important influence on consumer purchasing decisions when shopping. In various studies, it is undeniable that consumers choose products or shopping places that have a good reputation. Because consumers, especially when shopping online, need certainty about the transactions they make because consumers may not see or touch the physical products and services offered.

In future research, the researcher wants messages to be added to other variables such as risk as in research (Wardoyo & Andini, 2017) and also a more specific form of e-commerce by mentioning a particular place so that the results can be clearer.

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