

Impact of Celebrity Endorser, E-Service Quality, and E-Word Of Mouth on Product Purchasing Decisions at Online Shop BERAHAY.ID

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ABSTRACT

Currently the product business with online sales and purchases is booming, with applications that facilitate buying and selling online. The research objective was to determine and analyze the effect of celebrity endorser, e-servqual, and e-word of mouth on purchasing decisions partially. The research was conducted by consumers @ berahay.id, with a total sample of 90 people, with a purposive sampling method. Reliability test and validity test were used to test the measuring instrument in the form of a questionnaire. To determine the effect of the independent variable on the dependent variable, multiple linear regression is used. To test the hypothesis used t test and F test. The results showed that the celebrity endorser variable has a significance value of 0.005 and less than 0.05 and t (2.905) > t table (1.6628), which means that celebrity endorser has a significant influence on purchasing decisions. The e-servqual variable has a calculated significance value of 0.000 and is less than 0.05 and t count (10.547) > t table (1.6628) which means that e-servqual has a significant influence on purchasing decisions. The variable e-word of mouth has a calculated significance value of 0.005 and is smaller than 0.05 and t count (2.861) > t table (1.6628) which means that e-word of mouth has a significant influence on purchasing decisions.

KEYWORDS: celebrity endorser, e-servqual, e-word of mouth, purchasing decisions

Date of Submission: 07-05-2021

Date of Acceptance: 21-05-2021

I. INTRODUCTION

The development of the times that is increasingly fast and increasingly modern encourages various kinds of changes in the system, both directly and indirectly. Nowadays with the internet all limitations of distance, time and cost can be overcome easily. One type of technology implementation in terms of increasing business, selling and purchasing products is by using electronic commerce to market and buy various kinds of products or services, both in physical and digital form. Electronic commerce is a new concept that can be described as the process of buying and selling goods and services on the World Wide Web Internet. Indonesia is an internet user country that has increased from year to year. Data taken from Tekonia.com states that the number of internet users in Indonesia in 2020 will be in the third rank for the largest population of internet access in the world. Online shopping or what is often called shopping via online itself is a process of buying goods or services from those who sell goods or services via the internet where the seller and the buyer never meet or make physical contact where the goods being traded are offered through displays with images that is on a website or virtual shop. After that the buyer can select the desired item and then make a payment to the seller through the bank account concerned. After the payment process is received, the seller's obligation is to accompany the buyer's order to the destination address. The number of online shops as they are today is due to the increasing number of sites that offer online shop services such as Lazada, Shopee, Tokopedia and social media Facebook and Instagram are soft places to do business (Tabel 1) (<https://iprice.co.id/insights/mapofecommerce/>, 2021).

Table 1. Indonesian Online Store Rating 2020

| Online Shop | Monthly Web Visitors | AppStore Ranking | PlayStore Ranking | Twitter | Instagram | Facebook |
|-------------|----------------------|------------------|-------------------|---------|-----------|------------|
| Shopee | 129,320,800 | #1 | #1 | 541,700 | 7,100,000 | 19,908,390 |
| tokopedia | 114,655,600 | #2 | #4 | 710,400 | 2,400,000 | 6,372,160 |
| Bukalapak | 38,583,100 | #7 | #7 | 199,600 | 1,363,070 | 2,514,260 |
| Lazada | 36,260,600 | #3 | #3 | 411,400 | 2,600,000 | 30,461,740 |
| Blibli.com | 22,413,100 | #6 | #5 | 514,800 | 1,389,780 | 8,539,020 |
| Orami | 6,186,200 | #27 | #22 | 5,960 | 530 | 352,140 |
| Bhineka.com | 4,442,600 | #20 | #20 | 68,900 | 41,910 | 1,048,380 |

| | | | | | | |
|-----------------|-----------|-----|-----|--------|---------|---------|
| Ralali.com | 4,331,400 | #26 | n/a | 2,940 | 412,000 | 91,950 |
| DJ.id | 4,163,100 | #8 | #6 | 34,800 | 521,000 | 800,270 |
| <u>Sociolla</u> | 3,086,500 | #5 | #2 | 4,010 | 925,000 | 12,430 |

The increasing number of internet users itself has attracted various kinds of businesses to promote their products on the internet and at the same time to make buying and selling transactions. Millions of people around the world search for and buy the things they want by surfing the internet. The Internet is able to influence almost all business sectors. From large companies to small online shops, they also use the internet for product branding, marketing, product sales or other business functions. The rise of online shops is because people also need these online shop services. The community's decision to take advantage of online shops will provide distinct advantages for businesses in the field of online shops. Therefore, purchasing decisions from the public in determining the purchase of goods through online shop services are things that need to be considered for online shop service providers in order to continue to provide the best service for the community.

Purchasing decisions are actions taken by consumers to be able to make a product purchase, there are stages that consumers go through to make purchases, such as desired needs, actions before buying, activities when using products or services, and feelings after buying (Kotler & Keller, 2016). Consumer decision making is basically a problem solving, given that the increasing number of products in circulation results in the need for various kinds of considerations for the public in making purchasing decisions. Most consumers, both individual consumers and organizational buyers, go through a similar mental process in deciding what products to buy (Mowen & Minor, 2001). Consumer purchasing decisions can be made if the product is in accordance with what consumers want and need. Many factors can improve purchasing decisions made by consumers who use online shop services. Several factors have allegedly increased purchasing decisions using online store services, including: celebrity endorser, e-service quality, and e-word of mouth.

Celebrity Endorsers are individuals who are known to the public for their achievements other than the products they support (Rosendorff, 2003). Celebrities are believed to be more attractive and evocative than the use of ordinary people in influencing potential customers. Many factors will be considered by companies that will use celebrities in their product advertisements. The use of these celebrities has sometimes been able to increase sales, but at times it has failed to convey the message that product and service providers want. Celebrities will provide benefits to the company because celebrities have popularity, talent, charisma, and creativity. Of the four elements, creativity is the most important element for consumers. High credibility illustrates consumers' perceptions of celebrity expertise and knowledge about the products they run and celebrity beliefs about these products. One alternative to evaluating celebrities in advertising is using a viscap model consisting of visibility, credibility, attraction, power (Rossiter & Smidts, 2012). This is expected to make it easier for marketers to evaluate the eligibility of celebrities in advertising products. Through this method it can be seen whether or not a celebrity is worthy to advertise a product, and if the value is high, the celebrity will continue to be used. Conversely, if the value is low, of course, business people must find a replacement celebrity so that the value remains high. Research (Wenas et al., 2014) states that celebrity endorse has a significant effect in a positive direction on online purchase decisions. Other studies that also examine the problem of celebrity endorsers with purchasing decisions include: (Bramantya & Jatra, 2016), (Wulandari & Nurcahya, 2015), (Kalangi et al., 2019), (Purwanto & Suharyono, 2018), (Febriani & Khairusy, 2020), (Restanti, FA, 2019), (Septiani & Oentoeng, 2020), (Setiawan & Rabuani, 2019), (Fildzah & Sari, 2017). Based on the theory and previous research conducted, the first hypothesis that can be developed is: H1: Celebrity Endorser (X1) has a significant effect on purchasing decisions (Y)

The next factor that can also increase someone to make a decision to purchase a product is the quality of service, both direct service quality and electronic service quality or e-service quality. Quality electronic services are services provided to customers so that they can more easily access products or services provided by product and service providers. The quality of this electronic service is also an extension of a site's ability to facilitate shopping, purchasing, and distribution activities effectively and efficiently (Chase, R. B., Jacobs & Aquilano, 2006). The faster the response and the quality of service provided, the more consumers are interested in buying a product that is being offered. This research refers to research conducted by (Nonik Ismayanti et al., 2015) which states that there is an effect of e-service quality on purchasing decisions on the booking.com site. Research that also examines the problem of service quality and purchasing decisions is (Darmo, 2019) which states that e-service quality affects purchase decisions. (Sa'dullah & Azhad, 2015), (Punnasuparom & Choibamroong, 2020), (Septian et al., 2019) also conducted research on the relationship between service quality and purchasing decisions. Based on the theory and previous research conducted, the second hypothesis that can be developed is: H2: e-service quality (X2) has a significant effect on purchasing decisions (Y)

The increase in internet users also has an impact on people's behavior in making purchases, both purchasing goods and services. This is because many companies use e-word of mouth in marketing their products on the internet. Along with the very rapid development of the internet world, many online shopping sites have sprung up, online blogs or community sites which are not only friendship sites but also offer buying

and selling forums that provide all the trinkets human needs. In making purchasing decisions, usually the first thing that consumers consider besides the product is the e-word of mouth system provided (Jalilvand, 2012). Currently, the development of information and telecommunication technology in Indonesia has touched all groups including the general public, government and business. Information technology and telecommunications will make it easier for business people to run their business. One of them that is currently rife is e-word of mouth via Instagram. Instagram is a social media used by some people to post photos or videos of their daily activities or other activities (Saladin, 2009). E-wom is a statement based on positive, neutral, or negative experiences made by potential consumers, consumers, or former consumers regarding a product, service, brand or company that is made and disseminated via the internet (Kietzmann & Canhoto, 2013). E-wom communication is one of the communication channels that are indirectly needed by many companies, because this communication is considered very effective in smoothing the marketing process and profits to companies to determine purchasing decisions. This research refers to research conducted by (Restanti, FA, 2019) which states that e-word of mouth has a significant effect on purchasing decisions. This is also supported by research (Fildzah & Sari, 2017), (Darmo, 2019), (Dewi & Warmika, 2017), which states that e-word of mouth has a significant positive effect on product purchasing decisions. Based on the theory and previous research conducted, the third hypothesis that can be developed is: H2: mouth of mouth (X3) has a significant effect on purchasing decisions (Y).

The progress of this business actor that is currently being felt is in the fashion sector. For example, more and more business people in the fashion sector, especially online fashion businessmen, are increasingly coming here, more and more new stalls are popping up in the virtual market. One of the online shops on Instagram's social media is @ Berahay.id. Berahay.id is a small and medium-sized business that produces clothes, which started from the name of this online shop, Rahayshop, which is an online business in the culinary field. Until now, the virtual shop Berahay.id has 74.4RB Instagram followers and 15.5RB shopees. With the increasing number of followers it will also increase the sales turnover of the products offered by @ Berahay.id. In this regard, @ Berahay.id should continue to strive to increase purchases by the public by looking at factors such as celebrity endorsers, e-service quality and e-mouth of mouth. Research questions that can be developed in this study are: how to improve purchasing decisions based on celebrity endorser, e-service quality and e-mouth of mouth. While the purpose of this study was to analyze and determine the effect of celebrity endorser, e-service quality and e-mouth of mouth on product purchasing decisions at @ Berahay.id.

II. RESEARCH METHODS

Research Design

This research is a quantitative study using a survey method. The survey research method was carried out by using a questionnaire as a means of collecting data. The questionnaire was distributed to the respondents and then their responses were analyzed. The questionnaire will be given to followers who have bought clothes @ berahay.id.

Operational Definition of Variables

Celebrity Endorser is an advertisement that uses a well-known figure to support an advertisement. Indicators that can be used to measure celebrity endorsers in this study are: credibility, attractiveness, power.

E-Service Quality is a service in the form of a website where a company can provide shopping, purchase and delivery facilities so that it can be efficient and effective. Indicators that can be used to measure e-service quality in this study according to (Zeithaml et al., 2006) are: efficiency, reliability, fulfillment, privacy, responsiveness, compensation.

Electronic Word of mouth is both positive and negative reviews given by consumers through social media by uploading photos using products from these companies. Indicators that can be used to measure e-wom in this study according to (Jalilvand, 2012) are: reading online reviews of other consumer products, gathering information from consumer product reviews via the internet, consulting online, increasing confidence after reading online reviews.

The purchase decision is the stage where the consumer forms an intention to buy a product he likes, where the consumer's decision to modify, delay or avoid is strongly influenced by the perceived purchase risk. Indicators that can be used to measure purchasing decisions in this study according to (Kotler, 2015) are: objectives in buying a product, processing information to get to the choice of brands, stability in a product, providing recommendations to others, making repeat purchases.

Population and Sample

The population in this study were followers of @ berahay.id. which number until this research was conducted was as many as 15.5 thousand followers. In multivariate research, determining the minimum number of samples is calculated based on a formula (Ferdinand, 2016) which states that the number of samples can be

obtained by multiplying the number 5 by the number of indicators. Thus, the sample obtained is = $18 \times 5 = 90$ respondents. Sampling in this study using a non probability sampling technique. With a purposive sampling approach. (Sugiyono, 2017) explains that purposive sampling is the determination of the sample with certain considerations. Purposive sampling is used because the researcher views that only certain individuals can represent the entire sample. In the research, the criteria are as follows: followers from @ berahay.id from 2018-2020 spread throughout Indonesia and followers who have bought products from @ berahay.id.

Data Analysis Technique

Collecting data in this study is a questionnaire with a Likert scale (Ghozali, 2013), where the contents are a series of statements formulated according to the variables being studied, namely celebrity endorser, e-servqual, and e-wom and purchase decisions. The validity test is used to measure the validity of a questionnaire. Reliability test can be done by calculating the cronbach alpha of each item in order to determine the reliability of the research measurement tool (Arikunto, 2013). To determine or measure the intensity of the relationship between the dependent variable (Y) and several independent variables (X), the type of analysis used is multiple regression analysis (Kuncoro, 2009).

III. RESULTS AND DISCUSSION

Descriptive Analysis Results

Descriptive analysis is an analysis based on respondent data in the form of data about age, sex and type of work from followers of @ Berahay.id. Data on age, gender and occupation will be presented in Table 3.

Table 3. Descriptive Statistical Analysis

| No. | Indicator | Information | Total | Percentage |
|-----|--------------|-----------------|-------|------------|
| 1 | Age | 15-20 | 9 | 10 |
| | | 21-25 | 60 | 68 |
| | | 26-30 | 21 | 22 |
| | | 46-55 | 41 | 27 |
| 2 | Gender | Man | 28 | 31 |
| | | Woman | 62 | 69 |
| | | College student | 30 | 33 |
| 3 | Type of work | Employees | 24 | 27 |
| | | entrepreneur | 36 | 40 |

Results of Validity and Reliability Tests

The validity test is used to test the accuracy of the measuring device to reveal the concept of the symptoms / events being measured. Questionnaire items are declared valid if the value of $r_{count} > r_{table} (n-2)$. The complete validity test can be seen in Table 4. The results of the validity test show that the correlation between each indicator to the total construct score of each variable shows a valid result, because $r_{count} > r_{table}$. So it can be concluded that all statement items are declared valid.

Reliability test is used to test the reliability of a measuring device to be used again for the same research. Reliability testing in this study is to use the alpha formula. The results of reliability testing for each variable are summarized in Table 5. The results of the reliability test show that all variables have sufficient Alpha coefficients or meet the criteria to be said to be reliable, namely above 0.700, so that further items in each variable concept is suitable for use as a measuring tool.

Table 4. Validity Test Results

| No. | Variable/Indicator Celebrity Endorser | r-count | r-table | Information |
|-----|--|---------|---------|-------------|
| 1 | X1.1 | 0.784 | 0.2072 | Valid |
| 2 | X1.2 | 0.817 | 0.2072 | Valid |
| 3 | X1.3 | 0.841 | 0.2072 | Valid |
| | <i>e-servqual</i> | | | |
| 1 | X2.1 | 0.688 | 0.2072 | Valid |
| 2 | X2.2 | 0.752 | 0.2072 | Valid |
| 3 | X2.3 | 0.701 | 0.2072 | Valid |
| 4 | X2.4 | 0.773 | 0.2072 | Valid |
| 5 | X2.5 | 0.590 | 0.2072 | Valid |
| 6 | X2.6 | 0.710 | 0.2072 | Valid |
| | <i>e-word of mouth</i> | | | |
| 2 | X3.1 | 0.557 | 0.2072 | Valid |
| 3 | X3.2 | 0.884 | 0.2072 | Valid |
| 4 | X3.3 | 0.908 | 0.2072 | Valid |
| 5 | X3.4 | 0.884 | 0.2072 | Valid |
| | Purchasing Decisions | | | |
| 1 | Y.1 | 0.802 | 0.2072 | Valid |
| 2 | Y.2 | 0.674 | 0.2072 | Valid |
| 3 | Y.3 | 0.602 | 0.2072 | Valid |
| 4 | Y.4 | 0.666 | 0.2072 | Valid |
| 5 | Y.5 | 0.657 | 0.2072 | Valid |

Table 5. Reliability Testing Results

| No | Variable | Alpha count | Standard alpha | Information |
|----|-----------------------------|-------------|----------------|-------------|
| 1 | Celebrity Endorser (X1) | 0.746 | 0.700 | Reliable |
| 2 | <i>e-servqual</i> (X2) | 0.793 | 0.700 | Reliable |
| 3 | <i>e-word of mouth</i> (X3) | 0.833 | 0.700 | Reliable |
| 4 | Purchasing Decisions (Y) | 0.706 | 0.700 | Reliable |

Multiple Linear Regression Analysis and Hypothesis Testing

Regression analysis is used to test the hypothesis about the partial influence of the independent variables on the dependent variable. Based on the estimation of multiple linear regression with the SPSS program version 20.0, the results are obtained in Table 6.

Table 6. Results of Multiple Linear Regression Analysis

| No | Variable | Regression Coefficient | Standart Error | Significance Calculate |
|----|-----------------------------|------------------------|----------------|------------------------|
| 1 | Constant | 1.790 | 1.959 | |
| 2 | Celebrity Endorser (X1) | 0.296 | 0.102 | 0.005 |
| 3 | <i>e-servqual</i> (X2) | 0.596 | 0.056 | 0.000 |
| 4 | <i>e-word of mouth</i> (X3) | 0.210 | 0.073 | 0.005 |

The results of statistical analysis show that celebrity endorsers have a calculated significance value of 0.005 and less than 0.05, which means that the hypothesis which states that celebrity endorsers have a significant effect on purchasing decisions is accepted. This also shows that the celebrity endorser influences purchasing decisions, which means that the better the celebrity endorser will have an impact on the better the purchasing decisions.

The test results show that *e-servqual* has a calculated significance value of 0.000 and less than 0.05, which means that the hypothesis which states that *e-servqual* has a significant effect on purchasing decisions is accepted. This also shows that *e-servqual* influences purchasing decisions, which means that the better *e-servqual* will have an impact on the better purchasing decisions.

The results of the analysis show that *e-word of mouth* has a calculated significance value of 0.005 and less than 0.05, which means that the hypothesis which says that *e-word of mouth* has a significant effect on purchasing decisions is accepted. This also shows that *e-word of mouth* influences purchasing decisions, which means that the better *e-word of mouth* will have an impact on the better purchasing decisions.

IV. DISCUSSION

The Effect of Celebrity Endorser on Purchasing Decisions.

The results of the analysis show that the celebrity endorser has a calculated significance value of 0.005 and less than 0.05 and $t(2.905) > t\text{ table}(1.6628)$, which means that the hypothesis which states that celebrity endorsers have a significant effect on purchasing decisions is accepted. This also shows that celebrity endorsers

influence purchasing decisions. (Shimp, 2003) states that celebrity endorsers are advertisements that use well-known figures in supporting an advertisement. So celebrity endorser is a promotion carried out by companies that make celebrities as supporters in advertising media to advertise a product. Research (Wenas et al., 2014) states that celebrity endorse has a significant effect in a positive direction on online purchase decisions. Other studies that also examine the problem of celebrity endorsers with purchasing decisions include: (Bramantya & Jatra, 2016), (Wulandari & Nurcahya, 2015), (Kalangi et al., 2019), (Purwanto & Suharyono, 2018).

The Effect of E-Servqual on Purchasing Decisions

The results showed that e-servqual has a calculated significance value of 0.000 and less than 0.05 and t count (10.547) > t table (1.6628). Thus the hypothesis which states that e-servqual has a significant effect on purchasing decisions is accepted. This also shows that e-servqual influences purchasing decisions. This means that the better the e-service, the better the buying decision. According to (Zeithaml et al., 2006), e-service quality is a service in the form of a website where companies can provide shopping, purchase and delivery facilities so that they can be efficient and effective. This research refers to research conducted by (Nonik Ismayanti et al., 2015) which states that there is an effect of e-service quality on purchasing decisions on the booking.com site. Research that also examines the problem of service quality and purchasing decisions is (Darmo, 2019) which states that e-service quality affects purchase decisions. (Sa'dullah & Azhad, 2015), (Punnasuparom & Choibamroong, 2020), (Septian et al., 2019) also conducted research on the relationship between service quality and purchasing decisions.

The Effect of E-Word Of Mouth on Purchasing Decisions

The results of the calculation show that e-word of mouth has a calculated significance value of 0.005 and is smaller than 0.05 and t (2.861) > t table (1.6628), which means that the hypothesis that e-word of mouth has a significant effect on purchasing decisions received. This also shows that e-word of mouth influences purchasing decisions. This means that the better e-word of mouth will have an impact on the better purchasing decisions. According to (Saladin, 2009) e-wom is a positive or negative statement made by actual, potential, or previous consumers regarding a product or company where this information is available to people or institutions via the Internet. (Qomariah, 2016) states that product or service providers must provide quality products so that customers convey positive things to others. This research refers to research conducted by (Restanti, FA, 2019) which states that e-word of mouth has a significant effect on purchasing decisions. This is also supported by research (Fildzah & Sari, 2017), (Darmo, 2019), (Dewi & Warmika, 2017), which states that e-word of mouth has a significant positive effect on product purchasing decisions.

V. CONCLUSIONS AND SUGGESTIONS

Conclusion

The variable celebrity endorser has a significant influence on purchasing decisions. The use of well-known artists or public figures can actually increase society to buy products that are disposable by artists and public figures. Companies providing products and services must continue to maintain the implementation of their promotion using artists and public figures so that sales increase, which means that purchasing decisions from the public also increase. Variable e-service quality provides results that can improve purchasing decisions. The quality of services in the form of e-service and non-e-service must be maintained by online shop service providers, because in fact they can improve purchasing decisions made by the public. The results of the study indicate that e-word of mouth has a significant influence on purchasing decisions. That testimony is in fact important for online shop service providers. People will use these services if they hear directly from the mouths of someone who has used these services. Therefore, online shop service providers must continue to provide the best quality service so that people provide good information about the services they have received, so that they can improve purchasing decisions.

Suggestion

For @ berahay.id, you should add more complete marketplace features than before, such as agricultural tools, and also make it easier for users to do shopping by providing various kinds of media access to @ berahay.id. For the next researcher, it should be noted that this study only examines the effect of three variables, namely celebrity endorser, e-servqual e-word of mouth on purchasing decisions. It should examine more variables such as features and features. Suggestions for the public that @ berahay.id is not recommended for users who do not understand the @ berahay.id application so as not to make mistakes that can harm the store. @ berahay.id is not recommended for buyers who are in a hurry to use the items they purchased because the delivery at @ berahay.id is not real time. Users of @ berahay.id must be careful to see the product to be purchased for fear of not being in accordance with the image and the needs of the buyer.

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Ersa Aulia Rahmawati, et. al. "Impact of Celebrity Endorser, E-Service Quality, and E-Word Of Mouth on Product Purchasing Decisions at Online Shop BERAHAY.ID." *International Journal of Business and Management Invention (IJBMI)*, vol. 10(05), 2021, pp. 01-07. Journal DOI- 10.35629/8028