






The Impact of Endorser Credibility on Consumer's Purchase Decision in the Digital Marketplace

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Abstract. This study aims to obtain an overview of endorser credibility for marketplace consumers in Indonesia, an overview of purchase decisions for marketplace consumers in Indonesia, and findings of the effect of endorser credibility on purchase decisions for the marketplace in Indonesia. This research uses descriptive and explanatory methods. The sample in this study was 400 respondents who are marketplace consumers in Indonesia who are members of marketplace Instagram followers. The data is processed statistically with the Path Analysis method. This study found that the endorser credibility and purchase decision descriptions were in a good category. Endorser credibility influences purchase decisions simultaneously and partially. The results of this study indicate that the application of endorser credibility by the marketplace in Indonesia can create purchase decisions for marketplace consumers in Indonesia.

Keywords: *Endorser credibility, Purchase Intentions.*

1 INTRODUCTION

Through time, e-commerce development has emerged as a highly relevant field to research. The information and communication technology sector is also expanding, with a steady increase in reach and internet connection speed evenly distributed across the nation, particularly in Indonesia [1]. E-commerce is the purchasing and selling process that is done electronically. It can also involve a more general exchange of goods, services, and information via the Internet. It can work with business partners and serve clients [2]. In Indonesia, digital marketplaces such as Shopee, Tokopedia, Bukalapak, Lazada, and Bli-Bli are commonly used for e-commerce.

The observed tendency indicates that selections made about purchases in the digital marketplace are not always the best. They affect an individual's confidence when selecting a good or service. Customer behavior is a source of purchase choices. A consumer's decision-making process includes purchases [3]. A purchase decision is a step

in customers' decision-making process after researching and obtaining data about a particular product. Long-term purchase decisions with low effect will result in declining profit margins and may even jeopardize the company's survival; long-term buy decisions with high impact will boost profit margins and foster future business success [4]

According to several earlier research, perceived quality may impact purchasing decisions [5]. Trust, brand perception, product quality, and pricing are other variables that affect purchasing decisions [6,7]. Aside from that, the endorser's trustworthiness may also impact purchasing decisions in other studies [8].

The word "endorser credibility" refers to a communicator's positive traits that can persuade message receivers or potential customers [9]. Credible communication sources are more successful in influencing attitudes and intentions to behave favorably, a significant consequence of endorser credibility.

2 METHOD

Applying a marketing management methodology, this study looked at how endorser credibility affected Indonesian customers' decisions to buy products in digital marketplaces. Using a sample of 400 respondents, this study examined Indonesian customers who shop online. A questionnaire research instrument was utilized as a data collecting tool, and a basic random sampling approach was used to acquire the study sample.

This study aims to verify a theory about the impact of endorser credibility on purchase decisions made by Indonesian customers in digital marketplaces using path analysis. This hypothesis is tested through field data gathering. The computer device running SPSS for Windows 26.0 is utilized as the data analysis tool.

3 RESULTS AND DISCUSSION

The significance value of the research data normality test is 0.079, so the significance value is > 0.05 , so it can be stated that the research variables have a normal distribution. The next step is to find out the correlation matrix between endorser credibility, in which there are three dimensions, namely the correlation of each sub-variable of endorser credibility, which consists of attractiveness, expertise, trustworthiness, and the purchase decision variable. The correlation between endorser credibility and purchase decision obtained results, including the attractiveness sub-variable on purchase decisions of 0.665; the expertise sub-variable on purchase decisions is 0.717, and the trustworthiness sub-variable on purchase decisions is 0.676. The inverse correlation matrix is associated with the correlation between the independent and dependent variables.

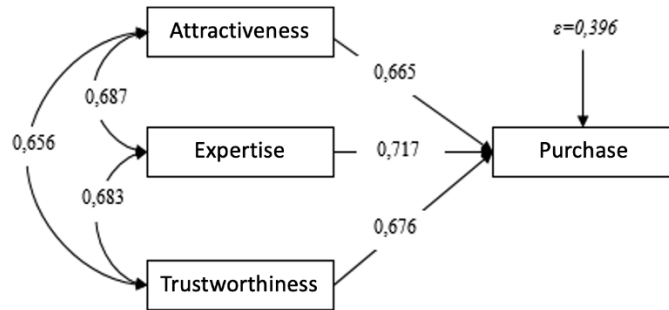


Figure 1 Correlation Coefficient Diagram

The determinant coefficient analysis determines the percentage of influence that occurs from the independent variable on the dependent variable.

Table 1 Coefficient of determination

<i>Model Summary^b</i>				
	<i>R</i>	<i>Adjusted R</i>	<i>Std. Error of the Estimate</i>	
<i>Model</i>	<i>R Square</i>	<i>Square</i>		
1	.777 ^a	.604	.601	10.627

a. Predictors: (Constant), Trustworthiness, Attractiveness, Expertise
b. Dependent Variable: Purchase Decision

Based on Table 1, it can be seen that the coefficient of determination has a total or influence of the endogenous variables as a whole, namely 0.604; if calculated as a percentage, it is 60.4%, meaning that the influence of endorser credibility on purchase decisions is in the strong category.

The results of testing the direct and indirect influence of attractiveness, expertise, trustworthiness, and purchase decision variables can be seen in Table 2 as follows.

Table 2 Direct and Indirect Effects

Var	Path Coefficient	Direct Influence	Indirect Influence			Total Indirect Influence	Total Influence
			Attractiveness	Expertise	Trustworthiness		
Attractiveness	0,231	0,053	-	0,059	0,040	0,100	0,153
Expertise	0,374	0,140	0,059	-	0,689	0,128	0,268
Trustworthiness	0,270	0,073	0,040	0,689	-	0,109	0,182
						Total Influence	0,603

Based on Table 2 above, it can be seen that in the test results of the direct influence of endorser credibility on purchase decisions, the most dominant is the expertise sub-variable with a value of 0.140. Meanwhile, the sub-variable with the least dominant

direct influence is attractiveness, with a value of 0.053.

Furthermore, the test results of the indirect influence of endorser credibility on purchase decisions are the sub-variable expertise through trustworthiness or vice versa with a value of 0.689. Meanwhile, the sub-variable with the least dominant indirect influence is attractiveness through trustworthiness or vice versa, with a value of 0.040.

The F test is used to test the significance of the influence of endorser credibility on purchase decisions. Testing for the F test, which is taken from the results of the ANOVA test with a significance level of 5%, then an ANOVA value of 201.165 is obtained, meaning that the decision is H_0 is rejected because $201.165 > 3.02$ means that simultaneously or together there is a positive influence between endorser credibility and purchase decisions for Digital marketplace consumers in Indonesia. The results of the T-test showed that the probability value (Sig) of the attractiveness sub-variable is < 0.05 , namely 0.000, so it can be stated that the attractiveness sub-variable is stated to have a partially significant effect on the purchase decision. Furthermore, the expertise sub-variables probability value (Sig) is < 0.05 , namely 0.000, so it can be stated that expertise has a significant partial effect on purchase decisions. While the probability value (Sig) of the trustworthiness sub-variable is < 0.05 , namely 0.000, it can be stated that trustworthiness has a partially significant influence on purchase decisions. have a significant partial effect on purchase decisions. While the probability value (Sig) of the trustworthiness sub-variable is < 0.05 , namely 0.000, it can be stated that trustworthiness has a partially significant influence on purchase decisions.

This is in accordance with previous research, which states that celebrity endorsers influence purchasing decisions. This supports the opinion of experts and previous research that celebrity endorsers influence purchasing decisions with the dimensions of attractiveness, expertise, and trustworthiness.

Research has shown that celebrity endorsers' attractiveness, expertise, and trustworthiness play a significant role in influencing consumers' purchase decisions. These dimensions are essential factors that contribute to the effectiveness of celebrity endorsements in marketing campaigns[9,10,11].

The attractiveness of a celebrity endorser refers to their physical appearance, likability, and appeal to the target audience. Studies have indicated that attractive celebrities capture consumers' attention more effectively, leading to higher brand recall and positive brand evaluations. Consumers often associate the attractiveness of a celebrity endorser with the qualities of the endorsed product or service, which can positively impact their purchase intentions.

Expertise relates to the celebrity endorser's perceived knowledge, skills, and experience in a particular domain or industry. Research suggests that consumers are more likely to trust and value product recommendations from celebrities perceived as experts in relevant fields. Celebrity endorsers who demonstrate expertise can enhance the credibility of the endorsed brand and influence consumers' perceptions of product quality and performance.

Trustworthiness is another crucial dimension that affects consumers' attitudes towards celebrity endorsements. Trustworthy celebrities are seen as honest, reliable, and sincere in their recommendations, which can build trust and credibility with consumers. Studies have shown that trustworthiness significantly influences consumers' purchase decisions, as they are more inclined to buy products endorsed by

celebrities they perceive as trustworthy.

The combined influence of celebrity endorsers' attractiveness, expertise, and trustworthiness can shape consumers' attitudes and behaviors toward purchasing products or services [12,13,14]. Celebrities possessing these qualities are more likely to persuade consumers to try or buy the endorsed brands. The alignment between the celebrity endorser's image and the brand values also plays a crucial role in enhancing the effectiveness of celebrity endorsements in driving consumer purchase decisions.

The attractiveness, expertise, and trustworthiness dimensions of celebrity endorsers significantly impact consumers' purchase decisions. Marketers should carefully select celebrity endorsers who embody these qualities to maximize the effectiveness of their endorsement strategies.

4 CONCLUSION

Simultaneously, endorser credibility positively and significantly influences purchase decisions among Blibli consumers in Indonesia. Partially, there is a positive and significant influence that the attractiveness sub variable is stated to have a partially significant influence on the purchase decision, and it can be stated that expertise has a partially significant influence.

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