

What Predict Consumer Purchase Decisions? Study On Consumer Online Shopping Platform in Indonesia Administrasi Bisnis, Sekolah Tinggi Ilmu Administrasi Bandung

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Abstract

In the current era of globalization, the impact of technology has affected all aspects of life, especially in business practices. Celebrity support for promotion has become a phenomenon that many business people do to increase their sales. Social media has now become a tool for consumers to get information about what they need. However, information that is often circulated on business platforms is currently one of the obstacles for consumers when they want to make a purchase. This study was proposed to determine whether celebrity endorsement, information quality, and perceived value have an influence on online purchasing decisions? If so, what is the percentage of the effect? This study uses an explanatory method approach, where the position of each variable explains the causal relationship. The sample in this study was selected as many as 125 consumers who were in the city of Bandung. The results of the descriptive analysis showed that the responses to each variable and question were in the good category. Based on the results of the coefficient of determination adjusted R square test results obtained a value of 67.5%. This shows that the three variables have a strong influence in influencing online purchasing decisions on online shopping platform applications. Therefore, this study has proven that these three variables can be used as one of the strategies used in entering the global market so that a competitive advantage is obtained. The limitation of this research is that the respondents are only limited to certain industries, namely products on the online shopping platform application.

Keywords: Celebrity endorsement; Information quality; Perceived value; Purchase decision

Introduction

Celebrity support for product marketing and promotion is a phenomenon that many marketers have done in their promotional activities (Annuar, 2018). Recently, celebrity endorsement has been widely used in the context of products and services. Entering the era of digitalization and global competition, business people in the online product sector have faced quite crucial challenges. The reason is, in this digital era, marketing strategies have undergone a revolution where originally done traditionally, now they must be digitally integrated (Hussain, 2021). Previous research stated that online promotion can improve sales

performance quickly when compared to traditional promotions. This is because, that at the same time the role of technology has changed consumer buying activities (Shouman, 2020). By using social media through smartphones, consumers can access various information to get their needs. Therefore, every business must be able to integrate its activities into social media. Celebrity endorsers can play an important role in the promotion process of a product or service that can attract consumers (Zengin, 2018). Marketers consider celebrity endorsements as an important option to increase their sales growth rate and spread word of mouth about product brands to a wider audience than digital promotions (Singh, 2018). consumers can access various information to get their needs. Therefore, every business must be able to integrate its activities into social media. Celebrity endorsers can play an important role in the promotion process of a product or service that can attract consumers (Zengin, 2018). Marketers consider celebrity endorsements as an important option to increase their sales growth rate and spread word of mouth about product brands to a wider audience than digital promotions (Singh, 2018). consumers can access various information to get their needs. Therefore, every business must be able to integrate its activities into social media. Celebrity endorsers can play an important role in the promotion process of a product or service that can attract consumers (Zengin, 2018). Marketers consider celebrity endorsements as an important option to increase their sales growth rate and spread word of mouth about product brands to a wider audience than digital promotions (Singh, 2018).

The internet and social media have opened up vast opportunities for consumers to engage in social interactions. According to Geng, (2019) several companies have used social networks to support the creativity of the brand community. Moreover, social media platforms have become an integral element for companies looking to develop deep customer relationships online (Rocha, 2020). When a company or organization enters the trend of social media marketing, it must change its paradigm from trying to sell” to making connections so that it can make a profit. According to Cuomo, (2019) there are many various platforms used by consumers in making purchases ranging from Instagram, Facebook, Twitter and other online e-commerce applications.

According to Dhandhnia, (2018) consumer purchasing decisions are a problem-solving process consisting of analyzing needs and wants, seeking information, selecting sources of assessment of alternative purchases, and post-purchase behavior. Previous research has not been able to show the influence of social media, namely Instagram in more than one aspect, on purchasing decisions. An example is the work of Dyah (2014) and Sari (2015) which only discusses the influence of Instagram celebrity endorsers on purchase intentions. In addition, Balathandayutham, (2020) and several articles in <http://blog.business.instagram.com/> only researching content and marketing strategies using Instagram, without explaining how content and marketing strategies affect purchasing decisions. On the other hand, the company has confidence in e-commerce as a medium to implement marketing strategies as supported by Jokonya, (2019) who found that in 2014 86% of the world's leading brands had used various social media platforms in running their business.

Therefore, considering that current beliefs and practices are mostly done online, it has attracted the authors to observe and find out whether the use of celebrity endorsements, information quality and perceived risk has a significant impact on customer purchasing decisions. Therefore, this study aims to explore aspects of social media, especially on several platforms, one of the existing and relatively popular social media today is Instagram and e-commerce shoppe, which can have a significant correlation to purchasing decisions. The formulation of the problem in this study is, (1) how much influence the celebrity endorsement

variable has on online purchasing decisions on the online shopping platform application? (2) how much influence does information quality have on online purchasing decisions on online shopping platform applications? (3) how much influence does perceived risk have on online purchasing decisions on online shopping platform applications? And (4) how much influence these three variables simultaneously on online purchasing decisions on online shopping platform applications.

Theory Study and Hypothesis Development of the Celebrity Endorsement Concept

Celebrities are outstanding individuals in their respective disciplines who enjoy public recognition by most of a certain group of people (Albert, 2017). Celebrities are entertainers, sportsmen, actors/actresses, and among others, known to the public for their achievements in their respective fields. Promotions carried out by celebrity endorsers can affect the image of the product itself so that it has an impact on advertising effectiveness, brand recognition, brand memory, purchase intention, and even consumer buying behavior (Misra, 2019). This suggests that consumers easily associate themselves with advertising products or services with celebrities and thus, assist them in remembering the messages communicated that influence them on their purchase intentions in either the short or long term. The literature on celebrity endorsement has ample evidence that proper use of celebrity endorsers is very effective in promoting a product and getting the right response from consumers, in terms of attitudes and intentions (Qiu, 2021). The main streams of research in celebrity endorsements are: a) the 'source of credibility' stream; b) current alignment; and c) the flow of meaning transfer. Researchers 'source of credibility' proposed the perceived credibility of celebrity endorsers to be the reason behind endorser effectiveness on consumers. The three dimensions of source credibility through which an endorser can influence consumers are Trustworthiness, Expertise and Attractiveness (Park, 2020). Researchers in celebrity endorsements have observed the positive effects of each of these dimensions on consumer attitudes and purchasing behavior.

The concept of celebrity endorsement can be well explained using social influence theory (SIT). Social influence theory takes into account how individuals in certain social networks are influenced by others to show certain behavioral patterns (Roy, 2017). Song, (2020) notes that social influence is seen as the perceived pressure to conform to certain behaviors through messages and signals that help shape this perception. While informational social influence persuades individuals to accept information obtained from other sources as evidence of reality, normative social influence relates to the influence of members to conform to the expectations of others in a group (Rocha, 2020). Previous research stated that celebrity endorsement has an influence on consumer purchasing decisions, especially in the context of online business. Therefore, the hypothesis is proposed as follows:

H1. Celebrity endorsements have a positive influence on online purchasing decisions

Information Quality

Currently, the role of social media has an influence in various aspects, especially in the consumer buying process. According to Qutteina, (2019) social media divided into various forms such as social networks, internet forums, weblogs, social blogs, micro blogging, wikis, podcasts, images, videos, ratings, and social bookmarking (Carah, 2018). The development of gadget technology makes the development of social media more rapidly. One clear example is that the role of conventional mass media to inform news has begun to be replaced by social media, considering that social media has also evolved from a medium to connect with family and friends to become a medium for consumers to obtain information. Carah (2018) states that the quality of information in social media is content or information

that has high credibility and can be trusted for its truth. Through social media, an information can be accessed by consumers as a basis in making decisions, especially in purchasing. Moreover, social media platforms have become an integral element for companies looking to develop deeper online customer relationships (Johan et al., 2021). A relationship will be well established if the service or product provider provides accurate information, especially in the product specifications where the product is offered. Social media marketers use all types of online social media in persuading and influencing consumers to buy or use their company's products and services with the information provided. By using online communities, Marketing through social media or commonly called social media marketing has a different strategy from traditional marketing in building a brand image. Social media marketing makes communication between companies and consumers closer to presenting their brand than controlling their brand image (Klietz, 2020). According to Chatterjee, (2020) an information provided can attract consumers to make purchases of the products offered. Based on this, the second hypothesis is proposed as follows: (2020) an information provided can attract consumers to make purchases of the products offered. Based on this, the second hypothesis is proposed as follows: (2020) an information provided can attract consumers to make purchases of the products offered. Based on this, the second hypothesis is proposed as follows:

H2. Information quality has a positive effect on online purchasing decisions

Perceived Value

Hong, (2017) states that trust is an important component in a consumer purchase when buying goods on social media platforms. In this context, the provider and the seller are in a situation where both parties do not know each other. Gan, (2017) states that trust has a beneficial impact on social norms, but perceived risk affects perceived behavioral control. (Wang, 2020) revealed that the presence of social media, proximity, and information reinforcement that had no previous relationship had given the intention of trusting product testimonials. According to (Konuk, 2019) sometimes consumers make a purchase not based on the risks and consequences they experience, but only based on confidence in themselves, dependence, and the reviews they get on a platform. Bleier et al. (2019) found that the type of goods produced and the reliability of the brand influence the effect of each aspect of the experience on the purchase decision of the end user. García-Fernández, (2018) shows that perceived value influences the online trust experience among shoppers and their commitment to purchase again from the same website. According to Mohseni, (2018) the perceived value will vary greatly depending on the proportion of each individual's value. Research conducted by () states that perceived value has an influence on consumer purchasing decisions. Therefore, the third hypothesis is proposed as follows;

H3. Perceived value has a positive effect on consumers' online purchasing decisions

Purchase Decision

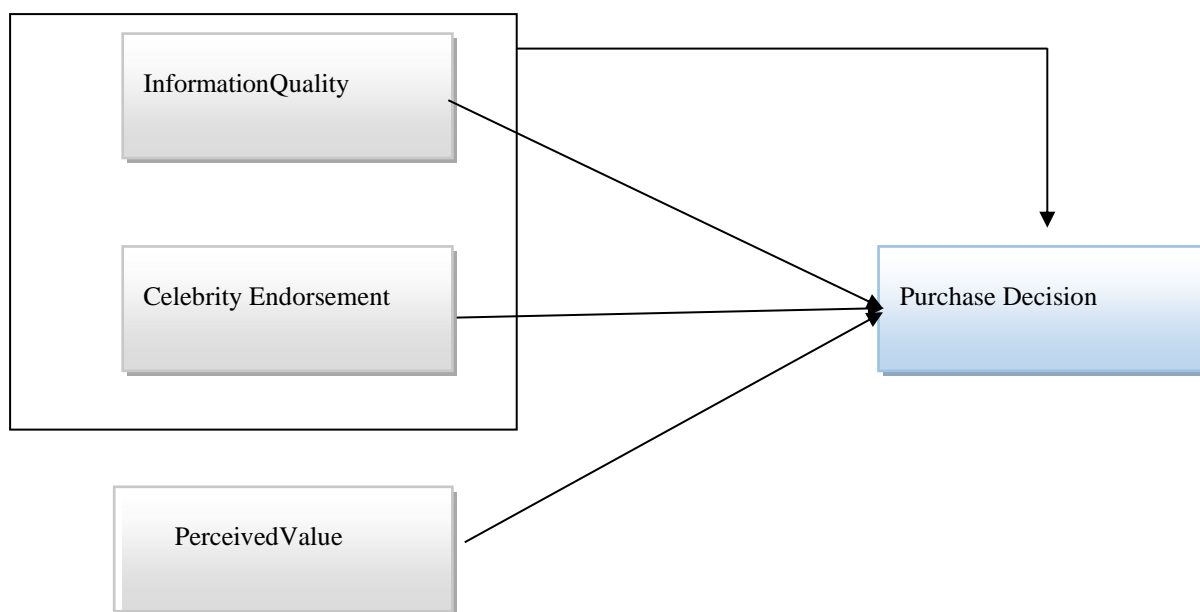
A marketer needs to understand how the process of making purchasing decisions. The decisions taken by consumers are closely related to what he buys (products and services), the quantity purchased, the place where he buys, the time he buys, and the method or way he buys. A decision is defined as the selection of available options (Zheng, 2018). While decision making is the process of choosing an alternative from the available options. Recent studies on consumer behavior focus on how individuals make decisions by using available resources (time, money, effort) on consumption-related items (Lestari, 2019). Purchasing decisions are the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas,

Consumer purchases are a response to a perceived problem. Prior to the decision stage, consumers usually collect and process information, evaluate and choose the best option to solve a problem or make a purchase choice (Zheng, 2018). While decision making defined as the selection of alternatives to the available options to complete the process varies across buying situations (Ho, 2018). The consumer buying decision model refers to the various orientations and perspectives that consumers use to approach the market and how or why they behave. Purchasing decisions are the reasons for how consumers determine the choice of purchasing a product according to their needs, desires and expectations so that it can lead to satisfaction or dissatisfaction with the product (Rahahleh, 2020). According to (Oghazi, 2018) suggests that the purchasing decision process is a stage that buyers go through in determining the choice of a particular product or service.

H4. Celebrity endorsement, Information quality, and Perceived value have a positive influence on online purchasing decisions

Conceptual Framework

Source: (Oghazi, 2018); (Smith-Mady, 2017); (Ibrahim, 2020)



Research methods

In this study, the object of research that will be investigated is the factors that can influence online purchasing decisions on online shopping platform application products. The variables studied in this study are Celebrity Endorsement, Information Quality, and perceived value and Purchase Decision as the dependent variable. This type of research is quantitative research using the explanatory method. Explanatory research is used because it is to find out and explain the position of the independent variables that have a causal relationship between one variable and another. The questionnaire is conducted online by sharing a network link that will direct respondents to a page and can display several questionnaire questions. Furthermore, the researchers selected respondents with a population of 152 people and then selected incidentally who had met the criteria using the Slovin formula so that a sample of 125 respondents was obtained, namely consumers who were in the city of Bandung. The data collection method used in this study is to distribute questionnaires using a Likert scale of 1 to

5. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something to be measured. Data analysis was performed using multiple linear regression analysis with the equation $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$ using SPSS 25 software.

Results And Discussion

Respondent Profile

Table 1 shows that of the total 42 percent of the respondents were male and 68 percent were female. Classification by age shows that 52 percent of respondents are in the 18-25 year age group. There are 36 percent of respondents in the age group of 26-35 years and 12 percent of respondents in the age group 36-45 years. The majority of respondents representing 52 percent are in the 18-25 year age group. The details of the education of the respondents show that 56 percent are those with a bachelor's degree. Regarding employment status, 64 percent of respondents are those who are still classified as students.

Table 1. *Respondent Profile*

Respondent Profile		Percent (%)
Gender		
Male		42%
female		68%
Age of the respondents		
18 - 25 years		52%
26 - 35 years		36%
36 - 45 years		12%
Educational Background		
Senior High School		9%
Diploma		17%
Under Graduate		56%
post Graduate		18%
Occupation		
Student		64%
Employee		22%
Business		14%

Sources: Processed data (2022)

Statistical Analysis and Results

Descriptive Analysis

In the descriptive analysis conducted by the researcher, the average score obtained from respondents in responding to the questionnaire on the questions was obtained at 4.3, this score indicates a high response to the variables of Celebrity Endorsement, Information Quality, Perceived Value and Purchase Decision. Table 2 shows the results that respondents' responses to each variable indicate that the results of the descriptive analysis fall into the good category.

Table 2. *Descriptive Analysis Results*

No	Variable	AverageScore	Standard Deviation	Interpretation
1	Celebrity Endorsement	4.1	0.2603	good
2	Information Quality	4.0	0.1992	good
3	Perceived Value	3.9	0.2193	good
4	Purchase Decision	4.1	0.3851	good

Sources: Data processed 2022

Validity and Reliability Test

Based on a questionnaire consisting of Celebrity Endorsement, Information Quality, Perceived Value and Purchase Decision variables, the average value on the validity test is above 0.3. If the standard value of validity is obtained more than 0.3, then the question can be said to be valid. The reliability testing is as follows:

Table 3. Reliability Test

Variable	Score reliability	r-critical	Description n
Celebrity Endorsement	0.647	0.6	Reliable
Information Quality	0.741	0.6	Reliable
Perceived Value	0.784	0.6	Reliable
Purchase Decision	0.629	0.6	Reliable

Sources: Processed data (2022)

Based on the results obtained in table 3, it can be seen that all variables show reliable results, where the reliability coefficient value of each variable is greater than the critical r of 0.6. Thus, all research variables have good reliability and can be used for further analysis.

Normality and Multicollinearity Test

Normality test is a test carried out with the aim of assessing the distribution of data on a group of variables whether the distribution of the data is normally distributed or not. The results of the normality test are as follows:

Table 4. Kolmogorov-Smirnov . One-Sample Test

		Unstandardized Residual
N		125
Normal Parameters a,b	mean	0.000000
	Std. Deviation	1.95572908
Most Extreme Differences	Absolute	0.059
	Positive	0.059
	negative	-0.058
Test Statistics		0.059
asyp. Sig (2-tailed)		0.200
a. Test distribution is Normal		
b. Calculated from data		

Based on the table above, it can be seen that the value of Asymp. Sig (2-tailed) is 0.200. Due to the Asymp. Sig (2-tailed) is greater than the specified significance level ($0.200 > 0.05$), it can be concluded that the unstandardized residual data has a normal distribution. The results of the multicollinearity test showed that the three independent variables, namely Celebrity Endorsement, Information Quality and Perceived value, had a tolerance value of 0.541; 0.594 and 0.807 with a VIF value of 1.848, respectively; 1,683 and 1,239. These results can be interpreted that there is no multicollinearity between the independent variables and meets the requirements of the classical assumption of multicollinearity because the tolerance is greater than 0.10, while the VIF is less than 10.00.

Table 5. Multicollinearity Test

		coefficientsa	
Model		Collinearity Statistics	
		Tolerance	VIF
1	Celebrity Endorsement	.541	1,848
	Information Quality Perceived Value	.594.807	1,683 1,239
a. Dependent Variable : Purchase Decision			

Multiple Linear Regression Test

Multiple regression analysis is used to determine how much influence Celebrity Endorsement, Information Quality and Perceived Risk have on purchasing decisions on online shopping platform applications. The test results are as follows:

Table 6. Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	sig.
	B	Std. Error	Beta		
1 (Constant)	7,118	1,838		3,873	0.000
Celebrity_Endors	0.201	0.087	0.238	2,307	0.023
Information_Quality	0.129	0.094	0.113	2,153	0.001
Perceived_Value	0.251	0.064	0.329	3,898	0.000

a. Dependent Variable : Purchase_Decision

From the output above, it is known that the intercept and regression coefficient values are could multiple linear regression equation is formed as follows:

$$Y = 7.118 + 0.201 X_1 + 0.129 X_2 + 0.251 X_3 + e$$

The above equation can be interpreted as follows:

a = 7.118 means that if the variables of Celebrity Endorsement, Information Quality and Perceived Risk are zero, the Purchase Decision variable will be worth 7.118 units, thus it can be seen that the regression lines intersect the Y axis at the point 7.118.

b1 = 0.201 means that if the Celebrity endorsement variable increases by one unit while the other variables are constant, then the purchase decision variable increases by 0.201 units.

b2 = 0.129 means that if the Information quality variable increases by one unit while the other variables are constant, then the purchase decision variable will increase by 0.129 units.

b3 = 0.251 means that if the perceived value variable increases by one unit while the other variables are constant, then the purchase decision variable will increase by 0.251 units.

Partial Test and Simultaneous Hypothesis

The t-test was conducted to show how far the influence of one explanatory or independent variable individually in explaining the variation of the dependent variable. Based on the results of the acquisition of table 6, it can be seen that from these values it can be seen that the t-count value obtained by the Celebrity Endorsement variable is 2.307 > t table (1.97928), according to the hypothesis testing criteria, Ho is rejected and Ha is accepted. This means that partially, the Celebrity endorsement variable has a significant influence on the Purchase decision variable. Information Quality variable obtained 2.153 > t table (1.97928), according to the hypothesis testing criteria, Ho is rejected and Ha is accepted. This means that partially, the Information quality variable has a significant effect on the Purchase decision variable on online purchases. Perceived Value is obtained at 3.898 > t table (1.97928), according to the criteria for testing the hypothesis, Ho is rejected and Ha is accepted. This means partially, the Perceived value variable has a significant effect on the Purchase . variable decision on online purchases of online shopping platform applications. The simultaneous testing is as follows:

Table 7. Simultaneous hypothesis test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	207.507	3	69,169		
Residual	474.285	121	3,920	17,746	0.000b
Total	681,792	124			

- a. Predictors: (Constant), Perceived_Value, Information_Quality, Celebrity_Endors
 b. Dependent Variable: Purchase_Decision
 Source: SPSS Output Attachment (2022)

As table 7 above shows. Based on the ANOVA test, the calculated F value is 17.746 with a significant value of 0.000. From the calculation of the F table, namely at the level = 0.05, df1

= $k - 1 = 4 - 1 = 3$, and $df2 = n - k = 125 - 4 = 121$ then the F table is 2.68. So when compared, F count > F table, which is $17.646 > 2.68$, so it can be concluded that the three independent variables, namely Celebrity endorsement, Information Quality and Perceived Risk, simultaneously affect the Purchase Decision variable on online purchases on the online shopping platform application.

Coefficient of Determination Test (Adjusted R Square)

According to Ghozali (2012: 97), the determinant coefficient (R²) is a tool to measure how far the model's ability to explain the variation of the dependent variable.

Table 9. *Test the coefficient of determination*

Model	R	R Square
1	.784a	.675

Predictors: (Constant), Perceived_Value, Information_Quality, Celebrity_Endors
 Dependent Variable: Purchase_Decision

From the results of the table above, the coefficient of determination is 0.675, which means that the influence of the three independent variables on the dependent variable is 67.5%, meaning that it can be said to be quite high. Meanwhile, 32.5% or the rest is influenced by other variables not examined in this study.

Discussion

Effect of Celebrity Endorsements on Purchase Decisions on online purchases on online shopping platform applications

Celebrity endorsements are recognized as a potential means of promotion, especially in the context of online business. According to Debiprased Mukherjee (2009), celebrity endorsement is considered a winning formula in marketing and brand development. In the online market industry, the role of celebrity is one of the factors that can increase sales of the product itself. Marketers believe that celebrity use affects marketing effectiveness, brand recall and recognition, and consumer purchase intentions and actions. In this study, the response to the question items for the celebrity endorsement variable has a high average value. Respondents agreed that the endorsement factor could affect the selling power of the product on the online shopping platform application. Based on the results of partial hypothesis testing or test- , it can be concluded that the product innovation variable shows H₀ is rejected and H₁ is accepted, meaning that the selling power of the product is strongly influenced by the Product Innovation factor. These results are in accordance with research conducted by Asashi & Sukaatmadja, (2017) and Haji et al., (2017) that companies or organizations that apply celebrity as a factor in carrying out marketing activities can increase their selling power.

Effect of Information Quality on Purchase Decision on online purchases on online shopping platform applications

The choice of media in conducting promotions is very important. Because if the marketer chooses the wrong platform, it will have an impact on the sale of the product itself.

According to Haji, et al (2017) Information quality is the consumer's perception of the quality of information from a product provided by e-commerce websites. Perception is the process of receiving, selecting, organizing, and giving meaning to the stimuli received. From the research that has been done, it is known that the information quality on social media has a high average value. These results indicate that most respondents agree that credible information can be a factor in decision making. Based on the results of partial hypothesis testing that has been done, it can be concluded that information quality can significantly influence online purchasing decisions, therefore in this case H₀ is rejected and H₁ is accepted. This result is also in accordance with the research conducted by Bhor, (2018) and Dolega et al., (2021) that the information provided by service or product providers can influence online purchasing decisions.

Effect of Perceived Value on Purchase Decisions on online purchases on online shopping platform applications

In this study, the responses regarding perceived value are in the good category. Seen from the results of the calculation of respondents' responses that have been described previously, each of the indicators proposed is included in the good category. Based on the results of partial hypothesis testing or the t-test that has been carried out, it can be concluded that the perceived value variable shows that H₀ is rejected and H₁ is accepted. These results are also in line with research conducted by Dolega et al (2021) that the perceived value variable has an influence on online purchasing decisions

Effect of Celebrity Endorsement, Information Quality, and Perceived Value on Purchase Decision on online purchases on online shopping platform applications

Based on the results of simultaneous hypothesis testing or the f-test that has been carried out, it can be concluded that the Celebrity endorsement, information quality and perceived value variables simultaneously affect online purchasing decisions on the online shopping platform application. In the ANOVA analysis, the conclusions that can be obtained are that these three variables have a positive effect on Re-Order Desire. So it can be concluded that the results show that there is a match between the results obtained with the theory that has been put forward in the literature review and previous research that partially these three variables have a positive influence.

Conclusion Of Suggestions

The results of this study reveal that the Celebrity endorsement, information quality and perceived value variables can significantly influence online purchasing decisions. The implementation of a good promotional strategy must be continuously improved as an effort to maintain consumers and continuous updates so that consumers become interested and increase the selling power of the product. Digital marketing will be very helpful in marketing new products resulting from innovation, because the ability to touch the market becomes easier and faster. The advice to be given to the company is, always choose a celebrity who has integrity high value and strong trust in the minds of consumers so that consumers do not hesitate to make a purchase. This research is only limited to Celebrity endorsement variables, information quality and perceived value in determining purchasing decisions, it does not rule out the possibility that there are other variables that can influence online purchasing decisions such as Product Quality and Brand Image. The limitations of this study are the relatively small number of samples due to the limitations of the researcher. For further research, it is hoped that the number of samples can be increased by conducting research with a different and wider geographical location.

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