

# Analysis of the Effect of Influencer Endorsement, Customer Review, Brand Ambassador, and E-Service Quality on E-Commerce in Creating Store Switching

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**Keywords:** Influencer Endorsement, Customer Review, Brand Ambassador dan E-Service Quality, Store Switching.

**Abstract:** This study examines Influencer Endorsements, Customer Reviews, Brand Ambassadors, and E-Service Quality on Tokopedia E-Commerce in Creating Store Switching from Shopee to Tokopedia. Respondents from this study were respondents who had Tokopedia or Shopee user accounts or both, and respondents who had made transactions on Tokopedia or Shopee e-commerce or both. The population in this study are Tokopedia and Shopee consumers or users of the Tokopedia and Shopee online shopping applications. The number of samples for this study was 171 respondents. The sampling technique in this study was using a non-probability sampling technique with purposive sampling type with an unknown population formula. In this study, collected data through questionnaires given directly to respondents. The analytical method is used for a descriptive analysis using Structural Equation Modelling (SEM), convergent validity test, discriminant validity, composite reliability test, Cronbach's alpha test, R-square, t-test, and path coefficient with a significance level of 5%. The results of this study are the three exogenous variables, namely influencer endorsement, brand ambassador, and e-service quality, that influence positive and significant effects on creating store switching. Meanwhile, the exogenous customer review variable has no positive and insignificant impact in creating store switching.

## 1 INTRODUCTION

The commercialization of the internet and the rapid growth of potential customers gave rise to electronic commerce (e-commerce). Electronic commerce is carried out directly through electronic media. E-commerce has a transaction process that includes the promotion, purchase, and marketing of products. The difference between e-commerce and conventional trading lies in the trading system used. E-commerce uses electronic media in the form of a website address, while traditional trade brings together sellers and buyers in one place.

The adoption rate of e-commerce in Indonesia was the highest in the world in 2019. The e-commerce industry in Indonesia opens up new business opportunities to generate successive impacts for industries in supporting sectors. The 10 largest e-commerce sites in Indonesia, according to iPrice data, are Shopee, Tokopedia, Bukalapak, Lazada, Blibli, JD.ID, Orami, Bhineka, Sociolla and Zalora.

Tokopedia is an e-commerce site that was founded on August 17, 2009, under the auspices of PT. Tokopedia is originating in Indonesia. Shopee, an e-commerce site based on February 5, 2015, headquartered in Singapore under the aegis of the SEA Group, has expanded its business network to various countries in ASEAN, including Indonesia. According to iPrice data, in the third quarter of 2019, Tokopedia became e-commerce with the most significant number of visitors with 66 million visitors and Shopee with 56 million visitors.

However, in the third quarter of 2020, Shopee was the most prominent visitor with 96.5 million visitors and the second position by Tokopedia with 85 million visitors. Based on this explanation, it can be concluded that the number of visitors from Shopee has increased rapidly. Shopee is Tokopedia's biggest rival in the current e-commerce business in Indonesia. Therefore, Tokopedia carried out several marketing strategies to attract customers and create brand/store switching from Shopee to Tokopedia. Tokopedia has a marketing strategy to make brand/store switching,

namely choosing brand ambassadors, influencer endorsements, having online customer reviews, and improving e-service quality.

Currently, competitors in e-commerce are increasing business competition which causes specific e-commerce growth to be hampered, resulting in brand switching/store switching. However, researchers have not found any research linking influencer endorsement, customer reviews, brand ambassadors, and e-service quality with brand switching. Knowing whether these variables can create brand/store switching can be a good input for online business actors to develop business strategies and marketing strategies that will be implemented.

## 2 LITERATURE REVIEW AND RESEARCH HYPOTHESIS

This research is oriented to identify whether influencer endorsements, customer reviews, brand ambassadors, and e-service quality can create store switching in e-commerce, especially Shopee to Tokopedia. A literature review is needed to identify whether influencer endorsements, customer reviews, brand ambassadors, and e-service quality can create store switching in e-commerce, especially Shopee to Tokopedia. Most importantly, the variables proposed as influences in creating store switching are by the revised theory.

### 2.1 Influencer Endorsement

An influencer can influence others by combining attributes desired by the company, such as credibility, expertise, or centrality, allowing them to enter and influence many others. From the explanation of the influencer endorsement, it can be concluded that the influencer endorsement can influence a decision on a purchase by the customer, and the possibility of a decision on the purchase will create store switching.

### 2.2 Customer Review

Customer reviews or customer reviews are reviews given by consumers on evaluating a product regarding all aspects of the product (Suyanto, 2019). According Cheung & D.R. Thadani (2009), customer reviews can reduce the risk perceived by consumers. Meanwhile, according to Q. Xu (2014), customer reviews increase their satisfaction and efficiency in making decisions. Consumers will search for hundreds or thousands of product-related information

along with alternative products. Based on this explanation, customer reviews can reduce risk and add reasons to buy a product.

Tokopedia itself has a platform on the website that is used to write reviews of a product. Consumers who quickly access reviews on the web can make it easier for consumers to make choices on products. The ease of seeing other consumer reviews that cause consumers to feel that they reduce online purchases can create store switching.

### 2.3 Brand Ambassador

Companies choose brand ambassadors to communicate the company's brand to the public or the public to increase sales (Lea-Greenwood, 2012). People who know the company and the product and can communicate the value of a brand to the public are called brand ambassadors. Companies must consider the characteristics of the brand ambassador, and these characteristics must be able to give effect to the promotional message displayed by the brand ambassador (Permana, 2016).

BTS and BLACKPINK, boybands, and girl groups from South Korea became the brand ambassadors of Tokopedia on January 25, 2021. That means that Tokopedia entrusts BTS and BLACKPINK to communicate with Tokopedia to increase sales. With a worldwide fanbase and a passionate fanbase, they make BTS and BLACKPINK as brand ambassadors are expected to create brand/store switching.

### 2.4 E-Service Quality

The level of efficiency and effectiveness of a website facilitating shopping, purchasing, and the process of delivering products and services is the meaning of e-service quality, according to Parasuraman (2014). E-service quality or online service quality is divided into two types. The first is e-Core Service Quality (E-SQual) and e-Recovery Service Quality (E-RecSQUAL). The E-SQual is related to core online services, while E-RecSQUAL will handle the problems encountered after the online purchase process. E-ServQual is used to evaluate a service on the internet network. E-ServQual is an extension of a site or web's ability to facilitate activities such as shopping, purchasing, and distribution effectively and efficiently.

As an online shopping site, Tokopedia must have good e-Core Service Quality (E-SQual) and e-Recovery Service Quality (E-RecSQUAL). Not only as a core service but a service after the purchase. That

is intended so that consumers shop as comfortably as possible and minimize errors that occur so that consumers feel comfortable shopping. If e-service quality is carried out properly, it will create store switching.

## 2.5 Store Switching

According to Peter & Olson (2010), store switching is a change or change in purchasing patterns from one brand to another. Meanwhile, according to Spacey (2017), store switching is when a customer or group of customers switch loyalty from one brand or store of a particular product to another product brand or store. Brand switching is an illustration of the shift in consumer consumption of one product to another.

With the growing interest in online shopping, the more developed e-commerce competitors are so that they can create store switching. That can open opportunities or close opportunities for the company. Shopee, which is a rival to Tokopedia, so that Tokopedia carries out several marketing strategies to attract customers and is expected to create stores switching from Shopee to Tokopedia.

## 3 MATERIALS, METHODS, AND RESULT

### 3.1 Sample and Procedure

The population to be studied in this study are users of the Tokopedia and Shopee online shopping applications. Non-probability sampling technique with a purposive sampling type is the sampling technique used in this study. Purposive sampling is one way of taking samples limited by the respondents' unique characteristics as desired by the researcher. The sample in this study has the following features:

1. Respondent has a Tokopedia or Shopee user account or both.
2. Respondents have made transactions on e-commerce Tokopedia or Shopee or both.

Due to the unknown population size, the sample size was determined using the unknown population formula (Frendy, 2011). Based on this formula, the number of samples obtained is 171 respondents.

### 3.2 Measures

Measurement scales previously validated in the literature were used in this study. The indicator

measure is based on research from Herbert Kelman in Belch and Belch (2012), Lackermair, G., Kailer, D., & Kanmaz, K. (2013).

## 3.3 Result

Obtained the result from this study, the calculation of the outer model and inner model. The outer model was used to test the construct validity and instrument reliability. To test the validity of the data, used convergent validity test and discriminant validity test. While the inner model is used to test the reliability of the data, the composite reliability test and Cronbach's alpha test are used. This test consists of the path coefficient test and the coefficient of determination test. Hypothesis testing is done by using the Resampling Bootstrap method.

### 3.3.1 Descriptive Statistics

Calculation of data described, this study is used to provide an overview of the distribution of data carried out in the field; The sample used in this study is to have a Tokopedia or Shopee account or both and have transacted on e-commerce Tokopedia or Shopee or both. This statistical calculation shows that most of the respondents came from Batam, with 136 respondents. There were 109 female respondents and 69 male respondents. Most of the respondents in this study were aged 21-25 years, with 138 respondents.

### 3.3.2 Outer Model

The outer model tests the construct validity and instrument reliability in this study; the outer model was used. The validity test determines the research instrument's ability and measures what should be measured. Meanwhile, reliability test is used to measure the consistency of respondents in answering the questions in the questionnaire or this research instrument so that's questions in the questionnaire can be stated as reliable. SmartPLS Software Version 3 as a tool for testing the validity of indicators and items using PLS.

#### 1) Validity Test

##### a. Convergent Validity Test

The value of outer loading or loading factor (correlation between item scores/component scores and construct scores) is used to see the results of the convergent validity test: indicators that measure constructs and average variance extract (AVE).

After that is calculated, the next step is to calculate the average variance extracted (AVE). AVE is used

to identify whether the variables used are valid and effective for continuing research.

Table 1: Average Variance Extracted (AVE) Result.

	Average Variance Extracted (AVE)
BA	0.66
CR	0.884
ESQ	0.814
IF	0.651
SS	0.724

Table 1 shows the results of the average variance extracted (AVE) > 0.7. Based on these results, the variables in this study have met the requirements of convergent validity and have met the requirements based on the rule of thumb used and those tested previously.

b. Discriminant Validity Test

The discriminant validity test uses the forhell locker criterion and cross-loading. The process of calculating the forhell-locker criterion is carried out by comparing the AVE roots of each construct to the correlation between one other construct in the research hypothesis model. The discriminant validity is declared valid if the Forhell Locker criterion has a correlation value between variables greater than with different variables.

Table 2: Discriminant Validity Value Forhell Locker Criterion.

	BA	CR	ESQ	IF	SS
BA	0.812				
CR	0.478	0.94			
ESQ	0.369	0.502	0.902		
IF	0.652	0.537	0.301	0.807	
SS	0.466	0.218	0.279	0.49	0.851

Based on the results of Table 2 above, it can conclude that the Forhell Locker Criterion calculation results have a correlation value between the variables that is greater than with other variables so that based on the results of the Forhell Locker Criterion calculation, it is declared valid. We can conclude that the results of the cross loading value on the indicator variable are the largest compared to other variables.

Based on the results of the cross loading value, it is declared valid.

2) Reliability Test

a. Composite Reliability Test

The Composite Reliability test is declared valid if a variable can be claimed to meet composite reliability having a combined reliability value above 0.6.

Table 3: Composite Reliability Result.

	Composite Reliability
BA	0.946
CR	0.958
ESQ	0.929
IF	0.903
SS	0.913

Table 3 shows the results of the composite reliability measurement. The results of these calculations show that all variables have Valued in this study are above 0.7. Thus, the variables in this study can be declared valid.

b. Cronbach's Alpha test Uji

Cronbach's alpha test is a reliability test carried out to make sure the composite reliability. A variable is reliable if it has a Cronbach's alpha value > 0.7. The measurement results on cronbach's alpha show that the variables in this study have a cronbach's alpha value above 0.7. Thus, the variables in this study can be declared valid and have pretty high reliability.

Table 4: Cronbach's Alpha.

	Cronbach's Alpha
BA	0.936
CR	0.935
ESQ	0.886
IF	0.865
SS	0.874

Model, the customer review resulted in an at-statistical value of 1.912 where the value was smaller than 1.96, so this hypothesis was rejected. The results of the hypothesis test state that customer reviews have a negative effect with a path coefficient value of -0.187 and insignificant with P-values greater than 0.05, namely 0.056, in creating store switching from Shopee to Tokopedia.

The third hypothesis testing proves that brand ambassadors positively and significantly affect creating store switching from Shoppe to Tokopedia. Based on the results of the evaluation of the inner

model, the brand ambassador produced a t-statistic value of 2.576 where the value was more significant than 1.96, so that this hypothesis was declared accepted. The results of this hypothesis are testing state that brand ambassadors have a positive effect with a path coefficient value of 0.246 and significant with P-values less than 0.05, which is 0.01. Brand ambassadors can create store switching from Shopee to Tokopedia.

The fourth hypothesis testing proves that e-service quality has a positive and significant effect in creating store switching from Shopee to Tokopedia. Based on the results of the evaluation of the inner model of e-service quality, it produces an at-statistic value of 2.202 where the value is more significant than 1.96 so that this hypothesis is accepted. The results of this hypothesis testing state that e-service quality has a positive effect with a value of path coefficient are of 0.168 and are significant with P-values smaller than 0.05, which is 0.028.

### 3.4 Discussion

#### 1. Influencer endorsement has a positive and significant effect in creating store switching from Shopee to Tokopedia.

The results of this study indicate that influencer endorsements have a positive and significant influence in creating store switching from Shopee to Tokopedia. This illustrates that by maximizing promotions using influencer endorsements, the maximum influence of influencer endorsements will be in creating store switching from Shopee to Tokopedia. Based on the results of this study, it is in line with the research results of Tri Hanifawati, Vivayani Wahyu Dewanti, Ghita Dwi Saputri (2019) which states that influencers have a positive and significant effect on brand switching.

An influencer is considered an opinion leader and can be a trendsetter for his followers. Thus, consumers have the belief that when an opinion leader purchases at a store, in this case Tokopedia, the influencer can contribute to creating store switching because it can build a brand to the public. The higher the level of credibility, attractiveness, and the power to influence, the higher the influencer endorsement in creating store switching.

#### 2. Customer reviews have no positive and significant effect in creating store switching from Shopee to Tokopedia

The results of this study indicate that customer reviews have no positive and insignificant effect in creating store switching from Shopee to Tokopedia. This illustrates that even though Tokopedia has a rating of 4.6 on the Playstore, customer reviews have no positive and insignificant effect in creating store switching.

In Yofina Mulyati's research, Grace Gesitera (2020) stated that online customer reviews have a positive and significant effect on consumer trust. In this study, the customer review did not have a positive and insignificant effect in creating store switching. This is because, consumers are more likely to be influenced by customer reviews of each product. Meanwhile, in creating store switching reviews submitted for stores (Tokopedia) so that in this study there was no positive and insignificant effect. Therefore, in Yofina Mulyati's research, Grace Gesitera (2020) states that online customer reviews have a positive and significant effect on consumer trust while in creating store switching, customer reviews do not have a positive and significant effect.

#### 3. Brand ambassador has a positive and significant impact in creating store switching from Shopee to Tokopedia

The results of this study indicate that brand ambassadors have a positive and significant influence in creating store switching from Shopee to Tokopedia. This illustrates that by maximizing promotions by using brand ambassadors, the influence of brand ambassadors will be maximized in creating store switching from Shopee to Tokopedia. Based on the results of this study, it is in line with the results of Jasmine Alya Pramesthi's research (2020) which states that the brand ambassador owned by Tokopedia has a 67.8% influence in creating store switching.

The brand ambassadors owned by Tokopedia have a fanatical fanbase so that they have enormous power of influence. The higher the level of feasibility, credibility, attractiveness, and the power to influence, the higher the brand ambassador in creating store switching.

#### 4. E-service quality has a positive and significant effect in creating store switching from Shopee to Tokopedia

The results of this study indicate that e-service quality has a positive and significant influence in creating store switching from Shopee to Tokopedia. This illustrates that by maximizing e-service quality, both E-SQUAL & E-RecSQUAL, the maximum effect of e-

service quality will be in creating store switching from Shopee to Tokopedia.

Based on the results of this study, it is in line with the research results of Fajar Kasyifil Aziz & Amy Mardhatillah (2020) which states that service quality is an important factor that users consider when switching to another brand or store. In this case, the higher the level of user privacy security, website and application efficiency and system availability, the higher the e-service quality can create store switching.

## 4 CONCLUSION AND SUGGESTION

### 4.1 Conclusion

The conclusions obtained based on the results of the research "Analysis of the Effect of Influencer Endorsements, Customer Reviews, Brand Ambassadors and E-Service Quality on E-Commerce in Creating Store Switching" is as follows:

1. The results of this study prove that the exogenous variable of influencer endorsement has a positive effect with a path coefficient value of 0.379 and significant with P-values  $< 0.05$ , which is 0 by creating store switching from Shopee to Tokopedia.
2. The results of this study prove that the exogenous customer review variable has no positive effect with a path coefficient value of -0.187 and is not significant with P-values  $> 0.05$ , namely 0.056 in creating store switching from Shopee to Tokopedia.
3. The results of this study prove that the exogenous brand ambassador variable has a positive effect with a path coefficient value of 0.246 and significant with P-values  $< 0.05$ , which is 0 in creating store switching from Shopee to Tokopedia.
4. This study proves that the exogenous variable e-service quality has a positive effect with a path coefficient value of 0.168 and significant with P-values  $< 0.05$ , which is 0 in creating store switching from Shopee to Tokopedia.

### 4.2 Suggestion

#### 4.2.1 Practical Advice

Exogenous variables studied in influencer endorsements, brand ambassadors, and e-service quality can create store switching so that these three variables can benefit Tokopedia's business strategy. Customer reviews on e-commerce applications are

essential in helping as an evaluation medium. However, in creating store switching, customer reviews in this study have not made store switching from Shopee to Tokopedia so that Tokopedia can focus on other variables to develop store switching.

#### 4.2.2 Theoretical Suggestion

1. It is hoped that future research will add research variables that do not exist in this study. The addition of references and different research methods can make the research more complete and better.
2. It is hoped that further research will research other e-commerce to be used compared to current research.
3. Variable consumer dissatisfaction and the need to look for other variations can be expected to have a more significant influence on store switching. Therefore, it is hoped that this variable can be used in further research.

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