

The Influence of Trust and Celebrity Endorser on Purchase Decisions in Shopee E-Commerce Through Shopee Loyalty Profile

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Keywords: Trust, Celebrity Endorser, Purchase Decision, Shopee Loyalty Profile.

Abstract: The purpose of this study was to determine the effect of trust and celebrity endorser on purchasing decisions through Shopee loyalty profile as a moderating variable. The method used is multiple regression analysis method, with a sample of 240 respondents. Respondents' data was collected using a questionnaire. The results show that trust has an influence on purchasing decisions on e-commerce Shopee with a $t_{\text{value}} 7.165 > t_{\text{table}} 1.970$. Celebrity endorsers have an influence on purchasing decisions on e-commerce Shopee with a $t_{\text{value}} 7.230 > t_{\text{table}} 1.970$. Trust and celebrity endorsers have an influence on purchasing decisions on e-commerce Shopee with a value of $F_{\text{count}} 45.231 > F_{\text{table}} 3.033$. Shopee's loyalty profile strengthens the influence of trust on purchasing decisions on Shopee e-commerce, as evidenced by the results of the Moderated Regression Analysis (MRA) test with an increase of 0.02. Shopee's loyalty profile strengthens the influence of celebrity endorsers on purchasing decisions on Shopee e-commerce, as evidenced by the results of the Moderated Regression Analysis (MRA) test with an increase of 0.051.

1 INTRODUCTION

The progress of progressive and modern times encourages various changes, one of which is in the field of technology which is increasingly showing its progress. The internet has influenced market behavior so that it is used to advance business and market activities. For example, if they want to buy their daily needs, the seller can contact customers in the industrial market via the internet. This development triggered the birth of the term e-commerce, namely the direct sale of goods and services via the internet.

According to Waro and Widowati (2020), a company's success in influencing consumer purchasing decisions is fostering customer communication, continuing product innovation in accordance with trends to introduce brands, and requiring consumer trust. In addition to gaining public trust, Shopee is also very aggressively promoting itself through celebrity endorsers, where celebrities will enable the platform and inform the public about promotions carried out by Shopee, such as product discount events, free shipping, and cashback. Celebrities chosen by Shopee also have significant influence and a wide audience, such as Arya Saloka, Amanda Manopo, Angga Yunanda,

Muhammad Rizky Billar, and Lestiani Andryani, often known as Lesti Kejora, and a series of other top artists, not only local Shopee artists. In addition, it attracted International Celebrities such as Jackie Chan, Blackpink, and Cristiano Ronaldo to attract public interest. This is in accordance with the analysis by Ansar, Suryaningsih, et al. (2016), which states that celebrity endorsers influence purchasing decisions. In addition to trust and celebrity endorsers, Shopee has a loyalty level for all its loyal users, including Classic, Silver, Gold, and Platinum. The higher the user loyalty, the more benefits the user will receive, such as free shipping bonuses, extra cashback, birthday vouchers, and other cheaper shopping offers according to the user's loyalty level. Ayuning (2019) claims that the Shopee Indonesia loyalty programs application impacts impulse buying of products.

2 RESEARCH METHOD

The method uses quantitative analysis, namely theory testing through data analysis with statistical procedures. The survey method collects information from certain locations with a questionnaire as a tool

for data collection. This method aims to collect data on research subjects by asking a large number of respondents who are considered to represent a population. The nature of this study uses associative explanations or research that tries to explain the position of the variables to be studied, namely the trust variable (X1), celebrity endorser variable (X2), purchasing decisions (Y), and Shopee loyalty profile (Z) and the relationship between all variables. The sampling method uses non-probability sampling, a sample selection strategy that does not employ equal opportunities for each component of the population to be sampled. Non-probability in this study uses purposive sampling (Sugiyono, 2014). The criteria determined by the researcher are based on age with a minimum age of 17 years, making purchases at Shopee at least three times, and having seen one of the celebrities promoting Shopee e-commerce.

According to Hair et al. (2014), a good sample size to use is 100 or higher. The minimum sample size is at least five times the number of indicators. Still, it is more acceptable if the sample size can be ten times the number of indicators, and it is more advisable if the sample size is twenty times the number of hands.

In this study, the four variables had a total of 12 indicators so that when multiplied by 20, it became 240 respondents who were considered sufficient to represent the population.

3 RESULT AND DISCUSSION

3.1 Trust

Siagian (2014). Trust is a belief held by the first party with the intention and behavior shown by the other party. This concept means that e-commerce can ensure the safety of customers who make online purchases. According to Priansa (2017), According to Kotler & Keller (2016), the following is a list of trust indicators, namely:

1. Benevolence
2. Ability
3. Integrity

3.2 Celebrity Endorser

According to Savitri (2017), celebrity endorser services make an impression on customers and encourage a selective mindset in choosing. So it can be concluded that celebrity endorsers choose artists to star in advertisements using certain media to provide information and influence listeners to buy advertised goods or services.

According to Michael and Belch (2004), indicators that affect celebrity endorser are:

1. Credibility
2. Attractiveness
3. Power

3.3 Shopee Loyalty Profile

Shopee loyalty profile is a program created by the Shopee company to distinguish between loyal users who have a high frequency of online shopping and users who do not routinely shop at Shopee e-commerce. In other words, a program that measures Shopee user loyalty. Shopee loyalty profile has several levels that users can obtain, ranging from classic, silver, and gold, and the highest level is platinum. The higher the level, the more bonuses you get. According to Lucas and Britt (2012), indicators owned by loyal customers include:

1. Attention
2. Interest
3. Action (Tindakan)

After feeling interested, consumers join the program.

3.4 Purchase Decision

As defined Kotler & Armstrong (2014), that is the buyer's decision-making process phase as long as the customer purchases goods or services. Choice of quality products, brand selection, supplier selection, time of purchase, payment method, and some purchases. It is a dimension of purchasing decisions (Kotler & Armstrong 2016). Factors affecting purchasing decisions can help customers choose products from the various available options. Kotler (2014) states that there are indicators that determine the influence of purchasing decisions, namely:

1. Stability in a product
2. The habit of buying a product
3. Speed in buying a product

3.5 Validity Test

The validity test, according to Sudana & Setianto (2018), is a research strategy to conduct experiments on the issue of the truth of a causal or causal relationship to the validity of a causal relationship which is then generalized to the outside. According to Sugiyono (2014), if > 0.3 , it is accepted as valid, but if it is less than 0.3, it is rejected.

Table 1: Result the Validity of the Trust Variable (X1)2.

Statement	Correlation Coefficient	Rcritical	Desc.
trust 1	,501	,300	Accepted
trust 2	,478	,300	Accepted
trust 3	,503	,300	Accepted
trust 4	,461	,300	Accepted
trust 5	,612	,300	Accepted
trust 6	,479	,300	Accepted
trust 7	,619	,300	Accepted
trust 8	,601	,300	Accepted
trust 9	,588	,300	Accepted

Based on table 1, which summarizes the results of the validity test of the confidence variable, it can be shown that nine items show a correlation coefficient more than the R Critical 0.3 so that it is declared acceptable/valid.

Table 2: Result the Validity of the Celebrity Endorser Variable (X2).

Statement	Correlation Coefficient	Rcritical	Desc.
Celebrity Endorser 1	,886	,300	Accepted
Celebrity Endorser 2	,926	,300	Accepted
Celebrity Endorser 3	,904	,300	Accepted

Based on table 2 which summarizes the results of the celebrity endorser test, it can be shown that the three statement items have a correlation coefficient more than R Critical 0.3 so that they are declared accepted/valid.

Table 3: Result the Validity of the Trust Purchase Decision Variable (Y).

Statement	Correlation Coefficient	Rcritical	Desc.
Purchase Decision 1	,577	,300	Accepted
Purchase Decision 2	,596	,300	Accepted
Purchase Decision 3	,707	,300	Accepted
Purchase Decision 4	,708	,300	Accepted
Purchase Decision 5	,697	,300	Accepted
Purchase Decision 6	,655	,300	Accepted

Based on table 3 which summarizes the results of the Purchase Decision test, it can be shown that the six statement items have a correlation coefficient more than R Critical 0.3 so that they are declared accepted/valid.

Table 4: Result the Validity of the Shopee Loyalty Profile (Z) Variable (X1).

Statement	Correlation Coefficient	Rcritical	Desc.
Shopee loyalty profile Z	1,000	,300	Accepted

Based on table 4 which summarizes the results of the Purchase Decision test, it can be shown that the statement item have a correlation coefficient more than R Critical 0.3 so that they are declared accepted/valid.

3.6 Reliability Test

According to Sekaran & Bougie (2017), an instrument is declared reliable if the reliability coefficient > 0.6 because it is considered to have a safe point determines reliability.

Table 5: Reliable Test Results.

Variable	Cronbach's Alpha	Composite Reliability	Status
Trust (X1)	,686	> ,60	Accepted
Celebrity Endorser (X2)	,889	> ,60	Accepted
Purchase Decision (Y)	,725	> ,60	Accepted
Shopee Loyalty Profile (Z)	1,000	> ,60	Accepted

Based on table 5, all statements are reliable because the reliability coefficient of Cronbach's Alpha shows results > 0.60.

3.7 Classical Assumption Test

3.7.1 Normality Test

The normality test is used to determine whether the dependent variable and the independent variable in a regression model are normally distributed. The test in this study was carried out using normal probability plot analysis. If the data spreads towards the diagonal line, the data is considered to be normally distributed. For example, using SPSS version 26, the P Plot normality test produces the following image:

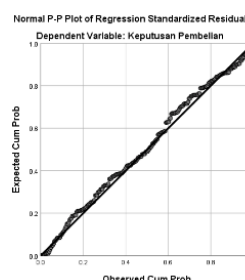


Figure 1: Normality Test P Plot.

Figure 1 shows the results of the P-plot normality test, and it is clear that the regression model passes

because the points converge and follow the diagonal line.

3.7.2 Heteroscedasticity Test

It can be seen through the value of Sig to evaluate whether there is a heteroscedasticity problem. (2-tailed) Rank Spearman. If it shows a number smaller than 0.05, it can be concluded that heteroscedasticity has a problem. Here are the results of the Spearman Rank heteroscedasticity test conducted with SPSS version 26:

Table 6: Spearman Rank Heteroscedasticity Test.

Correlations						
		Trust	Celebrity Endorser	Shopee Loyalty Profile	Unstandardized Residual	
Spearman's rho	Trust	Correlation Coefficient	1,000	,331**	,059	,034
		Sig. (2-tailed)	,	,000	,367	,597
		N	240	240	240	240
	Celebrity Endorser	Correlation Coefficient	,331**	1,000	-,081	-,005
		Sig. (2-tailed)	,000	,	,212	,935
		N	240	240	240	240
	Shopee Loyalty Profile	Correlation Coefficient	,059	-,081	1,000	-,038
		Sig. (2-tailed)	,367	,212	,	,555
		N	240	240	240	240
	Unstandardized Residual	Correlation Coefficient	,034	-,005	-,038	1,000
		Sig. (2-tailed)	,597	,935	,555	,
		N	240	240	240	240

** . Correlation is significant at the 0.01 level (2-tailed).

The significance value of Sig. (2-tailed) in table 7 the confidence variable is 0.597 which means $0.597 > 0.05$. The celebrity variable shows several 0.935 which means $0.935 > 0.05$. Meanwhile, the Shopee loyalty profile variable shows a $0.555 > 0.05$. So it can be said that there is no heteroscedasticity in the data in this study.

3.7.3 Multicollinearity Test

If the tolerance value is more than 0.10 and the value also shows the VIF number is smaller than <10.00 . then the findings of each variable in the multicollinearity test can be said to be free from multicollinear symptoms. The results of the multicollinearity test carried out with SPSS version 26 are listed below:

Table 7: Tolerance and VIF Test Results.

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	7,625	1,527		4,993	,000		
Trust	,261	,049	,303	5,307	,000	,901	1,109
Celebrity Endorser	,403	,065	,354	6,200	,000	,897	1,114
Shopee Loyalty Profile	,511	,153	,183	3,335	,001	,976	1,024

a. Dependent Variable: Purchase Decision

The tolerance value for the confidence variable is 0.901, which means $0.901 > 0.10$. VIF value shows the number 1.109, which means $1.109 < 10.00$. In the celebrity endorser variable, the tolerance value is 0.897, which means $0.897 > 0.10$. VIF value shows the number 1.114, which means $1.114 < 10.00$. In the Shopee loyalty profile variable, the tolerance value is 0.976, which means $0.976 > 0.10$. VIF value shows the number 1.024, which means $1.024 < 10.00$. Therefore, it can be said that multicollinearity symptoms do not exist in this study.

3.7.4 Linearity Test

In this study, the linearity test uses curve estimation. Namely, the model is said to be linear if $\text{Sig.} < 0.05$, then it is declared linear.

Here are the results of testing the linearity of the relationship between the trust variable (X1) and the purchasing decision variable (Y) using SPSS Version 26.

Table 8: Test Results for Linearity Curve Estimation of Trust Variables.

Model Summary and Parameter Estimates									
Dependent Variable: Purchase Decision									
Equation	Model Summary					Parameter Estimates			
	R Square	F	Df1	df2	Sig.	Constant	b1	b2	b3
Linear	,177	51,337	1	238	,000	9,350	,363		
Logarithmic	,176	50,940	1	238	,000	-18,035	11,264		
Inverse	,174	50,092	1	238	,000	31,829	345,05		
Quadratic	,178	25,575	2	237	,000	11,830	,203	,003	

Equation	Model Summary					Parameter Estimates			
	R Square	F	Df1	df2	Sig.	Constant	b1	b2	b3
Cubic	,178	25,575	2	237	,000	11,830	,203	,003	,000
Compound	,167	47,785	1	238	,000	11,823	1,018		
Power	,166	47,527	1	238	,000	3,109	,549		
S	,165	46,865	1	238	,000	3,566	-16,843		
Growth	,167	47,785	1	238	,000	2,470	,018		
Exponential	,167	47,785	1	238	,000	11,823	,018		

Tze independent variable is trust.

From table 9, it can be seen in the linearity test using curve estimation that the Sig value is obtained. Between the variables of trust and purchasing decisions, $0.000 < 0.05$. Therefore there is a linear relationship between the variable (X1) trust and the variable (Y) purchasing decisions.

Table 9: Test Results for Linearity Curve Estimation of Celebrity Endorser Variables.

Model Summary and Parameter Estimates									
Dependent Variable: Celebrity Endorser									
Equation	Model Summary					Parameter Estimates			
	R Square	F	Df1	df2	Sig.	Constant	b1	b2	b3
Linear	,180	52,274	1	238	,000	1,496	,373		
Logarithmic	,177	51,028	1	238	,000	-13,016	7,354		
Inverse	,171	49,133	1	238	,000	16,152	-41,423		
Quadratic	,182	56,422	2	237	,000	7,437	-,224	,015	
Cubic	,183	56,483	2	237	,000	5,910	,040	,000	,000
Compound	,149	41,688	1	238	,000	3,775	1,043		
Power	,147	41,172	1	238	,000	,738	,825		
S	,144	40,159	1	238	,000	2,973	15,949		
Growth	,149	41,688	1	238	,000	1,328	,042		
Exponential	,149	41,688	1	238	,000	3,775	,042		

The independent variable is Purchase Decisions.

In the linearity test using curve estimation, it can be seen that the value between the celebrity endorser

variable and the purchase decision is $0.000 < 0.05$. The result is a linear relationship between the celebrity endorser variable (X2) and the purchase decision variable (Y).

Table 10: Test Results for Linearity Curve Estimation of Shopee loyalty profile Variables.

Model Summary and Parameter Estimates									
Dependent Variable: Purchase Decisions									
Equation	Model Summary					Parameter Estimates			
	R Square	F	df1	df2	Sig.	Constant	b1	b2	b3
Linear	,029	7,090	1	238	,008	19,794	,476		
Logarithmic	,035	8,546	1	238	,004	20,085	1,067		
Inverse	,038	9,294	1	238	,003	21,894	-1,930		
Quadratic	,037	4,527	2	237	,012	18,553	1,693	-,259	
Cubic	,038	3,111	3	236	,027	17,300	3,630	1,123	,117
Compound	,029	7,071	1	238	,008	19,635	1,024		
Power	,034	8,431	1	238	,004	19,927	,053		
S	,037	9,115	1	238	,003	3,082	-,096		
Growth	,029	7,071	1	238	,008	2,977	,024		
Exponential	,029	7,071	1	238	,008	19,635	,024		

The independent variable is Shopee Loyalty Profile.

From table 11, it can be seen that the linearity test using Curve Estimation obtained the value of Sig. Between the variables Shopee loyalty profile and purchasing decisions $0.008 < 0.05$. Therefore, the relationship between the Shopee loyalty profile variable (Z) and the purchasing decision variable (Y) is linear. This shows that the data used is linear and further studies can be conducted.

3.7.5 Multiple Regression Analysis

Multiple regression analysis is used to predict the value of the dependent variable, namely trust and celebrity endorser, if the dependent variable, namely purchasing decisions, increases and decreases. The following are the results of multiple regression analysis using SPSS version 26:

Table 11: Multiple Regression Test Results.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,530	1,534		5,559	,000
	Trust	,279	,050	,324	5,612	,000
	Celebrity Endorser	,374	,066	,329	5,689	,000

a. Dependent Variable: Purchase Decision

It can be seen in table 12 that the value of the constant is 8.530, the coefficient value of the trust variable is 0.279, and the celebrity endorser variable is 0.374 to produce a multiple linear regression test equation, namely:

$$Y = 8,530 + 0,279X1 + 0,374X2 + e \quad (1)$$

3.7.6 Partial Test (T Test)

This test is intended to determine whether the independent variables in the regression model, namely trust and celebrity endorser, affect the dependent variable on purchasing decisions. The test was carried out with a 95% confidence level. This means that the X variable affects the Y variable if t count > t table, but if the value of t count < t table, then the X variable has no effect on the Y variable. 240 respondents are used in the formula to find the t table, namely:

$$t_{table} = t(\alpha/2; n-k-1) = t(0,05; 238) = 1,970 \quad (2)$$

The following is a test using SPSS Version 26:

Table 12: Results of t-test of Hypothesis 1.

Coefficients ^a							
Model		Unstandardized Coefficients			Standardized Coefficients	t	Sig.
		B	Std. Error	Beta			
		1	(Constant)	9,350	1,625		
	Trust	,363	,051	,421	7,165	,000	

With a regression coefficient of 0.363. H1 is accepted. Namely, trust influences purchasing decisions on e-commerce Shopee by the partial regression coefficient test results in table 13, namely $t_{count} 7.165 > t_{table} 1.970$.

Table 13: Results of t-test of Hypothesis 2.

Coefficients ^a							
Model		Unstandardized Coefficients			Standardized Coefficients	T	Sig.
		B	Std. Error	Beta			
		1	(Constant)	16,454	,637		
	Celebrity Endorser	,483	,067	,424	7,230	,000	

a. Dependent Variable: Keputusan Pembelian

With a regression coefficient of 0.483. H2 is accepted. Namely, celebrity endorser influences purchasing decisions on e-commerce Shopee by the partial regression coefficient test results in table 14, namely $t_{count} 7,230 > t_{table} 1,970$.

3.7.7 Statistical Test (F Test)

If $F_{count} > F_{table}$, then the independent variable affects the dependent variable. 240 respondents were used to find the F_{table} formula, namely:

$$F_{table} = F(k; n-k) = F(2; 239) = 3,033 \quad (3)$$

Using SPSS Version 26, the F test was assessed as follows:

Table 14: Results of t-test of Hypothesis 3.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	377,749	2	188,875	45,231	,000 ^b
	Residual	989,651	237	4,176		
	Total	1367,400	239			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Celebrity Endorser, trust

The calculated F_{count} is $45.231 > F_{table} 3.033$ which shows that H3 is accepted which means that trust and celebrity endorsers have an influence on purchasing decisions on Shopee e-commerce according to the results of table 15 of the F statistical test

3.7.8 Uji Moderated Regression Analysis (MRA)

Moderated Regression Analysis (MRA) can also be called the interaction test between the independent variable and the moderator variable, which aims to see whether the moderator variable can strengthen or weaken the influence of the independent variable on the dependent variable. Here are the results of the first regression output of the confidence variable.

Table 15: Model Summary Regression I Trust Variable.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,421 ^a	,177	,174	2,174	1,952

a. Predictors: (Constant), Trust
b. Dependent Variable: Purchase Decision

In table 16, the summary model can be seen that the R square value shows a number of 0.177.

Table 16: Anova Regression I Trust Variable.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	242,617	1	242,617	51,337	,000 ^b
	Residual	1124,783	238	4,726		
	Total	1367,400	239			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Trust

In table 17, ANOVA can be seen the value of F, which shows a number of 51.337.

Table 17: Regression Coefficients II Trust Variable.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,454	,637		25,816	,000
	Celebrity Endorser	,483	,067	,424	7,230	,000

a. Dependent Variable: Purchase Decision

In table 18, coefficients can be seen the value of Sig. which shows a number of 0.000.

The following are the results of the regression output of the two trust variables

Table 18: Model Summary Regression II Trust Variable.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,444 ^a	,197	,187	2,157	1,942

a. Predictors: (Constant), Trust*Shopee Loyalty Profile, Trust, Shopee Loyalty Profile
b. Dependent Variable: Purchase Decision

In table 19, the summary model can be seen that the R square value shows a number of 0.197.

Table 19: Anova Regression II Trust Variable.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	269,748	3	89,916	19,332	,000 ^b
	Residual	1097,652	236	4,651		
	Total	1367,400	239			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Trust*Shopee Loyalty Profile, Trust, Shopee Loyalty Profile

In table 20 ANOVA can be seen the value of F, which shows a number of 19.332.

Table 20: Second Regression Output Trust Variable.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	6,390	4,507		1,418	,158
	Trust	,427	,141	,495	3,017	,003
	Shopee Loyalty Profile	1,392	1,826	,498	,762	,447
	Trust*Shopee Loyalty Profile	-,032	,057	-,378	-,554	,580

a. Dependent Variable: Purchase Decision

In table 21, it can be seen that the constant value shows a number of 6.390 while the value of the confidence coefficient (X1) is 0.427. The coefficient value for the Shopee loyalty profile is 1.392 while the coefficient value for the trust* Shopee loyalty profile variable is -0.032 so that the regression test results obtain the following equation:

$$Y = 6,390 + 0,427 X1 + 1,392 Z - 0,032 X1Z + e \quad (4)$$

The comparison of R2 in the first regression is 0.177. At the same time, after the moderator variable, the value of R2 becomes 0.197, so it can be concluded that H4 is accepted. Namely, the Shopee loyalty profile strengthens the influence of trust on purchasing decisions on Shopee e-commerce.

In table 20 the second regression ANOVA is obtained F_{count} of 19.332 > F_{table} 3.033, which means that the variables of trust, Shopee loyalty profile, and trust*Shopee loyalty profile simultaneously affect purchasing decisions.

Table 21: Model Summary Regression I Variable Celebrity Endorser.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,424 ^a	,180	,177	2,170	1,885

a. Predictors: (Constant), Celebrity Endorser
b. Dependent Variable: Purchase Decision

In table 21, the summary model shows that the R square value shows a number of 0.180.

Table 22: Anova Regression I Variable Celebrity Endorser.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	246,250	1	246,250	52,274	,000 ^b
	Residual	1121,150	238	4,711		
	Total	1367,400	239			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Celebrity Endorser

In table 22, ANOVA can be seen the value of F, which shows a number of 52.274.

Table 23: Regression Coefficients II Variable *Celebrity Endorser*.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,454	,637		25,816	,000
	Celebrity Endorser	,483	,067	,424	7,230	,000

a. Dependent Variable: Purchase Decision

In table 23 coefficients, it can be seen that the Sig value shows a number of 0.000.

Here are the results of the second regression output of the celebrity endorser variables.

Table 24: Model Summary Regression II Variable *Celebrity Endorser*.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,480 ^a	,231	,221	2,111	1,878

a. Predictors: (Constant), CelebrityEndorser*Shopee Loyalty Profile, Celebrity Endorser, Shopee Loyalty Profile
b. Dependent Variable: Purchase Decision

In table 24, the summary model can be seen that the R square value shows a number of 0.231.

Table 25: ANOVA Regression II Variable *Celebrity Endorser*.

,753ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	315,597	3	105,199	23,604	,000 ^b
	Residual	1051,803	236	4,457		
	Total	1367,400	239			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), CelebrityEndorser*Shopee Loyalty Profile, Celebrity Endorser, Shopee Loyalty Profile

In table 25 ANOVA, it can be seen that the F value shows a number of 23,604.

Table 26: Celebrity Endorser Variable Second Regression Output.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	12,434	2,120		5,866	,000
	Celebrity Endorser	,754	,219	,662	3,440	,001
	Shopee Loyalty Profile	1,488	,771	,532	1,930	,055
	CelebrityEndorser *Shopee Loyalty Profile	-,094	,080	-,370	1,172	,243

a. Dependent Variable: Purchase Decision

In table 26, it can be seen that the constant value shows a number of 12.434 while the celebrity endorser coefficient value (X2) is 0.754. The coefficient value for the Shopee loyalty profile is 1.488, while the coefficient value for the celebrity endorser*Shopee loyalty profile variable is -0.094, so that the regression test results obtained the following equation

$$Y = 12,434 + 0,754 X2 + 1,488 Z - 0,094 X2Z + e \quad (5)$$

The comparison of R² in the first regression is 0.180, while after the moderator variable, the value of R² becomes 0.231, so it can be concluded that H5 is accepted. Namely, the Shopee loyalty profile strengthens the influence of celebrity endorsers on purchasing decisions on Shopee e-commerce.

In the second ANOVA regression table, F_{count} is 23,604 > F_{table} 3,033, which means that the celebrity endorser, Shopee loyalty profile, and celebrity endorser*Shopee loyalty profile variables simultaneously affect purchasing decisions.

3.7.9 Coefficient of Determination Test (Adjusted R²)

For purchase decisions with or without a moderator, the Shopee loyalty profile is an analysis of determination used to determine how much influence the independent variable has on the dependent variable. The correlation coefficient is multiplied by 100%, and the result is the coefficient of determination.

The results of testing the coefficient of determination of substructure 1 before moderation using SPSS Version 26 are as follows:

Table 27: Substructure I Coefficient Determination Test Results Before Moderation.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,526 ^a	,276	,270	2,043

a. Predictors: (Constant), Celebrity Endorser, Trust

Based on table 27, R Square shows the number 0.276, so:

$$r^2 \times 100\% = 0,276 \times 100\% = 27,6\% \quad (6)$$

R², known as the coefficient of determination, has a value of 0.276. This shows that the purchase decision (dependent variable) can be explained by trust and celebrity endorser (independent variable) by 27.6%. In contrast, the remaining 72.4 is explained by other factors not included in this study.

Table 28: Substructure Determination Coefficient 2 After Moderation.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.558 ^a	.311	.296	2,006

a. Predictors: (Constant), CelebrityEndorser*Shopee Loyalty Profile, Trust, Celebrity Endorser, Shopee Loyalty Profile, Trust*Shopee Loyalty Profile

Based on table 28, R Square shows the number 0.311, so:

$$r^2 \times 100\% = 0,311 \times 100\% = 31,1\% \quad (7)$$

This shows that after the moderating variable, namely Shopee Loyalty Profile R Square, it increased to 31.1%, which was previously 27.6%, so it can be concluded that the moderating variable can strengthen the relationship between the independent variable and the dependent variable. Likewise, with the value of Std. an error of the Estimate, which was previously 2,043, decreased to 2,006 since the moderating variable.

Discussion

- a) The Effect of Trust (X1) on Purchase Decisions (Y)
Based on the results of the partial test, the results of $t_{count} 7.165 > t_{table} 1.970$ as shown in table 13 so that it is stated that H1 is accepted, namely trust (X1) affects purchasing decisions (Y).
- b) The Effect of Celebrity Endorser (X2) on Purchase Decision
Judging from the results of the partial test, the results of $t_{count} 7,230 > t_{table} 1,970$ as shown in table 14, so it is stated that H2 is accepted, which means celebrity endorser (X2) affects purchasing decisions (Y).
- c) The Effect of Trust (X1) and Celebrity Endorser (X2) on Purchase Decisions (Y)
The F test is used to test the hypothesis that trust (X1) and celebrity endorser (X2) affect purchasing decisions (Y). celebrity endorser (X2) influences purchasing decisions (Y) on e-commerce Shopee.
- d) Shopee Loyalty Profile (Z) Strengthens the Effect of Trust (X1) on Purchase Decisions (Y)
To test the hypothesis, which states that the Shopee loyalty profile strengthens the influence of trust on purchasing decisions, a Moderated Regression Analysis (MRA) test is carried out.
- e) Shopee Loyalty Profile (Z) Strengthens the Effect of Celebrity Endorsers (X2) on Purchase Decisions (Y)
To test the hypothesis, which states that the Shopee loyalty profile strengthens the influence

of trust on purchasing decisions, a Moderated Regression Analysis (MRA) test is carried out.

4 CONCLUSION

Through Shopee loyalty profile (Z), this study intends to determine the impact of trust (X1) and celebrity endorser (X2) on purchasing decisions. This study used 240 respondents by distributing a google form questionnaire. Data were collected and tested using SPSS version 26 software so that the following conclusions can be drawn:

- a) Trust (X1) has an influence on purchasing decisions (Y) on Shopee e-commerce.
- b) Celebrity endorsers (X2) have an influence on purchasing decisions (Y) on Shopee e-commerce.
- c) Celebrity endorsers (X2) have an influence on purchasing decisions (Y) on Shopee e-commerce.
- d) Shopee loyalty profile (Z) strengthens the influence of trust (X1) on purchasing decisions (Y) in Shopee e-commerce.
- e) Shopee loyalty profile (Z) strengthens the influence of celebrity endorser (X2) on purchasing decisions (Y) in Shopee e-commerce.

5 SUGGESTION

5.1 Theoretical Suggestions

In this study, researchers used only two independent variables, trust and celebrity endorser, one moderating variable, namely Shopee loyalty profile, and one dependent variable, purchasing decisions. So that companies and readers get more mixed results and can inform what influences buying decisions on Shopee e-commerce.

5.2 Practical Suggestions

To improve purchasing decisions in the community, Shopee must maintain good trust, especially in assessing the statement with the lowest value: "Shopee provides a 100% original guarantee feature to consumers when buying products. -Receive the original item. Shopee must also make the buyer's warranty claim easier if the item received is proven not to be original.

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