The Influence of Celebrity Endorser, Brand Image and Service Quality on Purchase Decision in Tokopedia with Consumer Trust as Intervening Variables

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Keywords: Celebrity Endorser, Brand Image, Service Quality, Consumer Trust, Purchase Decision	*Abstract:* *Advantage required consumer trust, service quality, brand image and celebrity endorser to make purchasing decisions for a product. This study aims to determine the direct and indirect influence of celebrity endorsers, brand image and service quality on purchasing decisions at Tokopedia with consumer trust as intervening variables in the city of Surabaya. This study used purposive sampling and snowball sampling techniques with a total of 200 respondents. Data analysis in this study used path analysis using SPSS 22 and Sobel test. The results show that 1) celebrity endorser has a positive and significant effect on consumer trust & purchasing decisions 2) brand image has a significant positive effect on consumer trust and purchasing decisions 3) service quality has a significant positive effect on consumer trust and purchasing decisions 4) consumer trust has a significant positive effect on purchasing decisions 5) celebrity endorser has a significant positive effect on purchasing decisions through consumer trust 6) brand image has a significant positive effect on purchasing decisions through consumer trust 7) service quality has a significant positive effect on purchasing decisions through consumer trust. This study suggests that further research should reach a wider scope.*

Introduction

Technology is developing rapidly and free trade is increasingly growing competition in a very tight business. In this case the company is increasingly aggressive to compete and be creative so that the product remains in demand in the market. Companies are increasingly trying to increase sales and try to make customers satisfied with the results of their products. Seeing this phenomenon, it is clear that marketing is one of the most important things for the company so that the company can survive, develop and earn profits and maintain its existence when facing many competing companies (Dwita, 2012).

Tokopedia is one of the biggest Market Places in Indonesia. Of the several marketplaces, Tokopedia is one of the market places that dares to use BTS brand ambassadors from Korea as celebrity endorsers. By using BTS as a celebrity endorser, Tokopedia really hopes for increased consumer interest in visiting the Tokopedia site and using Tokopedia as a means of shopping. To market a product, marketers can lead consumer opinions with opinion leaders. By making BTS as Tokopedia's celebrity endorser, it is hoped that it can increase a positive image for the community at Tokopedia, because Tokopedia is required to compete with other e-commerce to create a very good image to develop its business so that the community and fans can trust it. Tokopedia was ranked first in the ranking of the most visitors in 2021 with revenue of 23 billion, however, Tokopedia on Top Brand Image was still in second place and was beaten by Shopee. In addition, purchasing decisions are influenced by several factors besides brand image and celebrity endorsers, one of which is quality service. Service quality is one of the things that can affect consumer loyalty (Dina & Sri, 2020). As quoted from the site mediakonsumen.com, there have been many complaints caused by the quality of service from Tokopedia. Some excerpts from consumers' complaints about the quality of Tokopedia services obtained in 2021 regarding the slow response to complaints from consumers "….we continue to complain to Tokopedia Care about this (Hendra, 2021). In terms of what has happened, the researcher intends to carry out research and preliminary observations conducted in the city of Surabaya, the researcher chose the city of Surabaya because the city of Surabaya is a very active consumer for online shopping and is ranked 2nd in Indonesia known through sources on Google Analytics.

Research Method

The approach used for this research is a quantitative descriptive explanatory approach.. This study has the aim of testing the hypothesis H1 : Celebrity endorser has a positive and significant effect on purchase decision, H2 : Brand image has a positive and significant effect on purchase decision, H3 : Service quality has a positive and significant effect on purchase decision, H4 : Celebrity endorser has a positive and significant effect on consumer trust, H5 : Brand image has a positive and significant effect on consumer trust, H6 : Service quality has a positive and significant effect on consumer trust,H7 : consumer trust has a positive and significant effect on purchase decisions ,H8 : Celebrity endorsers have an indirect effect on purchase decisions with consumer trust as an intervening variable, H9 : Brand image has an indirect effect on purchase decisions with consumer trust as an intervening variable, H10 :

Service quality has an indirect effect on purchase decisions with consumer trust as an intervening variable.
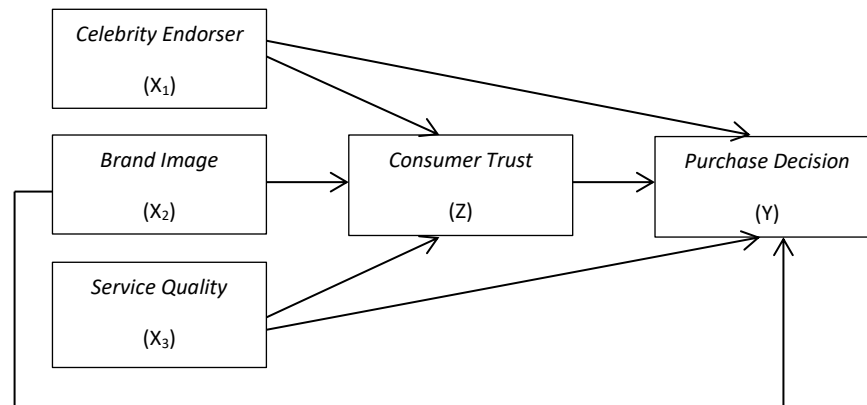

Figure.1. Research Design

For qualitative research, hypotheses formulation may not be necessary. Instead, the author who uses qualitative approach is requested to explain the theory in use to build research instrument and discuss the research results.

Result and Discussion
Classical Assumption Test
Normality Test

The normality test is used so that researchers can find out whether the regression model, the dependent variable, the independent variable or both have a normal distribution or not, in this case the regression analysis reveals that the distribution must be normal or close to normal. In essence, normality can be detected by looking at the residual histogram(Ghozali, 2011).

1. If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model meets the assumption of normality.
2. If the data spreads far from the diagonal or does not follow the direction of the diagonal line or the histogram line does not show a normal distribution pattern, then the regression model does not meet the normality assumption requirements.

The normality test in this study used the P-P Plot of Regression Standardized Residual graph which was processed using SPSS 22 by the researcher.

In figure 2 or the P-P plot above which explains that the normality test in the first regression with consumer trust as the dependent variable and celebrity endorser, brand image and service quality as independent variables shows that the pattern is normally distributed because the data spreads in the direction of the diagonal line.
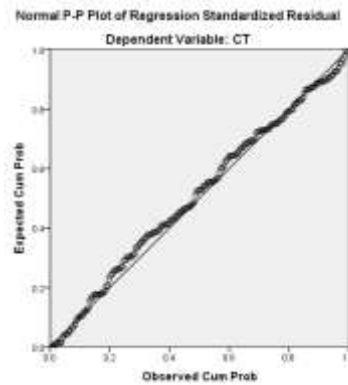
621

Figure. 2. Results of the Block I Model Normality Test
(Source: Data processed by SPSS 22, 2023)

It can be seen in Figure 3 or the P-P Plot image above which explains that the normality test in the second regression with purchase decision as the dependent variable and celebrity endorser, brand image, service quality and consumer trust as independent variables shows that the pattern is normally distributed because the data is spread follow the direction of the diagonal line.
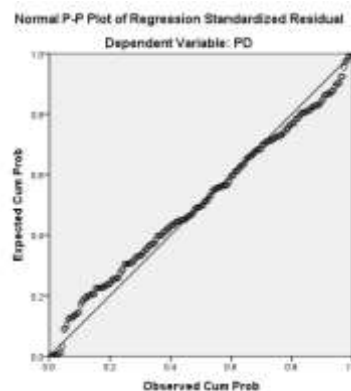

Figure. 3. Results of the Block II Model Normality Test
(Source: Data processed by SPSS 22, 2023)

Uji Multikolinearity

The multicollinearity test is used to see whether there are two or more independent variables that are linearly correlated. Or a good regression model should not arise a correlation between independent variables because it can reduce confidence in the significance test (Ghozali, 2011). To find there are symptoms of multicollinearity in the research model, it can be seen from the tolerance value or the variance inflation factor (VIF) value. The tolerance limit is > 0.1 and the VIF limit is <10.00, so that it can be concluded that multicollinearity does not occur.

Table 1 explains that the first multicollinearity test with consumer trust as the dependent variable and celebrity endorser, brand image and service quality as independent variables shows that there is no multicollinearity or there is no correlation between independent variables because VIF <10 and tolerance limit > 0.1.

622

Table 1.
Multicollinearity Test I
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-6.424	2.118		-3.034	.003		
CE	.529	.053	.533	9.931	.000	.657	1.523
BI	.308	.066	.244	4.680	.000	.698	1.433
SQ	.170	.039	.204	4.378	.000	.868	1.152

a. Dependent Variable: CT
(Source: Data processed by SPSS 22, 2023)

Table 2
Multicollinearity Test II
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1.105	2.880		-.384	.702		
CE	.209	.087	.201	2.407	.017	.437	2.289
BI	.201	.092	.152	2.180	.030	.628	1.593
SQ	.163	.054	.187	3.021	.003	.791	1.264
CT	.273	.095	.260	2.874	.005	.371	2.699

a. Dependent Variable: PD
(Source: Data processed by SPSS 22, 2023)

In table 2 which explains that the second multicollinearity test with purchase decision as the dependent variable and celebrity endorser, brand image, service quality and consumer trust as independent variables shows that there is no multicollinearity or no correlation occurs between independent variables because VIF <10 and the tolerance limit > 0.1.

Heteroscedasticity Test

The heteroscedasticity test is useful to find out whether there is a regression model that has dissimilarity in the residual variable from one observation to another. If the variable from the residual one observation to another observation remains, it is called homoscedasticity and if it is different it is called heteroscedasticity. Regression can be said to be good if there is no heteroscedasticity.
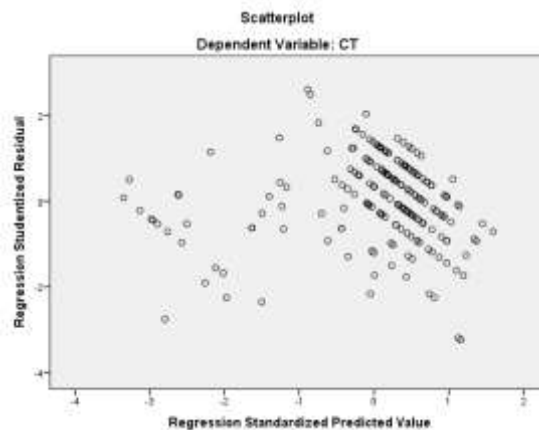
Figure. 4 Heteroscedasticity Test Results I
(Source: Data processed by SPSS 22, 2023)

In the scatterplot graphic image which shows the dots spread randomly from top to bottom and in the Glejzer test in table. 3 shows a significance value of> 0.05 or 5%, it can be concluded that the first heteroscedasticity test with consumer trust as the dependent variable and celebrity endorser, brand image and service quality as independent variables did not occur heteroscedasticity.
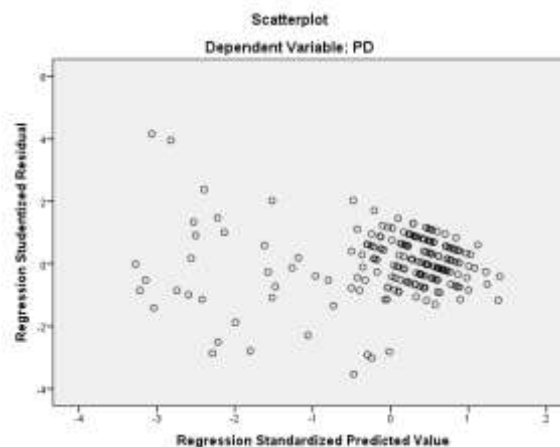

Figure 4 Heteroscedasticity Test Results II
(Source: Data processed by SPSS 22, 2023)

In the scatterplot graphic image which shows the dots spread randomly from top to bottom and in the Glejzer test in table. 4 above shows a significance value of > 0.05 or 5%, it can be concluded that the first heteroscedasticity test with purchase decision as the dependent variable and celebrity endorser, brand image, service quality and consumer trust as independent variables did not occur heteroscedasticity.

Hypothesis Test

T-test

The t test was carried out to see the correlation between the independent variables and the dependent variable. The benchmark for accepting the hypothesis is that Ho (zero hypothesis) is accepted and Ha is rejected if the significance value of the t test > 0.05, and vice versa if the significance value of the t test is <0.05 then Ho is rejected. Ha (alternative hypothesis) is accepted if the significance value <α value (0.05).

Table. 5.
t-test X variable to Z variable

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-6.424	2.118		-3.034	.003
	CE	.529	.053	.533	9.931	.000
	BI	.308	.066	.244	4.680	.000
	SQ	.170	.039	.204	4.378	.000

a. Dependent Variable: CT
(Source: Data processed SPSS 22, 2023)

In accordance with table 5 t test (partial) shows that the significant value of the influence of variable x or celebrity endorser variables, brand image and service quality on variable z or consumer trust is sig 0.000 > 0.05 and the calculated t value has t table 1.97 celebrity endorser variable (X1) 9.93 > 1.97, brand image (X2) 4.68 > 1.97 and service quality (X3) 4.38 > 1.97 then Ho is rejected and Ha is accepted, which means there is a direct influence There is a significant positive effect of variable X (celebrity endorser, brand image, service quality) on variable Z (consumer trust).

Table. 6
t-test variables X and Z to Y variable

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.105	2.880		-.384	.702
	CE	.209	.087	.201	2.407	.017
	BI	.201	.092	.152	2.180	.030
	SQ	.163	.054	.187	3.021	.003
	CT	.273	.095	.260	2.874	.005

a. Dependent Variable: PD
(Source: Data processed by SPSS 22, 2023)

The significant value of the influence of the variable x or the celebrity endorser variable, brand image and service quality as well as the z variable or consumer trust on the y variable or purchase decision is a sig value > 0.05 and the calculated t value which has t table 1.97 variable celebrity endorser (X1) 2.41 > 1.97, brand image (X2) 2.18 > 1.97, service quality (X3) 3.02 > 1.97 and consumer trust (Z) 2.87 > 1.97, then Ho is rejected and Ha is accepted, which means that there is a significant positive direct effect on the influence of variables X and Z (celebrity endorser, brand image, service quality and consumer trust) on variable Y (consumer trust).

f-test

Table. 7.
f-Test X variable to Z variable
ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1277.253	3	425.751	110.975	.000ᵇ
	Residual	751.942	196	3.836		
	Total	2029.195	199			

a. Dependent Variable: CT
b. Predictors: (Constant), SQ, BI, CE
(Source: Data processed by SPSS 22, 2023)

It can be concluded that the significant value of the influence of variable X (celebrity endorser, brand image and service quality) on variable Z (consumer trust) is sig 0.00 <0.05 and f count 110.97 > 2.65, this proves that Ho is rejected and Ha is accepted, which means that simultaneously there is a significant positive direct effect on variable X (celebrity endorser, brand image and service quality) on Z (consumer trust).

Table 8
f-Test variables X and Z to Y variable
ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	911.787	4	227.947	33.626	.000ᵇ
	Residual	1321.893	195	6.779		
	Total	2233.680	199			

1. Dependent Variable: PD
2. Predictors: (Constant), CT, SQ, BI, CE
(Source: Data processed by SPSS 22, 2023)

It can be concluded that the significance value of the influence of variable X (celebrity endorser, brand image and service quality) and variable Z (consumer trust) on variable Y (purchase decision) is sig 0.00 <0.05 and f count 33, 62 > 2.65, this proves that Ho is rejected and Ha is accepted, which means that simultaneously there is a significant positive direct effect on variable X (celebrity endorser, brand image and service quality) and variable Z (consumer trust) on Y (purchase decision).

Path Analysis

Path analysis is the development of multiple linear regression analysis. Path analysis is used in order to see direct and indirect effects on research variables. If according to Ghozali (2013) states that path analysis is useful for testing the effect of intervening. In this study, path analysis was used to examine the relationship between the variables x1 (celebrity endorser), x2 (brand image), x3 (service quality), y (purchase decision), and z (consumer trust).

Tabel. 9
***R square* X variable to Z variable**

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793[a]	.629	.624	1.95868

a. Predictors: (Constant), SQ, BI, CE

(Source: Data processed by SPSS 22, 2023)

Tabel 10.
***R square* variabel X dan Z terhadap Y**

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.639[a]	.408	.396	2.60364

a. Predictors: (Constant), CT, SQ, BI, CE

(Source: Data processed by SPSS 22, 2023)

$$\varepsilon_1 = \sqrt{(1 - R^2)} \qquad\qquad \varepsilon_2 = \sqrt{(1 - R^2)}$$
$$= \sqrt{(1 - 0{,}629)} \qquad\qquad = \sqrt{(1 - 0{,}408)}$$
$$= 0{,}609 \qquad\qquad = 0{,}769$$

In table 9, the R square is 0.629. The effect of error or ε_1 is a variable that cannot be identified (error) found at 0.609 which is the same as 60.9% where the information obtained in the calculation only describes the influence of celebrity endorser variables (X1), brand image (X2), service quality (X3) to the variable consumer trust (Z) of 39.1% and there is a remainder of 60.9% which can be influenced by other variables that have not been examined in this study.

Then, it can also be seen in table 10 the results of the R square of 0.408. The effect of error or ε_2 is a variable that cannot be identified (error) found at 0.769 which is the same as 76.9% where the information obtained in the calculation only describes the influence of celebrity endorser variables (X1), brand image (X2), service quality (X3) and consumer trust (Z) on the purchase decision variable (Z) of 23.1% and there is a remainder of 76.9% which can be influenced by other variables that have not been examined in this study.

Structural Equation I (Direct Influence of Celebrity Endorser, Brand Image and Service Quality on Consumer Trust))

Furthermore, path analysis on celebrity endorser variables, brand image and service quality which directly affect consumer trust in this study:
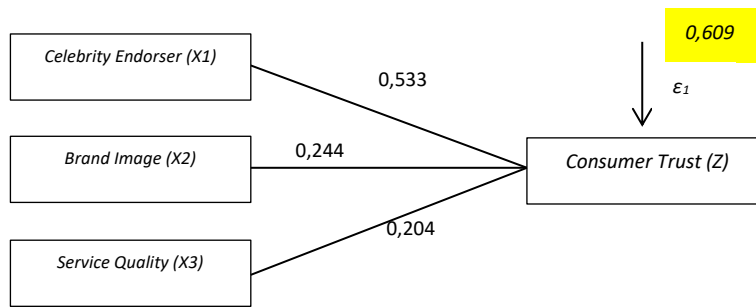
Figure. 6. Equation of sub structure I
(Source: Data processed by SPSS 22, 2023)

Structural Equation I:

$$Z = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e_1$$

$$Z = 0,533 + 0,244 + 0,204 + 0,609$$

The results of the structural equation analysis I can be explained:

a. The path coefficient of 0.533 is the X1 coefficient which means celebrity endorser or X1 can be interpreted by consumer trust of 0.533.

b. The path coefficient of 0.344 is the X2 coefficient which means brand image or X2 can be interpreted by consumer trust of 0.244.

c. The path coefficient of 0.304 is the X3 coefficient which means service quality or X3 can be interpreted by consumer trust of 0.204.

d. The effect of error or ε1 is a variable that cannot be identified (error) found at 0.609 which is the same as 60.9% where the information obtained in the calculation only describes the influence of celebrity endorser variables (X1), brand image (X2), service quality (X3) to the variable consumer trust (Z) of 39.1% and there is a remainder of 60.9% which can be influenced by other variables that have not been examined in this study.

Equation of Structure II (Direct Effect of Celebrity Endorser, Brand Image Service Quality and Consumer Trust on Purchase Decision)

Then path analysis on the celebrity endorser, brand image, service quality and consumer trust variables which directly influence the purchase decision in this study:
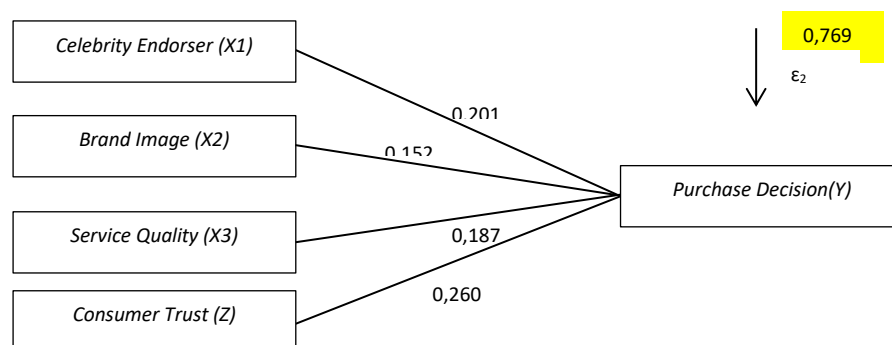

Figure 7. Equation of sub structure II
(Source: Data processed by SPSS 22, 2023)

It can be seen in Figure 7 above the structural equation II :

$Y = \beta_4 X_1 + \beta_5 X_2 + \beta_6 X_3 + \beta_7 Z + e_2$

$Y = 0{,}101 + 0{,}152 + 0{,}187 + 0{,}769$

The results of the structural equation analysis II can be explained:

a. The path coefficient of 0.101 is the coefficient of X1 which means celebrity endorser or X1 can be interpreted by a purchase decision of 0.101.

b. The path coefficient of 0.112 is the coefficient of X2 which means brand image or X2 can be interpreted by a purchase decision of 0.152.

c. The path coefficient of 0.107 is the coefficient of X3 which means service quality or X3 can be interpreted by a purchase decision of 0.187.

d. The effect of error (ε2) is a variable that cannot be identified (error) found at 0.769 which is the same as 76.9% where the information obtained in the calculation only describes the influence of celebrity endorser variables (X1), brand image (X2), service quality (X3) and consumer trust (Z) on the purchase decision variable (Z) of 23.1% and there is a remainder of 76.9% which can be influenced by other variables that have not been examined in this study.

Indirect Effect of Celebrity Endorser Variable (X1) on Purchase Decision (Y) Through Consumer Trust (Z)

The indirect effect of celebrity endorser (X1) on purchase decision (Y) through consumer trust (Z) is obtained by using the formula:

PTL $= (p_{zx1} \times p_{yz})$

Keterangan :

Explanation:

PTL $=$ Indirect Effect

p_{zx1} $=$ Effect of celebrity endorser (X1) on consumer trust (Z)

p_{yz} $=$ Effect of consumer trust (Z) on purchase decision (Y)

So :

PTL $= 0{,}533 \times 0{,}260$

$= 0{,}139$

Indirect Effect of Brand Image Variable (X2) on Purchase Decision (Y) Through Consumer Trust (Z)

The indirect effect of celebrity endorser (X2) on purchase decision (Y) through consumer trust (Z) is obtained by using the formula:

PTL $= (p_{zx2} \times p_{yz})$

Explanation:

PTL $=$ Indirect Effect

p_{zx2} $=$ Effect of *brand image* (X2) on *consumer trust* (Z)

p_{yz} $=$ Effect of *consumer trust* (Z) on *purchase decision* (Y)

So :

PTL $= 0{,}244 \times 0{,}260$

629

= 0,063

Indirect Effect of Service Quality Variable (X3) on Purchase Decision (Y) Through Consumer Trust (Z)

The indirect effect of celebrity endorser (X2) on purchase decision (Y) through consumer trust (Z) is obtained by using the formula:

PTL = $(p_{zx3} \times p_{yz})$

Keterangan :

Explanation:

PTL = Indirect Effect

p_{zx2} = Effect of *brand image* (X2) on *consumer trust* (Z)

p_{yz} = Effect of *consumer trust* (Z) on *purchase decision* (Y)

So :

PTL = 0,204 x 0,260

= 0,053

Hypothesis Test Results

1. **Uji H_1**

   The value of $t_{count} > t_{table}$ is obtained with a value of 2.41> 1.97 and also a sig value of 0.047> 0.05 where Ho is rejected and Ha is accepted and it can be concluded that there is a significant positive direct effect on the celebrity endorser variable (X1) on purchase decision (Y).

2. **Uji H_2**

   The value of $t_{count} > t_{table}$ is obtained with a value of 2.18 > 1.97 and also a sig value of 0.03 > 0.05 where Ho is rejected and Ha is accepted and it can be concluded that there is a significant positive direct effect on brand image variable (X2) on purchase decision (Y).

3. **Uji H_3**

   The value of $t_{count} > t_{table}$ is obtained with a value of 3.02 > 1.97 and also a sig value of 0.033 > 0.05 where Ho is rejected and Ha is accepted and it can be concluded that there is a significant positive direct effect on the service quality variable (X3) on purchase decision (Y).

4. **Uji H_4**

   The value of $t_{count} > t_{table}$ is obtained with a value of 9.93 > 1.97 and also a sig value of 0.00 > 0.05 where Ho is rejected and Ha is accepted and it can be concluded that there is a significant positive direct effect on the celebrity endorser variable (X1) on consumers trust (Z).

5. **Uji H_5**

   The value of tcount > ttable is obtained with a value of 4.68 > 1.97 and also a sig value of 0.00 > 0.05 where Ho is rejected and Ha is accepted and it can be concluded that there is a significant positive direct effect on the brand image variable (X2) on consumers trust (Z).

6. **Uji H$_6$**

   The value of tcount > ttable is obtained with a value of 4.37 > 1.97 and also a sig value of 0.00 > 0.05 where Ho is rejected and Ha is accepted and it can be concluded that there is a significant positive direct effect on service quality variable (X3) on consumers trust (Z).

7. **Uji H$_7$**

   The value of tcount > ttable is obtained with a value of 2.87 > 1.97 and also a sig value of 0.003 > 0.05 where Ho is rejected and Ha is accepted and it can be concluded that there is a significant positive direct effect on the consumer trust variable (Z) on purchase decision (Y).

8. **Uji H$_8$**

   The results of the Sobel test were greater than t$_{table}$ or 1.97 <3.54 and the value of the two tailed probability or p value was obtained at 0.05> 0.00. So it can be concluded that celebrity endorsers have a significant positive indirect effect on purchase decisions through consumer trust.
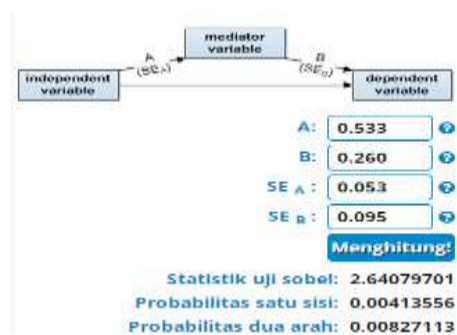

Figure 8 Sobel Test Results 1

9. **Uji H$_9$**

   The Sobel test results are greater than t$_{table}$ or 1.97 <2.199 and the two tailed probability or p value is obtained at 0.05> 0.02. So it can be concluded that brand image has a significant positive indirect effect on purchase decisions through consumer trust.
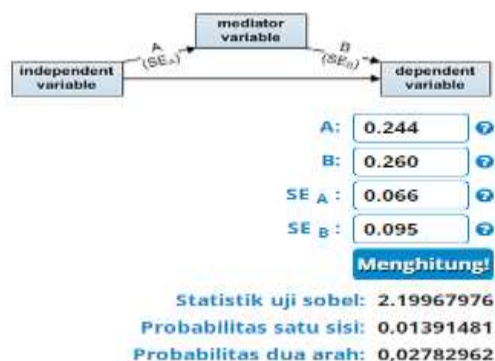

Figure 9 Sobel Test Results II

10. Uji H₁₀

The result of the sobel test is greater than ttable or 1.97 <2.42 and the value of two tailed probability or p value is obtained at 0.05> 0.01. So it can be concluded that service quality has a significant positive indirect effect on purchase decisions through consumer trust.
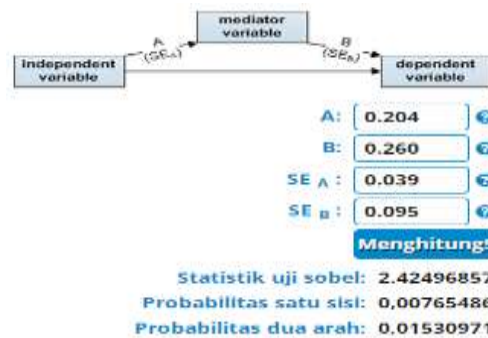

Figure 10 Test Results III

Relations Between Variables

It can be seen in Figure 11 explaining the empirical relationship between variables and calculating the influence between variables.
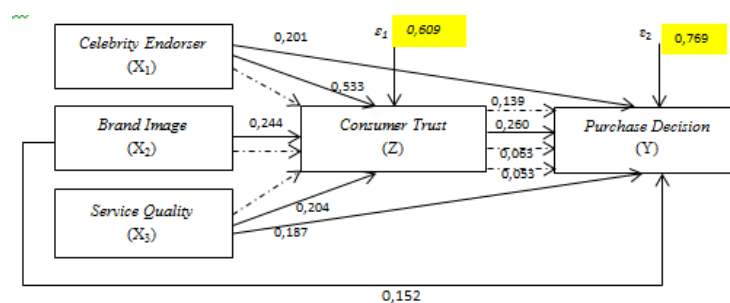

Figure 11 Relationship Diagram between Variables

Explanation :
X₁	= Celebrity Endorser	→	= Direct Effect
X₂	= Brand Image	---→	= Indirect Effect
X₃	= Quality Service	ε	= Error
Y	= Purchase Decision		
Z	= Consumer Trust		

Discussion

The Effect of Celebrity Endorsers on Purchase Decisions at Tokopedia Ecommerce

Celebrity endorsers have a positive and significant effect on purchase decisions on Tokpedia e-commerce. So this research is also supported by research from Dagma & Ali (2022) which states and proves that celebrity endorsers have a positive and significant effect on purchase decisions. So the better the celebrity endorser is at advertising the product, the better the purchase decision is for Tokopedia. This is in line with research from Natalia et al (2019), Afsheen & Samreen (2016) in his research which also states that the celebrity endorser variable directly has a significant positive effect on purchase decisions.

The Effect of *Brand Image* on *Purchase Decision* at *Ecommerce* Tokopedia

632

Brand image has a positive and significant effect on purchase decisions at Tokopedia e-commerce. So this research is also supported by research from Intan & Fanni (2019) which concludes that brand image has a significant positive effect on purchasing decisions. Therefore, having a good brand image can influence consumer purchasing decisions. This is in line with research from Fitriana et al (2019), Irfan et al (2021) which also states that brand image has a significant positive effect on purchasing decisions. The better the brand image or brand image of Tokopedia, the higher the purchasing decisions made by consumers.

The Effect of *Service Quality* on *Purchase Decision* at *Ecommerce* Tokopedia

Service quality has a positive and significant effect on purchase decisions at Tokopedia e-commerce. So this research is also supported by research from Roro et al, (2020) which states that service quality has a significant positive effect on purchasing decisions. Many companies compete in order to improve quality to meet the desires of its consumers. In order to be competitive, companies must have a very good marketing strategy by improving the quality of service to consumers so that consumers can decide to buy the product. From the explanation above, it can be seen that service quality is one of the factors that influence purchasing decisions. This is also in line with research from Fitra et al (2021), Amelia & Nur, (2022) which states that service quality has a positive and significant effect on purchase decisions or purchasing decisions.

The Effect of *Celebrity Endorser* on *Consumer Trust* at *Ecommerce* Tokopedia

Celebrity endorsers have a positive and significant effect on consumer trust or consumer trust in Tokopedia e-commerce. This research is also supported by research from Abetha et al (2020) which states that celebrity endorsers partially have a significant positive effect on consumer trust. Due to the existence of a celebrity endorser who conveys advertising messages well and convincingly, this can affect consumer trust. This is also in line with research from Lina & Nurlinda. (2022), Ratna et al (2022) which shows that celebrity endorsers have a significant positive effect on consumer trust/consumer trust.

Effect of *Brand Image* on *Consumer Trust* at *Ecommerce* Tokopedia

Brand image has a positive and significant effect on consumer trust or consumer trust in Tokopedia e-commerce. This research is also supported by research from Roro & Budi (2018) which states that brand image has a significant positive influence on consumer trust. Because brand image also has a big impact on consumer trust. Because if a product has a good brand image, consumer trust will increase. This is also in line with research from Lily & Syarief (2017), Yuni et al (2022) which states that brand image has a significant effect on consumer trust.

The Effect of *Service Quality* on *Consumer Trust* at *Ecommerce* Tokopedia

Service quality has a positive and significant effect on consumer trust or consumer trust in Tokopedia e-commerce. This research is also supported by research from Brian & Suryono (2018) which states that service quality has a significant positive effect on trust where when consumers believe in a product, consumers will seek further information from the product, as well as service quality can help company to achieve company target. This is also relevant to research from Ihsan & Ade (2019), Indah, et al (2022) which states that service quality has

a significant positive relationship with customer trust.

The Effect of *Consumer Trust* on *Purchase Decision* at *Ecommerce* Tokopedia

Consumer trust or consumer trust has a positive and significant effect on purchase decisions or purchasing decisions at Tokopedia e-commerce. So this research is also supported by research from Valerie et al (2021) which states that trust has a significant positive effect on purchasing decisions. This is because with high consumer confidence in a product, consumers will make purchases of a product, and vice versa. This is also in line with research from Chadafi & Munandar (2016), Brian (2018) which states that consumer trust has a positive and significant effect on purchasing decisions.

The Effect of Celebrity Endorsers on purchase decisions through consumer trust in e-commerce Tokopedia

The results of the celebrity endorser variable on consumer trust have a significant effect. Likewise with the consumer trust variable on the purchase decision, the test results of which have a significant effect. Then the path analysis shows a value of 0.139, which means that the celebrity endorser variable has an indirect influence on purchase decisions through consumer trust of 0.139. This can also be seen in the Sobel test where the test results have a significant positive effect where 2.64> 1.97 or the Sobel test is greater than ttable and the value of two tailed probability or p value is obtained at 0.05> 0.00, which means that From the explanation and results, the celebrity endorser on purchase decisions through consumer trust has a significant positive influence. This is in line with research from Denny et al, (2021) which concluded that consumer trust plays a significant role in mediating the influence of celebrity endorsers on purchasing decisions. This is also relevant to research from Ratna et al (2022) which states that consumer trust has a significant role in mediating the influence of celebrity endorsers on purchasing decisions.

Effect of Brand Image on Purchase Decisions Through Consumer Trust in Tokopedia E-commerce

The results of the brand image variable on consumer trust have a significant effect on consumer trust. Likewise with the consumer trust variable on the purchase decision, the test results of which have a significant effect. Then path analysis shows a value of 0.063, which means that the brand image variable has an indirect influence on purchase decisions through consumer trust of 0.063. This can also be seen in the Sobel test where the test results have a significant positive effect which is 2,199> 1.97 or the Sobel test is greater than ttable and the value of two tailed probability or p value is obtained at 0.05> 0.00, which means with explanation and these results, the brand image on purchase decision through consumer trust has a significant positive influence. This is in line with research from Yuni et al, (2022) which states that brand image has a significant positive effect on purchasing decisions through consumer trust. With good and good product branding, it will strengthen consumer confidence in these products and through high consumer confidence in these products, the greater the consumer will make purchasing decisions. This is also in line with research from Ratna et al, (2022) which states that indirectly Brand Image through trust has a significant influence on purchasing decisions.

The Influence of Service Quality on Purchase Decisions Through Consumer Trust in Tokopedia E-commerce

The results of the service quality variable on consumer trust have a significant effect on consumer trust. Likewise with the consumer trust variable on the purchase decision, the test results of which have a significant effect. Then path analysis shows a value of 0.053, which means that the brand image variable has an indirect influence on purchase decisions through consumer trust of 0.053. This can also be seen in the Sobel test where the test results have a significant positive effect which is 2,42> 1.97 or the Sobel test is greater than ttable and the value of two tailed probability or p value is obtained at 0.05> 0.00, which means with explanation and From these results, service quality on purchase decisions through consumer trust has a significant positive effect. This is in line with research from Brian, (2018) which states that service quality has an indirect effect on purchasing decisions mediated by customer trust. This is also in line with Dina & Sri (2020) which state that trust is able to mediate service quality on purchasing decisions.

Conclusion

Based on the results of the research that has been done regarding the influence of celebrity endorsers, brand image and service quality on purchase decisions through consumer trust in Tokopedia, it can be concluded that: 1) celebrity endorsers have a significant positive effect on purchase decisions 2) brand image on purchase decisions has a significant positive effect 3) service quality on purchase decision has a significant positive effect 4) celebrity endorser on consumer trust has a significant positive effect 5) brand image on consumer trust has a significant positive effect 6) service quality on consumer trust has a significant positive effect 7) consumer trust on purchase decision has a significant positive effect 8) celebrity endorser on purchase decision through consumer trust has a significant positive effect 9) brand image on purchase decision through consumer trust has a significant positive effect 10) service quality on purchase decision through consumer trust has a positive influence significant.

Based on the results of the research that has been done, the researcher submits suggestions which he hopes can help and benefit the company and other parties, as follows: a. for e-commerce (practical benefits): 1) In order for Tokopedia to improve the quality of service so that it is even better, such as being more responsive when responding to complaints from consumers 2) For some Tokopedia consumers who still feel dissatisfied with the service, the suggestion that can be given is for Tokopedia to improve the quality of service so that it is more even better, like being more responsive when responding to complaints from consumers. For future researchers (theoretical benefits): 1) Future researchers are expected to use respondents not only in one city in order to reach a wider demographic 2) Future researchers can use this research for the development of further research so that it is further refined or can add other variables and indicators.

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