



## Analysis of The Influence of Online Consumer Reviews, Seasonal Digital Advertising and Celebrity Endorsers on Repurchase Intention of E-Commerce Consumers

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### Abstract

This research aims to see whether there is an influence of advertising, celebrity endorsers, and online consumer reviews on repurchase intention. This research takes the population, namely e-commerce consumers, throughout Indonesia. The researcher used the nonprobability sampling method, which was purposive sampling. The research utilized a sample size of 100 individuals. The data gathering procedure involves the dissemination of surveys to individuals who have made purchases on many occasions and have been exposed to advertising materials. The researcher employed quantitative methodologies within an explanatory research framework in this study. This study utilizes the Statistical Product and Service Solution (SPSS) application to employ multiple linear regression analysis approaches. The research findings presented in this study are based on the application of the Multiple Linear Regression Analysis method to the collected data. The impact of advertising on the intention to repurchase is evident. The impact of celebrity endorsers on repurchase intentions is negligible. The impact of online consumer reviews on repurchase intentions is negligible. The impact of advertising, celebrity endorsements, and online consumer evaluations on repurchase intentions is significant.

**Keywords:** Advertising, Celebrity Endorser, Online Consumer Review, Repurchase Intention.

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### 1. Introduction

In today's digital era, obtaining information is easy using digital technology. In the economic sector, economic activities are also helped by the digital economy [1] [2]. E-commerce is one of the digital economy's activities. The growth trend of e-commerce continues to increase every year [3][4]. The contribution of e-commerce to Indonesia's GDP is estimated to be 2.5%. Tokopedia and Shopee still lead the e-commerce market in Indonesia. Not only are Tokopedia and Shopee competing to increase visitors and sales, but other e-commerce companies are also competing. Such as Lazada, Bukalapak, Orami, Blibli, Ralali, Zalora, JD ID, Bhinneka, and others. Lazada and Bukalapak compete in third and fourth place, respectively [5][6]. E-commerce continues to innovate to increase its visitors, one of which is creating Muslim service features [7]. This feature is Amanah E-commerce. E-commerce had increased to the first position of the marketplace in Indonesia [8]. In the following year, it was suspected that e-commerce could not compete, so it experienced a decline in next year [9][10]. Entering 2022, e-commerce experienced an increase of around 8 million visitors. This is due to limitations in conventional shopping mobility due to the COVID-19 pandemic, so people have switched to shopping through marketplaces [11]. Entering the COVID-19 pandemic, e-commerce recorded a doubling of product purchases [12]. E-commerce sales during the pandemic increased by around 25% compared to 2020 [13]. As a result, the increase in visitors during the COVID-19 pandemic era had an impact on e-commerce [14]. Furthermore, it is suspected that e-commerce will again be unable to compete [15]. So after the pandemic ended, e-commerce experienced a decline until now [16].

Based on data, within 2018, e-commerce experienced a double jump in transactions compared to 2018 due to the success of the campaign carried out in the month of Ramadan [17]. In 2020, e-commerce also held a campaign during the month of Ramadan [18]. This year, there has been an increase in orders, reaching three times compared to the previous year [19]. In 2022, there will also be a 100% increase in buyers during Ramadan. This year, e-commerce was successful in carrying out campaigns, resulting in an increase in buyers compared to the previous year [20]. Every month of Ramadan, e-commerce creates campaigns to increase sales during this moment because of the high sales interest during the month [21]. Not only are sales campaigns carried out, but during Ramadan,

they also carry out social activities by making donations to Dompot Dhuafa [21]. This social activity is also a form of branding for e-commerce. It can be seen based on the statement above that every year, e-commerce during the month of Ramadan continues to experience an increase in sales due to the campaign activities carried out [22][23]. But this increase in sales does not match general e-commerce data every year [24]. In April 2022, coinciding with the entry of the month of Ramadan, Amanah E-commerce was launched. Zaskia Adya Mecca, an Indonesian artist who is also the brand ambassador, promoted this launch [24]. Offers various collections for the needs of Muslims, from food and beverage products, health and care products, and fashion products, to payment services for Infaq and Zakat obligations [25]. Apart from that, proof of the halal certification of the Indonesian Ulama Council (MUI), which has been integrated with the website belonging to it, provides this feature [26]. During 2021, it has been recorded that there has been a growth of more than 100% in purchases of Muslim products on e-commerce [27]. This activity continues to increase, especially as people become more accustomed to shopping online in the current pandemic era, therefore introducing e-commerce ahead of Ramadan 2022 [28].

The e-commerce competition in Indonesia is very fierce. Entering 2022, e-commerce has a traffic share of 8%, with monthly visits reaching 28 million visitors [29]. E-commerce itself experienced a decline from 2022 to 2023. In 2023, advertising was still issued with the same brand ambassador as in the previous advertisement [30]. Through a 30-second advertisement, it provides information about promotions provided by e-commerce, especially during the month of Ramadan [31]. The promotions given are bonuses of up to one million rupiah, products starting at four thousand rupiah, and free shipping throughout Indonesia [32]. The advertisement was broadcast for approximately one month on social media (Twitter, YouTube, Instagram) and television [33]. Despite a decrease in visitors from 2022 to 2023 of three million visitors, e-commerce continues to use advertising stars, which saw a decrease in visitors between those years [34][35]. Apart from that, reviews are a benchmark for consumers to use a product [36]. One factor in making transaction decisions can be seen through reviews of the shop or product to be purchased [37]. Currently, through digital services or e-commerce, you can view and write reviews regarding products or services that have been purchased or used [38]. The benefits of online reviews are that they are evaluation material, build consumer trust, and are a free promotional tool [39]. If the seller replies to a review response with a response containing information or promotions, then it is said that the customer's buying interest has decreased, and if the seller gives a sincere response such as thank you or an apology, then there is a possibility of repeat buying interest in the future [40]. Therefore, reviews can be a factor in consumer repeat purchases [41]. To become an e-commerce seller, you need to filter. So you don't just have to register until you finally become a merchant to activate the shop; the data needed to become a seller itself is an ID card for individual sellers, a business license, and an NIB for companies [42]. If you have provided data, it still takes 2x24 hours to verify the data, so it is a process that is not easy. Therefore, the seller is a representation of e-commerce itself, or the reviews provided to the seller reflect e-commerce [43]. Advertising refers to the act of providing compensation in exchange for the non-personal dissemination and endorsement of concepts, products, and services by a clearly defined promoter [44]. On the other hand, repurchase intention pertains to the inclination to engage in future transactions with a particular organization, taking into account the prevailing circumstances [45]. The impact of online advertising on consumer purchasing intent on the Tokopedia e-commerce platform is both favorable and substantial [46]. The correlation between advertising and repurchase interest in the context of the Shopee application exhibits a notable and favorable impact [47]. Therefore, if advertising effectively delivers relevant information, it can have an impact on the intention of repurchasing [48]. Celebrity endorsers refer to individuals who, due to their status as celebrities, engage in endorsement activities with the aim of leveraging their influence to stimulate consumer purchasing behavior and thereby enhance product sales [49]. In the context of consumer behavior, repurchase intentions refer to the inclination of individuals to engage in repeat purchases of services from a particular organization, with consideration given to the prevailing circumstances [50]. The utilization of celebrity endorsement exerts a favorable impact on the intention of repurchasing a product or service. The presence of celebrity endorsers exerts both a direct and indirect impact on customer purchasing intent [51]. Thus, if celebrity endorsers can influence consumer buying interest, then celebrity endorsers can influence repurchase intention [52]. Online customer reviews are a tool that buyers can use to read reviews of a company's goods or services from other clients [53]. Meanwhile, repurchase intentions are to repurchase services that are made taking into account the current situation from the same company [54]. Previous studies' findings indicate that repurchase intention is significantly influenced by online customer reviews. The notion that online customer reviews have a favorable and substantial impact on repurchase intentions in the Shopee marketplace is also supported by additional research [55]. Online customer reviews can therefore affect the desire to make another purchase if they offer review information that is pertinent to the circumstances at hand [56]. Any money made to an identified promoter for the non-personal presentation and marketing of concepts, products, and services is considered advertising [57]. One kind of marketing communication is advertising, which is the term for the communication strategies employed by marketers to contact consumers and deliver their messages. Marketing is something that many people are familiar with or discuss, and many people can easily access it [58]. For companies that are just making goods or services, advertising has a very important role in showing them to the wider public [59].

Advertising targets are communication tasks and achievement targets that must be achieved within a certain time period. The purpose of advertising is grouped according to whether the aim is to provide information, confirm, think, or strengthen [60]. Advertising that serves to raise brand recognition and provide information about new products and features of current items is known as informative advertising. Persuasive advertising functions to create preferences, likes, and purchases of products and services. Reminder advertising serves to stimulate products and services repeatedly [61]. Reinforcing advertising serves as advertising that ensures that when consumers buy the product, it is the right choice. Advertising effectiveness is measured using the EPIC method developed by AC Nielsen, with an explanation of the dimensions and indicators as follows: Empathy is a condition that makes a person feel that he or she has the same thoughts or feelings as another person. Empathy includes consumer affection and cognition [61]. Persuasion: changes in behavior, attitudes, and beliefs that influence communication in advertising. Impact shows that a product can stand out more compared to other brands that are still in the same category, and this promotion can attract consumers to the message conveyed. The results of advertising are related to the product knowledge that consumers have, and the product becomes a choice in the process [62]. Communication means conveying messages to consumers to help them remember the main message of the advertisement and the impression left on them.

## **2. Research Methods**

Population is something researchers determine to draw and understand conclusions from; there is a general area in which there are subjects and objects of research, and each area has different characteristics and qualities. This research takes the population, namely consumers, throughout Indonesia. The researcher used the nonprobability sampling method, which was purposive sampling. In this research, the first stage of sampling is distributing questionnaires, and the next stage is determining if the respondent is suitable for the data source with various considerations. The sample used for this research was 100 people. The considerations used by researchers are consumers who have purchased the product twice and have seen the advertisement. Customers who have shopped more than twice and viewed commercials are given surveys as part of the data collection process. In addition to questionnaires, additional data sources such as expert theories, books, or journals are required to support data collecting. The reviewer employed quantitative techniques and an explanatory research strategy in this study. The Statistical Product and Service Solution (SPSS) software is used in this study to apply multiple linear regression analysis methods. A Likert scale is also used in this study to facilitate the evaluation of the data by the researchers.

## **3. Results and Discussion**

A t-table of 1,98 and a t-count of 9,1 were derived from the SPSS calculation results. Therefore,  $H_a$  is accepted while  $H_o$  is denied. This indicates that repurchase intention and advertising variables are influenced. Advertising's impact on repurchase intention is 0.8, or 80%, of the total, with other factors accounting for the remaining 20%. Next, contrast the significant number's (sig) magnitude with a 0.05 significance level.  $H_a$  is approved based on the computation of the significance figure of  $0.000 < 0.05$ . This indicates that there is a relationship between advertising and the intention to repurchase. With a t-count of  $-0.62 < t$  table 1.98 determined from the computation results,  $H_o$  was approved while  $H_a$  was refused. This indicates that the celebrity endorser variable and repurchase intention are unaffected. Celebrity endorsers have a -0.050-magnitude impact on repurchase intention.  $H_o$  is approved based on the computation of the significance figure of  $0.5 > 0.05$ . This indicates that there is no correlation between the intention to repurchase and celebrity endorsers. Given that  $0.6 < t$  table 1.984, the estimated t number indicates that  $H_o$  is accepted and  $H_a$  is refused. This indicates that there is no relationship between the repurchase intention variable and the online customer review variable. Online customer reviews have a 0.05 magnitude of influence on repurchase intention.  $H_o$  is approved based on the computation of the significance figure of  $0.5 > 0.05$ . This indicates that there is no relationship between the intention to repurchase and online customer reviews. 0.6 is the adjusted R-squared value. This indicates that repurchase intention is impacted by advertising, celebrity endorsers, and online customer evaluations to the tune of 60%, with other factors accounting for the remaining 40%. Put differently, sixty percent of the variables influencing repurchase intention are related to advertising, celebrity endorsers, and online consumer reviews; the remaining forty percent are caused by factors not included in this model.

The research results show that advertising has an effect on repurchase intention. This implies that one of the factors in advertising determines repurchase intention. This statement is in accordance with previous research, which shows that advertising has an effect on repurchase intention. Repurchase intention is positively correlated with advertising, meaning that increased advertising corresponds to higher repurchase intention. Conversely, lower repurchase intention results from negative coefficients. This study shows that advertising affects repurchase intention by using measures including communication, empathy, persuasion, and effect. Using these indications, it is evident that e-commerce adverts contain information and advertising messages that impact the intention to repurchase. The act of advertising itself is something that many people are familiar with or can readily access. Repurchase intentions may therefore be impacted by educational advertising that spreads knowledge about new

features and raises brand awareness. The findings of the study indicate that repurchase intentions are not directly impacted by celebrity endorsers. This claim does not support earlier research. This study, however, supports earlier studies that found no relationship between celebrity endorsers and repurchase intention. This means that in this research, the celebrity endorser chosen has not contributed optimally to customers repurchase intention because, basically, consumers make repurchases not looking at the artist used but at the advertising message conveyed. Increasing repurchase intention for a product or service, one of which is through celebrity endorsers. Where the celebrity endorser is expected to increase repurchase intention. However, in this research, the celebrity endorsers chosen did not contribute maximally to repurchase intention directly to their customers.

The study's findings suggest that repurchase intention is not directly impacted by online customer reviews. This claim does not support earlier research. That being said, the present study is consistent with other research indicating that repurchase intentions are not significantly impacted by online consumer reviews. This indicates that the repurchase intentions of buyers are not influenced by online consumer reviews seen in e-commerce, according to this research. Online customer reviews are comments left by other users. According to this study, the propensity to repurchase is unaffected by online customer reviews. This is feasible as product reviews do not determine a buyer's decision. Thus, the propensity to repurchase is not influenced by internet customer reviews. The corrected R square results of this study indicate that repurchase intention is influenced by advertising, celebrity endorsers, and online consumer evaluations by 60%. The remaining 40% is explained by other variables.

Based on the results of respondents' responses regarding repurchase intention, it shows that on average, 37% of respondents strongly agreed. Of the 7 statement items that received the most positive responses from respondents, statement number 7 strongly agreed with 56%, where the meaning of this statement is to describe the behavior of someone who likes to look for positive information related to the product, they are interested in. This means that respondents agree that they always look for information that supports the desired product. Regarding advertising, it shows that overall, 37% of respondents strongly agree. This means that the underlying factor in consumers' interest in shopping again is attractive advertising. In particular, it is related to the content of advertisements, which provide information about promotions and discounts on products that consumers need without being based on who the celebrity endorser is starring in the advertisement. Regarding celebrity endorsers, it shows that overall, 52% of respondents strongly agree. Of the 9 statement items that received the most positive responses, statement number 5 received the most strongly agree answer of 61%. The meaning of this statement is the attractiveness of advertising stars that are suitable for e-commerce. This means that respondents agree regarding liking the physical appearance of advertising stars. Regarding online consumer reviews, it shows that overall, 53% of respondents strongly agree. Of the 15 statement items that received the most positive responses, statement number 1 received a strongly agree answer of 61%. The purpose of this statement is that the reviewer can be trusted to provide information related to the product purchased. This means that respondents agree that a high review rating indicates that the product is credible.

#### **4. Conclusion**

The following study findings were attained as a consequence of testing research using the Multiple Linear Regression Analysis method: Repurchase intention is influenced by advertising. Repurchase intentions are not influenced by celebrity endorsers. Repurchase intentions are not influenced by online customer reviews. Online customer reviews, advertising, and celebrity endorsers all affect the likelihood of a repeat purchase. In light of the study's findings, the following recommendations can be made: It is anticipated that e-commerce will continue to produce appealing advertising content to draw in customers who typically enjoy sales or discounts during holidays like Eid, Christmas, New Year's, etc., particularly on social media platforms like Facebook, Instagram, Twitter, YouTube, and TikTok. These users comprise the majority of Indonesia's millennial and Gen Z demographic, and they use the internet for three to seven hours a day on average. Apart from that, the celebrity endorser or advertising star used is not the main factor for consumers in purchasing products. When selecting a celebrity endorser, you can pay attention to the e-commerce market segment. Gen Z and millennials favor e-commerce, so picking the right celebrity endorser is crucial. Through the review feature, we have provided a feature so that sellers can reply to reviews from customers. Apart from that, it is hoped that, if possible, we can develop the review feature by providing a direct warning system to sellers if they receive unsatisfactory reviews. For example, if the system in Gojek gets a rating below 4, the system driver will receive a warning and be suspended. This can also be used in e-commerce; if a seller gets a bad review, the seller will get a warning through the system. In this study, researchers only analyzed advertising, celebrity endorsers, and online consumer reviews on repurchase intention. Therefore, further research can be discussed regarding variables that are appropriate to the phenomena found. Further research is also expected to develop research methods such as path analysis, SEM, factor analysis, and other analysis techniques. Furthermore, it is recommended that future research be more focused on consumer phenomena in the marketplace during the month of Ramadan.

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