ONLINE BUYING INTENTIONS OF *SHOPEE* CONSUMERS: THE INFLUENCE OF CELEBRITY ENDORSEMENT, SOCIAL MEDIA MARKETING, AND BRAND IMAGE

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Abstract: The development of increasingly modern technology has impacted human civilization and changed consumer behavior related to online shopping intentions. Online shopping applications change consumer behavior from consensually purchasing products to digitally downloading them. Technology in the economic field is designed to make it easier for potential consumers to shop online, which is considered more effective and efficient during the COVID-19 pandemic. This study aimed to analyze celebrity endorsements, social media marketing, and the brand image of online shopping intentions of *Shopee* consumers. This study focuses on potential *Shopee* users aged 18–65 using non-probability sampling. Data were collected using online questionnaires and analyzed using the multiple linear regression method. The study's results showed that celebrity endorsement and social media marketing had an insignificant influence on the online buying intentions of *Shopee* consumers ($p = 0.018$ and $p = 0.000$). Meanwhile, the brand image does not significantly influence the online buying intentions of *Shopee* consumers ($p = 0.085$). Companies must develop promotional strategies with up-to-date product and service performance upgrades to increase online purchase intentions.

Keywords: Celebrity endorsement, social media marketing, brand image, online purchase intention.

Abstrak: *Perkembangan teknologi yang semakin modern memberikan dampak bagi peradaban manusia dan merubah perilaku konsumen terkait dengan niat beli online. Aplikasi belanja online mengubah perilaku konsumen dari pembelian produk secara konsenvisonal menjadi digital. Teknologi di bidang ekonomi, dirancang untuk memudahkan calon konsumen dalam berbelanja secara online yang dinilai lebih efektif dan efisien pada saat masa pandemi COVID-19. Tujuan dilaksanakan penelitian ini untuk menganalisis celebrity endorsement, pemasaran media sosial, dan citra merek terhadap niat beli online pada konsumen Shopee. Penelitian ini berfokus pada calon pengguna Shopee dengan usia 18-65 tahun menggunakan non probability sampling. Data dikumpulkan dengan kuesioner online, dan dianalisis dengan metode regresi linear berganda. Hasil penelitian diperoleh celebrity endorsement dan pemasaran media sosial berpengaruh signifikan terhadap niat beli online pada konsumen Shopee (p= 0,018 dan p=0.000). Sedangkan, citra merek tidak memiliki pengaruh signifikan terhadap niat beli online pada konsumen Shopee (p=0.085). Perusahaan perlu mengembangkan strategi promosi dengan up to date dan upgrade performa layanan untuk meningkatkan niat beli online.*

Kata kunci: *Celebrity endorsement; social media marketing; brand image; niat beli online.*

INTRODUCTION

The development of technology and digital intelligence that is becoming increasingly advanced can bring new opportunities for marketers to market products to increase consumers' purchase intentions (Auliarahman & Sumadi, 2020). However, it is undeniable that conditions during the COVID-19 pandemic significantly affected consumer behavior related to purchasing intentions for a product or service. The use of social media platforms with live streaming features for shopping media is one of the trends in online shopping behavior during the COVID-19 pandemic. Video technology is believed to be able to match consumers' expectations to shop online while still being able to observe the diversity of items or services supplied by digital video, indicating that the

public has a greater intent to purchase digitally promoted things online (Auliarahman & Sumadi, 2020; Y. I. Putri, Pradana, Utami, Nugraha, & Karnovi, 2021; Simbolon, Nurcholifa, & Safarina, 2022).

Roshan & Sudiksa (2019) said the product or service affects consumers' purchasing tendencies. Consumers will behave differently based on their ability to use or select items or services. Based on this, consumers will seek information or inform others about their product or service experience. It will also increase purchase intentions (Pentury, Sugianto, & Remiasa, 2019). The tendency of consumers to buy online is their intention to buy online. Intention to purchase online is the propensity of customers to purchase online (Dreifaldt & Drennan, 2019). Customer purchase intent is a consumer behavior that occurs when consumers are inspired or driven by other

variables and make purchase decisions based on their attributes and decision-making process. The intention to buy online is the tendency of consumers to buy online (Lindh, Rovira Nordman, Melén Hånell, Safari, & Hadjikhani, 2020). Celebrity endorsements, social media marketing, and brand image influence online buying intent.

Celebrity endorsements can increase buyers' purchase intentions. Celebrity endorsements are thought to promote internet shopping intentions during the COVID-19 pandemic, as consumers are reluctant to buy goods directly from stores. Celebrity endorsers are famous people who use their fame to influence consumers by promoting a product or service by appearing with them (Darmawan & Iriani, 2021). Celebrity endorsements use artists as advertising stars in print, social media, and television (Sarah, Rachman, & Febrianti, 2019). Celebrity endorsements attract viewers and promote product awareness (Mubarok, 2016). Celebrity endorsements convey the notion that consumers are selective and gain status by using celebrity products. Celebrity endorsements affect customer brand sentiment. Customers consider brand endorsers more reputable and can change their perspective on supported brands, increasing online purchase intentions (Darmawan & Iriani, 2021). Celebrity endorsements promote online shopping brands. Celebrity support affects online buying intentions (Herjanto, Adiwijaya, Wijaya, & Semuel, 2020; Roshan & Sudiksa, 2019). This study's use of product-related celebrity endorsements had little effect on respondents' ability to build purchase intent on the products offered (Sarah et al., 2019).

Social media marketing of goods and services uses social media to build relationships, communities, transactions, and exchange information with consumers and potential consumers, especially during a pandemic when many people are more interested in shopping online (Putra & Aristana, 2020). According to Damayanti, Chan, & Barkah (2021), successful entrepreneurs utilize social media marketing to join the online consumer network. Social media marketing is also used as a form of marketing, either directly or indirectly, to increase knowledge, recognition, and action regarding a brand, business, product, person, or other entity through the usage of social web technologies. Social media marketing uses social media to develop relationships, communities, and transactions and share information with consumers and potential consumers (Putra & Aristana, 2020). Marketing using social media can influence customers' interests, intentions, and purchases. Customers like renowned brands and products. Social media marketing is utilized by businesses to increase online

purchase intent. Social media marketing influences online purchasing intentions positively (Juliyansi & Suryawardani, 2019). Unlike Putra & Aristana's (2020), Social media marketing does not affect the intention to buy online. This is because the object of research is an educational institution. To improve purchase intent, social media marketing must persuade the audience of the excellence of the educational institution and production activities based on behaviors protecting the environment and prioritizing environmental sustainability (Mertha Adnyana & Sudaryati, 2022).

Online promotion efforts affect the brand image. Companies must build a brand image during a pandemic so that customers can recognize it. A good brand image can help build a strong brand. According to Damayanti et al. (2021), A good image adds value to a product or service, which increases consumers' purchase intentions. In addition, consumer perception of a strong brand image affects sales. High-brand image shopping service providers have superior quality and value, and consumers are more likely to buy from them online. A brand image is a group of businesses that come to mind when thinking about a brand. Brand image is the understanding and trust of consumers (Resmawa, 2017). Brand image can affect online purchases. Purchase intent increases proportionally with the profitability of a brand's image (Darmawan & Iriani, 2021). Brand image affects online buying intentions, according to (Megayani & Marlina, 2019; M. S. Rahman, Abdel Fattah, Hussain, & Hossain, 2021; Resmawa, 2017; Roshan & Sudiksa, 2019). Darmawan & Iriani (2021) found that brand image does not affect the intention to buy on the internet. Since the subject of the study is a new company, its brand image does not affect consumers' purchase intentions.

Research conducted by Lay-Yee, Kok-Siew, & Yin-Fah (2013) states that the brand of a product or service that is considered quite well-known has the most significant influence on purchase intentions. Furthermore, Vidyanata, Sunaryo, & Hadiwidjojo (2018) research showed a significant influence of product or service brands on consumers' purchasing intentions. Based on this, this study reviews the impact of the COVID-19 pandemic on changes in shopping behavior from conventional to digital, which began to be popular during the pandemic through the *Shopee* online shopping platform. The selection of the *Shopee* platform as the subject of this study is because this platform has become the most popular online shopping place in 2019. The *Shopee* platform report states that there is an increase of 17% (25 million) of users who have used *Shopee*. Furthermore, launching from *App*

Annie and *yoursay.suara.com*, the *Shopee* platform is the most popular marketplace in Indonesia and the most downloaded in Southeast Asia. A report by the Ministry of Communication and Informatics of the Republic of Indonesia shows that *Shopee's* e-commerce service has become the center of consumers' attention during the pandemic because *Shopee* experienced an increase in sales transactions in Q2-2020 by 130% compared to the same period last year. The purpose of this study was to analyze the influence of celebrity endorsements, social media marketing, and brand image on the online buying intentions of *Shopee* consumers. The results will be used as a guide for developing and improving the quality of online product marketing, it is hoped.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Celebrity Endorsement of Online Buying Intentions

A celebrity endorsement is an artist's effort as an advertising star in several media, such as print media, social media, and television media. (Sarah et al., 2019). A celebrity endorser is a well-known individual who utilizes his or her fame to promote a product by appearing in advertising (Darmawan & Iriani, 2021). Celebrity endorsements are used to get people's attention and are thought to help spread the word about a product (Mubarok, 2016). Celebrity endorsements help a brand's product or service and can influence online purchase intentions toward that brand. Business owners can use the celebrity attraction to increase online purchase intentions toward a product or service. Consumers consider that endorsers of a more credible brand can influence online purchase intentions towards supported brands to be more positive. Online purchase intentions toward brands are positively influenced by celebrity endorsements (Darmawan & Iriani, 2021). The effectiveness of a message delivered by an endorsement will depend on how the customer perceives the endorser's beauty, expertise, and credibility. More knowledgeable celebs proved to be more persuasive and increased purchase intent (Vidyanata et al., 2018). The hypotheses formulated in this study are:

H_1: *Celebrity endorsements* have a significant effect on online buying intentions.

Social Media Marketing towards Online Buying Intentions

Social media marketing is a marketing approach that uses social media to develop relationships, communities, transactions, and information sharing with consumers and potential consumers (Putra &

Aristana, 2020). Social media marketing is an online activity and program aimed to engage customers or prospects and raise awareness, boost brand image, or acquire direct or indirect product or service sales (Juliyansi & Suryawardani, 2019). Social media marketing is a new set of communication and collaboration tools that enables numerous interactions that were before inaccessible to the general public (Damayanti et al., 2021). Promotional strategies can provide positive benefits for companies in the form of an increased awareness from consumers of a brand. With so many choices from social media platforms, promotions carried out through these means will also support increasing online purchase intentions. The purchase intention or purchase intention of a consumer can be influenced by social media marketing of the product or service (Priatni, Hutriana, & Hindarwati, 2020). Social media advertising can assist businesses in achieving a variety of marketing objectives, including generating customer awareness, enhancing customer knowledge, molding customer views, and motivating people to acquire products so as to influence online purchase intentions (Alalwan, 2018). The hypotheses formulated in this study are:

H_2: Social media marketing has a significant effect on online buying intentions.

Brand Image of Online Buying Intentions

Brand image is a part of a recognized but unspoken brand, such as emblems, designs on letters, or unique colors/customer perceptions of a product/service represented by a brand (Darmawan & Iriani, 2021). Consumer knowledge and trust in the brand comprise brand image (Resmawa, 2017). The more preferred the brand image, the greater the customer's purchase intention for the product or service offered (Darmawan & Iriani, 2021). This company's brand image can make people more likely to buy from them and buy from the online shopping service provider again and again (Putri & Dewi, 2021). When a business has a positive image, people tend to be loyal, and the business is viewed as trustworthy. A firm or business needs a brand or brand to ease the identification of products or services. Consumers may purchase things based on the brand they have the most significant interest in. This research says that brand image will positively and significantly affect consumers' buying intentions (Pentury et al., 2019). A positive brand image in a product impacts the intention to buy, which will also be higher. (Roshan & Sudiksa, 2019). Brand image characteristics should be a long-term objective and a driver of corporate success. As e-commerce continues to expand, online shops will face

increased competition. Customers can quickly compare websites and hunt for better and more affordable products (Rahman, 2020). The hypotheses formulated in this study are:

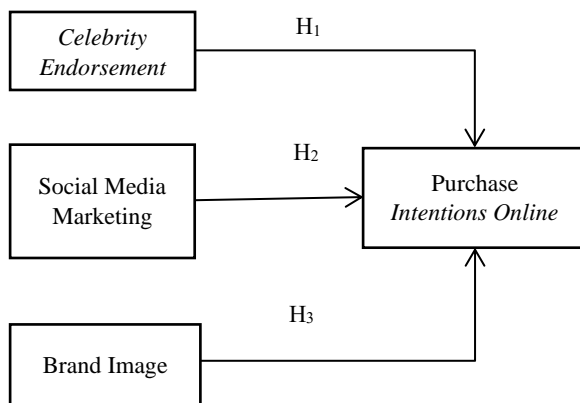H₃: Brand image has a significant effect on online buying intentions.

Figure 1. Research Model

RESEARCH METHOD

Quantitative research with a conclusive approach is used to test hypotheses between variables (Darwin et al., 2021). Data collection uses non-probability sampling techniques. Data from respondents was collected through an online questionnaire. The questionnaires were distributed online using Likert scale measurements with a range of 1 (strongly disagree) to 5 (strongly agree). The population in this study is an infinite population, which means that the number of populations studied is unknown by the inclusion criteria of all social media users using the characteristics of respondents aged 18–65 years, someone who has known Jackie Chan as a celebrity endorsement in e-commerce *Shopee*, male and female gender, but has never purchased on *Shopee*. Respondents who did not complete the online questionnaire and did not meet the criteria were eliminated from this study. The respondents were separated into two groups: 30 for assessing validity and reliability, and 200 for testing the variables under study. Multiple linear regression is used to analyze data.

RESULTS

The respondents in this study were social media users with an age range of 18–65 years, someone who already knew Jackie Chan as a celebrity endorsement

on *Shopee* e-commerce, both male and female, but had never purchased on *Shopee*, with a total of 200 respondents collected using an online questionnaire. The results showed that the majority of respondents were women (54.3%), aged between 18 and 25 years (66.1%), of private status (47%), and with incomes of less than Rp. 1,500,000. Based on the results of the distribution of questionnaires using Google forms obtained, the sociodemographic data of respondents are presented in Table 1 and the results of tests of validity and reliability are shown along with variable test items are presented in Table 2.

Table 1. Sociodemographic Data of Respondents

Variable	Category	f	Percentage (%)
Gender	Male	105	45,7
	Woman	125	54,3
Age	18–25 Years	152	66,1
	26-33 Years	50	21,7
	34-41 years	14	5
	42-49 Years	8	4
	50-57 Years	6	3,2
	58–65 Years	0	0
Work	Student	86	37,4
	Entrepreneurial	2	1
	Private	108	47
	Civil Servants	30	13
	Honorary	2	1
	Job Seekers	1	0,3
	Non-ASN Government Employees	1	0,3
Monthly Revenue	< IDR 1,500,000	66	28,7
	IDR 1,500,000–IDR 3,000,000	62	27
	IDR 3,000,000–IDR 4,500,000	63	27,4
	> IDR 4,500,000	39	17
Knowing the Shopee Application	Yes (proceed to the final stage)	230	100
	No (Thanks, end of the questionnaire)	0	0
Shopee App Users	Yes (proceed to the final stage)	30	13
	No (Thanks, end of the questionnaire)	200	87
Knowing Celebrity Jackie Chan	Yes (proceed to the final stage)	230	100
	No (Thanks, end of the questionnaire)	0	0

Source: Primary data processed by researchers (2022)

Table 2. Validity and Reliability Test Results

No	Variable	Statement Items	Correlated Item-Total	Cronbach Alpha
1	*Celebrity Endorsement*(X1)	I feel that Jackie Chan has the appeal of appearance in delivering product messages in *Shopee* advertisements	0,825	0,855
2		I feel that Jackie Chan is sincere in conveying the product message in *Shopee* ads	0,750	
3		I feel that Jackie Chan is a foreign artist who has high integrity in conveying product messages in *Shopee* advertisements	0.629	
4		I feel that Jackie Chan has the trust of an endorser that *Shopee* consumers feel	0,591	
5		I feel that Jackie Chan is an experienced person to support *Shopee*	0,850	
6		I feel that Jackie Chan has good expertise in supporting *Shopee*	0,884	
7	Social Media Marketing (X2)	I use Instagram social media as a more convenient *Shopee* marketing platform to browse products whenever I want	0,706	0,835
8		I can gather helpful information about the products/services (*Shopee*) I want through Instagram	0,690	
9		Comments by users of the Instagram Social Media site help in providing feedback on advertised products/services (*Shopee*)	0,369	
10		Instagram social media helped me find more products (*Shopee*) that I was not previously familiar with	0,621	
11		I can find a wide selection of products (*Shopee*) on one website through Instagram social media	0,557	
12		The product (*Shopee*) presented to me on the Instagram Social Media platform is tailored to my needs	0,700	
13		Product recommendations (*Shopee*) on the Social Media site Instagram make me feel like an important customer	0,667	
14		Exploring products (*Shopee*) through Instagram social media Websites is Fun	0,815	
15		Instagram social media provides a great platform to exchange information with my friends regarding products (*Shopee*)	0,833	
16	Brand Image (X3)	Compared to other products/brands, products/brands (*Shopee*) have high quality	0,688	0,672
17		Products/brands (*Shopee*) rich in history	0,835	
18		I can reliably predict how the product/brand will perform (*Shopee*)	0,820	
19		I think the *Shopee* brand is known on Instagram and social media	0,497	
20	Purchase Intention *Online* (Y)	I want to buy *Shopee* products that are promoted on ads on Instagram social media	0,784	0,640
21		I have a solid intention to buy *Shopee* products *online* in the future	0,713	
23		I am planning to buy *Shopee* products promoted on Instagram and social media	0,789	

Source: Primary data processed by researchers (2022)

In Table 2, we obtained the results of validity and reliability tests. Calculating the feasibility can be seen from the correlated value of the total item and Cronbach alpha on each statement made. Based on this study, the r table used is 0.361, assuming an error rate of 5%. If you calculate $> r_{table}$ and a positive value, it can be explained that the statement used for research can be said to be valid. The measurement item is declared valid based on the test results because $r_{counts} > r_{table}$ (0.361). Reliability testing in this study was

carried out on 30 people, the same as the validity test. The calculation result of each variable is said to be reliable if the value of *Cronbach's Alpha* > 0.60. The measurement items are also declared reliable because the value of *Cronbach's Alpha* is based on standardized items > 0.60. So, items can be used to measure how much celebrities, social media marketing, and brand image affect people's plans to buy.

In addition, numerous analytical tests were conducted by passing the steps of classical assumption tests, including tests for normalcy, multicholineritas, heteroskedasticity, and autocorrelation. Using a one-sample Kolmogorov Smirnov test with significant findings greater than 0.05, which is 0.200, this study's normality test determined that the residual is properly proportioned. In addition, a multicollinearity test was conducted in this study using VIF with a value of 10 or a tolerance value of 0.01; the results of each independent variable, namely celebrity endorsement, 1,158<10, social media marketing, 1,269<10, and brand image, 1,253<10, indicate that there is no multicollinearity between independent variables. This study's heteroskedasticity test did not identify the presence of heteroskedasticity, as indicated by the presence of residual equations in one observation period relative to another. The results of the autocorrelation test using a Durbin-Watson value of 2.003 with a total sample of $n = 200$, $\alpha = 0.05$, and the number of independent variables $X = 3$, then in the critical value dL = 1.7483 and dU = 1.7887. Based on the Durbin-Watson value of 2.003, more significant than the dL value of 1.7483 and more diminutive than dU (4-1.7887=2.211), it can be stated that there are no symptoms of autocorrelation. Furthermore, the coefficient of determination test showed an R-Square result of 31.8%; there was a structural relationship of the variables studied of 31.8%, and other variables caused the remaining 68.2%.

Multiple Linear Regression Test

Based on the multiple linear regression test results, a constant value of 1,551 was obtained, meaning that the online purchase intention of the *Shopee* application was influenced by celebrity endorsement, social media marketing, and brand image. The results of the study show that celebrity endorsements have a coefficient value of 0.091, which means that the more credible an endorser, the higher the intention to buy online on the *Shopee* application. The multiple linear regression test showed a coefficient value of 0.184, which means that the easier it is for consumers to build relationships, communities, transactions, and exchange information by utilizing social media, the higher the

intention to buy online on the *Shopee* application. Next, the brand image shows a value of 0.100, which can be interpreted as the more significant the knowledge and confidence of consumers towards the *Shopee* brand, the higher the intention to buy online on the *Shopee* application. Table 3 shows the results of the multiple linear regression test and the equation model for multiple linear regression.

Table 3. Multiple Linear Regression Test Results

			B (1,551)
Celebrity endorsement	→	Purchase Intentions Online	0,091
Social media marketing	→	Purchase Intentions Online	0,184
Brand image	→	Purchase Intentions Online	0,100

Source: Primary data processed by researchers (2022)

$Y = 1.551 + 0.091X1 + 0.184X2 + 0.100X3$ .... (1)

Y = Intention to Buy *Online*
X1 = *Celebrity endorsement* (X1)
X2 = Social media marketing (X2)
X3 = Brand image (X3)

Test Hypotheses with t-tests

The hypothesis employs a t-test and observation of significance values with a 95 percent confidence level (p<0.05) to assess the relationship between dependent and independent variables. According to the data, the difference between celebrity endorsement and online purchasing intent had a t-test value of 2.38 and a significance value of 0.018<0.05, indicating that celebrity endorsement has a substantial effect on online purchasing intents. With a t-test value of 6.54 and a significance value of 0.000 < 0.05, it can be concluded that social media marketing has a considerable impact on online purchasing intentions. With a t-test value of 1.73 and a significance value of 0.08 > 0.05 for the link between brand image and online purchase intention, it can be concluded that brand image has no significant effect on online purchase intention. The t-test results are provided in Table 4.

Table 4. Hypothesis Test Results

			T-test	Sig
Celebrity endorsement	→	Purchase Intentions Online	2,385	0,018
Social media marketing	→	Purchase Intentions Online	6,544	0,000
Brand image	→	Purchase Intentions Online	1,730	0,085

Source: Primary data processed by researchers (2022)

DISCUSSION

The Effect of Celebrity Endorsement on *Online* Buying Intentions

In the results of all the tests that have been carried out, researchers concluded that celebrity endorsement significantly influences online buying intentions. The credibility of an endorser can influence increasing the online purchase intentions of potential consumers, especially an endorser who is believed to have pretty good appeal. The results of this study support previous research that found celebrity endorsements significantly influence online buying intentions (Herjanto et al., 2020; Roshan & Sudiksa, 2019). The data results are attributed to the data users who intend to shop online on the *Shopee* application, namely women with an age range of 18–25 years who have private status and are relatively high internet technology users. Most of them feel that an endorser who has attractiveness, honesty, high integrity, trust, experience, and expertise in supporting a brand will be able to cause online buying intentions in potential consumers because there is an assumption that a celebrity endorsement is a tool in helping to produce a brand so that potential consumers better know it. Support from the existence of a well-known endorser can foster online buying intentions on the *Shopee* online shopping application (Y. I. Putri et al., 2021).

The Effect of Social Media Marketing on *Online* Buying Intentions

This study's findings reflect prior research on social media marketing, which has influenced online purchasing intentions (Juliyansi & Suryawardani, 2019). From the data results, respondents who have the intention to buy online on the *Shopee* application are women aged 18–25 years with private status, which in reality means a woman tends to pay more attention to social media marketing and details in seeing an advertisement or product marketing by the application. The availability of information and convenience are important considerations that can affect online buying intentions. Most potential customers prefer online shopping applications with a large selection of products and present advertisements and product recommendations tailored to the needs of potential customers, making them feel like important customers. In addition, in the marketing strategy on Instagram social media, *Shopee* always provides information related to the products offered, starting from product type descriptions, prices, and links to the *Shopee* application to facilitate transactions for potential consumers. Social media marketing through Instagram is an excellent platform to exchange information with others. This makes it easier for consumers to share information related to a product offered and makes them feel happy exploring products through the platform (Simbolon et al., 2022). So it can be stated that the better the social media marketing of an online shopping application, the more it will increase the intention to buy online on the application. The respondent's answer states that they have the intention to buy online on the *Shopee* application because it provides a large selection of products or services and provides convenience for potential users in finding the desired product (Lindh et al., 2020).

The Effect of Brand Image on *Online* Buying Intentions

In this study, the brand image did not have a significant effect on how likely people were to buy something online Darmawan & Irani's research (2021) stated that brand image did not have a significant influence on online buying intentions and rejected the results of statements from (Megayani & Marlina, 2019; Resmawa, 2017; Roshan & Sudiksa, 2019; Sardiana, 2019) which mentions that brand image has a significant influence on online buying intentions. The results of the data of respondents, the majority of whom are women with private status and still between the ages of 18-25, who earn an average income of less than 1,500,000, suggest that potential consumers tend to want to use the *Shopee* application because they feel comfortable and have a large selection of products and services offered by the application. In addition, an endorser who can support an application brand can increase online buying intentions (Prabowo, Keke, & Istidjab, 2021; Sarah et al., 2019). So, it is not caused by the brand image, which is the main factor for potential consumers to have an intention to buy online on the *Shopee* application because the company was launched in 2015 in 7 different regions in Asia. *Shopee* itself only entered Indonesia in December 2015. Still, the brand is not widely known by the public in Indonesia, where they are more familiar with competitor companies that first operated, such as Tokopedia in Indonesia in 2009 and Lazada in 2012, so the public perception of the *Shopee* brand is not so strong in the minds of the public. In addition, there are still many competing companies that are no less prestigious than *Shopee* that are in demand by several people in Indonesia, including Tokopedia and Lazada, so in this study, it was stated that the brand image does not influence online buying intentions (Aprianingsih, Setiawan, Affandy, Immanuel, & Fachira, 2020).

From each of the variables described above, namely celebrity endorsement, social media marketing, and brand image, it can be seen that the variable that

contributes the most to online buying intentions is social media marketing, with a significance value of 0.000 and a t-test value of 6.544. This is because the *Shopee* company is aggressively marketing on Instagram social media, which provides much convenience, product information, and a variety of products for potential consumers. If the COVID-19 epidemic is related to the current state of affairs, the government has imposed limits on home-based operations. This promotes the maximum use of technology and has an effect on the economy, particularly with the use of online shopping applications that are regarded as more effective and efficient (Damayanti et al., 2021; Herjanto et al., 2020).

RESEARCH LIMITATIONS

This study has sought to report and investigate the factors influencing consumers in increasing their online shopping intentions using three parameters. The results have confirmed the strengths of the relationship and the shortcomings and advantages of each factor that are the main predictors. However, this study has a limited extent in the distribution of research respondents in terms of age characteristics (18–65 years). Moreover, some respondents have appointed *Ui Jackie Chan* as a celebrity endorsement in *Shopee* e-commerce but have never made transactions on *Shopee*, resulting in their not being included in the research model. Meanwhile, the promotion carried out by *Shopee* on social media has been widely known by the public, so it is pretty challenging to get respondents who match the characteristics in the study. Finally, direct interaction cannot be carried out, resulting in the respondents' condition not being generalized and the actual situation not being described.

CONCLUSION

Based on the findings of the study, it can be stated that celebrity endorsements and social media marketing have a substantial impact on online purchasing intentions on the Shopee app. Moreover, brand image does not greatly influence a consumer's intent to purchase. The majority of respondents were women between the ages of 18- 25 with private status and an annual salary of less than Rp 1,500,000. This study's limitations are that the respondents are limited to social media users with an age range of 18–65 years, someone who has appointed Ui Jackie Chan as a celebrity endorsement on *Shopee* e-commerce, male and female, but has never made a purchase on *Shopee*. Meanwhile, the promotion carried out by *Shopee* on social media has been widely known by the public, so it is pretty

challenging to get respondents who match the characteristics in the study. Further research is expected to test and analyze other variables influencing online purchase intentions, such as familiarity, trust, and information search, that can foster their trust in a brand's credibility and influence online purchase intentions.

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