

# THE EFFECT OF EWOM AND ENDORSERS ON SOMETHINC SERUM PRODUCT TRUST THAT IMPACT ON E-COMMERCE SHOPEE CONSUMER PURCHASE INTEREST

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**Abstract.** This research is motivated by the existence of competition in cosmetic products so that it is necessary to apply the right marketing strategy that can attract consumer buying interest. In the digital era, it changes the perspective and lifestyle of millennials who are increasingly selective in choosing cosmetic products. The purpose of this study is to analyze the influence of eWOM and endorsers on consumer trust for Somethinc serum products which have an impact on Shopee e-commerce consumers' buying interest. The variables used in this study are eWOM and endorser as independent variables, trust as an intervening variable, and buying interest as the dependent variable. The sample in this study amounted to 110 respondents, namely Shopee e-commerce users who know Somethinc serum products. In this study, a theoretical model was developed by proposing five hypotheses to be tested using the Structural Equation Modeling (SEM) analysis tool operated through the LISREL program. Based on the goodness of fit criteria, good fit results are obtained so that the model is feasible to be used for this research. The results showed that eWOM had an effect on trust; the endorser has an effect on trust; trust has an effect on consumer buying interest; eWOM does not affect buying interest; and endorsers do not affect consumer buying interest.

**Keywords:** eWOM, Endorser, Trust, Purchase intention, e-commerce

## I. INTRODUCTION

Today, the digital or technology-based era has made a lot of progress, including in business and industry. Advances in technology such as the internet provide convenience for business people. Based on the latest We Are Social report, in 2020 it was stated that there were 175.4 million internet users in Indonesia. Compared to the previous year, there was an increase of 17% or 25 million internet users in Indonesia. Based on the total population of Indonesia, which is 272.1 million people, it means that 64% and half of Indonesia's population has experienced access to cyberspace.

people of Indonesia. This can be seen from the number of existing e-commerce such as Tokopedia, Shopee, Lazada, Bukalapak and other e-commerce. One of the largest e-commerce sites in Southeast Asia is Shopee. Shopee was first launched in Singapore in 2015 under the auspices of the SEA Group (previously known as Garena) and since then Shopee has continued to expand its reach to Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines [2]. Based on iPrice data, it shows that Shopee site visitors are at the highest rank in Indonesia in the first quarter of 2020 at 71.5 million visitors.

This indicates that currently the Indonesian people are very active in finding the products they want through e-commerce ranging from fashion, cosmetics, health, automotive, electronics, food, beverages and various other needs. Not only complete in the product categories offered but Shopee also has several other advantages such as having free shipping services, presenting a live chat feature that makes it easy for buyers to directly talk to sellers to be able to transact or negotiate, has complete sharing features to easily spread the word, information to various social media sites or messenger applications, such as Facebook, Instagram, Line, Twitter, Whatsapp, Pinterest and other advantages that make it easy for both sellers and buyers to transact through Shopee. Of the several advantages offered, it will certainly be interesting for sellers and potential buyers to use Shopee.

Cosmetic products are sold not only offline but also online, namely through e-commerce. By entering the current era of industry 4.0, the transformation towards digital technology is considered to create high added value in the



Figure 1. Number of internet users in Indonesia 2020 [1]

The rapid development of technology has triggered the emergence of online business or what is known as e-commerce. The trend in online shopping is no stranger to the

country. The use of technology and digital intelligence, starting from the production and distribution process to the consumer level, will certainly provide new opportunities to increase industrial competitiveness with changes in consumer tastes and lifestyle changes. The existence of this online shopping trend also raises problems that must be faced by cosmetic manufacturers or businessmen, namely how to maintain and develop the market with the right marketing strategies in order to increase sales due to a lot of competition in the e-commerce business.

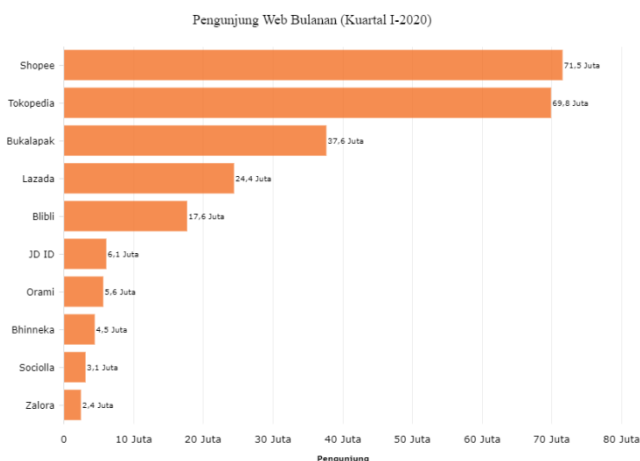


Figure 2. Shopee site monthly visitor data for the first quarter of 2020 [2]

Based on data from the Indonesian Digital Marketing Association on the 10 best-selling product categories at Shopee, beauty products occupy the first position in the best-selling products with sales of up to 247.1 million [3]. This shows that the cosmetic/beauty product market has a huge opportunity for online sales.

The cosmetic product used in this study is a facial serum product from SomeThinc. Somethinc is a local cosmetic brand founded in 2019 by Irene Ursula with sales through e-commerce. In his journey to build the SomeThinc brand through e-commerce, it was found that there was a gap between the local cosmetic industry which was still weak. SomeThinc applies international quality standards to its products and has obtained Halal certification. Based on a survey conducted by Kata. Data in 2020 SomeThinc is included in the top 50 Indonesian brands. One of the things that caught the attention of the brand SomeThinc, which is only 1 year old in its existence in the country. The target market of the Somethinc brand is millennials. This research is motivated by millennials who are selective in choosing skin care products, as well as the behavior of millennials who tend to take advantage of the digital era to find information about a product, shop online through e-commerce and look for information through endorsers/reviewers of skin care products on the internet before buying a product.

In conducting online shopping transactions through e-commerce, of course, trust is needed between sellers and buyers, this is because buying and selling transactions are not face to face so that buyers cannot see products directly and

can only see products based on photos provided by sellers in e-commerce. just. To attract buyers to buy their products, the seller must first gain trust and attract buying interest from consumers. Based on the research of Yang Zhao, Lin Wang, Huijie Tang, et al, it is known that trust positively affects the buying interest of consumers [4].

Several factors that influence consumer trust in choosing a product are eWOM and endorsers. According to Hennig-Thurau, eWOM is any positive or negative opinion from potential consumers, regular consumers, and ex-consumers regarding a product or service marketed by a company that is distributed via the internet. eWOM can provide information about products to be purchased by potential buyers. Based on the research of Lapel et al stated that eWOM can change a person's behavior and decisions with the development of the growth of the internet and e-commerce.

Endorser is a promotional strategy that has long been used by companies to increase sales of a product. Companies usually pay someone to use their product in order to communicate the message that the company wants to convey through the product. Endorsers also have an important role in influencing consumers. In general, after consumers see endorsers in advertising media, it will attract consumers to make purchases, after using consumers will evaluate a product, and subsequently generate buying interest from consumers. [5] Based on the results of Monicha's research, 2019 it is known that eWOM and endorsers have a positive effect on consumer buying interest [6].

Based on this explanation, this study aims to reveal empirically: (1) How does eWOM affect consumer trust for Shopee's SomeThinc e-commerce serum products? (2) How does the endorser affect the consumer trust of the Somethinc e-commerce Shopee serum product? (3) How does the consumer trust of SomeThinc serum products affect buying interest in Shopee e-commerce? (4) How does eWOM affect consumers' buying interest in SomeThinc serum on Shopee e-commerce? (5) How is the effect of endorsers on consumer buying interest in SomeThinc serum on Shopee e-commerce?

#### The Effect of e-Wom on Trust

[7] defines eWOM as a communication medium to share information about a product or service that has been consumed between consumers who do not know each other and have met before. Research [7] shows that eWOM has an influence on consumer behavior before consumers decide to buy a product or service. [8] divides eWOM into three dimensions, namely; (1) Intensity. Research [8] divides the indicators of Intensity as follows: (a) Frequency of accessing information from social networking sites, (b) Frequency of interaction with users of social networking sites, (c) Number of reviews written by users of social networking sites. (2) Valence of opinion. Consumer opinions are either positive or negative about products, services and brands. Valence of opinion has two characteristics, namely negative and positive. Valence of opinion includes: (a) Positive comments from users of social networking sites, (b) Recommendations from users of social networking sites. (3) Contents. Is the information content of social networking sites related to

products and services. With the spread of word of mouth through the media, it will grow a brand image so that with this brand image, customers will choose to believe or not to a brand. Research results from [9] [10] [11] [12] [13] concluded that eWOM has a positive and significant effect on trust. So it is assumed that, H1: eWOM has a significant effect on trust. Pengaruh Endorser Terhadap Trust

Endorser is a marketing strategy by utilizing icons of famous people such as artists, figures and other advertising stars who have a direct and strong influence and use their famous attributes to attract consumers to make purchases. The use of endorsers is expected to provide a positive association between the product and the endorser. The result of this association is that consumers can quickly and clearly remember and recognize a brand. After getting a clear identification, it is hoped that the purchase of the product will increase in the future. Endorser is a promotional strategy that has long been used by companies to increase sales of their products. Companies usually pay someone to use their product in order to communicate the message that the company wants to convey through the product. Based on this understanding, it can be concluded that endorsers are people who convey messages in an advertisement and we usually call those people advertising stars.

According to Kapitan and Silviera, companies usually choose several public figures, such as television stars, film players, famous athletes, singers, and people who have other achievements who are widely used in magazine advertisements, radio, spot and television advertisements to support a product. [14]. In the decision to choose an endorser, a celebrity who becomes an endorser must be known to many people because it can affect a positive image that reflects his product so that the selection of the right endorser in advertising is very important. Several important indicators related to endorsers [15]: (1) Credibility refers to the tendency to trust or trust endorsers, related to their expertise and trust in them. Credibility has two important dimensions, namely Expertise, which is the endorser's knowledge, skills and experience. Trustworthiness, refers to the honesty and trustworthiness of a source. (2) Attractiveness consists of three dimensions related to similarity, familiarity, and liking. Attractiveness is not only physical, but also includes a number of characteristics that become the endorser's strengths, such as intellectual skills, personality traits, lifestyle characteristics, skills and so on. (3) The strength, charisma emitted by the resource person so that it can affect the thoughts, attitudes, or behavior of consumers because the endorser's statement or message is the result of research from [13] [16] showing that the endorser has a positive and significant effect on trust.

By utilizing an endorser figure that can create a brand image, it can affect customer trust in a brand and change customer perceptions of the brand conveyed by the endorser. So from the description it is assumed that, H2: Endorser has a significant effect on trust.

#### *The Effect of Trust on Buying Interest*

Consumer trust is a fundamental thing that is one of the keys to the company's survival and success [9]. Without the

trust of consumers, companies find it difficult to simply introduce their products to these consumers. Indeed, basically it is difficult to develop a sense of trust in consumers who do not meet face-to-face with the seller. Consumer trust is not only a short-term problem, but also an important long-term problem because it can show the potential of online shopping companies to consumers [10]. [17] buying interest is the desire to have a product, buying interest will arise if a consumer is already affected by the quality and quality of a product, information about the product. Purchase intention is the last stage of a complex buying decision process. This process starts from the emergence of the need for a product or brand, then information processing by consumers then consumers will evaluate the product or brand. The results of this evaluation ultimately lead to the intention or intention to buy before the consumer actually makes a purchase.

Buying interest is a desire that arises in consumers towards a product as a result of a process of observing and learning consumers about a product. Consumers who have an interest in buying a product show their trust and pleasure in the product which is then followed by a realization in the form of buying behavior. The results of research from [9] [10] show that trust has a positive and significant effect on purchase intention. From this description, it is assumed that, H3: Trust has a significant effect on buying interest.

#### *The Effect of eWOM on Buying Interest*

There are four stages of producers in determining buying interest or determining consumer encouragement in making purchases of the products or services offered. These four stages are known as the AIDA model, namely: Attention, Interest, Desire and Action [12]. (1) Attention. This stage is the initial stage in assessing a product or service according to the needs of prospective customers, besides that prospective customers also learn about the products or services offered. (2) Interests. In this stage, potential customers begin to be interested in buying the products or services offered, after getting more detailed information about the products or services offered. (3) Desire. Prospective customers begin to think about and discuss the products or services offered, because the desire and desire to buy begins to arise. In this stage, potential customers have begun to be interested in the products or services offered. This stage is marked by the emergence of a strong interest from potential customers to buy and try the products or services offered. (4) Actions. At this stage, potential customers have high stability to buy or use the products or services offered.

Without word of mouth information or currently it is more accurate to say that the rating comes from eWOM, attention as the initial process of growing customer buying interest will not be created. The results of the study [18] concluded that eWOM has a significant effect on buying interest. So from this exposure it is assumed that, H4: eWOM has a significant effect on buying interest.

#### *The Effect of Endorsers on Buying Interest*

As a facilitator of brand image formation, endorsers play an important role in influencing buying interest from

customers [10]. As previously explained that there are four stages of the AIDA model that can affect buying interest, namely: Attention, Interest, Desire and Action [12], that attention to action will occur in online purchases if there is a direct stimulus that is influenced by a figure. which can influence customer perception to the purchasing decision process. Research results from [19] [20] [21] state that endorsers have a positive and significant effect on buying interest. From this explanation, it can be assumed that, H5: Endorser has a significant effect on buying interest.

## II. RESEARCH METHODS

The study was conducted in 2020, by distributing questionnaires to 110 respondents who knew SomeThing serum products and had made transactions at Shopee e-commerce. In this study, the sampling technique used was purposive sampling. Because the population of Shopee's e-commerce data is too large, the population is devoted to the millennial generation who use the Shopee application to buy Somethinc serum products. Sample collection was carried out by distributing questionnaires in the form of Google Forms to Shopee consumers. The data collected will be used as a sample population and then a number of data will be selected to be used as research samples. Determination of the sample size using the Hair formula, namely that if the sample size is too large, the model becomes very sensitive so it is difficult to get a good goodness of fit. For this reason, it is recommended that the sample size is 5-10 times the number of manifest variables (indicators) of all latent variables. In this study, the number of research indicators is 22 items, so the minimum number of samples is 5 times the number of indicators or as much as  $5 \times 22 = 110$  samples

In this study the sample was selected based on: (1) Inclusion criteria in the study: (a) Male and female consumers, (b) Consumers who know the Somethinc serum product in Shopee e-commerce, (c) Have used Shopee e-commerce in online shopping, (d) Aged 17-40 years. (2) Research exclusion criteria: (a) Not willing to be a research respondent.

Processing and data analysis in this study using LISREL 8.80 software. In this case, validity and reliability tests were carried out to test the questionnaire using SPSS version 25. Then a structural equation modeling test was carried out using LISREL 8.80 software.

## III. RESULTS AND DISCUSSION

### Characteristics of Respondents

Based on the questionnaire data, the number of female respondents was more than the number of male respondents, namely 95% women and 5% men. The age range of respondents is between 17-40 years. The age of the most respondents was at the age of 25 years with a percentage of 26% and the lowest at the age of 30 and 37 years with a percentage of 1%. In the income category, the highest respondent is in the income range < 2,000,000 with a percentage of 60% and the lowest is in the income range category > 10,000,000 with a percentage of 7%. For the job category, the highest respondent

is in the student category with a percentage of 46% and the lowest is in the civil servant job category with a percentage of 10%.

### Description of Research Variables

Based on the results of the study, respondents' assessment of the eWOM variable as a whole can be said to be good. From the mean value of the variable eWOM has a very high level of perspective. This proves that consumers are very active in utilizing eWOM in terms of intensity, opinion valence, and content. Consumers seek information from SomeThing serum products such as the variety of SomeThing serum products, product quality or product prices. Consumers also seek information through reviews from consumers who have purchased SomeThing products, especially from the review feature on Shopee e-commerce. Based on the results of the study, respondents' assessment of the endorser variable can be said to be quite good. Consumers have a high perspective on endorsers. Endorsers have attractiveness, credibility, power that can influence consumers. From the results of the analysis, it can be concluded that consumers have confidence in endorsers who endorse SomeThing serum products. Consumers believe that endorsers who review products have attractiveness, credibility, and reliability in conveying inside information about SomeThing serum products so that they can influence consumers.

The trust used in this research is trust towards e-commerce Shopee, while the eWOM and endorser variables are against Somethinc serum products. Respondents' assessment of the trust variable has a very high perspective. It can be seen that the average respondent believes that Shopee's e-commerce will provide satisfaction, comfort and responsibility to meet the needs of their consumers when shopping online. From the results of the research on the buying interest variable, it was concluded that the response to the buying interest variable was quite good. The results of the consumer's perspective on the buying interest variable are included in the very high category. This indicates that consumers have an interest in SomeThing serum products. The most dominant indicator result is exploratory interest, where consumers have an interest in knowing/seeking information about SomeThing serum products.

### Hypothesis testing

Hypothesis testing is carried out using the SEM method with the help of the Lisrel application by displaying the results of the overall model test on the relationship between variables, following the results of the overall model analysis:

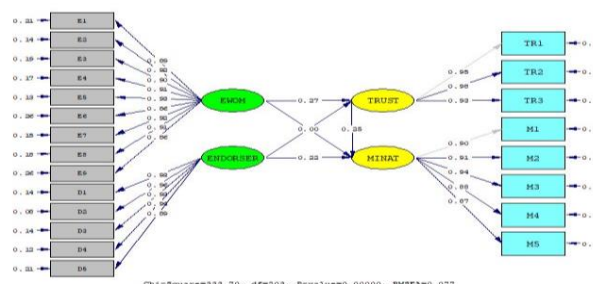


Figure 3. Measurement Model

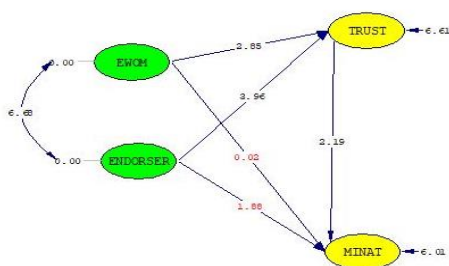


Figure 4. Path Diagram

Table 1. Summary of Hypothesis Testing

Model Struktural	Path Coeficient	T-value	T table	Keputusan
eWOM → Trust	0.27	2.85	1.96	Ho1 is rejected; Ha1 accepted
Endorser → Trust	0.39	3.96	1.96	Ho2 is rejected; Ha2 accepted
Trust → PI	0.25	2.19	1.96	Ho3 is rejected; Ha3 accepted
eWOM → PI	0.00	0.02	1.96	Ho4 is accepted; Ha4 rejected
Endorser → PI	0.22	1.88	1.96	Ho5 is accepted; Ha5 rejected

From the results of the analysis and Figure 4 above, the following table 4.1 summarizes the results of the research hypothesis testing in answering each of the predetermined formulations.

*The Effect of eWOM on Trust*

Based on the results of hypothesis testing with the results obtained T-value (2.85) > T-table (1.96) it can be concluded that eWOM is proven to have an influence on consumer trust for Shopee's Somethinc e-commerce serum products. eWOM has an important role in increasing consumer trust. In fact, the greater the risk perceived by customers in buying a product/service, the more actively they seek and rely on word of mouth via the internet to help make consumer decisions. The results of this study are in line with several studies such as the study of Syaffarudin et al that there is a positive and significant influence between eWOM communication on trust, increasing eWOM communication will increase trust [9]. These results are also supported by Andika's research which also states that the higher eWOM, the higher the trust generated [10] and research which states that eWOM has a direct effect on online trust [11].

*The Effect of Endorsers on Trust*

Based on the results of the hypothesis test, the results of T-value (3.96) > T-table (1.96) can be concluded that endorsers have an effect on consumer trust in the Somethinc e-commerce Shopee serum. Endorsers are one of the marketing strategies to increase product sales and also attract consumer buying interest. These results are consistent with several previous studies, namely research [13] that celebrity endorsers have a significant influence on the buying interest of Tokopedia e-commerce consumers. Research [22] also states that endorsers have a significant effect on trust. From the results of research and several supporting studies,

endorsers can increase trust from consumers, especially when shopping online at e-commerce such as Shopee.

*The Effect of Trust on Buying Interest*

Based on the results of the hypothesis test, the results of T-value (2.19) > T-table (1.96) can be concluded that trust affects the buying interest of Shopee's Somethinc e-commerce serum consumers. Trust is the object, attribute, and benefit of the knowledge that the consumer has and all the conclusions that the consumer makes. Consumer trust in a product or e-commerce that has been formed will make it easier for consumers to make decisions, including the formation of high buying interest. These results are also supported by several studies such as research [9] [10] which states that trust has a positive effect on consumer buying interest, the higher the trust in online stores, the higher consumer buying interest.

*The Effect of eWOM on Buying Interest*

Based on the results of hypothesis testing, the results obtained T-value (0.02) > T-table (1.96) it can be concluded that eWOM does not have a direct effect on buying interest, but if viewed from the indirect effect, eWOM has an influence on buying interest of 1.74 through trusts. These conditions indicate the mediating role of the intervening variable in this study is trust [17]. This means that when consumers have trust in Shopee where there are sales of SomeThinc serum, eWOM in the form of reviews or recommendations written by other users will have a greater influence on consumer buying interest. This is in line with research conducted by [18] which states that eWOM has no significant effect on consumer buying interest. E-WOM occurs when consumers provide recommendations related to the company's products through different network sites. Companies that have a strong and well-known brand image in the eyes of consumers can increase consumer buying interest without using eWOM because consumers already know and believe in the brand. In other words, if consumers already have high trust, the effectiveness of eWOM will not have much effect on consumer buying interest.

*The Effect of Endorsers on Buying Interest*

Based on the results of hypothesis testing, the results of T-value (1.88) > T-table (1.96) can be concluded that the endorser has not had a significant direct influence on consumer buying interest. If it is seen from the indirect effect in Figure V.10 the endorser has an indirect effect on buying interest through trust of 1.93. These results are in line with research [20] where celebrity endorsement does not have a direct effect on buying interest but passes through the media variable trust. Based on research [21] also states that endorsers have no significant effect on purchase intention. Based on Lafferty and Goldsmith's research, the reason why purchase intention does not have a significant effect on endorsers is because respondents prefer to buy a product based on product specifications / product's specific attributes such as product quality, material, or others rather than relying on endorsers. When the endorser reviews several products, it has a negative effect on consumer buying interest, consumers will not be willing to buy the product [19].

#### IV. CONCLUSION

Based on the results of research and discussions that have been carried out by the author in previous chapters, several conclusions can be drawn from the formulation of the problem in this study. (1) eWOM has an effect on the trust of something e-commerce Shopee serum products. (2) The endorser has an effect on the trust of the Something e-commerce Shopee serum product. (3) Trust has an effect on consumers' buying interest in something e-commerce Shopee serum products. (4) eWOM does not affect the buying interest of Shopee e-commerce consumers. (5) The endorser has no effect on consumer buying interest in the Something e-commerce Shopee serum product. Based on the results of the analysis and conclusions mentioned above, the suggestions that can be given by the author are as follows: (1) This study is limited to two independent variables, namely eWOM and endorser which affect trust towards buying interest. Further research can examine other variables that have an influence on trust on the Shopee e-commerce site. (2) For the Something brand, eWOM and endorser are factors that have a significant effect on consumer trust. Therefore, the researcher suggests that Something can maintain the quality of its products and even more so in triggering the spread of eWOM on the internet. (3) With the acquisition of consumer trust, especially in Shopee e-commerce, of course, as consumer trust increases, it will increase consumer buying interest. Therefore, for e-commerce Shopee and Something, it is recommended that they continue to increase trust for potential customers or consumers so that they can continue to increase sales. (4) For further research, it is recommended to focus on only one research object, which can be in the form of products or focus on the e-commerce platform itself so that the results obtained will be better.

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