

Review Article

The Role of Brand Image Mediates the Influence of Credibility of Celebrity Endorser and EWOM on Customer Loyalty in Shopping at the Shopee Marketplace

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Abstract - This study aims to examine the effect of celebrity endorsers, brand image, and EWOM on Shopee user loyalty and the role of brand image mediation. This study's population was all Shopee users in Denpasar City who had already shopped at the Shopee marketplace. The number of research samples used was 150 respondents based on purposive sampling and carried out by distributing questionnaires in the google form. This research uses descriptive and inferential analysis techniques using SMARTPLS 3.0. The results showed that the credibility of celebrity endorsers had a positive and insignificant effect on brand image. EWOM has a positive and significant effect on brand image. The credibility of celebrity endorsers has a positive and significant effect on customer loyalty. EWOM has a positive and significant effect on customer loyalty. Brand image is not able to mediate the effect of celebrity endorser credibility on customer loyalty. Brand image mediates the influence of EWOM on customer loyalty positively and significantly.

Keywords - Celebrity endorser, EWOM, Brand image, Customer loyalty

I. INTRODUCTION

Today's increasingly sophisticated digital technology is making big changes to the world. Digital technologies that are increasingly advanced and developing have emerged and driven a shift known as digital transformation. The high number of internet usage in Indonesia is in line with the increasing number of online businesses or online stores that have emerged (Apriyani, 2020). Customers feel the various conveniences of shopping online, making this market bigger and growing. It attracts many companies to serve customer demands by offering a variety of products.

Many marketplace companies are competing for a place in the people's hearts, such as Tokopedia, Shopee, BliBli, Lazada, Bukalapak, and Orami. The development of the marketplace business greatly affects economic growth in Indonesia (Widagdo, 2018). The development of the number of marketplace business players, in this case, acting as producers, contributes to encouraging product offerings in online trading. A new movement called e-business has emerged to advance marketplace applications by simplifying business interactions previously only done via the web. In addition, users of marketplace companies also enjoy various conveniences.

Shopee is an electronic commerce marketplace specifically designed to provide an online shopping experience that provides various goods according to people's needs. Since the beginning of Shopee's appearance, which has participated in enlivening the marketplace world in Indonesia, this company has continued to experience an increase in the number of users every year, until now Shopee has succeeded in shifting the position of the top one marketplace that was previously held by Tokopedia.

Marketplace competition causes companies to compete to win the competition through various shopping festivals. National online shopping day or Harbolnas is held as a form of promotion on the marketplace. Shopee has the highest interest compared to other e-commerce sites in 2020. Increasing promotional programs is Shopee's main weapon in making consumers interested in visiting.

In 2019 Shopee changed its celebrity endorser from Blackpink to Cristian Ronaldo. Shopee chose this world-famous footballer as a celebrity endorser. Even though he



only briefly became a celebrity endorser, Ronaldo is reported to have had a positive impact on the marketplace business by increasing Shopee's revenue by three times compared to previous years (Syarizka, 2019).

The company must prepare various strategies to respond to and outperform competitors that have their advantages. The strategy that must be carried out by business people is to use a marketing strategy. Various strategies can be done, such as making advertisements that are as attractive as possible, offering discounted offers, offering free shipping or free shipping, and using well-known celebrities as endorsers of their companies (Sulaiman, 2019).

In early 2019, the hashtag about uninstalling Shopee was trending on Twitter social media. Shopee announced Syahrini as their new endorser, which caused rejection from Shopee customers because they felt Syahrini did not match Shopee's image. Even though it received a rejection from customers and some customers have deleted the Shopee application from their cellphones, this did not make Shopee change its endorser. Companies must be observant in selecting celebrities because it is related to the risks and responsibilities they take; it will impact the advertisements that have been delivered to boost product sales (Royan, 2005: 14).

The use of celebrity endorsers is carried out by companies to influence or invite customers, and this is so that customers are interested in using the product being promoted. Moreover, the selection of celebrity endorsers is usually based on the image of a celebrity. The better the reputation of a celebrity, the greater the credibility in producing a strong brand association. Celebrity has a social and cultural influence on society. Much literature shows that as celebrities make more appearances on television, their popularity among the audience will increase (Agnihotri *et al.*, 2018).

Celebrity endorsers make product messages very attractive and significantly affect brand retention among customers (Kim *et al.*, 2018). Celebrity endorsers are strategic tools used by companies to increase public perceptions of their brands (Zhao *et al.*, 2018). Celebrity connects customers to a brand or company. Celebrity is designated as an icon or identity representing a certain product as representing a product's brand image. Its supernatural, expertise, and appeal can attract and invite customers to buy or use the product.

Using celebrity endorsers is a form of communication to increase brand image so that it will be able to influence purchasing decisions. Brand image is a description of customer associations and beliefs in a particular brand or

brand. Customers' observations and beliefs are reflected in customer memories (Tjiptono, 2015: 49).

Celebrity endorsers and brand image simultaneously significantly affect the purchase decision process (Andrianto & Sutrasnawati, 2016). Other studies have verified a significant relationship between celebrity endorsers on social media and brand image, and celebrities are considered trustworthy by customers. It will positively affect a company's brand image, and the results in this study have a positive correlation (Ahmad *et al.*, 2019). The influence of celebrity endorsers on brand image, in increasing purchase intention, is necessary to pay attention to celebrity endorsers' quality, for example, by using celebrities who can represent products correctly and celebrity endorsers who are known by the public (Takaya, 2017). The quality improvement of celebrity endorsers is very important because, based on the research conducted, celebrity endorsers are proven to increase brand image.

Most of today's customers rely on online information created or shared by others to make purchasing decisions. With the development of technology and the rapid growth of the internet, new terms such as electronic word of mouth (E-WOM) have emerged. When customers provide positive information through E-WOM, the resulting impact positively impacts the products mentioned by customers. These positive comments help the company build a good image in the eyes of the public.

Brand image is shown to have a significant positive relationship with customer loyalty, and the image is an important determinant of customer loyalty for the company (Ozkan *et al.*, 2019). Research results from Espinosa *et al.* (2018) also reveal positive results on brand image for customer loyalty.

Customer loyalty is an important thing that must be maintained by the company for the sustainability of the company and can improve good relations between service providers and their customers. E-WOM has a positive and significant relationship with loyalty, which means that customers who have positive E-WOM tend to show a higher level of loyalty to the brand (Giao *et al.*, 2020).

In contrast to the research results from Omoregie *et al.* (2019), even though brand image affects satisfaction positively significantly, it does not guarantee customer loyalty, with a good company image must first obtain customer satisfaction before attracting customer loyalty, this shows that customer loyalty cannot be ascertained if the customer does not feel the satisfaction of bank services. Different results are also shown in the research of Tharakan

et al. (2019). This study indicates no significant relationship between celebrity endorsers and brand image, meaning that there is no influence between the celebrity endorser used and the brand image obtained by the company.

The Shopee brand hopes to have customer loyalty that will continue to increase. Customer loyalty is still one of Shopee's concerns with the current tight competition because customer loyalty fluctuates quite a bit. The high level of competition between similar marketplaces causes customers to move easily, indicating customers are not loyal to the Shopee marketplace. This concern is thought to be due to the fact that many marketplace companies offer interesting innovations and are also aggressively carrying out various kinds of promotions to attract public interest. The quality of the Shopee marketplace is also a very important issue to create customer loyalty.

II. LITERATURE REVIEW AND HYPOTHESIS

A. Literature Review

a) Celebrity Endorser

A celebrity endorser is an actor or artist, entertainer, or athlete known or known to the general public for their respective fields' success to support an advertised product (Shimp, 2010: 329). The use of sources as attention-grabbing figures in advertisements is a creative way to convey messages (Savitri, 2017). An attractive celebrity (athlete, actor, or entertainer) can foster purchase intention from someone who sees an advertisement and will impact the product advertised. Thus, the correct selection of celebrity endorsers can impact the increase or decrease in sales of a product (Anggi and Soesanto, 2016). Although celebrity attractiveness is multi-dimensional, the literature on celebrity endorsers has emphasized the role of celebrity attractiveness in endorser effectiveness (Jain & Roy, 2016; Choi & Rifon, 2012).

b) Credibility Celebrity Endorser

Credibility is a trait possessed by a person who can inspire others to believe in the truth conveyed according to the advertisement. People who can be trusted and considered knowledgeable about issues, such as brand reliability will be the ones most able to convince others to take action. These factors include reputation, popularity, and celebrity endorsers' behavior (Song *et al.*, 2008). Celebrity credibility is an important factor in ensuring the effectiveness of the delivery of advertising messages. Credible celebrities can produce positive changes, encourage behavior change, increase advertisements' ability to influence audiences, and reduce the occurrence of counter-arguments (Ishak, 2008). The endorser's credibility is one of the factors considered by respondents to believe the truth of advertisers' message content. The credibility indicator of celebrity endorsers used

in the research of Zakari *et al.* (2019) consists of attractiveness, physical attractiveness, power, trustworthiness, and expertise.

c) E-WOM

With the current internet media, a new paradigm in Word-Of-Mouth communication has been created, and this is the beginning of the emergence of the term electronic Word-of-Mouth or E-WOM. E-WOM has been considered as an evolution from traditional interpersonal communication towards a new generation of WOM. The occurrence of EWOM cannot be separated from the customer experience of the products or services used. The internet and social networks act as an effective tool to create E-WOM among customers, serving as an important source of product-related information and opinions (Kudeshia & Kumar, 2017). This E-WOM context causes significant changes in the shopping situation, such as easy access to price and other product attributes and more organized and structured information on E-WOM (Serra & Salvi, 2014). The indicators used to measure the E-WOM variable in Main & Giantari's research (2020) are information, knowledge, answer, and reliability.

d) Brand Image

Image a brand image is a description of associations and customer beliefs in a particular brand. Brand image is an observation and trust held by customers, as reflected in associations or customers' memories (Tjiptono, 2015: 49). Individuals perceive a preferred brand in different industries through exposure to various brands initiated by the brand (Zhang, 2015). A brand image differentiates a brand message from a competitive brand in a changing marketplace (Latif *et al.*, 2015). The preferred perception of brand preference positively affects brand engagement in brand services (Chen *et al.*, 2017). For customers, if they see the brand as profitable, they will show a stronger emotional attraction to the brand (He *et al.*, 2016). The brand image indicators used by El-said (2020) in his research are attractiveness, reliability, and reputation.

e) Customer Loyalty

Kotler and Keller (2016: 153) define customer loyalty as a firmly held commitment to repurchase or preferred services in the future regardless of situational influences and marketing efforts that have the potential to cause switching behavior. Customer loyalty forms the company's ability to continue to win certain customer protections over other competitors, which is a continuous process that does not end with the satisfaction of customer needs but continues with the formation of long-term repeat purchasing relationships with customers concerning certain brands (Omoregie *et al.*, 2019). Customer loyalty occurs in several phases, and this phase starts with cognitive loyalty, affective loyalty, conative

loyalty, and action loyalty. To measure customer loyalty indicators in their research, Putra and Ekawati (2017) use several criteria: the desire to repurchase products, commitment to brands, and referencing products.

B. Hypothesis

a) Credibility Celebrity Endorser

Based on the study results, it is known that celebrity endorsers' credibility has a significant effect on brand image. Bramantya and Jatra (2016) research and Widjaja (2015) have a positive and significant relationship. Research by Hakimi et al. (2011) also states a positive and significant relationship to celebrity endorsers' credibility on brand image. Celebrities who are physically attractive can increase brand image and encourage customers to buy the brand. Celebrity endorsers can significantly help the brand image they support to be more attractive and attract customers (Chan et al., 2013). Research conducted by Nyadzayo and Khajehzadeh (2015) shows significant brand image results on customer loyalty. Suwandi et al. (2015) stated that the same research results, namely brand image, significantly affect customer loyalty. Companies with a strong brand image will get a better position, sustain a competitive advantage, and increase customer loyalty. Tomida and Satrio's research (2016) states that the test results show that brand image variables have a significant and positive effect on customer loyalty. This result reflects that the higher the brand image is, the more customer loyalty will be.

H1: The credibility of celebrity endorsers has a positive and significant effect on brand image for online shopping.

H3: Brand image has a positive and significant effect on customer loyalty for online shopping.

b) E-WOM

E-WOM has a significant effect on brand image; the stronger the brand image, it will increase customer purchasing decisions (Maulina et al., 2019). EWOM has a significant effect on the brand image with customers' brand expectations through the EWOM they create (Krishnamurthya and Kumar, 2018). Research from Paludi (2016) also states that electronic word of mouth and brand image positively and significantly affect. Celebrity endorsers have a significant relationship between endorser's credibility and customer loyalty, and celebrity endorsers contribute to the achievement of overall customer loyalty (Nwitambu and Kalu, 2017). Putra and Warmika's research (2014) shows that the better the advertisement stars' credibility, the more customer loyalty will increase and vice versa. Other research also supports and states that the better the credibility of celebrity endorsers used in advertising a product, the more customer loyalty will increase (Lini and Nurcahya, 2014).

H2: EWOM has a positive and significant effect on brand image for online shopping.

H4: The credibility of celebrity endorsers has a positive and significant effect on customer loyalty for online shopping.

c) Brand Image

Social media users see much EWOM information, both intentionally and unintentionally, and information significantly influences customer loyalty (Park, 2019). Research by Buhalis et al. (2020) and Molinillo et al. (2019) states that customer involvement in EWOM is proven positive and significant towards a key factor in company success in customer loyalty who spread positive EWOM will make repurchases. Brand image has a positive and significant effect in mediating the credibility of celebrity endorsers on customer loyalty. The better the credibility of a celebrity, the better the effect on the brand image of a product. A positive brand image will affect the sustainability of a product and still be liked in the market to determine the next customer's attitude (Putra, 2017). The results of other studies also state that there are positive and significant results on brand image mediating the influence of celebrity endorser credibility on customer loyalty (Paramhita and Purnami, 2018). The brand image variable significantly mediates the effect of EWOM on customer loyalty, which means that the EWOM carried out by customers will impact the brand image to raise customer loyalty to the product (Paludi, 2016). Another study states that brand image partially mediates the relationship between electronic word of mouth and customer loyalty (Muis et al., 2020).

H5: EWOM has a positive and significant effect on customer loyalty for online shopping.

H6: Brand image can mediate the credibility of celebrity endorsers on customer loyalty for online shopping.

H7: Brand image can mediate E-WOM customer loyalty for online shopping.

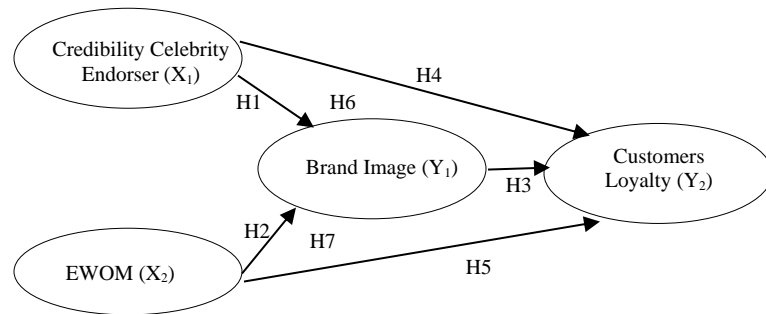


Fig. 1 Conceptual Framework

III. RESEARCH METHODS

This research is designed to explain, understand, and predict the level of dependence between variables; in other words, this type of research is associative, namely measuring the relationship between research variables or analyzing how a variable affects other variables (Sugiyono, 2017: 5). The objects examined in this study are celebrity endorser credibility, EWOM, brand image, and customer loyalty. This research was conducted on Shopee customers in the city of Denpasar.

This study's population are customers in the city of Denpasar who has already shopped online at the Shopee marketplace, whose numbers cannot be calculated precisely or with certainty. The exact number of Shopee users can only be known by internal parties of this marketplace and is not published to the general public outside of the internal company.

For the sample in this study, the method used is a non-probability sampling. Non-probability sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as samples (Sugiyono, 2017: 84). The non-probability sampling technique chosen was purposive sampling, namely the sampling technique with certain considerations or criteria. The criteria for determining the sample in this study are that prospective respondents already have the Shopee marketplace application. Potential respondents are application users who have already shopped at the Shopee marketplace more than once in 3 months. They are respondents with minimum high school education.

This study uses 15 indicators so that the sample required is at least 75 (5x15) and a maximum of 150 (10x15) (Sugiyono, 2017: 164). This study uses 150 respondents, which are 15 indicators multiplied by 10, which means that they meet the criteria with a minimum of 75 respondents and a maximum of 150 respondents. Collecting data in this study using a questionnaire. The questionnaire will be given to prospective respondents, with the measurement scale used is a Likert scale of 1 to 5, where the value 1 indicates the size of the question Strongly Disagree (STS), value 2 indicates the size of the statement Disagree (TS), value 3 indicates the size of the Neutral statement (N), the value of 4 indicates the size of the Agree (S) statement. The value 5 indicates the Strongly Agree (SS) statement (Rahyuda, 2017: 188).

The validity of the data or not greatly determines the quality or not depending on the instrument used, fulfilling the validity and reliability principles. In this study, data collection was carried out by providing questionnaires distributed through online media in the google form. Later links from this google form would be distributed via WhatsApp groups or direct messages on social media accounts such as Instagram or Facebook. Dissemination and data collection are carried out to the community according to the criteria as the research sample. To obtain 150 data, 200 questionnaires were distributed, and only 165 returned questionnaires. After being selected, 150 questionnaires that fit the criteria were used. The data analysis method used was descriptive and inferential statistical analysis using SMARTPLS 3.0.

IV. RESULTS AND DISCUSSION

A. Result

a) Characteristics of Respondents

Female respondents occupied the highest position, namely 86 percent. The majority of respondents in Shopee's marketplace customers, aged 25-30 years, occupy the highest position, namely 72 percent, while for the latest education category, the majority of Shopee marketplace customer respondents are S1 with a percentage of 73.3 percent, and for the job category of Shopee marketplace customer respondents are private employees with a percentage of 50 percent, so it can be concluded that the Shopee marketplace is more popular among women aged 25-30 years.

b) Evaluasi Goodness of fit Model

Based on Table 1, the R-square value for the celebrity endorser and ewom variables on brand image is 0.310, including weak, which indicates that it has a large influence of 0.310 x 100 percent = 31.0 percent. The R-square value for the celebrity endorser and ewom variable on customer loyalty is 0.580, including moderate, which shows that it has a large influence of 0.580 x 100 percent = 58.0 percent.

Table 1. Nilai R-squares (R²) Variabel Endogen

Variable	R Squares	R Square Adjusted
Brand Image (Y1)	0.310	0.300
Customer Loyalty (Y2)	0.580	0.572

Source: processed data, 2020

Testing the inner model by looking at the Q-square value is a goodness of fit model test. Based on the calculation, the Q-square value obtained is 0.7102 more than 0 and close to 1, so it can be concluded that the model has a predictive relevance value or the model deserves to be said to have a relevant predictive value.

c) Research Hypothesis Testing

Results of testing the direct effect between variables in full can be seen in Table 2. Hypothesis testing was carried out by using the bootstrap resampling method. Based on Table 2., the p-value and t statistic for each variable is described as follows:

The p-value of the brand image variable for customer loyalty is 0.000, which is compared with a significant value of 0.05 because the p-value is <significant (0.000 <0.05) with a positive beta value of 0.541 and a statistical t value of 7.124 compared to the t-table of 1.9763 because the t-statistical value > t-value (7,124 > 1.9763) it can be concluded that the brand image positive and significant effect on customer loyalty.

The p-value of the celebrity endorser credibility variable to brand image is 0.606, which is compared with a significant value of 0.05 because the p-value is <significant (0.606 <0.05) with a negative beta value of 0.034 and a statistical t value of 0.516, which is compared with t-table of 1.9763, because the t-statistic value <t-value (0.516 <1.9763) it can be concluded that the credibility of celebrity endorsers has no positive and insignificant effect on brand image.

Table 2. Direct Impact Test Results

Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values
Brand Image (Y ₁) -> Customer Loyalty (Y ₂)	0.541	7.124	0.000
Credibility Celebrity Endorser (X ₁) -> Brand Image (Y ₁)	0.034	0.516	0.606
Credibility Celebrity Endorser (X ₁) -> Customer Loyalty (Y ₂)	0.211	3.686	0.000
E-WOM (X ₂) -> Brand Image (Y ₁)	0.542	7.707	0.000
E-WOM (X ₂) -> Customer Loyalty (Y ₂)	0.197	2.244	0.025

Source: processed data, 2020

The p-value of the ewom variable on brand image is 0.000, which is compared with a significance of 0.05 because the p-value is <significant (0.000 <0.05) with a positive beta value of 0.542 and a statistical t value of 7.707 compared to the t-table of 1.9763, because the t-statistic value > t-value (7.707 > 1.9763), it can be concluded that ewom has a positive and significant effect on brand image.

The p-value of the celebrity endorser credibility variable towards customer loyalty is 0,000, which is compared with a significant value of 0.05 because the p-value <significant (0,000 <0.05) with a positive beta value of 0.211 and a statistical t value of 3.686, which is compared with t-table of 1.9763 because the value of t-statistic > t-value (3.686 > 1.9763) it can be concluded that the credibility of celebrity endorsers has a positive and significant effect on customer loyalty.

The p-value of the ewom variable for customer loyalty is 0.025, compared with a significant value of 0.05. The p-value is <significant (0.025 <0.05) with a positive beta value of 0.197 and a statistical t value of 2.244 compared to the t-table. Amounting to 1.9763, because the t-statistic value > t-value (2.244 > 1.9763), Eewom has a positive and significant effect on customer loyalty.

Table 3. Test Results of Indirect

Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values
Credibility Celebrity Endorser (X ₁) -> Brand Image (Y ₁) -> Customer Loyalty (Y ₂)	0.019	0.505	0.614
E-WOM (X ₂) -> Brand Image (Y ₁) -> Customer Loyalty (Y ₂)	0.293	4.608	0.000

Source: processed data, 2020

Based on Table 3. obtained p-value and t statistical variables, which are explained as follows, the p-value of the celebrity endorser credibility variable towards customer loyalty through brand image is 0.614, which is compared with a significant value of 0.05 because the p-value is significant (0.614 > 0.05) with a beta value of negative 0.019 and the t-value. Statistic of 0.505, which is compared with the t table of 1.9763, because the t-statistic value <t-value (0.505 <1.9763) shows that brand image cannot mediate positively, and there is no significant effect of celebrity endorser credibility on customer loyalty.

The p-value of the ewom variable for customer loyalty through brand image is 0,000, which is compared with a significant value of 0.05 because the p-value is <significant (0,000 <0.05) with a positive beta value of 0.293 and a t-statistic value of 4.608, which is compared with the t-table of 1.9763 because the t-statistical value <t-value (4.608 > 1.9763), it can be concluded that brand image can positively and significantly mediate the influence of Eewom on customer loyalty.

B. Discussion

a) The influence of celebrity endorser credibility on brand image for online shopping

Based on the first hypothesis test results, it was found that celebrity endorsers' credibility had no positive and insignificant effect on brand image. This result means that the quality factor of Cristiano Ronaldo does not influence the brand image of Shopee as a celebrity endorser in promoting the Shopee marketplace. Cristiano Ronaldo, as a very popular footballer, cannot influence Shopee's image among customers. The credibility of Cristiano Ronaldo's figure as a celebrity endorser is not used to form the brand image of the Shopee marketplace but only indicated the influence of marketplace success in marketing products. This is also due to the Shopee marketplace, which quickly and quickly changes celebrity endorsers using celebrities who are popular among the public. For certain shopping day events such as event 10.10 (10th, October), the Shopee marketplace also

always replaces a different celebrity endorser than before. This makes Shopee marketplace customers see celebrity endorsers as not forming the company's brand image, so this overall result explains that the better the credibility of celebrity endorsers who advertise Shopee, does not necessarily increase its brand image.

The results of this study are in accordance with the research from Tariq et al. (2018), which states that there is no significant effect on the credibility of celebrity endorsement on brand image, various other factors that affect brand image may be quality, price, or anything other than recruiting celebrities in advertising only. Companies need to strive to expand sales and overcome these factors and not focus solely on advertising tactics. In addition, studies have proven that today's customers are quite thoughtful and attentive to product attributes. Research by Fensi and Christian (2018) also states that celebrity endorsers' credibility factor cannot affect brand image, so the study results are not significant.

b) EWOM influence on brand image for online shopping

Based on the second hypothesis test results, it is found that EWOM has a positive and significant effect on brand image. This result means that customers give more positive consumers through social media or the internet, the better the image formed on Shopee. Customers who see positive reviews about Shopee on social media or the internet written by other customers make those customers who see them feel that Shopee is a marketplace company that is performing well and can be trusted. In addition, the ease with which customers find the information they are looking for about the Shopee marketplace can make these customers feel that this marketplace is reliable because it provides various conveniences in accessing its information. The stronger the brand image of the company, it will increase the purchasing decisions of customers.

This study's results are in accordance with research from Maulina et al. (2019), which states that EWOM has a significant effect on brand image. In Krishnamurthy and Kumar's (2018) research, EWOM has a significant effect on the brand image with brand expectations formed by customers through the EWOM they create. Research from Paludi (2016) also states that electronic word of mouth on the brand image has a positive and significant effect.

c) The influence of brand image on customer loyalty for online shopping

Based on the third hypothesis test results, it is found that the brand image has a positive and significant effect on customer loyalty. This result means that the better Shopee's brand image in customers' minds, the more customer loyalty will also increase. This is supported by the Shopee

marketplace, which is the most used marketplace, beating its competitors. Looking at the Shopee marketplace's rankings from year to year, which continue to increase, it can be interpreted that the level of product sales on the Shopee marketplace has also increased in sales. The more loyal customers are to the Shopee marketplace; of course, it will be supported by the higher positive brand image of the Shopee marketplace itself.

This study's results are consistent with Nyadzayo and Khajehzadeh (2015) research, which show significant results on the brand image on customer loyalty. Suwandi *et al.* (2015) stated that the same research results, namely brand image, significantly affect customer loyalty. Companies with a strong brand image will get a better position, sustain a competitive advantage, and increase customer loyalty. Tomida and Satrio's research (2016) states that the test results show that the brand image variable has a significant and positive effect on customer loyalty. This result reflects that the higher the brand image is, the more customer loyalty will be. Brand image has an impact on the tendency of customer loyalty.

d) The influence of the credibility of celebrity endorsers on customer loyalty for online shopping

Based on the fourth hypothesis test results, it is found that celebrity endorsers' credibility has a positive and significant effect on customer loyalty. This result means that the more attractive or more famous the celebrity endorser Shopee uses, the more customer loyalty. Celebrities who are much idolized by the public tend to have many fans who will follow their celebrity idol's style. The better the celebrity endorser credibility that the company uses to promote the Shopee marketplace, the higher the customer loyalty level in the Shopee marketplace. Celebrity endorsers who have better credibility in customers' eyes can increase the reflection of customer attachment to the product because there is confidence in these products through celebrity endorsers.

This study's results are in accordance with research from Nwitambu and Kalu (2017); namely, celebrity endorsers have a significant relationship between endorser credibility and customer loyalty. Celebrity endorsers contribute to overall customer achievement loyalty. Putra and Warmika's research (2014) shows that the better the credibility of the advertising stars used, the more customer loyalty will increase, and vice versa. Other research also supports and states that the better the quality of celebrity endorsers used in advertising a product, the more customer loyalty will increase (Lini and Nurcahya, 2014).

e) The influence of EWOM on customer loyalty for online shopping

Based on the fifth hypothesis test results, it is found that EWOM has a positive and significant effect on customer loyalty. This result means that customers who leave positive reviews about Shopee on social media or the internet, then other customers are more likely to be interested in shopping at that place because they believe in the positive reviews they have read or found. Today's customers tend to actively seek out reviews made by other customers before deciding to shop online. Electronic word of mouth can be built through increasing customer loyalty, which includes, among others: willingness to share information, convey positive things about service providers to others, recommend service providers to others, make purchases on an ongoing basis, purchase additional services, and test new services.

This study's results are in accordance with research from Park (2019), which states that social media users see a lot of EWOM information, both intentionally and unintentionally, and information has a significant effect on customer loyalty. Research by Buhalis et al. (2020) and Molinillo et al. (2019) stated that customer involvement in EWOM is proven positive and significant towards the key factor in company success towards customer loyalty who spread positive EWOM will make repurchases.

f) The role of brand image mediates the effect of celebrity endorser credibility on customer loyalty for online shopping

Based on the sixth hypothesis test results, it was found that brand image could not mediate positively and had no significant effect on celebrity endorser credibility on customer loyalty. This result means that the formed Shopee brand image cannot affect celebrity endorsers' credibility on customer loyalty. It is important to choose a suitable celebrity to promote products so that customers become loyal. Still, the endorsers' credibility here cannot represent the brand image because the celebrity endorser used only to attract customers, not to represent the company's image.

This study's results are in accordance with research from Loei et al. (2016), which states that brand image that mediates the effect of celebrity endorser's credibility on customer loyalty shows positive and insignificant results. Research from Anggraeni and Kurniawati (2019) also states that the brand image that mediates celebrity endorser credibility on customer loyalty shows insignificant results.

g) The role of brand image mediates the influence of EWOM on customer loyalty for online shopping

Based on the seventh hypothesis test results, it is found that brand image can positively and significantly affect EWOM on customer loyalty. This result means that

customers' positive EWOM towards Shopee will also positively impact Shopee's brand image, which will automatically make customers trust to shop at Shopee because of the positive reviews they see or find. A positive EWOM, supported by a strong brand image, can indirectly influence customer buying actions and lead to customer loyalty.

The results of this study are in accordance with research from Paludi (2016), which states that the brand image variable significantly mediates the effect of EWOM on customer loyalty, which means that the EWOM carried out by customers will have an impact on the brand image so that it raises customer loyalty to the product. Other research also states that brand image partially mediates the relationship between electronic word of mouth and customer loyalty (Muis et al., 2020).

V. CONCLUSION AND SUGGESTIONS

A. Conclusion

- a. The credibility of celebrity endorsers has a positive and insignificant effect on brand image, meaning that the quality factor of Cristiano Ronaldo does not influence the brand image at Shopee as a celebrity endorser in promoting the Shopee marketplace.
- b. EWOM has a positive and significant effect on brand image. The more positive EWOM customers provide through social media or the internet, the better the Shopee marketplace's image.
- c. Brand image has a positive and significant effect on customer loyalty, meaning that the better Shopee's brand image in customers' minds, the brand's customer loyalty will also increase.
- d. The credibility of celebrity endorsers has a positive and significant effect on customer loyalty, meaning that the more attractive or more well-known celebrity endorsers used by Shopee will increase customer loyalty image berpengaruh positif dan signifikan terhadap loyalitas pelanggan, artinya semakin baik brand image Shopee dibenak pelanggan, maka loyalitas pelanggan merek tersebut juga akan meningkat.
- e. EWOM has a positive and significant effect on customer loyalty, meaning that customers who leave positive reviews about Shopee on social media or the internet, then other customers are more likely to be interested in shopping at that place because they believe in the positive reviews they read or find.
- f. Brand image mediates the effect of celebrity endorser credibility on customer loyalty positively and insignificant, meaning that the Shopee brand image that is formed cannot affect celebrity endorsers' credibility on customer loyalty.

- g. Brand image mediates the influence of EWOM on customer loyalty positively and significantly, meaning that the positive EWOM made by customers towards Shopee will also have a positive impact on Shopee's brand image, and this will automatically make customers trust to shop at Shopee because the positive reviews they see or find and this can lead to loyalty.

B. Suggestions

After studying, analyzing, discussing, and drawing conclusions, the authors provide some suggestions for consideration in the future. Judging from the respondents' answers, the power on celebrity endorsers' credibility has the lowest score than other indicators. Shopee marketplace companies should pay more attention to choosing celebrity endorsers who are likely to be more desirable or preferred by the public to increase customer interest in shopping at the Shopee marketplace.

Furthermore, the respect indicator on celebrity endorsers' credibility also has a lower score than other indicators. Companies again have to pay attention to celebrities who are currently the center of attention of the community or those currently favored by society before choosing an endorser. For the Indonesian people, a celebrity's achievements in advertising a product or being an endorser of a product may not be important or interesting for them to know. This category has a low score compared to other categories.

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