

Synergy of Digital Advertising Innovation in Increasing Millennial Repurchase Interest: Shopee "COD Cek Dulu" and Celebrity Endorser

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Abstract

Compared to traditional-based advertising, innovations in digital advertising techniques by e-commerce players have now attracted repurchase interest from various generations, including millennials. Therefore, this study aims to evaluate the influence of Shopee "COD Cek Dulu" advertising and celebrity endorsers on repurchase interest, mediated by purchase decisions. Using purposive sampling, this study involved 300 millennial respondents who are Shopee "COD Cek Dulu" consumers and employed a quantitative approach based on data analysis through Smart PLS. The results revealed that Shopee "COD Cek Dulu" advertising and celebrity endorsers significantly positively affect purchase decisions. Moreover, purchase decisions have a significant positive effect on repurchase interest and were found to mediate the relationship between Shopee "COD Cek Dulu" advertising and celebrity endorsers with millennials' repurchase interest. However, while celebrity endorsers showed a significant positive effect on repurchase interest, advertising had an insignificant effect on repurchase interest.

Keywords: *Shopee "COD Cek Dulu" advertising, celebrity endorsers, purchasing decisions, repurchase interest, millennials*

1. INTRODUCTION

The current digital advertising platforms have experienced significant growth compared to traditional advertising in Indonesia, due to the widespread use of technology and information, especially on social media. Many businesses utilise available platforms by leveraging technological advancements, such as Instagram, YouTube, and websites, to conduct marketing communication by creating engaging content as part of their advertising and promotional efforts. This approach reaches more consumers while being more convenient and cost-effective.

Specifically for the millennial generation, this group holds significant potential in utilizing technology for various activities, including work, business, and entrepreneurship. Moreover, the shopping habits of millennials through e-commerce are closely linked to the development of digital technology and the use of electronic devices. Several reasons drive millennials to purchase products online via e-commerce: (1) ease of use; (2) the convenience

of obtaining product information and easy transactions; (3) assurance of security in shopping; and (4) appealing, aesthetic, and enjoyable content on e-commerce platforms (Constantinides, 2004; Klapilova Krbova, 2016; Praharjo, 2019). The current shopping behavior, which tends to favor convenience, allows online shopping to be done anywhere, anytime, and adapted to the circumstances. The current shopping behavior, which tends to favor convenience, allows online shopping to be done anywhere, anytime, and adapted to the circumstances (Praharjo, 2019).

Shopee is one of the e-commerce platforms that ranks first in terms of the highest increase in online sales, as well as having the largest total visits compared to other e-commerce platforms (see Table 1 and Table 2).

Table 1. Online Buying and Selling Applications 2019-2023

<i>E-commerce Name</i>	Year				
	2019	2020	2021	2022	2023
Shopee	15,60%	20%	41,80%	43,70%	45,80%
Tokopedia	13,40%	15,80%	16,70%	14,90%	11,30%
Lazada	31,60%	31,90%	15,20%	14,70%	15,30%
Blibli	6,60%	8,40%	8,10%	10,10%	10,60%
Bukalapak	12,70%	12,90%	9,50%	8,10%	4,70%

Source: (Brand-Award, 2024)

Table 2. E-commerce Visits in 2023

E-commerce Name	Year in 2023			
	First Quarter	Second Quarter	Third Quarter	Fourth Quarter
Shopee	157.966.666,7	166.966.666,7	216.766.666,7	241.600.000
Tokopedia	117.033.333,3	107.200.000	97.066.666,67	96.933.333,33
Lazada	83.233.333,33	74.533.333,33	52.233.333,33	44.133.333,33
Blibli	25.433.333,33	27.100.000	28.400.000	31.533.333,33
Bukalapak	18.066.666,67	15.566.666,67	12.366.666,67	10.066.666,67

Source: (Databoks, 2024)

Based on Table 1, Shopee consistently ranked first as the leading e-commerce application provider with steadily increasing sales from 2019 to 2023. Significant growth occurred for Shopee during this period. Meanwhile, according to Table 2, Shopee ranked first as the marketplace with the highest average e-commerce visits throughout 2023, compared to Tokopedia, Lazada, Blibli, and Bukalapak.

Shopee has engaged in marketing communication through social media, one of which is YouTube, using an advertising method known as Shopee "COD Cek Dulu". Advertising is a means for producers to provide information to consumers through various media. In addition, advertising serves as a company's tool to deliver messages by introducing products, both goods and services, to the public (Ariani, 2019). The use of advertising is aimed at informing and promoting the uniqueness of products to boost sales. An attractive

advertisement can become an effective strategy for producers to build awareness and knowledge among consumers, thereby influencing purchasing decisions and generating repurchase interest (Novaliana, 2023). However, different findings were observed by (Pratama & Hayuningtias, 2022), where advertising did not affect purchase decisions; similarly, (Nyio et al., 2022) also found that advertising did not significantly influence individuals' repurchase interest.

Shopee's advertising techniques also involve celebrity endorsers. A celebrity endorser is the use of a famous or popular figure as a spokesperson in an advertisement. This is a creative method of delivering messages to draw greater attention and make the message more memorable to consumers (Kotler & Keller, 2016b). Using celebrities in advertisements is seen as supporting marketing communication, thereby increasing purchase decisions for the promoted products. Consumers also feel more attracted and interested in making repurchases (Apriyanti & Prasetya, 2023). Celebrity endorsers have a strong influence on purchase decisions and repurchase interest due to the public's high attention to popular celebrities, which becomes an attraction and helps consumers easily remember the brand. However, some researchers, such as (A'yun, 2019; Sabar et al., 2022) found that, partially, celebrity endorsers did not impact the increase in customers' repurchase interest; similarly, (Inggarwati & & Kaudin., 2010) discovered that celebrity endorsers did not significantly affect purchase decisions.

Based on the previous discussion, various gaps or differences in the findings of earlier studies have been identified. Therefore, this research aims to conduct a study that examines the synergy between Shopee's "COD Cek Dulu" advertising and celebrity endorsers on repurchase interest, with purchase decisions as a mediating variable, targeting the millennial generation.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Repurchase Interest

The interest in making a repurchase is a post-purchase consumer behavior based on previous experiences. If consumers have a positive experience with the product, it will naturally generate an interest in purchase again at a later time (Riyadi, 2023). Repurchase interest is the consumer's positive attitude toward a particular product or brand, showing an interest in buying it again and being willing to recommend the product to others based on their experience (Maridjo & Amelia, 2020). The measurement of repurchase interest in this study uses several indicators, namely referential interest, which refers to someone's interest based on recommendations from others; preferential interest, which refers to interest driven by personal preference; and exploratory interest, which refers to curiosity-driven interest in learning more about a product they enjoyed (Perdana & Mulyadi, 2023a).

Purchase Decision

According to (Kotler & Keller, 2016b), purchase decisions are a part of consumer behavior that studies how individuals or groups determine decisions to buy, consume, and choose products, ideas, or experiences to meet their needs. Consumers' purchase decisions are typically based on product choices in the market by considering usefulness and quality; brand choice based on reputation and trust; the place or seller of the product based on trust in the seller, the services provided, location, product availability, and the price offered by the dealer or store; the timing of the purchase based on discounts, promotions, the urgency of needs, the consumer's financial condition, or special occasions; and the quantity of products to be purchased based on needs, price, storage capacity, or economic considerations such as bulk discounts. Therefore, in this study, purchase decisions are measured using 5 indicators: product choice, brand choice, dealer choice, timing, and product quantity (Soetanto et al., 2020a). Purchase decisions were found to have a significant effect on consumers' repurchase interest (Suryana & Dasuki, 2013).

Shopee "COD Cek Dulu" Advertising

According to (Kotler & Keller, 2016), advertising is a cost-effective method for disseminating messages, whether to shape brand preferences or to educate individuals. Advertising serves as a marketing communication channel aimed at delivering messages and influencing consumer perceptions (Salem et al., 2020). The Shopee "COD Cek Dulu" promotional campaign is an initiative by Shopee, one of the largest e-commerce platforms in Southeast Asia, to encourage customers to use the Cash on Delivery (COD) service, or payment upon delivery. This campaign also emphasizes the importance of "Cek Dulu," or checking the product before payment, with the goal of ensuring the product matches the description and increasing consumer trust when shopping online. According to (Priana & Suwandi, 2020), there are six advertising measurement indicators in this study, including simple (easy to understand and not complex), unexpected (contains surprises unanticipated by the audience), persuasive (influential and convincing), entertaining (engaging and attention-grabbing), relevant (aligned with the audience's needs, desires, or situation), and acceptable (non-offensive or controversial). Advertising creativity is a key factor in influencing consumer purchase decisions (Wulandari & Darma, 2020); and impacts customers' repurchase intention (Bilgies et al., 2023).

Celebrity Endorser

Celebrity endorser refers to the use of a well-known or popular figure as a spokesperson in advertisements. This is a creative method to convey a message with the aim of attracting greater attention and making the message more memorable to consumers. A celebrity endorser is an individual, such as a celebrity, public figure, or influencer, who is widely recognized for their achievements in their field (Andrianto et al., 2016). The role of

a celebrity endorser is to influence consumers to form a positive attitude towards the brand, with the goal of increasing purchase interest (Widyasari & Suparna, 2022). In this study, the measurement of celebrity endorsers is based on five indicators: (1) trustworthiness, which refers to how honest, sincere, and credible the individual is; (2) expertise, which pertains to the extent of the individual's knowledge, experience, and skill; (3) physical attractiveness, which relates to the appeal of the individual's physical appearance; (4) respect, which concerns the quality and achievements of the individual; and (5) similarity, which refers to the degree of resemblance between the individual and the audience (Anas & Sudarwanto, 2020a). Although celebrity endorsers have been found not to significantly affect purchase decisions (Christiana & Lubis, 2023); Although celebrity endorsers have been found not to significantly affect purchase decisions (Anam & Astuti, 2022).

Based on the literature review and hypothesis formulation in this study, the resulting empirical model is as follows.

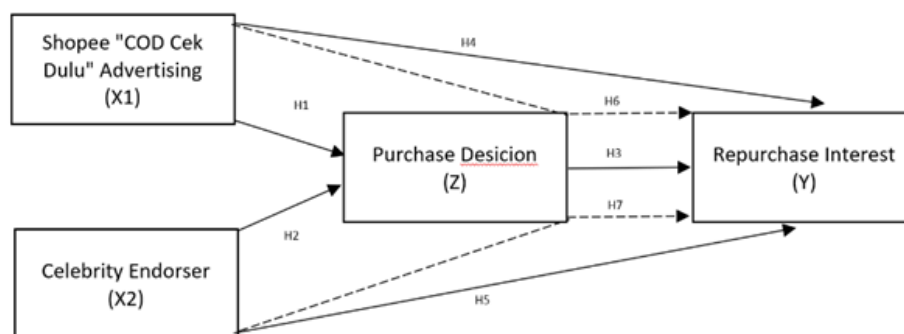


Figure 1. Empirical Research Model

- H1: Shopee "COD Cek Dulu" advertising has a positive and significant effect on purchase decisions.
- H2: Celebrity endorser has a positive and significant effect on purchase decisions.
- H3: Purchase decisions have a positive and significant effect on repurchase interest.
- H4: Shopee "COD Cek Dulu" advertising has a positive and significant effect on repurchase interest.
- H5: Celebrity endorser has a positive and significant effect on repurchase interest.
- H6: Purchase decisions act as a mediator in the relationship between Shopee "COD Cek Dulu" advertising and repurchase interest.
- H7: Purchase decisions act as a mediator in the relationship between celebrity endorser and repurchase interest.

SYNERGY OF DIGITAL ADVERTISING INNOVATION IN INCREASING MILLENNIAL REPURCHASE INTEREST: SHOPEE "COD CEK DULU" AND CELEBRITY ENDORSER

Riyadi et al, 2024

METHODOLOGY

This research is a quantitative study aimed at examining the relationship between the dependent variable, which is repurchase intention, and the independent variables, namely Shopee "COD Cek Dulu" advertising and celebrity endorsers, with purchase decision as the intervening variable. Based on the literature review, the following are the measurement indicators for each variable (See Table 3).

Variable	Measurement	Sources
Repurchase Interest (Y)	<p>Referential Interest:</p> <p>Y1. You are willing to recommend shopping on Shopee "COD Cek Dulu" to others (relatives, friends, and family).</p> <p>Y2. You are willing to share your positive shopping experience on Shopee "COD Cek Dulu" with others.</p> <p>Preferential Interest:</p> <p>Y3. You intend to purchase products on Shopee "COD Cek Dulu" at another time.</p> <p>Y4. Shopee "COD Cek Dulu" becomes your primary (priority) choice for online shopping in the future.</p> <p>Exploratory Interest:</p> <p>Y5. Shopee "COD Cek Dulu" meets your expectations compared to other e-commerce platforms.</p>	(Perdana & Mulyadi, 2023b)
Purchase Decision (Z)	<p>Product Choice</p> <p>Z1. You decided to purchase products on Shopee "COD Cek Dulu" because of the wide variety of products available.</p> <p>Z2. You decided to purchase products on Shopee "COD Cek Dulu" because the products offered meet your needs.</p> <p>Brand Choice</p> <p>Z3. You decided to purchase on Shopee "COD Cek Dulu" because of the diverse range of products offered.</p> <p>Z4. You decided to purchase products on Shopee "COD Cek Dulu" because the products sold are of good quality.</p> <p>Z5. You decided to purchase products on Shopee "COD Cek Dulu" because of price certainty and a secure shopping guarantee.</p> <p>Dealer Choice</p> <p>Z6. You decided to purchase products on Shopee "COD Cek Dulu" because of the ease of purchase.</p> <p>Z7. You decided to purchase on Shopee "COD Cek Dulu" because of affordable pricing.</p> <p>Z8. You decided to purchase on Shopee "COD Cek Dulu" because of the product quality assurance.</p> <p>Timing</p> <p>Z9. You decided to purchase on Shopee "COD Cek Dulu" because it provides various transaction conveniences.</p> <p>Quantity</p> <p>Z10. You decided to purchase on Shopee "COD Cek Dulu" due to the adequate availability of products.</p>	(Kotler & Keller, 2016a; Soetanto et al., 2020b)
Shopee "COD Cek Dulu" Advertising (X1)	<p>Simple</p> <p>X1.1. The message conveyed in the Shopee "COD Cek Dulu" YouTube ad is clear and easy to understand.</p> <p>Unexpected</p> <p>X1.2. The content presented in the Shopee "COD Cek Dulu" YouTube ad is different from typical ads.</p> <p>X1.3. The information in the Shopee "COD Cek Dulu" YouTube ad is easy to remember.</p> <p>Persuasive</p>	(Priana & Suwandi, 2019)

Variable	Measurement	Sources
	<p>X1.4. The Shopee "COD Cek Dulu" YouTube ad is able to capture your attention.</p> <p>Entertaining</p> <p>X1.5. The actors in the Shopee "COD Cek Dulu" YouTube ad are very entertaining.</p> <p>X1.6. The Shopee "COD Cek Dulu" YouTube ad can engage the audience emotionally, making it interesting to watch.</p> <p>Relevant</p> <p>X1.7. The message presented in the Shopee "COD Cek Dulu" YouTube ad correlates with the theme.</p> <p>Acceptable</p> <p>X1.8. The Shopee "COD Cek Dulu" YouTube ad is acceptable to the audience both in terms of norms and culture.</p>	
Celebrity Endorser (X2)	<p>Trustworthiness</p> <p>X2.1. You intend to buy products on Shopee "COD Cek Dulu" because you are attracted by the celebrity endorser.</p> <p>X2.2. You intend to buy products on Shopee "COD Cek Dulu" because you trust that the product offers a guarantee of price and quality due to the celebrity endorser.</p> <p>Expertise</p> <p>X2.3. You intend to buy products on Shopee "COD Cek Dulu" because you believe in the promises made by the celebrity endorser.</p> <p>Physical Attractiveness</p> <p>X2.4. You intend to buy products on Shopee "COD Cek Dulu" because you want to follow the lifestyle of the celebrity endorser.</p> <p>X2.5. You intend to buy products on Shopee "COD Cek Dulu" because you are influenced by the physical attractiveness of the celebrity endorser.</p> <p>Respect</p> <p>X2.6. You intend to buy products on Shopee "COD Cek Dulu" because you are influenced by the words of the celebrity endorser.</p> <p>Similarity</p> <p>X2.7. You intend to buy products on Shopee "COD Cek Dulu" because you are influenced by the uniqueness and charisma of the celebrity endorser.</p> <p>X2.8. You intend to buy products on Shopee "COD Cek Dulu" because the celebrity endorser used is currently trending.</p>	(Anas & Sudarwanto, 2020b)

The sample in this study was obtained using purposive sampling, with three criteria: (1) respondents must have the Shopee application and be Shopee customers; (2) respondents must have made at least one transaction using Shopee "COD Cek Dulu"; (3) respondents must be millennials, born between 1981 and 1996. Of the 600 questionnaires distributed, 400 were returned. However, after the selection process, only 300 questionnaires met all three criteria. This study used SMART PLS to assist with data processing and testing. The testing process began with validity testing using convergent validity measurement, followed by reliability testing using composite reliability measurement, and finally hypothesis testing using the bootstrapping procedure.

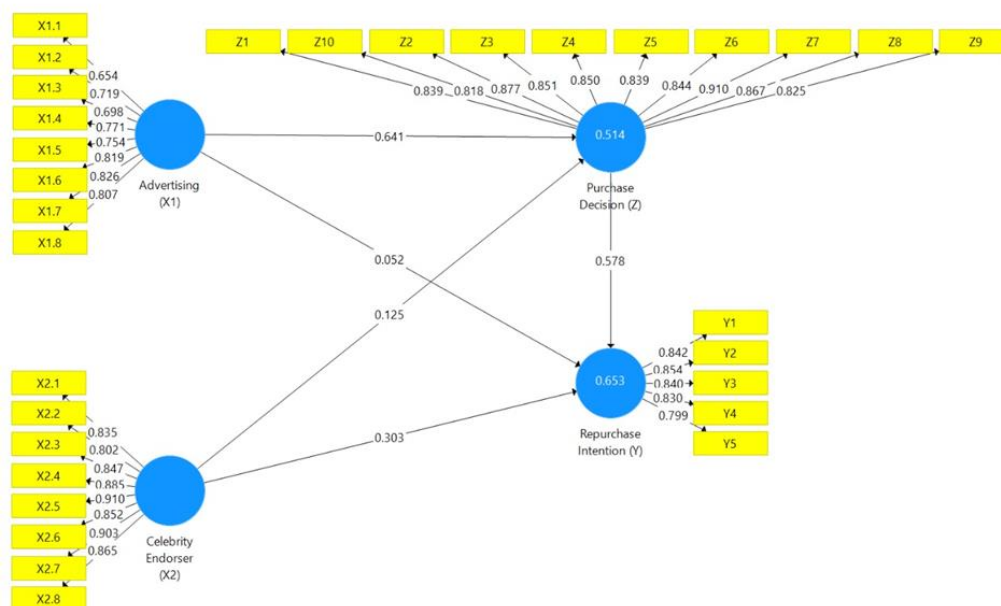
RESULT AND DISCUSSION

Informan Background

This study involved 300 respondents as sources, selected based on various characteristics such as gender, education, and occupation. The data processing results show that the majority of respondents were female, totaling 196 people or 65.3%, while the remaining 34.7% were male, amounting to 104 people. Furthermore, most respondents had a bachelor's degree (S1/D4), totaling 213 people or 71%, with 82 people or 27.3% holding a diploma (D3), and 5 people or 1.7% having a master's degree (S2). In terms of occupation, the majority of respondents were private employees, totaling 178 people or 59.3%, followed by entrepreneurs at 85 people or 28.3%, government employees (PNS or ASN) and similar professions at 27 people or 9%, lecturers and teachers at 3 people or 1%, and the remaining 7 people or 2.3% were housewives. Based on these results, it can be concluded that the majority of millennial respondents using the Shopee "COD Cek Dulu" service are women with a bachelor's degree (S1/D4) and work as private employees.

Validity and Reliability Testing Results

The validity testing was measured through convergent validity by evaluating each construct using Confirmatory Factor Analysis (CFA). A construct is said to have a high level of validity if the factor loading value exceeds 0.6, as explained by (Ghozali & Latan, 2015) (See Figure 2). The testing results indicate that all indicators used to measure the independent, intervening, and dependent variables are classified as valid



Sources: PLS Data Processing Result (2024)

Figure 1. Factor Loading

To assess reliability, this study uses composite reliability. The aim is to test the reliability of the instrument in a research model. If the composite reliability and Cronbach's alpha values exceed 0.6, the questionnaire used is considered consistent (Ghozali & Latan, 2015) (See Table 4). Based on the test results, it can be concluded that the instruments used for each variable are proven to be reliable and consistent.

Table 4. Results of Composite Reliability and Cronbach's Alpha Testing

Variabel	Cronbach's Alpha	Composite Reliability	Explanation
Repurchase Interest	0.890	0.919	Reliable
Purchase Decision	0.958	0.964	Reliable
Shopee "COD Cek Dulu" Advertising	0.893	0.915	Reliable
Celebrity Endorser	0.951	0.959	Reliable

Hypothesis Testing Results

This study employs the bootstrapping method by examining parameter coefficients and t-statistic significance in the bootstrapping algorithm report. Hypotheses will be accepted if the t-statistic significance value in the bootstrapping report exceeds 1.96, and P-values are less than 0.05 (α) (Ghozali & Latan, 2015) (See Table 5).

Table 5. Hypothesis Testing Result
(Direct Effect)

The relationship between constructs	Ori Sample (O)	t-Statistik (O/STDEV)	P- Values	Explanatin
Shopee "COD Cek Dulu" Advertising → Purchase Decision	0.641	13.610	0.000*	H1 accepted
Celebrity Endorser → Purchase Decision	0.125	2.235	0.026*	H2 accepted
Purchase Decision → Repurchase Interest	0.578	11.418	0.000*	H3 accepted
Shopee "COD Cek Dulu" Advertising → Repurchase Interest	0.052	0.793	0.428	H4 rejected
Celebrity Endorser → Repurchase Interest	0.303	6.909	0.000*	H5 accepted

Based on Table 5, it can be concluded that the first, second, third, and fifth hypotheses are accepted because they have p-values smaller than 0.05, whereas the fourth hypothesis, which states that advertising has a significant positive effect on repurchase intention, is rejected because its p-value of 0.428 is greater than 0.05.

Table 6. Hypothesis Testing Result
(Indirect Effect)

The relationship between constructs	<i>Ori Sample (O)</i>	<i>t-Statistik (O /STDEV)</i>	<i>P-Values</i>	<i>Explanation</i>
Shopee "COD Cek Dulu" Advertising → Purchase Decision → Repurchase Interest	0.370	8.719	0.000*	H6 accepted
<i>Celebrity Endorser</i> → Purchase Decision → Repurchase Interest	0.072	2.147	0.032*	H7 accepted
<i>R Square</i>	Purchase Desicion	0.514	Repurchase Interest	0.653

Based on Table 6 above, the hypothesis testing results show that the decision-making process has mediated the effect of advertising and celebrity endorsers on repurchase intention, as the p-values are less than 0.05. Therefore, the sixth and seventh hypotheses are accepted. Additionally, the R-Square test revealed a value of 0.514, indicating that the advertising and celebrity endorser variables can explain approximately 51.4% of the variation in the decision-making variable, while the remaining 48.6% is influenced by other factors. Further R-Square testing resulted in a value of 0.653, indicating that the advertising, celebrity endorser, and decision-making variables can explain about 65.3% of the variation in repurchase intention, with the remaining 34.7% influenced by factors not covered in this study. These findings suggest that the independent and mediating variables have a significant contribution to enhancing the dependent variable.

DISCUSSION

The Influence of Shopee's "COD Cek Dulu" Advertising on Purchase Decisions

Based on the calculation results with hypothesis testing showing a t-statistic value of $13.610 > 1.653$ and a significance level of $0.000 < 0.05$, it can be concluded that the advertising has a positive and significant effect on purchase decisions among millennials. This finding identifies that attractive and entertaining ads capture the audience's attention and can influence purchase decisions. This conclusion is consistent with the research conducted (Tambunan et al., 2021) which concluded that ad creativity is a key determinant in influencing consumer purchase decisions.

According to Figure 2, the highest indicator of the Shopee "COD Cek Dulu" advertising variable is entertaining, with the aspect that the Shopee "COD Cek Dulu" YouTube ad engages the audience emotionally, making it interesting to watch (X1.6). On the other hand, the highest indicator of the purchase decision variable is dealer choice, with the aspect that consumers choose stores that offer affordable prices (Z7). From these results, it can be concluded that entertaining ads that appeal to consumers' emotions (as seen in the Shopee "COD Cek Dulu" ad) can influence consumer preferences in selecting sellers or dealers offering affordable prices. This is supported by (Hyun et al., 2011) who stated that advertisements should be entertaining and have broader significance, be meaningful, and

play on consumer emotions to increase their attention and behavior towards the advertised brand or product

The Influence of Celebrity Endorser on Purchase Decisions

Based on the hypothesis testing results with a t-statistic value of $2.235 > 1.653$ and a significance level of $0.026 < 0.05$, it can be concluded that celebrity endorsers have a positive and significant impact on purchase decisions among millennials. This finding is consistent with studies by (Khan & Lodhi, 2016; Sofiana et al., 2021; Wijaya, 2020; Wulandari & Darma, 2020) which concluded that higher credibility of celebrity endorsers positively influences consumer purchase decisions.

According to Figure 2, the highest indicator for the celebrity endorser variable is physical attractiveness, specifically the appealing physical condition of the endorser (X2.5), while the highest indicator for the purchase decision variable is dealer choice, with the aspect being consumers choosing stores that offer affordable prices (Z7). From these results, it can be inferred that advertisements that are entertaining and touch on consumers' emotional aspects (such as the Shopee "COD Cek Dulu" ad) can influence consumers' preferences in choosing sellers or dealers offering affordable prices. This suggests that an attractive appearance of the endorser can build trust and confidence in customers that the advertised store or platform, such as Shopee, offers high-quality products and a pleasant shopping experience. Customers influenced by this ad might be more inclined to choose a store or seller offering similar products at affordable prices, especially if the affordable pricing is associated with guaranteed quality, as portrayed by the endorser. This is believed to be due to the fact that effective use of celebrities as endorsers can provide motivation and create an emotional connection with consumers to use the product or brand (Chiquita & Noor, 2021).

The Impact of Shopee's "COD Cek Dulu" Advertising on Repurchase Interest

Based on the hypothesis testing results with a t-statistic value of $0.793 < 1.653$ and a significance level of $0.428 > 0.05$, it is concluded that the advertisement has a positive but not significant effect on repurchase interest among millennials. This study's findings are consistent with previous research by (Ardiansyah et al., 2021; Handoko et al., 2019; Margahana, 2020), which indicated that advertising does not impact repurchase interest. However, these findings are not aligned with research by, where it was concluded that advertising does have a positive and significant effect on repurchase interest. According to Figure 2, the highest indicator for the Shopee "COD Cek Dulu" advertising variable is entertaining, with the aspect that the Shopee "COD Cek Dulu" YouTube ad evokes emotional responses from the audience, making it engaging to watch (X1.6). In contrast, the highest indicator for the repurchase interest variable is referral interest, with the aspect of sharing positive shopping experiences with Shopee "COD Cek Dulu" with others (Y2). The

lack of impact between these two variables may be due to the fact that the entertainment value of the ad might only produce a temporary emotional response but is not strong enough to motivate consumers to share their shopping experiences. Referral interest (sharing experiences) relies more on consumers' personal experiences during the purchase process, such as customer service, product quality, and trust in the COD feature. If the shopping experience does not align with what is portrayed in the ad, consumers may not feel motivated to share their experiences.

The Impact of Celebrity Endorser on Repurchase Interest

Based on hypothesis testing results with a t-statistic value of $6.909 > 1.653$ and a significance level of $0.000 < 0.05$, it can be concluded that the celebrity endorser has a positive and significant impact on repurchase interest among millennials. These findings align with the studies conducted by (Anam & Astuti, 2022; Maridjo & Amelia, 2020), which concluded that celebrity endorsers have a positive and significant effect on repurchase interest.

According to Figure 2, the highest indicator of the celebrity endorser variable is physical attractiveness, specifically the aspect of the physical condition of the endorser that is appealing (X2.5). Meanwhile, the highest indicator of the repurchase interest variable is referential interest, particularly the aspect of sharing a positive shopping experience with Shopee "COD Cek Dulu" with others (Y2). This indicates that when a celebrity endorser possesses strong physical attractiveness, they are able to capture consumer attention and create a positive initial impression of the advertising campaign and the product being promoted. This leads consumers to be more interested in trying the advertised product. If consumers subsequently have a positive shopping experience through Shopee "COD Cek Dulu," such as feeling comfortable and confident in their transactions, they are likely to share this experience with others (referential interest). This finding is consistent with the theory proposed by (Hawkins & Mothersbaugh, 2010), which suggests that celebrities are considered symbolic reference groups because they are liked, respected, admired, and often possess high credibility that can influence consumers.

The Influence of Purchase Decision on Repurchase Interest

Based on the hypothesis testing results, with a t-statistic value of $11.418 > 1.653$ and a significance level of $0.000 < 0.05$, it can be concluded that purchase decisions have a positive and significant effect on Repurchase Interest among millennials. These findings align with the research conducted by (Riyadi & Nurmahdi, 2022; Zahroq & Asiyah, 2022) which concluded that purchase decisions have a positive and significant impact on repurchase interest.

According to Figure 2, the highest indicator for the purchase decision variable is dealer choice, with the aspect of consumers choosing a store that offers affordable prices

(Z7), while the highest indicator for repurchase interest is referential interest, with the aspect of sharing a positive shopping experience with Shopee "COD Cek Dulu" with others (Y2). This means that when consumers have a satisfying shopping experience, such as finding a store with affordable prices and using the Shopee "COD Cek Dulu" feature, they are likely to recommend or share this positive experience with others. The satisfaction derived from obtaining products at a low price and having the option to check items before paying encourages consumers to share their experience with friends, family, or through online reviews. These findings are also consistent with (Riyadi, 2023) research theory, which suggests that repurchase interest arises from previous purchase experiences; if the previous experience is positive for the consumer, they will be inclined to make repurchases.

The Impact of Shopee "COD Cek Dulu" Advertising on Purchase Decisions and Repurchase Interest

Based on hypothesis testing with a t-statistic value of $8.719 > 1.653$ and a significance level of $0.000 < 0.05$, it can be concluded that purchase decisions mediate the impact of advertising on repurchase interest. This finding aligns with ((Nasta'in et al., 2024) who concluded that purchase decisions can mediate the effect of advertising on repurchase interest. However, this result contradicts (Ariyono et al., 2023) who found that purchase decisions do not mediate the effect of advertising on repurchase interest.

According to Figure 2, the highest indicator for the Shopee "COD Cek Dulu" advertising variable is entertaining, with the aspect that Shopee "COD Cek Dulu" YouTube ads emotionally engage the audience, making them appealing to watch (X1.6). The highest indicator for the purchase decision variable is dealer choice, with the aspect that consumers choose stores that offer affordable prices (Z7). The highest indicator for repurchase interest is referential interest, with the aspect of sharing a positive shopping experience with Shopee "COD Cek Dulu" with others (Y2). This means that entertaining ads play a crucial role in attracting the audience's attention and generating initial interest in Shopee and its COD feature. After being attracted by the ad, consumers decide where to purchase by choosing sellers that offer affordable prices. This choice of seller affects the overall shopping experience. A positive shopping experience, starting with an engaging ad followed by the right choice of seller, encourages consumers to share their positive experiences with others, ultimately reinforcing repurchase interest. Advertisements can use engaging content to influence consumer behavior and enhance purchase decisions. The goal of creating ad content is to attract audiences to become customers and to encourage existing customers to remain loyal and consider making future purchases.

Impact of Celebrity Endorser through Purchase Decision on Repurchase Interest

Based on hypothesis testing results with a t-statistic value of $2.147 > 1.653$ and a significance level of $0.032 < 0.05$, it can be concluded that purchase decision mediates the influence of celebrity endorser on repurchase interest. This finding is consistent with research conducted by (Pertwi & Mahmud, 2021; Safitri & Setya Nugroho, 2023) concluding that purchase decision mediates the effect of celebrity endorser on repurchase interest.

According to Figure 2, the highest indicator for the celebrity endorser variable is physical attractiveness with the aspect of the celebrity's physical appearance (X2.5); the highest indicator for the purchase decision variable is dealer choice with the aspect of consumers choosing stores that offer affordable prices (Z7); while the highest indicator for repurchase interest is referral interest with the aspect of sharing positive shopping experiences with Shopee "COD Cek Dulu" with others (Y2). This means that, overall, the physical attractiveness of the celebrity influences consumer decisions to choose products through factors like price and store, which then creates positive experiences and encourages consumers to share their stories, thereby increasing repurchase interest. This finding supports (Rahayu, 2019) which suggests that celebrity endorsers can drive communication of a product, generating trust among the audience and attracting public attention, ultimately leading to positive responses such as the desire to purchase and use the product again in the future.

4. CONCLUSIONS AND RECOMMENDATIONS

Based on the results and analysis, this study can be concluded as follows:

- 1) Shopee "COD Cek Dulu" advertising has a positive and significant impact on purchase decisions.
- 2) Celebrity Endorser has a positive and significant impact on purchase decisions.
- 3) Shopee "COD Cek Dulu" advertising does not affect repurchase interest.
- 4) Celebrity Endorser has a positive and significant impact on repurchase interest.
- 5) Purchase decisions have a positive and significant impact on repurchase interest.
- 6) Purchase decisions can mediate the effect of Shopee "COD Cek Dulu" advertising on repurchase interest.
- 7) Purchase decisions can mediate the effect of Celebrity Endorser on repurchase interest.

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