

# THE INFLUENCE OF CELEBRITY EFFECT, PERCEIVED USEFULNESS, TRUST ON ATTITUDE TOWARD INFLUENCERS AND ITS IMPLICATIONS ON IMPULSE BUYING

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## Abstract

*In the growing world of e-commerce, product promotion and marketing via digital platforms is becoming increasingly important. One strategy that has become a trend in an effort to increase product sales is collaborating with influencers in live sessions on the Shopee platform. This research focuses on analyzing consumer decision strategies to make impulse purchases of products in collaboration with influencers on Shopee Live. SEM-PLS method is used to identify and understand the factors that influence consumer impulse purchasing decisions in the context of products collaborating with influencers. By collecting data through questionnaires from 100 active respondents on the Shopee Live Indonesia platform, this research aims to provide in-depth insight into how influencers influence impulse buying decisions and how live streaming interactions can influence consumer behavior. The findings from this research are expected to provide guidance for e-commerce and marketing industry players to improve promotional strategies and maximize sales potential through live-streaming platforms.*

**Keywords :** e-commerce, Live-streaming, Influencers.

## 1. INTRODUCTION

Indonesia is the country with the third largest number of internet users in Asia (Sukaningrum and Indrawati 2022). The use of the internet can be utilized in various aspects, such as social media, e-commerce, and others (Indrawati and Putri 2021). The e-commerce platform has become one of the revolutionary innovations in the world of modern commerce. With technological advances and changes in consumer behavior that increasingly tend to shop online, global data reveals a significant increase in online purchases of consumer goods (Indrawati, Putri Yones, and Muthaiyah 2023). E-commerce platforms that facilitate buying and selling transactions to be easier and more efficient, including in Indonesia as a developing country, have encouraged an increase in consumer interest in shopping online (Alfannur and Kadono 2019). Of the various e-commerce platforms available, there are several that have managed to stand out and become favorites among users, one of which is Shopee.

Shopee was founded in 2015 by Forrest Li and has since expanded its reach to the Philippines, Malaysia, Taiwan, Thailand, Indonesia and Vietnam. With a wide range of products,

***THE INFLUENCE OF CELEBRITY EFFECT, PERCEIVED USEFULNESS, TRUST ON ATTITUDE TOWARD INFLUENCERS AND ITS IMPLICATIONS ON IMPULSIVE BUYING***

*Qastholany & Alfa nur, 2024*

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such as fashion, daily necessities, beauty products, and electronics, Shopee provides comprehensive services. Shopee also often holds attractive promotions, such as flash sales, which give consumers the opportunity to buy at discounted prices. There is also Shopeepay which makes the payment process more efficient and integrated. And with the Shopee Live feature, sellers can interact directly with buyers, offering a more interactive and real-time shopping experience (Shopee 2023).

Shopee has shown its dominance of 44% in the market, especially in Southeast Asia. Compared to other e-commerce platforms, Shopee offers many advantages and has made several innovations to improve the user shopping experience (Curry 2023). One of the innovative features they offer is Shopee Live. The Shopee Live feature not only facilitates buying and selling transactions, but also provides space for sellers to present products directly to prospective buyers. The results of the Opinion Poll (jakpat) survey show that 83.7% of Indonesians have participated in online shopping features through live broadcasts or what is known as live shopping. Shopee recorded the highest figure with 83.4% of live shopping users in Indonesia. Tiktok is in second place with a percentage of 42.2%, while Instagram is in third place with 34.1% of respondents using the platform for live shopping. Tokopedia and Facebook are in 4th and 5th place, with 30.4% and 25.9% of respondents using both for live shopping, respectively. Furthermore, Lazada and Bukalapak have a percentage of 20.5% of respondents. In the survey, 5.2% of respondents reported using JD.ID for live shopping, while 0.5% used other platforms. The survey involved 2,712 participants and was conducted on June 5, 2022, via the jakpat application (Annur 2022).

Currently, the Shopee live feature is widely used by influencers as a strategy in marketing their products. The influence of influencers is closely related to the celebrity effect. Influencers enjoy public recognition, have high popularity, and a certain reputation in society. Influencers use this recognition to represent products in advertisements and promote them, this is known as the celebrity effect (Qiu, Chen, and Lee 2021). In conveying their products, influencers provide information and help consumers understand the functions and benefits of the product. The understanding of the benefits felt by consumers from influencers fundamentally influences the intention to make a purchase (Sethi and Kapoor 2021). In addition, information from influencers who are believed to have a positive image is considered evidence that the expected product will meet positive expectations, thus influencing attitudes towards the influencer (Ooi et al. 2023). With the celebrity effect and trust in influencers, coupled with the delivery of product use and benefits through clear demonstrations and real-time interactions with influencers, it can create a sense of urgency and strong emotional appeal to consumers to buy impulsively.

This phenomenon is in line with research (Yan et al. 2023), in the study there is a potential that a positive attitude towards influencers can trigger impulsive buying behavior in consumers that makes consumers make decisions without deep consideration. However, in contrast to this study, research (Rehman et al. 2023) did not find a significant relationship between attitudes towards influencers and impulsive buying behavior.

Therefore, several problems arise that can be formulated, namely, does Attitude toward influencer ads have a significant positive effect on urge to buy impulsively, does Celebrity effect affect attitude toward influencer ads towards urge to buy impulsively, does Celebrity effect have a significant positive effect on urge to buy impulsively, does Perceived usefulness affect attitude toward influencer ads towards urge to buy impulsively, does Trust affect attitude toward influencer ads towards urge to buy impulsively and does Trust have a significant positive effect on urge to buy impulsively. This study itself has the following objectives, to determine the effect of Attitude Toward

Influencer Ads on Urge to Buy Impulsively, to determine the effect of Celebrity effect on Attitude Toward Influencer Ads and urge to buy impulsively, to determine the effect of Celebrity effect on urge to buy impulsively, to determine the effect of Perceived usefulness on Attitude Toward Influencer Ads and urge to buy impulsively, to determine the effect of Trust on Attitude Toward Influencer Ads and urge to buy impulsively and to determine the effect of Trust on urge to buy impulsively. By understanding the phenomena and factors that influence online purchases, it can provide opportunities for MSMEs or local brands to design more effective marketing strategies, as well as ways to understand and meet customer preferences in this ever-changing era (Satriana, Rachmawati, and Alfanur 2014).

## 2. RESEARCH METHOD

This study uses a descriptive quantitative approach. In this study, celebrity effect, trust, perceived usefulness are independent variables, the attitude variable toward influencer ads is the intervening variable and the urge to buy impulsive variable is the dependent variable. The Likert scale is the measurement format used in this study. The population used in this study were consumers who use the Shopee e-commerce platform and have seen Shopee live influencers. The sample uses the Bernoulli formula, the researcher rounded it up to 100 respondents. The data collected is divided into two types, namely primary data and secondary data. The processed data is then tested with validity and reliability tests. The data is also analyzed with descriptive analysis and SEM-PLS using SmartPLS4 software. The measurement model is convergent validity, discriminant validity, composite reliability. The structural model is the evaluation of the inner model in this study through the coefficient of determination (R<sup>2</sup>) approach (Indrawati 2015).

## 3. RESULTS AND DISCUSSION

### Descriptive Analysis

In this study, the characteristics of the respondents showed that from the gender of 100 respondents who filled out the questionnaire, 85% of respondents were female and 15% of respondents were male. This proves that the majority of respondents are female. Next, from the 100 respondents who filled out the questionnaire, the highest percentage was in the age range of 19-27 years, namely 81%. Then in second place was the age range of 28-36 years and in third place was the age range <19 years. And finally the lowest percentage was at the age of 37-45 years and > 45 years. This proves that the majority of Shopee users are aged 19-27 years. Furthermore, from the 100 respondents who filled out the questionnaire, the highest percentage of the frequency of respondents seeing *Influencers Live* Shopee is once a month, which is 43%. Then in second place, it is every two or three days and in third place, it is half a month. And finally, the lowest percentage is every day, which is 6%. And,

**THE INFLUENCE OF CELEBRITY EFFECT, PERCEIVED USEFULNESS, TRUST ON ATTITUDE TOWARD INFLUENCERS AND ITS IMPLICATIONS ON IMPULSIVE BUYING**

*Qastholany & Alfa nur, 2024*

out of 100 respondents who filled out the questionnaire, the highest percentage of the type of product promoted by influencers is cosmetic products, which is 56%. Then in second place is clothing and in third place is digital products. And finally, the lowest percentage is bags and shoes and food.

**Table 1**  
**Respondents' Responses Regarding the *Celebrity Effect* Variable**

Item	Respondents' Responses					Total Score	Percentage	Ideal Score	Category
	1	2	3	4	5				
CE1	2	7	20	51	20	380	76%	500	Agree
CE2	2	6	26	43	23	379	76%	500	Agree
CE3	2	9	32	40	17	361	72%	500	Agree
<b>Average Total Score</b>						<b>373.3</b>			
<b>Percentage of Average Total Score</b>						<b>74.67%</b>			<b>Agree</b>

Source: Data processed by the author (2024)

Based on table 1 about the responses of 100 respondents related to the *Celebrity Effect variable*, it has an average value of 74.67%. On the continuum line, the *Celebrity Effect variable* is in the range of 68% to 84%. It can be concluded that the *Celebrity Effect variable* with a percentage of 74.67% is included in the agree category. Thus, this shows that respondents agree that *influencers* are able to influence others.

**Table 2**  
**Respondents' Responses Regarding the *Perceived Usefulness* Variable**

Item	Respondents' Responses					Total Score	Percentage	Ideal Score	Category
	1	2	3	4	5				
PU1	1	8	25	46	20	376	75%	500	Agree
PU2	0	8	31	46	15	368	74%	500	Agree
PU3	0	4	39	42	15	368	74%	500	Agree
<b>Average Total Score</b>						<b>370.67</b>			
<b>Percentage of Average Total Score</b>						<b>74.13%</b>			<b>Agree</b>

Source: Data processed by the author (2024)

Based on table 2 regarding the responses of 100 respondents regarding the *Perceived Usefulness variable*, it has an average value of 74.13%. On the continuum line, the *Perceived Usefulness variable* is in the range of 68% to 84%. It can be concluded that the *Perceived Usefulness variable* with a percentage of 74.13% is included in the agree category. Thus, this shows that respondents agree and consider the information offered by *influencers* useful.

**Table 3**  
**Respondents' Responses Regarding *the Trust Variable***

Item	Respondents' Responses					Total Score	Percentage	Ideal Score	Category
	1	2	3	4	5				
TR1	4	6	16	42	32	392	78%	500	Agree
TR2	3	18	28	39	12	339	68%	500	Agree
TR3	3	9	35	39	14	352	70%	500	Agree
<b>Average Total Score</b>						<b>361</b>			
<b>Percentage of Average Total Score</b>						<b>72.20%</b>			<b>Agree</b>

Source: Data processed by the author (2024)

Based on table 3 regarding the responses of 100 respondents regarding the *Trust variable*, it has an average value of 72.20%. On the continuum line, the *Trust variable* is in the range of 68% to 84%. it can be concluded that the *Trust variable with a percentage of 72.20% is included in the agree category. Thus, this shows that respondents agree and accept the consequences of influencer promotion based on.*

**Table 4**  
**Respondents' Responses Regarding *the Attitude Toward Influencer Ads Variable***

Item	Respondents' Responses					Total Score	Percentage	Ideal Score	Category
	1	2	3	4	5				
ATT1	2	4	30	37	27	383	77%	500	Agree
ATT2	0	1	7	55	37	428	86%	500	Agree
ATT3	0	3	15	48	34	413	83%	500	Agree
<b>Average Total Score</b>						<b>408</b>			
<b>Percentage of Average Total Score</b>						<b>81.60%</b>			<b>Agree</b>

Source: Data processed by the author (2024)

Based on table 4 regarding the responses of 100 respondents regarding the *Attitude Toward Influencer Ads variable*, it has an average value of 81.60%. On the continuum line, the *Attitude Toward Influencer Ads variable* is in the range of 68% to 84%. It can be concluded that the *Attitude Toward Influencer Ads variable with a percentage of 81.60% is included in the agree category. Thus, this shows that respondents agree and respond positively to influencer promotions.*

**Table 5**  
**Respondents' Responses Regarding *the Urge to Buy Impulsively Variable***

Item	Respondents' Responses					Total Score	Percentage	Ideal Score	Category
	1	2	3	4	5				
UBI1	0	11	23	50	16	371	74%	500	Agree

**THE INFLUENCE OF CELEBRITY EFFECT, PERCEIVED USEFULNESS, TRUST ON ATTITUDE TOWARD INFLUENCERS AND ITS IMPLICATIONS ON IMPULSIVE BUYING**

*Qastholany & Alfa nur, 2024*

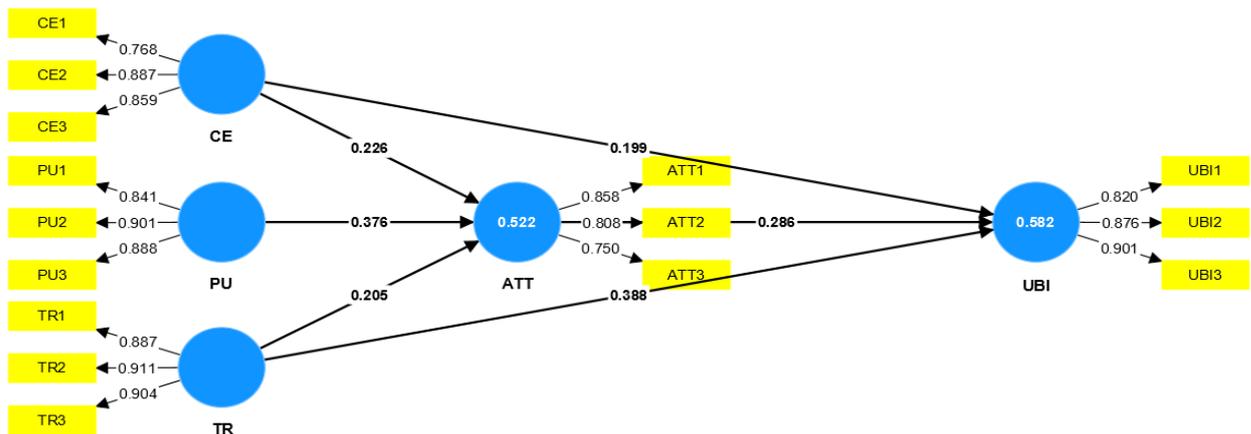
UBI2	3	26	27	29	15	327	65%	500	Agree
UBI3	6	20	29	30	15	328	66%	500	Agree
<b>Average Total Score</b>						<b>342</b>			<b>Agree</b>
<b>Percentage of Average Total Score</b>						<b>68.40%</b>			

Source: Data processed by the author (2024)

Based on table 5 regarding the responses of 100 respondents regarding the *Urge to Buy Impulsively variable*, it has an average value of 68.40%. On the continuum line, *the Urge to Buy Impulsively variable* is in the range of 68% to 84%. It can be concluded that the *Urge to Buy Impulsively variable* with a percentage of 68.40% is included in the agree category. Thus, this shows that respondents agree because respondents experience a sudden and spontaneous urge to buy products promoted by *influencers* on *live shopee*.

**PLS-SEM analysis**

**Outer Model**



**Figure 2 Path Diagram Outer Model**

Source: Data processed by the author (2024)

Based on Figure 2, the yellow box represents each item or indicator while the blue circle is the latent (indirect) variable. The value on each arrow represents the validity value of each item or indicator. According to (Ghozali dan Latan 2014), an indicator can be said to be valid if the outer loading value is above 0.7. Thus, *the path diagram* in Figure 2 shows that each indicator is valid because the *outer loading value* of each indicator is above 0.7.

**Convergent calidity & AVE**

**Table 6  
Convergent Validity Value**

	ATT	CE	PU	TR	UBI
ATT1	0.858				

<b>ATT2</b>	0.808	
<b>ATT3</b>	0.750	
<b>CE1</b>	0.768	
<b>CE2</b>	0.887	
<b>CE3</b>	0.859	
<b>PU1</b>	0.841	
<b>PU2</b>	0.901	
<b>PU3</b>	0.888	
<b>TR1</b>	0.887	
<b>TR2</b>	0.911	
<b>TR3</b>	0.904	
<b>UBI1</b>	0.820	
<b>UBI2</b>	0.876	
<b>UBI3</b>	0.901	

*Source: Data processed by the author (2024)*

The loading factor value can be said to be valid when it is  $>0.7$ . The results of the loading factor of each indicator are above 0.7. Thus, it can be said that all indicators are valid. The AVE value if it is  $>0.5$  then it can be said to be valid and the value has met the criteria specified in the convergent validity test. The following are the results of the AVE test using SmartPLS software:

**Table 7**  
**AVE Value**

<b>Variables</b>	<b>AVE</b>	<b>Critical Value</b>	<b>Model Evaluation</b>
<b>CE</b>	0.650	$> 0.5$	<b>Valid</b>
<b>PU</b>	0.705		<b>Valid</b>
<b>TR</b>	0.769		<b>Valid</b>
<b>ATT</b>	0.811		<b>Valid</b>
<b>UBI</b>	0.750		<b>Valid</b>

*Source: Data processed by the author (2024)*

Based on table 7, all variables obtain AVE values greater than the critical value, which is  $>0.5$ . Thus, all variables have met the requirements for convergent validity.

***Discriminant Validity***

**Table 8**

**THE INFLUENCE OF CELEBRITY EFFECT, PERCEIVED USEFULNESS, TRUST ON ATTITUDE TOWARD INFLUENCERS AND ITS IMPLICATIONS ON IMPULSIVE BUYING**

*Qastholany & Alfa nur, 2024*

**Cross Loading Value**

	<b>ATT</b>	<b>CE</b>	<b>PU</b>	<b>TR</b>	<b>UBI</b>
<b>ATT1</b>	<b>0.858</b>	0.616	0.670	0.681	0.651
<b>ATT2</b>	<b>0.808</b>	0.516	0.468	0.391	0.408
<b>ATT3</b>	<b>0.750</b>	0.297	0.452	0.368	0.468
<b>CE1</b>	0.419	<b>0.768</b>	0.408	0.373	0.455
<b>CE2</b>	0.555	<b>0.887</b>	0.595	0.595	0.576
<b>CE3</b>	0.555	<b>0.859</b>	0.656	0.649	0.542
<b>PU1</b>	0.577	0.578	<b>0.841</b>	0.635	0.534
<b>PU2</b>	0.571	0.592	<b>0.901</b>	0.641	0.551
<b>PU3</b>	0.629	0.588	<b>0.888</b>	0.638	0.536
<b>TR1</b>	0.554	0.576	0.604	<b>0.887</b>	0.633
<b>TR2</b>	0.577	0.638	0.670	<b>0.911</b>	0.659
<b>TR3</b>	0.564	0.550	0.692	<b>0.904</b>	0.591
<b>UBI1</b>	0.609	0.566	0.552	0.562	<b>0.820</b>
<b>UBI2</b>	0.544	0.510	0.496	0.597	<b>0.876</b>
<b>UBI3</b>	0.538	0.553	0.551	0.651	<b>0.901</b>

*Source: Data processed by the author (2024)*

Based on table 8, all variable items have met the *discriminant validity criteria*. The correlation value of each variable item construct is greater than the correlation value with other constructs, which is  $>0.7$ , so that in this study the items or indicators used have been met.

**Reliability Test**

**Table 9**  
**Reliability Test Results**

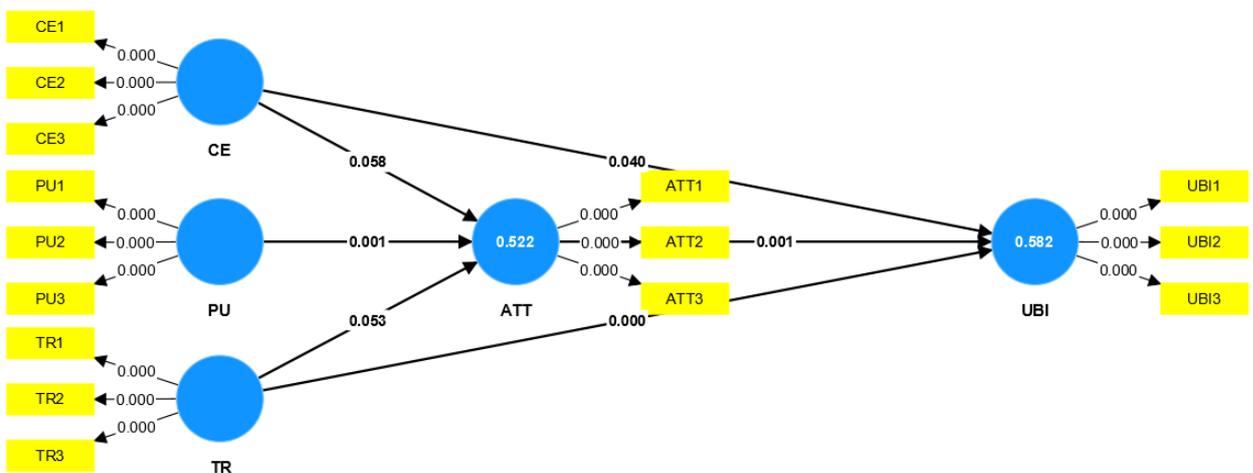
<b>Variables</b>	<b>Composite Reliability</b>	<b>Critical Value</b>	<b>Cronbach Alpha</b>	<b>Critical Value</b>	<b>Model Evaluation</b>
<b>Attitude Toward Influencer Ads</b>	0.848		0.738		Reliable
<i>celebrity effect</i>	0.877		0.790		Reliable
<i>Perceived usefulness</i>	0.909	$>0.7$	0.849	$>0.7$	Reliable
<i>Trust</i>	0.928		0.884		Reliable
<b>Urge to Buy Impulsively</b>	0.900		0.833		Reliable

*Source: Data processed by the author (2024)*

Based on table 9, the results of the reliability test of each variable can be seen. The test results show that each variable has a *composite reliability value* and *Cronbach's alpha* > 0.7. Thus, the data in this study can be declared reliable.

**Inner Model**

Inner Model is used to test other latent variables. In partial least square, R2 is useful to determine the accuracy capability of the model. Here is the path diagram of the inner model using SmartPLS software:



**Figure 3 Path Diagram Inner Model (Bootstrapping)**

Source: Data processed by the author (2024)

Based on Figure 3, the *path coefficient value* of the inner model between the independent variables and fixed variables can be seen. *The inner model* (structural model) in this study can be seen more clearly through the *R-Square* and *path coefficient parameters*.

**R-Square (R<sup>2</sup>)**

**Table 10  
R-Square Value**

	R-Square
ATT	0.522
UBI	0.582

Source: Data processed by the author (2024)

Based on table 10, it can be seen that the *R-Square value* of the *Attitude Toward Influencer Ads* variable is 0.522 and the *Urge to Buy Impulsively* variable obtains an R-

**THE INFLUENCE OF CELEBRITY EFFECT, PERCEIVED USEFULNESS, TRUST ON ATTITUDE TOWARD INFLUENCERS AND ITS IMPLICATIONS ON IMPULSIVE BUYING**

*Qastholany & Alfa nur, 2024*

Square value of 0.582. Thus, it can be concluded that the dimensions of *Celebrity Effect*, *Perceived Usefulness* and *Trust* have a moderate relationship to the *Attitude Toward Influencer Ads* variable and the *Urge to Buy Impulsively* variable.

**Moderation Effect Test**

**Table 11**  
**Moderation Effect Test Results**

	<b>Original Sample</b>	<b>Sample Average</b>	<b>Standard Deviation</b>	<b>T Statistics</b>	<b>P Values</b>
<b>TR -&gt; ATT -&gt; UBI</b>	0.059	0.058	0.037	1,592	0.111
<b>PU -&gt; ATT -&gt; UBI</b>	0.108	0.109	0.048	2,238	0.025
<b>CE -&gt; ATT -&gt; UBI</b>	0.065	0.066	0.041	1,575	0.115

Source: Data processed by the author (2024)

Based on table 11, it is known that Trust (TR) does not significantly moderate the effect of Attitude Toward *Influencer Ads* (ATT) on Urge to Buy Impulsively (UBI), with a p-value = 0.111 because the value is > 0.05. Perceived Usefulness (PU) significantly moderates the effect of Attitude Toward *Influencer Ads* (ATT) on Urge to Buy Impulsively (UBI), with a p-value = 0.025 because the value is < 0.05. Celebrity Effect (CE) does not significantly moderate the effect of Attitude Toward *Influencer Ads* (ATT) on Urge to Buy Impulsively (UBI), with a p-value = 0.115 because the value is > 0.05.

**SEM Hypothesis Testing**

In hypothesis testing, measurements are made by comparing the t-statistic value and the t-table value. The conditions for accepting the hypothesis are if the t-statistic value > t-table, with t-table > 1.96 (significance level = 5%), then H1 is accepted.

**Table 12**  
**Hypothesis Test Results**

	<b>Original Sample</b>	<b>Sample Average</b>	<b>Standard Deviation</b>	<b>T Statistics</b>	<b>P Values</b>
<b>ATT-&gt;UBI</b>	0.286	0.286	0.089	3,229	0.001
<b>CE -&gt; ATT</b>	0.226	0.230	0.119	1,899	0.058
<b>CE -&gt; UBI</b>	0.199	0.203	0.097	2,051	0.040
<b>PU -&gt; ATT</b>	0.376	0.381	0.117	3,219	0.001
<b>TR -&gt; ATT</b>	0.205	0.203	0.106	1,939	0.053

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<b>TR -&gt; UBI</b>	0.388	0.384	0.104	3,723	0,000
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Source: Data processed by the author (2024)

Based on table 12, it can be stated that the *perceived usefulness dimension* has a significant effect on *Attitude Toward Influencer Ads* . The variables *Celebrity Effect* , *Trust* , *Attitude Toward Influencer Ads* have a significant effect on *Urge to Buy Impulsively* . While the dimensions of *Celebrity effect* and *Trust* do not have a significant effect on *Attitude Toward Influencer Ads* .

## RESEARCH DISCUSSION

The results of the study that have been shared with 100 respondents indicate that the *Perceived Usefulness variable* has a significant effect on *Attitude Toward Influencer Ads* and the *Attitude Toward Influencer Ads variable* has a significant effect on *Urge to Buy Impulsively* . While the *Celebrity Effect* and *Trust* variables do not have a significant effect on *Attitude Toward Influencer Ads* .

The test results for H1 in this study based on table 12 can be concluded that the *attitude variable toward influencer ads* has a significant positive effect on *urge to buy impulsively* . The test results for H2 in this study based on table 12 can be concluded that the *celebrity effect variable* does not have a significant positive effect on *attitude toward influencer ads* . The test results for H3 in this study based on table 12 can be concluded that the *celebrity effect variable* has a significant positive effect on *urge to buy impulsively* . The test results for H4 in this study based on table 12 can be concluded that *perceived usefulness* has a significant positive effect on *attitude toward influencer ads* . The test results for H5 in this study based on table 12 can be concluded that *trust does not have a significant positive effect on attitude toward influencer ads* . The test results for H6 in this study based on table 12 can be concluded that *trust* has a significant positive effect on *urge to buy impulsively* .

## CONCLUSION AND SUGGESTIONS

Based on the results of the research discussion in the previous chapter, it can be concluded that *the attitude towards influencer ads* have a significant positive effect on *Urge to Buy Impulsively* , the *celebrity effect variable* does not have a significant positive effect on *attitude towards influencer ads* , variables *celebrity effect* has a significant positive effect on *the urge to buy impulsively* , the variable *perceived usefulness* has a significant positive

**THE INFLUENCE OF CELEBRITY EFFECT, PERCEIVED USEFULNESS, TRUST ON ATTITUDE TOWARD INFLUENCERS AND ITS IMPLICATIONS ON IMPULSIVE BUYING**

*Qastholany & Alfa nur, 2024*

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effect on *attitude towards influencer ads*, variable *Trust* does not have a significant positive effect on *attitude towards influencer ads* and *trust* variables have a significant positive effect on *the urge to buy impulsively*.

From the results of the research and analysis, a positive attitude towards *influencer advertising* has a significant positive influence on the urge to buy products impulsively. This positive attitude is influenced by several variables, namely celebrity effect, perceived usefulness, and trust. Based on the results of the study, perceived usefulness is the variable that has the most significant influence compared to other variables. MSMEs or local brands must utilize marketing strategies by using these *influencers* to increase their sales on the Shopee platform and strengthen the relationship between *influencers* and consumers which can later increase consumer loyalty and trust in *influencers* and the products offered. MSMEs or local brands can provide strategic direction to *influencers* and *influencers* can also answer consumer questions directly during live streaming, making consumers feel more involved.

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