



Purchase Intention as the Intervening Variable, Amongst Customer Review, Product Quality, Korean Brand Ambassadors, and Live Promotion to Purchase Decision Making

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Abstract This investigation was undertaken to evaluate the extent to which online customer reviews, product quality, Korean brand ambassadors, and live promotions affect the purchasing decisions of Shopee consumers situated in Semarang. Furthermore, the research explores the mediating function of purchase interest within the correlation between product quality and brand ambassadors concerning purchasing decisions. A sample size of 250 participants was employed and analyzed through Structural Equation Modeling-Partial Least Squares (SEM-PLS). The findings reveal that online customer reviews, product quality, brand ambassadors, and live promotions exert a positive and statistically significant influence on purchasing decisions. Moreover, purchase interest serves as a mediator in the relationship between product quality and purchasing decisions, as well as between brand ambassadors and purchasing decisions.

Keywords: *Quality Product, Brand Ambassador, Purchase Interest*

1. INTRODUCTION

In recent years, many people have used appearances in everything, especially at work. By relying on appearance as a benchmark in the world of work, especially in Indonesia, Indonesian people compete to look as attractive as possible. Indonesian people or even humans who think about their appearance will be as good as possible in caring for their faces. Starting from skincare and makeup products are increasingly in demand by humans; even in 2022, skincare and makeup sales transactions in Indonesia reached IDR 129.1 billion in 2 months, as stated in a study by Sukmawati et al. (2022). Currently, Indonesia has many beauty product brands. One of the most famous local brands is Something, which has 57.3 million hashtag views on TikTok social media; this was stated in a study by Saputra and Fadhillah (2022). Something, a local brand founded in 2019, has several main products at launch, including Facial Cleanser, Serum, Eye Cream, Chiemicalexfoliant, Essence, Moisturizer, Toner, and Facial Moisturizer. Something already has additional products, including Foundation, Lip Cream, Lip Tint, Powder, Cushion, Eyeshadow, and many more listed on the Shopee marketplace application. This brand even ranked first for a relatively long period in 2022. The results of the data on the compass showed that the Something brand serum managed to achieve a market share of 16.85% and a sales quantity of more than 65,700 products in September 2022. The statement above is supported by information from the Shopee application, which contains followers, live streaming viewers, number of buyers, and number of brand sales for each product produced in several years starting from the brand using the Shopee application for marketing media, as follows:

Table 1. Brand Information of Shopee Indonesia

Brand	Amount of Followers (million)	streaming spectators	live	Sales (million Rp)	Rating of Sales	Products Amount
Something	4.3	100		>10	4.9/5	215
Scientific	5.2	150		>10	4.9/5	89
Scarlett	5.2	45		>10	4.9/5	170
Garnier	3.3	50		>10	4.9/5	207
Ms Glow	2.1	45		>10	4.9/5	59

Source: Official Website Shopee Indonesia

Sales of Somethinc products are relatively high when compared to other local products, Somethinc products can also be compared to several non-local products that are famous in Indonesia. The results of the Pre-Survey showed that 86.7% of the 30 audiences knew Somethinc products. Of the 30 audiences, 70% used something products, from skincare to makeup. Sukmawati et al. (2022) found that product quality significantly benefits purchasing decisions. Sukmawati's statement is reinforced by the statement, according to Sakinah & Firmansyah (2021), based on the results of their research through path analysis calculations, "the Product Quality variable has a significant positive effect on Consumer Satisfaction." Online Reviews are information in the form of reviews usually expressed by customers through praise or criticism. According to Azmi et al. (2023), partial Online Customers significantly influence Purchasing Decisions. Live Promotion has a significant favorable influence on Purchasing Decisions because, Live Promotion, it can make it easier for consumers or customers to obtain more detailed information about the product; this is explained in the research of Azmi et al. (2023). In recent years, the public has widely used social media, and purchases via e-commerce have increased significantly, especially on Shopee, which provides many free shipping features and discounts. Significant discounts are usually presented when the seller's account holds Live Streaming. Live streaming is a form of media that provides live broadcasts to its viewers. Live Streaming is usually carried out by Marketing, Brand Ambassadors, or even the Owner himself to attract more customers.

Regarding the existence of brand ambassadors in recent years, Indonesian people have become very fond of Korean artists. Therefore, SomethingSomething uses Korean brand ambassadors who use several artists, one of whom is Han So Hee, a woman with a lovely face and an outstanding career in acting. Based on the description that has been explained and previous research, the research gap is possible because undisclosed variables can strengthen its

influence on Purchasing Decisions.

2. LITERATURE REVIEW

Online Customer Review Empirical Model

Online Customer Reviews are becoming popular among consumers worldwide who read them to make informed decisions about products and services (Filiari & McLeay, 2014). Online Reviews are information in the form of reviews usually expressed by customers, either through praise or criticism (Ramadan et al., 2021), according to Maharani & Yulianthini (2023). Online customer reviews build a reputation and consumer trust in specific e-commerce. Online customer reviews can be defined as any comments or ratings of products, services, brands, or people that are positive, negative, and neutral made by former customers and shared with other consumers in unstructured formats such as blogs or posts, while structured formats such as consumer reviews published on customer review sites (Filiari, 2016). Usually, consumers look for quality information before deciding to buy a product. So that consumers do not have to visit different sellers directly to find information (Yasmin, 2015). Research conducted by Latifa and Harimukti, 2016) produced three indicators of Online Customer Review: Perceived Usefulness, Perceived Enjoyment, and Perceived Control.

Product Quality

Product quality refers to the capacity of a product to effectively carry out its intended purpose, as stated by Caniago & Rustanto (2022). Santoso (2019) defines product quality as evaluating a good or service based on its usefulness. Product quality refers to the capacity of a product to perform its functions, which may include strength, convenience, packaging, product repair, reliability, or progress. Product quality is a comprehensive customer evaluation of the performance of a good or service (Sudaryono, 2016). According to Sakinah & Firmansyah (2021), six indicators of product quality are often used as measurements, including Performance, Durability, Suitability of specifications, Additional features, Constraints, and Aesthetics.

Live Promotion

Live streaming is a form of media that provides live broadcasts to its viewers. It is usually done by Marketing, Brand Ambassadors, or even the Owners themselves to attract more customers. Live Promotion can make customers more confident about the authenticity of the products offered, so many are more interested in buying them.

Brand Ambassador

A product supporter or spokesperson is chosen from celebrities or non-celebrities who

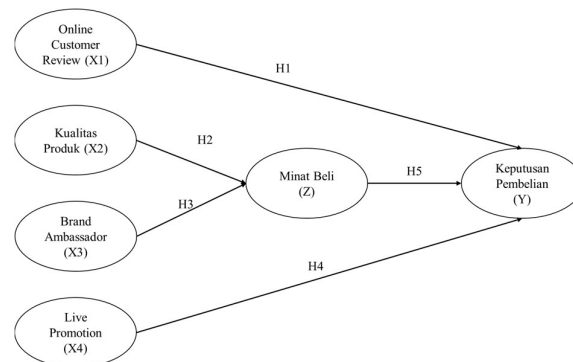
have an attractive appearance Kusumo & Afandi, (2020). According to Osak & Pasharibu (2020), a Brand ambassador is someone who represents a product to create a positive impact on the brand's business. According to Satdiah et al. (2023) there are three indicators of product quality that are often used as measurements, including Attractiveness, Trust, Expertise.

Purchase Decision

Purchase decisions include stages where customers identify their needs, get relevant information, and ultimately choose certain goods and brands before making purchases and repeat purchases (Satdiah et al., 2023). The purchase decision is the decision of every consumer because they have a match for a product and are interested in having it (Sukmawati et al., 2022). According to Sukmawati et al. (2022), five purchasing decision indicators are often used as measurements, including Needs Recognition, Information Search, Alternative Assessment, Purchase Decisions, and Post-Purchase Behavior.

Purchase Interest

Futari (2021) states that purchase interest creates something that can make consumers record it and create an intense desire. According to Mega Puspita & Budiatmo (2022), purchase interest is people's interest in a product or service by buying it. Purchase Interest is a consumer's stage in choosing between several available brands (Suparwo & Rahmadewi, 2021). According to (Suparwo & Rahmadewi, 2021), 4 purchasing decision indicators are often used as measurements, including Transactional Interest, Referential Interest, Preferential Interest, and Explorative Interest.



Note: Kualitas Product = Product Quality, Minat Beli = Purchase Intention, Keputusan Pembelian = Purchasing Decision Making.

Hypothesis

Direct Influence of Online Customer Reviews on Purchasing Decisions

The function of Online Customer Reviews is to build a reputation to foster consumer trust in specific e-commerce platforms, as expressed in a study conducted by Ramadan et al.

(2021). Rahmayanti and Dermawan (2023) found that online customer reviews significantly and positively impact purchasing decisions. Online customer reviews have a significant and beneficial influence on purchasing decisions. The source citation is (D.E.R. Amin & Fikriyah, 2023). Almayani & Graciafernandy (2023) found that Online Customer Reviews have an essential and beneficial impact on Purchasing Decisions. According to research by Herlambang et al. in 2023, online customer reviews significantly influence purchasing decisions. Fahrozi et al. (2022) found that Online Customer Reviews significantly positively impact Purchasing Decisions.

H1: Online customer reviews positively and significantly influence purchasing decisions.

The Influence of Product Quality on Purchasing Decisions

Product quality refers to the ability of a product to effectively carry out its intended purpose, as stated in a study conducted by Mega Puspita and Budiatmo (2022). Purchasing decisions are "the process by which buyers recognize needs, seek information, and decide to choose different products and brands until deciding to make a purchase and subsequent purchases" (Simanjuntak & Prihatini, 2020). According to Caniago and Rustanto (2022), "Product Quality has a significant positive effect on Purchasing Decisions". According to Suparwo & Rahmadewi (2021), "Product Quality has a significant positive effect on Purchasing Decisions. Product Quality has a significant effect on Purchasing Decisions in research" (Caniago & Rustanto, 2022). According to Jumiati et al. (2023), "Product Quality has a significant positive effect on Purchasing Decisions. Product Quality has a positive effect on Purchasing Decisions" (Tsaniya & Telagawathi, 2022).

H2: Product quality has a significant positive direct effect on purchasing decisions.

The Influence of Product Quality on Purchasing Decisions

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H2: Product quality has a significant positive direct effect on purchasing decisions.

The Influence of Brand Ambassadors on Purchase Interest

Sukmawati et al. (2022) define Brand Ambassadors as celebrities and non-celebrities who have an attractive appearance and are chosen to endorse or represent a product. Fransisca and Pujiarti (2022) define purchase interest as an individual's tendency to obtain a product or service through a purchase. The presence of Brand Ambassadors has a significant and beneficial impact on the level of purchase interest in services or products from the MD Clinic. According to Osak and Pasharibu (2020), as quoted by Lazeta. Nova (2023) found that Brand Ambassadors significantly and positively impact Purchase Interest in the Tokopedia Marketplace.

The inclusion of BTS as Brand Ambassadors has a good and positive impact on the level of purchase interest in the Gojek application, as expressed by Divany et al. (2023). Kusumo and Afandi (2020) found that Brand Ambassadors significantly and positively impact Purchase Interest in the Tokopedia Marketplace. Putra et al. (2023) research shows that Brand Ambassadors have a significant and beneficial influence on Purchase Interest.

H3: Brand Ambassador has a positive and significant influence on purchasing interest

The Influence of Live Promotion on Purchasing Decisions

Ambiya (2023) defines live streaming as interactive internet multimedia entertainment rapidly becoming popular worldwide. Live Streaming significantly positively affects Purchasing Decisions (Rahmayanti & Dermawan, 2023). In live streaming video marketing, there is an advantage where a marketer can directly explain the details or descriptions of their products (Dhanar et al., 2017); in addition, friendliness in questions and answers and speed of service and rewards at the end of each session can arouse consumer motivation is also a determining factor in purchasing decisions. This is by research (Haryanto & Nugroho, 2015).

Video as a promotional media is an effective and efficient medium to promote or introduce to potential consumers about the products being sold and the company profile as a factor for consumer consideration in purchasing the products offered. (Haryanto & Nugroho, 2015). (Chen et al., 2019) According to him, the perspective of information asymmetry will also influence consumers if they lack the necessary information; consumers will have a sense of uncertainty in decision-making.

H4: Live promotions have a significant positive effect on purchasing decisions.

The Influence of Purchase Interest as an Intervening Variable on Purchasing Decisions

Purchase interest is when consumers tend to buy a brand that aims at a purchasing

decision. In the business world or in a company, purchase interest is an essential component where a purchasing decision will be formed if there is purchase interest. To form purchase interest, there are several factors, one of which is price and product quality. Amanah (2023) argues that purchase interest has a good influence on purchasing decisions. The purchase interest variable acts as an intermediary and has an essential and beneficial influence on purchasing decisions (Sakinah & Firmansyah, 2021). Tsaniya and Telagawathi (2022) found that Purchase Interest positively affects Purchasing Decisions. The purchase interest variable acts as an intermediary and has a significant and beneficial impact on purchasing decisions (Caniago & Rustanto, 2022)

H5: Purchase interest as an intervening variable has a significant positive effect directly on purchasing decisions

3. RESEARCH METHOD

This research encompasses a population of 250 consumers of the Somethinc Brand residing in Semarang City who engaged in purchases via the Shopee Indonesia platform. The sampling methodology employed was random sampling predicated on specific criteria. Primary data was utilized; the responses of participants to the distributed questionnaires were gathered. Secondary data was derived from scholarly journals, articles, and online resources.

In the context of this research, the data collection technique implemented was a questionnaire. Two categories of structured inquiries were employed, specifically questions encompassing multiple response options (multiple-choice). The researchers provided a range of alternative answers from which respondents could select. The measurement scale adopted for evaluating or gauging the intensity of a particular variable or concept in this study is the Likert scale.

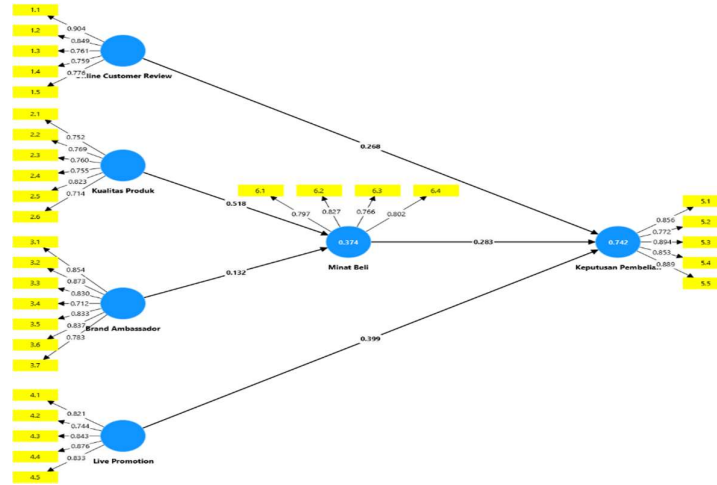
The methodology employed for data analysis is classified as quantitative in nature. The analytical technique adopted in this investigation utilizes Partial Least Squares (PLS). PLS represents a Structural Equation Modeling (SEM) framework that is predicated on a variance-based approach or component-oriented structural equation modeling for analyzing data through the SmartPLS software. Smart-PLS implements the bootstrapping methodology, which involves random resampling. Consequently, the assumption of normal distribution does not pose a significant concern. Furthermore, the bootstrapping process employed by Smart-PLS alleviates the necessity for a minimum sample size, thereby enabling its application in research scenarios characterized by limited sample quantities. The PLS-SEM analytic framework is comprised of two distinct sub-models: the measurement model, referred to as the outer model,

and the structural model, designated as the inner model.

4. RESEARCH FINDINGS

Uji Instrumen

Evaluasi Outer Model



Discriminant Validity Test

Discriminant validity is assessed by juxtaposing the square root of the Average Variance Extracted (AVE) for each construct within a model against the correlations among other constructs. The evaluative criteria employed are derived from the Fornell-Larcker criterion. The Fornell-Larcker postulate asserts that a latent variable should exhibit a greater proportion of variance with its respective indicators compared to that of other latent variables. From a statistical standpoint, the AVE value must exceed the maximum r^2 value observed among the other latent variable constructs. The findings of the analysis yielded the Fornell-Larcker values presented in the subsequent table:

Discriminant Validity Test

Table 1. Cross-Loading Fornell-Lacker's Test

	BA	KPB	KP	LP	MB	OCR
BA	0.819					
KPB	0.473	0.854				
KP	0.639	0.645	0.763			
LP	0.606	0.804	0.693	0.825		
MB	0.463	0.757	0.603	0.716	0.798	
OCR	0.519	0.768	0.663	0.754	0.701	0.812

The table shows that the correlation of the latent variable with the latent variable itself, based on the indicator variance, is greater than the correlation of the latent variable with other

variables.

Reliability Test

The reliability assessment pertains to the internal coherence and stability of the values yielded by a specific measurement instrument. Reliance is primarily concerned with the issue of the precision of measurement outcomes. One may examine the values of Cronbach's Alpha and Composite Reliability to determine the trustworthiness of the data. A construct is deemed reliable if both the Cronbach's Alpha and Composite Reliability indices exceed the threshold of 0.7. The respective Cronbach's Alpha and Composite Reliability values for each variable are illustrated in the subsequent table:

Table 2. Composite Reliability Test

	Cronbach's Alpha	Composite Reliability	Result
Online Customer Review	0.919	0.938	Reliable
Product Quality	0.906	0.908	Reliable
Brand Ambassador	0.856	0.859	Reliable
Live Promotion	0.882	0.893	Reliable
Purchase Intention	0.812	0.819	Reliable
Purchase Decision Making	0.870	0.885	Reliable

According to the empirical findings, all examined variables exhibit composite reliability and Cronbach's alpha coefficients that exceed the threshold of 0.7. Consequently, it may be inferred that the indicators associated with these variables demonstrate a high degree of reliability.

Structural Model (Inner Model)

R-Square (R2) Test

The R-Square coefficients of 0.75, 0.50, and 0.25 signify that the model exhibits robustness, moderate performance, and weakness, respectively (Ghozali & Latan, 2015). The R-square outcomes in Partial Least Squares (PLS) represent the extent of variation among the constructs elucidated within the model. An elevated R-square value correlates with an enhanced research model. The findings from the analysis of the R Square values are presented in the subsequent table:

Table 3. R-Square Test

Variable	R-Square	R-Square Adjusted	Keterangan
Purchase Decision Making	0.742	0.738	Strong

Purchase Intention	0.374	0.369	Moderate
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The table presented above indicates an r-square value of 0.742 accompanied by an adjusted r-square value of 0.738. This can be interpreted to mean that the constructs of online customer review, live promotion, and purchase interest collectively account for the purchasing decision variable at a rate of 0.738, or 73.8%. Consequently, the Adjusted R-square exceeds 33%, signifying that the influence of all constructs on purchasing decisions is significant. The remaining 25.8% of the variance can be attributed to other variables that were not evaluated in this study. According to the aforementioned table, the r-square value reflects a cumulative effect between the product quality and brand ambassador variables of 0.374, with an adjusted r-square value of 0.369.

Thus, it can be articulated that the constructs related to product quality and brand ambassador variables elucidate the purchasing interest variable at a level of 0.369, or 36.9%. Hence, the Adjusted R-square surpasses 33%, indicating that the impact of all constructs on purchasing decisions is moderate. The remaining 63.1% of the variance can be ascribed to other factors not explored in this study.

Size Effect Evaluation Test (F2)

The F-square test, referred to as this statistical examination, is employed to ascertain the adequacy of the model. The interpretation of the f-square values—0.02 representing a small effect, 0.15 indicating a medium effect, and 0.35 denoting a large effect—can be utilized to assess the degree of influence that the latent variable predictor exerts at the structural level. The findings derived from the F Square test are presented in the subsequent table:

Table 4. F-Square Test

	OCR	KP	BA	LP	MB	KPB
OCR						0.105
KP					0.254	
BA					0.017	
LP						0.224
MB						0.133

The variable pertaining to online customer reviews exerts a minimal impact on consumer purchasing decisions. Conversely, the variable associated with product quality demonstrates a moderate level of influence. The variable relating to brand ambassadors exhibits a negligible effect on consumer purchasing interest. The variable concerning live promotions reveals a moderate influence on purchasing decisions. Lastly, the variable denoting purchase interest shows a minimal influence on purchasing decisions.

Hypothesis Testing

The bootstrap resampling technique employs a significance threshold, characterized by a two-tailed t statistic exceeding 1.664 or p-values falling below 0.05, corresponding to a significance level of 5%. The process of hypothesis testing is conducted by analyzing the t statistic, while the nature of the relationship is discerned from the original sample. If the value of the original sample is greater than 0 and approaches +1, it indicates a positive relationship; conversely, if the original sample value is less than 0 and approaches -1, a negative relationship is suggested. The hypothesis is validated if the t statistic exceeds the critical value of t (1.664) or if the p-values are less than 0.05. The outcomes of the bootstrap analysis regarding direct influence are presented in the subsequent Path Coefficient table:

Table 5. Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEC)	P Values
Direct Impact					
OCR→KPB	0.268	0.267	0.058	4.625	0.000
KP→MB	0.518	0.515	0.071	7.329	0.000
BA→MB	0.132	0.138	0.075	1.760	0.039
LP→KPB	0.399	0.398	0.061	6.526	0.000
MB→KPB	0.283	0.287	0.067	4.231	0.000
Indirect Impact					
BA→MB→KPB	0.037	0.038	0.022	1.700	0.039
KP→MB→KPB	0.147	0.148	0.043	3.390	0.000

Findings

The Influence of Online Customer Review the Purchasing Decision-Making

Based on the test results, it was found that the first hypothesis was accepted; it can be explained that online customer reviews have a positive and significant effect on purchasing decisions. These results align with research conducted by Almayani & Graciafernandy (2023) and Herlambang et al. in 2023, which explained that online customer reviews significantly and positively impact purchasing decisions. Moreover, online customer reviews significantly influence purchasing decisions. The number of online customer reviews indicates that the product is trusted, and respondents feel that using the Shopee marketplace is simple and does not require them to leave the house to buy goods. Products with many reviews mean many people have bought and used the product. This indicates that the product is popular and well-received by many consumers, which indicates that the product is trusted. Many reviews provide

various perspectives from various users, which helps potential buyers get a more complete picture of the product. So that it can reduce the risk of buying products that do not match expectations. Buying goods through the Shopee marketplace offers many conveniences because you do not need to leave the house; just a few clicks can be accessed anytime and anywhere as long as you have an internet connection.

The Influence of Brand Ambassador to Purchase Intention

Based on the test results, it was found that the third hypothesis was accepted; it can be explained that brand ambassadors have a positive and significant effect on purchase interest. These results align with research conducted by Nova (2023), which found that brand ambassadors have a significant and beneficial impact on Purchase Interest in the Tokopedia Marketplace. The inclusion of BTS as a brand ambassador has a good and positive impact on the level of purchase interest in the Gojek application, as expressed by Divany et al. (2023).

Something's brand ambassador effectively promotes products and creates strong associations between brands. The brand ambassador also has a significant and influential influence in building brand awareness and memory in the minds of consumers, thus making recommendations from brand ambassadors more authentic and trustworthy for the audience. If respondents already know the brand ambassador well, they can more efficiently and effectively communicate product advantages to the audience.

The Influence of Live Promotion on Purchase Decision-Making

Based on the test results, it was found that the fourth hypothesis was accepted; it can be explained that live promotion has a positive and significant effect on purchasing decisions. These results align with research conducted by (Rahmayanti and Dermawan, 2023), which states that live promotion significantly affects purchasing decisions. Live streaming is often used as a marketing tool to provide many discounts and special offers. Live streaming often offers discounts or exclusive offers only during that session. Thus creating urgency and encouraging the audience to make a purchase immediately. The host can provide a unique promo code only valid during live streaming, encouraging viewers to buy products at a lower price. Using the Shopee marketplace, respondents can order goods and arrange for them to be sent directly to their home address. Thus eliminating the need to go to a physical store, saving time and energy.

The Influence of Purchase Intention to Purchase Decision Making as an intervening variable.

Based on the test results, it was found that the fifth hypothesis was accepted; it can be explained that purchase interest has a positive and significant effect on purchasing decisions.

These results align with research conducted by (Sakinah and Firmansyah, 2021), which states that the purchase interest variable acts as an intermediary and has a significant and beneficial effect on purchasing decisions. Tsaniya and Telagawathi (2022) found that Purchase Interest positively affects Purchasing Decisions. The purchase interest variable acts as an intermediary and significantly and benefits purchasing decisions (Caniago & Rustanto, 2022).

5. CONCLUSION

Based on the analysis, several factors significantly influence purchasing decisions. First, online customer reviews have a significant favorable influence, where positive reviews can increase consumer purchasing decisions. Second, quality is essential; good-quality products can directly increase consumer purchasing interest. In addition, brand ambassadors who are widely known and trusted positively influence purchasing interest because they can introduce and recommend products and improve brand image. Practical and attractive live promotions also positively influence purchasing decisions, indicating that good live promotions can encourage consumers to buy. Finally, purchasing interest is proven to be a partial mediating variable, strengthening the relationship between product quality and brand ambassadors with purchasing decisions. Overall, purchasing interest plays a vital role in linking various factors to purchasing decisions, indicating that strategies that increase purchasing interest can strengthen the impact of other factors.

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