

## **The Influence Of Customer Review, Customer Rating, And Celebrity Endorser On Repurchase Intention With Hedonic Shopping Value As A Moderator**

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### **ABSTRACT**

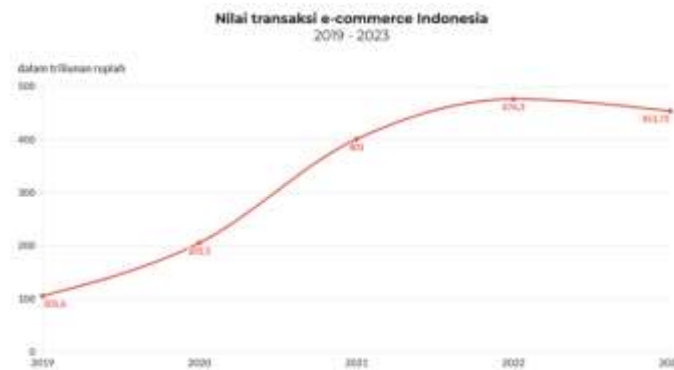
This study aims to analyze the effect of Customer Review, Customer Rating, and Celebrity Endorser on Repurchase Intention with Hedonic Shopping Value as a moderating variable. This study uses quantitative methods by collecting data through surveys to 150 respondents who have purchased products online. Data analysis was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The results showed that Customer Review, Customer Rating, and Celebrity Endorser have a positive and significant influence on Repurchase Intention. In addition, the moderating variable Hedonic Shopping Value has a different effect on the relationship between variables. Hedonic Shopping Value strengthens the relationship between Customer Rating and Celebrity Endorser on Repurchase Intention, but weakens the relationship between Customer Review and Repurchase Intention. The findings indicate that customer reviews, ratings and celebrity endorsements play an important role in influencing consumers' repurchase intentions, especially for those with high hedonic values. Companies are advised to improve marketing strategies through managing customer reviews and ratings and selecting celebrity endorsers that are relevant to the target market. This research also contributes to the development of literature related to consumer behavior and digital marketing.

Keyword : Customer Review, Customer Rating, Celebrity Endorser, Repurchase Intention, Hedonic Shopping Value

**INTRODUCTION**

Trade in goods and services is a form of economic development around the world. The productivity of trade nationally has a positive impact that certainly helps the country's economic development become more stable. Data from the Central Statistics Agency (BPS) indicates, exports of goods and services contributed around 20-25% to GDP (gross domestic product) of Indonesia in recent years. Exports of key products such as palm oil, coal, and manufactured products, as well as tourism services, play a significant role in sustaining the national economy. In Indonesia, currently trade or transactions of goods and services are not only carried out in conventional media such as traditional markets, clinics, motorcycle taxi drivers and so on, but have used digital media as a means of selling or buying goods and services practically and quickly. Minister of Trade (Mendag) in 2023 Zulkifli Hasan said, the transaction value of the 2023 national online shopping day (Harbolnas) amounted to Rp25.7 trillion or an increase of Rp2.9 trillion compared to Harbolnas 2022. The value of e-commerce transactions was earlier projected by Bank Indonesia (BI) to reach Rp533 trillion in 2023. In 2024 and 2025, the value of e-commerce transactions is expected to increase by 2.8% and 3.3%, respectively, to Rp487 trillion and Rp503 trillion.

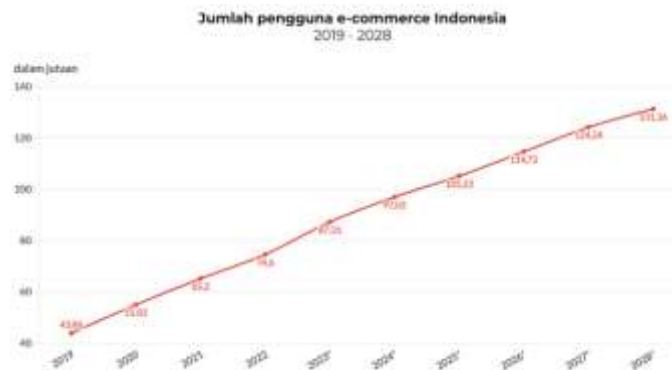
Figure 1. Increase in E-commerce Transaction Value



Source: www.bi.go.id

The effectiveness of e-commerce in Indonesia is certainly very helpful for people including writers who use digital media as a means of communication, transactions and education quickly, cheaply and practically. People, especially young people, feel very helped by the existence of digital media such as e-commerce so that from year to year, e-commerce users are predicted to increase significantly from 2019 to 2028.

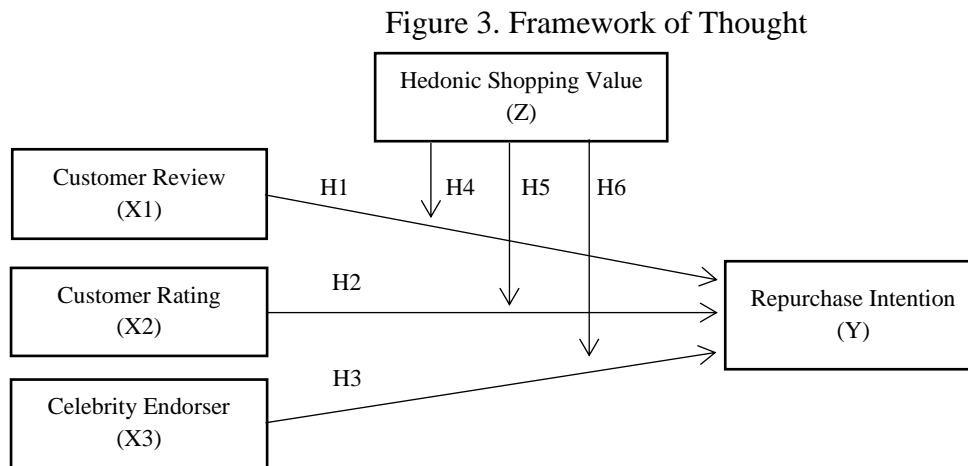
Figure 2. Increase in the number of e-commerce users



Source: www.statista.com

On the other hand, according to a TMO Group report entitled Southeast Asia E-Commerce Outlook 2024, as many as 80% of sales at TikTok Shop Indonesia are through the live streaming feature. The transaction of this subsidiary of China-based ByteDance is US \$ 1.7 billion or Rp 27.3 trillion (exchange rate of Rp 16,130 per US \$) in Southeast Asia during April 2024. Celebrity endorsers play a significant role in creating emotional appeal to a brand. The way customers engage with goods and services has evolved due to the advancement of information and communication technology, particularly on digital platforms. E-commerce platforms are now the primary way for customers to get information and make purchases in the context of electronic commerce. One aspect of concern is how factors such as customer reviews, customer ratings, and the use of celebrity endorsers can influence repurchase intention.

### Framework of Thought



### Hypothesis

H1: Customer review has a positive effect on repurchase intention

H2: Customer rating has a positive effect on repurchase intention

H3: Celebrity endorser has a positive effect on repurchase intention.

H4: Hedonic shopping value moderates the relationship between customer review and repurchase intention

H5: Hedonic shopping value moderates the relationship between customer rating and repurchase intention

H6: Hedonic shopping value moderates the relationship between celebrity and repurchase intention

### METHODS

#### Population and Sample

This research applies a purposive sampling method, where the sample selection is carried out based on certain criteria in accordance with the research objectives. The sample taken amounted to 150 respondents, who were selected because they met criteria such as having used e-commerce for transactions, having watched live streaming features in e-commerce or social media. The sampling technique in this study uses the approach proposed by (Hair, et al., 2010). 2021), where the minimum sample size for regression analysis or Structural Equation Modeling (SEM) is 5-10 times the number of indicators used in the study. Based on this research questionnaire, the total number of indicators used is 25 indicators, consisting of:

1. Customer Review (5 indicators)
2. Customer Rating (5 indicators)
3. Celebrity Endorser (3 indicators)
4. Repurchase Intention (4 indicators)
5. Hedonic Shopping value (4 indicators)

By following the guidelines (Hair, et al. 2021) the recommended minimum sample size is 125-250 respondents. To get more accurate and representative results, this study set 150 respondents as the sample size.

### **Data Collection**

A closed questionnaire created using indicators of each research variable was used to gather data. The questionnaire gauges the respondent's degree of agreement with each item using a likert scale ranging from one to five. This scale is very commonly applied in quantitative research because it can measure perceptions or attitudes easily and structured (Sugiyono, 2017) .

### **Data Analysis Technique**

Data analysis in this study was carried out through several stages, namely:

#### a. Data Validity

Validity Test: Is a test used to test how well the instrument or question items used in research are further developed to measure the concept of the study (Sekaran & Bougie, 2016) . To test the validity of this research measuring instrument, Confirmatory Factor Analysis (CFA) is used. The definition of CFA is a method used to test factor loading on each indicator. An indicator is said to be valid if it has a loading factor value  $> 0.5$  or ideally  $\geq 0.7$  (Hair, et al., 2016). 2021). In this study, we will qualify the Average Variance Extracted (AVE) on each variable.

Reliability Test: To assess the internal consistency of indications inside a single variable, use Cronbach's Alpha. A Cronbach's Alpha rating of greater than 0.70 is considered good (Hair et al, 2021) .

#### b. Descriptive Analysis

This analysis aims to describe the characteristics of respondents and the distribution of research variable scores, including: Respondent characteristics (gender, age, education level, online shopping experience, etc.) and the distribution of independent, moderation, and dependent variable scores.

#### c. Moderated Regression Analysis (MRA)

To test the relationship between independent and dependent variables with moderating variables, the MRA technique is used. This analysis was carried out using SmartPLS 3 to test the moderation effect with the interaction technique (Hair, et al. . 2021)

#### d. Hypothesis Test

A significance level of 5% ( $\alpha = 0.05$ ) was used for hypothesis testing. The alternative hypothesis is accepted if the p-value is less than 0.05, whereas the null hypothesis is not rejected if the p-value is greater than 0.05.

### **Operational Variables**

Variable operationalization aims to provide an explanation of the research concept into indicators that can be measured based on scientific references. The following is an explanation of the indicators of each variable along with the source of the theory:

#### a. Customer

Customer review is a review of a store or product conducted by previous buyers in an online shop, product reviews conducted by consumers provide information about the quality of the product, advantages and disadvantages as well as a comparison between the specifications submitted in the product description and the real product received by consumers. With this information, consumers or potential buyers can consider the desire to buy a product. One of the factors in influencing a consumer's purchasing decision by using a customer review (Nasution, 2020) . According to (Agesti et al., 2021) Online customer review indicators consist of Perceived Usefulness or Perceived Usefulness (P1), Source Credibility or Source Credibility (P2), Argument Quality or Argument Quality (P3), Volume of Online Reviews or Number of Reviews (P4), Valance of Online Consumer Review or Valence of Reviews (P5).

#### b. Customer

Online Customer rating according to (Farki et al., 2016) Rating is part of a review that uses the form of a star symbol rather than text in expressing opinions from customers. According to (Wibisono et al., 2021) Online customer rating indicators are Facilitating consumer consideration of products (P1), Helping consumers identify products (P2), Guiding consumers to make product purchasing decisions (P3), Making it easier for consumers to make purchasing decisions (P4), Helping consumers identify products according to their needs (P5).

c. Celebrity Endorser

According to (Kotler & Keller, 2016) Celebrity endorsers are the use of sources as popular or attractive figures in advertising, which can increase the attractiveness and effectiveness of advertising messages. According to (Gilal & Paul, 2020) The celebrity endorser indicator consists of Trustworthiness or Trust (P1), Expertise or Expertise (P2), Attractiveness or Attractiveness (P3, P4, P5).

d. Repurchase

According to (Ramadhani & Rizki, 2020) Repurchase intention is the desire and movement of customers to carry out repeated purchasing activities for the same product. According to (Wantoro et al., 2023) The Repurchase Intention indicator consists of Transactional Interest (P1), Referential Interest (P2), Preferential Interest (P3), Explorative Interest (P4, P5).

e. Hedonic Shopping Value

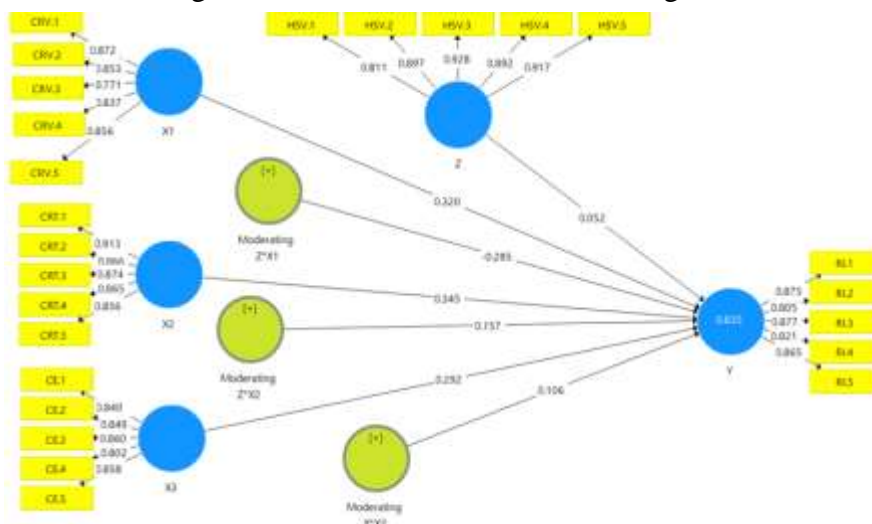
Hedonic shopping value is a related fulfillment about the assessment detailed by consumers who feel losses and gains such as escape or entertainment. Indicators of hedonic shopping value are Online shopping pleasure (P1), Joy when using the online marketplace (P2), Entertainment when using the online marketplace (P3), Involvement in using the online marketplace (P4, P5) (Chuang, 2020) .

**RESULT**

**Outer Model Testing**

The purpose of outer model testing is to determine the reliability and validity of the model being studied. This test analysis will be conducted using the Average Variance Extracted (AVE) effect.

Figure 4. Result of the Outer Model Algorithm



Source: SEM-PLS

The results of the factor loading tests on the research data show values above 0.5, indicating that all indicators meet the validity criteria. Thus, it can be concluded that all indicators of the research variables are valid.

Table 1. Construct Reliability and Validity

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>AVE</b>
Customer Review	0.894	0.895	0.922	0.703
Customer Rating	0.923	0.925	0.942	0.766
Celebrity Endorser	0.898	0.904	0.924	0.709
Repurchase Intention	0.903	0.906	0.928	0.721
Hedonic Shopping Value	0.934	0.940	0.950	0.792
HSV Moderation -> CRe	1.000	1.000	1.000	1.000
HSV Moderation -> CRa	1.000	1.000	1.000	1.000
HSV Moderation -> CE	1.000	1.000	1.000	1.000

Source: SEM-PLS

Based on the analysis in the Construct Reliability and Validity table, all constructs meet the criteria for good reliability and validity. Construct reliability, measured using Cronbach’s Alpha, rho\_A, and Composite Reliability, yielded adequate results, with all values exceeding the recommended threshold of > 0.7. This indicates that the indicators within each construct possess high internal consistency. Additionally, convergent validity, measured via Average Variance Extracted (AVE), also yields excellent results, with all constructs having an AVE value > 0.5. This indicates that the indicators within each construct are capable of significantly explaining their respective constructs. Overall, these results confirm that the constructs in this research model are reliable and valid, making them suitable for further analysis. The construct involving the moderation of Hedonic Shopping Value (HSV) showed a perfect value (1.000), which may indicate indicator homogeneity or a highly ideal model.

**Hypothesis Testing**

In this study, hypothesis testing was conducted using T-Statistics and P-Values. A hypothesis is accepted if the T-Statistics value is greater than 1.96 and the P-Value is less than 0.05. The results of the Path Coefficients test for direct and indirect effects are presented as follows.

Table 2. Path Coefficients of Direct Effects

<b>Path</b>	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>DECISION</b>
Moderating CRV*CE ->RI	0.106	0.111	0.053	2.022	0.022	Accepted
Moderating HSV*CRV ->RI	-0.285	-0.283	0.105	2.719	0.003	Accepted
Moderating HSV*CRT ->RI	0.157	0.150	0.088	1.789	0.037	Accepted
CRV -> RI	0.320	0.360	0.103	3.099	0.001	Accepted
CRT -> RI	0.345	0.305	0.108	3.210	0.001	Accepted
CE -> RI	0.292	0.285	0.075	3.871	0.000	Accepted

Source: SEM-PLS

**Discussion**

The hypothesis that Hedonic Shopping Value significantly moderates the relationship between Celebrity Endorser and Repurchase Intention is accepted, because the t-statistic value is 2.022 > 1.96 and the p-value is 0.022 < 0.05. This shows that Hedonic Shopping Value has a significant

influence in strengthening the relationship between celebrities as endorsers and customer intention to repurchase.

This moderation is positive, which means that the higher a person's Hedonic Shopping Value, the stronger the relationship between the attractiveness of celebrities as endorsers and repurchase intentions. Consumers with high hedonic values tend to be more attracted to the emotional elements and pleasant experiences of a brand, including the charm and appeal of a celebrity. This confirms that celebrity appeal can create a more interesting and memorable shopping experience for hedonic consumers, thus increasing their intention to repurchase.

Research by Park & Kim (2019) supports this result, where they found that consumers with high hedonic shopping value are more responsive to celebrities as endorsers. Attractive celebrities can create a stronger emotional appeal, which is the main reason for hedonic consumers to be influenced by celebrity endorsements. This study is consistent with these findings, where hedonic value strengthens the relationship between celebrity endorsement and repurchase intention.

In contrast, R. Singh & Kaur's (2018) research shows that in certain situations, hedonic shopping value does not moderate or even weakens the relationship between celebrity and repurchase intention, especially if the celebrity is irrelevant to the product or fails to create a pleasant shopping experience. This difference in results is likely due to the relevance of the celebrities used in this study, who may be more appropriate and attractive to the target audience, thus increasing the influence of hedonic value.

These results support the Stimulus-Organism-Response (S-O-R) Model described by Mehrabian & Russell (1974). In this context, celebrities as endorsers act as a stimulus, while Hedonic Shopping Value is an organism aspect that influences consumer perceptions of the stimulus. Consumers with high hedonic value tend to have a stronger response to emotional elements such as celebrity appeal, which ultimately strengthens their response in the form of repurchase intentions. This finding strengthens the S-O-R theory by providing evidence that consumers' hedonic value can increase the effectiveness of celebrity endorsement-based marketing strategies.

## CONCLUSIONS

This study shows that Customer Review, Customer Rating and Celebrity Endorser have a significant influence on Repurchase Intention. In addition, Hedonic Shopping Value is proven to moderate the relationship between the independent and dependent variables with different patterns.

Customer Review has a positive and significant effect on Repurchase Intention, indicating that positive reviews from customers can increase repurchase intentions. Customer Rating also has a positive and significant effect, confirming that good judgment in the form of ratings plays an important role in encouraging repurchase decisions. Celebrity Endorser is proven to have a significant impact on Repurchase Intention, indicating that the use of public figures as endorsers can strengthen consumer trust and interest in repurchasing.

Hedonic value tend to be less affected by customer reviews. They prioritize a pleasant Hedonic Shopping Value moderates the relationship between Customer Review and Repurchase Intention with a negative effect, meaning that customers with high hopping experience over rational information. Moderation between Customer Rating and Repurchase Intention is positive, indicating that hedonic consumers are more influenced by product ratings when making repurchase decisions. Moderation between Celebrity Endorser and Repurchase Intention is also positive, indicating that celebrity appeal is more effective for consumers who prioritize emotional experiences and entertainment in shopping..

For Companies: Marketing strategies should focus on increasing positive reviews and high ratings to build consumer trust. In addition, the use of celebrities as endorsers can increase product appeal, especially for consumers with a hedonic orientation. For Consumers: Companies can create more engaging shopping experiences to attract customers with high hedonic value. Hedonic

Shopping Value Management: Understanding hedonic consumer behavior provides opportunities for companies to adjust marketing strategies that are emotional or entertainment-based.

This study confirms the important role of Customer Review, Customer Rating, and Celebrity Endorser in encouraging repeat purchases, with Hedonic Shopping Value as a significant moderator. Companies need to consider the dynamics between rational (review and rating) and emotional (endorser and hedonic value) factors in developing marketing strategies that are more effective and relevant to consumer needs.

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