

The Influence of Electronic Word of Mouth and Celebrity Endorsers on Purchase Intention with Personality as a Moderating Variable in the Shopee Marketplace

Steffiani Alodia¹, Kristiningsih²
steffianialodiaa@gmail.com

*1, Wijaya Kusuma University, Dukuh Kupang XXV;
2, Wijaya Kusuma University, Dukuh Kupang XXV;

Abstract. *The presence of internet technology has brought several changes to human life, especially in business environment. Currently, many people have online business through marketplaces. This change has an impact on consumer behavior, namely the tendency to shop by online. This research was conducted to test the influence of electronic word of mouth and celebrity endorsers on purchase intention with personality as a moderating variable in the Shopee marketplace. The sample in this study consisted of 100 respondents taken using non probability sampling techniques with a purposive sampling method. The results of this research state that electronic word of mouth has a significant positive effect on purchase intention and personality moderates the effect of electronic word of mouth on purchase intention. Meanwhile, celebrity endorsers does not have a significant effect on purchase intention and personality does not moderate the influence of celebrity endorsers on purchase intention. The implications of this research are useful for marketplaces in implementing strategies to create purchase intention.*

Keywords: *electronic word of mouth, celebrity endorser, personality, purchase intention*

1 INTRODUCTION

Rapid technological developments are marked by the existence of internet technology. The number of internet users is increasing from time to time. According to the We Are Social report, the number of internet users in Indonesia at the beginning of 2023 increased by 5,44% from the previous year, reaching 213 million people. This number is equivalent to 77% of Indonesia's total population (Annur, 2023) [1]. The presence of the internet has brought a change in the business environment. Currently, more and more people are switching from offline stores to online stores in a marketplace (Aprilia, 2023) [2]. Consumer behavior in purchasing goods and services is also affected by the presence of the internet. In the past, consumers wanted to buy a product, they had to do it face to face with the seller, but now it can be done online. The trend of using e-commerce (marketplace) in Indonesia in recent years has continued to grow. In 2023, it is projected that the number of users will reach 212,2 million (Jayani, 2019) [3].

Shopee sells various kind of products such as sports products, beauty, books, household furniture, electronics and others. The existence of Shopee makes it very easy for consumers to shop because it can be done anywhere and at any time. Shopee is the number

1 marketplace with the highest number of visitors with 157,9 million visitors per month in the first quarter of 2023 (Ahdiat, 2023) [4]. To stay ahead of other companies, companies must create strategies to create purchase intention.

Electronic word of mouth is a means for consumers to get unlimited information about a product. Consumers who have used services or products can share their experiences in the form of reviews, either positive or negative. According to Swastha and Irawan, in Kentzo et al., (2020) said that reviews regarding consumer satisfaction about products can trigger potential consumers' intention to make purchases in the future [5].

According to Anas and Sudarwanto, in Firdaus *et al.*, (2023) to attract consumer attention, companies can use celebrity endorsers to promote [6]. Celebrity endorsers who have knowledge, expertise, attractive appearance and high popularity will be trusted and attract potential consumers so that they can form purchasing intentions.

Several previous researchers have conducted research on the relationship between electronic word of mouth and *celebrity endorser* on purchase intention. Research conducted by Abdullah *et al.*, (2023) states that electronic word of mouth has a significant positive influence on purchase intention [7]. However, this research is not in line with research conducted by Ratu and Tulung (2022) which states that electronic word of mouth does not have a significant effect on purchase intention [8]. Research conducted by Oktaviansyah and Setiawan (2022) states that celebrity endorsements have a significant positive effect on purchase intention [9]. However, this research is not in line with research conducted by Rawi et al., (2020) which states that celebrity endorsers do not have a significant effect on purchase intention [10]. From research that has been carried out by previous research, it can be seen that there are inconsistencies in research results. Therefore, researcher try to include personality as a moderating variable to test whether personality strengthens or weakens the influence of electronic word of mouth and celebrity endorsers on purchase intention.

Research conducted by Kamalinasab (2017) states that personality moderates the influence of electronic word of mouth on purchase intention [11]. Personality is an important factor because it can influence consumers' intention to buy a product. Lestari et al., (2019) said that personality can determine a consumer's potential to buy a product [12]. Research conducted by Daulay and Handayani (2021) states that personality has a significant influence on purchase intention [13].

Purchase intention is important because interest is the basis of the decision to buy a product. Interest arises because of stimulation that motivates consumers to make purchases.

This research aims to determine the influence of electronic word of mouth and celebrity endorsers on purchase intention with personality as a moderating variable in the Shopee marketplace.

2 LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

LITERATURE REVIEW

2.1 Electronic Word of Mouth

Cheung dan Thadani, in Mantiri *et al.*, (2022) define electronic word of mouth as a statement made by potential consumers, actual consumers, or previous consumers, both positive and negative statements regarding a product or company that is spread via internet and can be accessed and seen by many people [14]. According to Chan, in Kurniawan *et al.*, (2022) electronic word of mouth is a consumer's statement, either positive or negative, regarding a product or service provided on social media [15]. The level of accessibility and reach of electronic word of mouth communication is wider than word of mouth communication so it is more effective (Jalilvand, in Syahputra 2022) [16]. Meanwhile, according to Luo and Zhong, in Yohana *et al.*, (2020) electronic word of mouth is a source of accurate and trustworthy information that shapes consumer expectations and can influence purchasing decision [17].

2.2 Celebrity Endorser

Zamudio, in Oktaviansyah dan Setiawan (2022) defines celebrity endorser as a celebrity or public figure who gives a statement regarding product or service [9]. According to Rossiter and Smidts, in Rawi *et al.*, (2020) a celebrity endorser is an advertising star or advertising supporter to support a product [10]. Meanwhile, Shimp, in Masato and Sopiah (2021) states that a celebrity endorser is a celebrity who is known to the public or wider community [18].

2.3 Personality

Hasibuan, in Octavia *et al.*, (2020) defines personality as a series of characteristics that are largely formed from genetic, social, environmental and cultural factors whose nature tends to be consistent [19]. According to Feist and Feist, in Ansori (2020) personality is a relatively fixed and unique character pattern, which maintains its consistency and

uniqueness in individual behavior [20]. Within an individual, personality is described from behavior such as social skills, adaptability, self-confidence, and so on. Meanwhile, Hurtz and Donovan, in Misrina et al., (2022) state that personality is a structured and permanent combination of characteristics and psychological processes within an individual that influences the way they interact [21].

2.4 Purchase Intention

According to Schiffman dan Kanuk, in Rawi *et al.*, (2020) *purchase intention* is a psychological impulse that exists within an individual and influences purchasing actions [10]. Priansa, in Isnan and Rubiyanti (2021) states that purchase intention is an interest that arises in an individual because of a feeling of pleasure towards a product that encourages the individual to make a purchase [22]. Meanwhile, Durianto et al., in Syahputra (2022) define purchase intention as an individual's desire to make a purchase as a response to a product [16].

HYPOTHESIS DEVELOPMENT

2.5 Relationship of Electronic Word of Mouth with Purchase Intention

Before consumers buy a product, consumers will look for information about the product first by reading reviews from other consumers. Swastha and Irawan, in Kentzo et al., (2020) stated that reviews about consumer satisfaction with a product will form purchase intention [5]. This is supported by research by Abdullah et al., (2023) which states that electronic word of mouth has a significant positive influence on purchase intention [7]. Thus, the following hypothesis is formed:

H1: Electronic word of mouth has a significant effect on purchase intention

2.6 Relationship of Celebrity Endorsers with Purchase Intention

Anas and Sudarwanto, in Firdaus *et al.*, (2023) said that using celebrity endorsers to carry out promotions is the right way because it can attract consumer attention [6]. This is supported by research by Oktaviansyah and Setiawan (2022) which states that celebrity endorsements have a significant positive effect on purchase intention [9]. Thus, the following hypothesis is formed:

H2: Celebrity Endorser has a significant effect on purchase intention

2.7 Relationship between Electronic Word of Mouth and Purchase Intention with Personality as a moderating variable

Every individual has a different personality. Sumarwan, in Daulay and Handayani (2021) said that consumer behavior in choosing and buying a product will be influenced by the personality of each individual [13]. Previous research conducted by Kamalinasab (2017) stated that personality moderates the influence of electronic word of mouth on purchase intention [11]. Thus, the following hypothesis is formed:

H3: *Personality* moderates the influence of electronic word of mouth on purchase intention

2.8 Relationship between Celebrity Endorser and Purchase Intention with Personality as a moderating variable

Previous research conducted by Daulay and Handayani (2021) stated that personality has a significant influence on purchase intention [13]. Meanwhile, research conducted by Oktaviansyah and Setiawan (2022) states that celebrity endorsements have a significant influence on purchase intention [9]. Therefore, it is suspected that personality moderates the influence of celebrity endorsement on purchase intention, so further testing need to be done. Thus, the following hypothesis is formed:

H4: Personality moderates the influence of celebrity endorsement on purchase intention

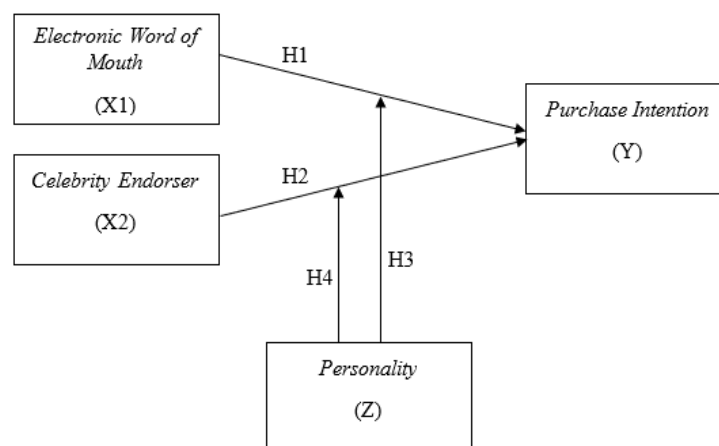


Fig 1. Conceptual Framework

3 RESEARCH METHODS

The research approach used in this research is quantitative. The population in this research are Shopee application users. The sample in this study consisted of 100 respondents taken

using non-probability sampling techniques with a purposive sampling method. Primary data in this research was obtained from a questionnaire distributed to respondents online via google form. The analysis techniques in this research uses moderated regression analysis (MRA) to test the causal relationship of the variables studied.

4 RESULTS AND DISCUSSION

RESULT

Respondent's Identity

Based on filling out the questionnaire, information is obtained regarding the respondent's identity such as age, gender, and income.

Table 1. Respondents' Age

Age	Frequency	Percentage
17 - < 25	66	66%
25 - < 35	16	16%
35 - < 45	5	5%
≥ 45	13	13%

Source: Respondents' Questionnaire Answers

Table 1 shows that respondents aged 17 - < 25 years amounted to 66 people with a percentage of 66%, aged 25 - < 35 years amounted 16 people with a percentage of 16%, aged 35 - < 45 years amounted to 5 people with a percentage of 5%, and 13 people aged ≥ 45 years with a percentage of 13%. From the data above it can be seen that respondents aged 17 - < 25 years are the respondents with the largest number.

Table 2. Respondents' Gender

Gender	Frequency	Percentage
Female	69	69%
Male	31	31%

Source: Respondents' Questionnaire Answers

Table 2 shows that the number of female respondents was 69 people with a percentage of 69% and the number of male respondents was 31 people with a percentage of 31%. From the data above, it can be seen that the number of respondents who are female is the largest number of respondents.

Table 3. Respondents' Income

Income	Frequency	Percentage
< Rp. 1.500.000	22	22%
Rp. 1.500.000 - < Rp. 2.500.000	11	11%
Rp. 2.500.000 - < Rp. 3.500.000	9	9%
≥ Rp. 3.500.000	58	58%

Source: Respondents' Questionnaire Answers

Table 3 shows that respondents whose income is < Rp. 1.500.000 totaling 22 people with a percentage of 22%, income Rp. 1.500.000 - < Rp. 2.500.000 totaling 11 people with a percentage of 11%, income Rp. 2.500.000 - < Rp. 3.500.000 totaling 9 people with a percentage of 9%, and income ≥ Rp. 3.500.000 totaling 58 people with a percentage of 58%. From the data above it can be seen that the largest number of respondents are those who have an income of ≥ Rp. 3.500.000.

Validity Test

An instrument is said to be valid if the Pearson correlation value is equal to 0,3 or more (Sugiyono, 2013) [23] and the significance value is < 0,05 (Syarifuddin dan Saudi, 2022) [24]. The research variables studied can be seen from the table as follows:

Table 4. Validity Test

Variable	Indicator	Pearson Correlation	Significance	Results
<i>Electronic Word of Mouth</i> (X1)	X1.1	0,701	0,000	Valid
	X1.2	0,684	0,000	Valid
	X1.3	0,612	0,000	Valid
	X1.4	0,656	0,000	Valid
	X1.5	0,610	0,000	Valid
	X1.6	0,767	0,000	Valid
	X1.7	0,722	0,000	Valid
	X1.8	0,714	0,000	Valid
	X1.9	0,655	0,000	Valid
<i>Celebrity Endorsers</i> (X2)	X2.1	0,851	0,000	Valid
	X2.2	0,751	0,000	Valid
	X2.3	0,841	0,000	Valid
	X2.4	0,867	0,000	Valid
	X2.5	0,824	0,000	Valid
	X2.6	0,871	0,000	Valid
	X2.7	0,794	0,000	Valid
<i>Personality</i> (Z)	Z1	0,721	0,000	Valid
	Z2	0,701	0,000	Valid
	Z3	0,716	0,000	Valid
	Z4	0,644	0,000	Valid
	Z5	0,356	0,000	Valid
	Z6	0,726	0,000	Valid

	Z7	0,673	0,000	Valid
	Z8	0,651	0,000	Valid
	Z9	0,688	0,000	Valid
	Z10	0,620	0,000	Valid
	Z11	0,722	0,000	Valid
<i>Purchase</i>	Y1	0,805	0,000	Valid
<i>Intention (Y)</i>	Y2	0,851	0,000	Valid
	Y3	0,852	0,000	Valid
	Y4	0,867	0,000	Valid

Source: Data Processed (2023)

From table 4 it can be seen that each statement in the Electronic Word of Mouth (X1), Celebrity Endorsers (X2), Personality (Z), and Purchase Intention (Y) variables has a Pearson correlation value $> 0,3$ and a significance value $< 0,05$. It can be interpreted that each statement item is valid and can be used to measure the variables Electronic Word of Mouth (X1), Celebrity Endorsers (X2), Personality (Z), and Purchase Intention (Y).

Reliability Test

Reliability according to Syarifuddin and Saudi (2022) an instrument is said to be reliable if the Cronbach Alpha value is $> 0,7$ [24]. The research variables studied can be seen from the table as follows:

Table 5. Reliability Test

Variable	Cronbach Alpha	Results
X1	0,840	Reliabel
X2	0,923	Reliabel
Z	0,856	Reliabel
Y	0,862	Reliabel

Source: Data Processed (2023)

From table 5 it can be seen that the Cronbach Alpha value of the Electronic Word of Mouth (X1), Celebrity Endorsers (X2), Personality (Z), and Purchase Intention (Y) variables is greater than 0,7 so it can be said that all variables are reliable.

Moderated Regression Analysis (MRA)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-27.965	7.677		-3.643	.000
	Electronic word of mouth (X1)	.976	.306	1.979	3.190	.002

Celebrity endorser (X2)	.274	.353	.534	.775	.441
Personality (Z)	.748	.169	1.781	4.416	.000
Electronic word of mouth*Personality	-.016	.007	-2.616	-2.361	.020
Celebrity endorser*Personality	-.003	.008	-.491	-.443	.659

a. Dependent Variable: Purchase intention (Y)
Source: Data Processed (2023)

From the table above, it can be seen that electronic word of mouth has a significant effect on purchase intention in the Shopee marketplace because the significance value of electronic word of mouth is $0,002 < 0,05$. The regression coefficient value is positive, which means it is in the same direction. Meanwhile, celebrity endorsers do not have a significant effect on purchase intention in the Shopee marketplace because the significance value of celebrity endorsers is $0,441 > 0,05$ and causes the regression coefficient value to be meaningless. Apart from that, personality has a significant effect on purchase intention because the significance value is $0,000 < 0,05$. The regression coefficient value is positive, which means it is in the same direction. Personality moderates the influence of electronic word of mouth on purchase intention in the Shopee marketplace because the significance value is $0,020 < 0,05$. The regression coefficient value is negative, meaning that personality weakens the relationship between electronic word of mouth and purchase intention. However, personality does not moderate the influence of celebrity endorsers on purchase intention because the significance value is $0,659 > 0,05$ and causes the regression coefficient value to be meaningless.

DISCUSSION

The Influence of Electronic Word of Mouth on Purchase Intention

The results of regression analysis using Moderated Regression Analysis (MRA) show that electronic word of mouth has a significant effect on purchase intention in the Shopee marketplace. If electronic word of mouth increases purchase intention will increase. Conversely, if electronic word of mouth decreases, purchase intention will decrease. This mean that a large number of opinions from other consumers, a large number of positive reviews, and good content can increase consumer purchase intention. Swastha and Irawan, in Kentzo et al., (2020) stated that reviews about consumer satisfaction with a product will form purchase intention [5]. The results of this research support previous research by

Abdullah et al., (2023) which stated that electronic word of mouth has a significant effect on purchase intention [7].

The Influence of Celebrity Endorser on Purchase Intention

The result of regression analysis using Moderated Regression Analysis (MRA) shows that celebrity endorsers do not have a significant effect on purchase intention in the Shopee marketplace. This is because the respondents in this study were dominated by people aged 17 - < 25 years. It is likely that those who like JKT48 are teenage child aged under 17 years, so the use of JKT48 as a celebrity endorser is not able to influence respondents aged 17 years and over. The results of this research support previous research by Rawi et al., (2020) which stated that celebrity endorsers do not have a significant effect on purchase intention [10].

The Influence of Electronic Word of Mouth on Purchase Intention with Personality as a moderating variable

The result of regression analysis using Moderated Regression Analysis (MRA) show that personality moderates the relationship between electronic word of mouth and purchase intention. It can be interpreted that personality weakens the relationship between electronic word of mouth and purchase intention in the Shopee marketplace. This is because there are personalities such as people who are very careful and tend to pay attention to details so they don't easily believe or doubt existing reviews or information, thus weakening the influence of electronic word of mouth on purchase intention. The results of this research support previous research by Kamalinasab (2017) which stated that personality moderates the influence of electronic word of mouth on purchase intention [11].

The Influence of Celebrity Endorser on Purchase Intention with Personality as a moderating variable

The result of regression analysis using Moderated Regression Analysis (MRA) shows that personality does not moderate the relationship between celebrity endorsers and purchase intention. It can be interpreted that personality as a moderating variable does not strengthen or weaken the relationship between celebrity endorsers and purchase intention in the Shopee marketplace. This is because celebrity endorsers do not have a significant effect on purchase intention, so personality does not moderate the relationship between celebrity endorsers and purchase intention. In reality, personality only acts as an ordinary independent variable.

5 CONCLUSION

Bases on the reserach results above, it can be conclude that electronic word of mouth has a significant effect on purchase intention in the Shopee marketplace. Having lots of positive opinions and reviews from other consumers as well as good content will increase purchase intention. Apart from that, celebrity endorsers do not have a significant effect on purchase intention in the Shopee marketplace because it is likely that those who like JKT48 are teenage child aged under 17 years, whereas in this study the respondents were dominated by people aged 17 - < 25 years. Personality weaken the relationship between electronic word of mouth and purchase inetention on the Shopee marketplace. This is because people who who have a very high cautious personality tend to be detailed and do not easily believe existing reviews or information, thereby weakening the influence of electronic word of mouth on purchase intention. Meanwhile, does not moderate the relationship between celebrity endorsers and purchase intention in the Shopee marketplace. This is because celebrity endorser have no effect on purchase intention and it turns out that personality only plays a role as an ordinary variable. This research was conducted on respondents with a minimun age of 17 years and over so that celebrity endorsers do not have a significant effect on purchase intention. Therefore, it is recommended for future researchers to conduct research on respondents under 17 years of age so that it is possible for celebrity endorsers to have a significant influence on purchase intention.

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