

The Role of Brand Image in Mediating the Influence of E-Wom and Celebrity Endorser on Purchase Intention

Komang Ayu Puspita Dewi¹, I Gusti Ayu Ketut Giantari²

^{1,2}*Faculty of Economic and Business, Udayana University, Bali, Indonesia*

ABSTRACT: The purpose of this study is to explain the role of brand image in mediating the influence of e-WOM and celebrity endorser on purchase intention on teenagers in Denpasar city who has never done online shopping through e-marketplace Shopee. The sampling method used is non-probability sampling. The number of samples is 100 respondents. Data collection is carried out by distributing questionnaires to teenagers that currently studying in high school or equivalent. The data analysis technique used is Partial Least Square (PLS) and Variance Accounted For (VAF) test. The result of the study showed that brand image has a role in mediating the influence of e-WOM and celebrity endorser on purchase intention. E-WOM, celebrity endorser and brand image have positive and significant effect on purchase intention. E-WOM or online review about e-marketplace Shopee can be understood and relied on by teenagers in Denpasar city. Blackpink as a celebrity endorser of e-marketplace Shopee have similarities with teenagers in Denpasar. Brand image of e-marketplace Shopee has been able to have positive image according to the assessment of teenagers in Denpasar city. It's important for e-marketplace Shopee to increase positive e-WOM, celebrity endorser and brand image.

KEYWORDS: *brand image, e-WOM, celebrity endorser, purchase intention*

I. INTRODUCTION

The development of increasingly advanced technology in globalization era has been influenced Indonesian. The development of technology can be seen from the advanced of internet. Internet users are increasing rapidly in various regions of Indonesia, such as Denpasar city. Denpasar has become the center of technological development in Bali. This phenomenon has influenced people's lives, such as offline transaction that begin to turn into online transaction. The existence of various e-marketplaces among consumers causes tight competition between companies. Based on top brand award survey result in Indonesia, three e-commerces that have top position such as: Lazada, Tokopedia, and Shopee. Shopee got the third 1 position compared to the others e-marketplace. Shopee index is still below other competitors, but according to iprice.co.id, Shopee successfully managed its index at the end of 2018 through the *harbolnas* shopping festival. Increasing the promotion program is one of the strategy of shopee in luring consumers to visit. In 2018, Shopee promotion is carried out through advertisements using the Blackpink band at online shopping festival called *harbolnas*. Blackpink is a South Korean female singer group that advertises the "12.12 Shopee birthday sale" event. Companies must have creative ways to advertise in order to attract consumers' attention and create preferences for brands. One creative way to advertise is to use celebrity endorsers Alatas and Tabrani, (2018). With the advent of the internet and increasing usage of internet technologies, consumers have dramatically moved towards online communication channels to obtain information related to products and services to finalize purchase decisions (Alwashdeha *et al.*, 2019). Consumers consider the reviews obtained from electronic word of mouth channels and use these reviews in forming brand image perception (Torlak *et al.*, 2014). A good image of a brand will make consumers have good thoughts about the brand (Indra, 2018). Purchase intention can also arrived because according to Iwan and Nainggolan (2017), Purchase intention is derived from a process of learning and thought process that forms a perception.

Based on the results of the pre-survey conducted in 2019 to 30 respondents in Denpasar city, 27 respondents know information about Shopee through interactions between internet users or social media. 20 respondents believe that Blackpink can advertise e-marketplace Shopee well. 29 respondents remember Shopee's online shopping application when planning to buy products online and 23 respondents intend to shop online through Shopee.

Previous research conducted by Ivana and Utrestantix (2018) states that e-WOM positively influences buyer buying intentions. Contradictory results were found by Torlak et al. (2014) and Kala and Chaubey (2018) which states that e-WOM has no positive effect on purchase intention. Research Prabowo et al. (2014) and Iwan and Nainggolan (2017) found that celebrity endorsers had a significant effect on buying interest. Conflicting results were found by Nurani and Haryanto (2010) and Stephanie et al. (2013) states that the celebrity endorser variable does not significantly influence the purchase intention. Conflicting results were found by the research of Alrwashdeha et al. (2019) states that brand image does not have a positive effect on purchase intention.

The purpose of this study are: (a) To explain the effect of e-WOM on purchase intention, (b) To explain the effect of celebrity endorser on purchase intention, (c) To explain the effect of e-WOM on brand image, (d) To explain the effect of celebrity endorser on brand image, (e) To explain the effect of brand image on purchase intention, (f) To explain the role of brand image in mediating the influence of e-WOM on purchase intention, (g) To explain the role of brand image in mediating the influence of celebrity endorser on purchase intention.

II. CONCEPTUAL MODEL AND HYPOTHESIS DEVELOPMENT

H₁: E-WOM has a positive and significant influence on purchase intention

H₂: Celebrity endorser has a positive and significant influence on purchase intention

H₃: E-WOM has a positive and significant influence on brand image

H₄: Celebrity endorser has a positive and significant influence on brand image

H₅: Brand image has a positive and significant influence on purchase intention

H₆: Brand image able to mediate the impact of e-WOM on purchase intention

H₇: Brand image able to mediate the impact of celebrity endorser on purchase intention

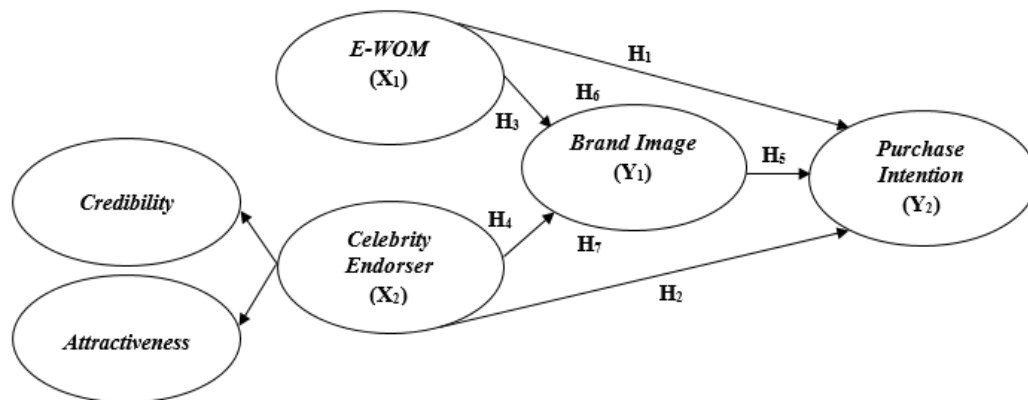


Figure 1: Conceptual Framework

III. RESEARCH METHODOLOGY

This research is an associative causal and using a quantitative technique analysis. The research location is in Denpasar city, as the capital city of Bali, therefore lots of sector are centered in Denpasar also it has a fast growth of technology, especially internet growth. The object of research in this research is purchase intention using Shopee which is reviewed based on the influence of e-WOM felt by customers, celebrity endorsers, and brand image perceived by customers. In this study e-WOM (X1) becomes the first independent variable and celebrity endorser (X2) becomes the second independent variable, and brand image (Y1) and purchase intention (Y2) as the dependent variable. The way to find primary data used in this study is to use a questionnaire that was created earlier.

The population of this study is all high school students or equivalent in Denpasar City who have never bought products in e-marketplace Shopee. Thus the number of population used in research is infinite or infinite, because of the breadth of research scope. The criteria of the samples are: a) Based in the City of Denpasar, b) Minimum education of junior high school / equivalent, aged 15-18 years, c) Have already accessed information through the internet about Shopee e-marketplace, d) Never bought a product through Shopee e-marketplace. The respondents aged 15-18 years is based on considerations of teenagers who are still receive money from their parents and the development of technology allows them to have the intention to shop online. The number of samples is 100 respondents. Fraenkel and Wallen (2008) stated the minimum sample size for descriptive research is 100 samples and according to (Sugiyono, 2019: 132), If the total population in the study is not known with certainty, the calculation of the number of samples can use the Cochran formula: $n = z^2pq/e^2$ and result of the calculation is 100.

The instruments used are tested for validity and reliability in order to check what they can measure and to know the consistency of the responses given by respondents. The validity test of the instruments used is the Pearson Product Moment correlation technique with a minimum limit of $r = 0.3$. The reliability test of the instruments is conducted by calculating the reliability coefficient of Cronbach's Alpha with a minimum limit of Alpha coefficients > 0.6 . Furthermore, the data will be processed using the SPSS 24.00 for windows program. This study uses inferential analysis techniques, namely PLS and VAF test.

Table 1. Research Indicator's Variable

Variable	Dimension	Indicator	Source
<i>E-WOM</i> (X_1)		1. <i>Information</i> ($X_{1,1}$) 2. <i>Knowledge</i> ($X_{1,2}$) 3. <i>Answer</i> ($X_{1,3}$) 4. <i>Reliability</i> ($X_{1,4}$)	Gruen et al. (2006); Setiawan and Wibawa (2018)
<i>Celebrity endorser</i> (X_2)	<i>Attractiveness</i> <i>Credibility</i>	1. <i>Trustworthiness</i> ($X_{2,1}$) 2. <i>Expertise</i> ($X_{2,2}$) 3. <i>Physical Attractiveness</i> ($X_{2,3}$) 4. <i>Respect</i> ($X_{2,4}$) 5. <i>Similarity</i> ($X_{2,5}$)	Shimp, (2010:251); Gunawan (2015); Iwan and Nainggolan (2017); Azizah and Hadi (2017)
<i>Brand image</i> (Y_1)		1. Has a positive image 2. Has a special features 3. Brand is widely known	Pusparani and Rastini (2014); Moksoka and Rahyuda (2016)
<i>Purchase intention</i> (Y_2)		1. Will do transaction with online buying and selling site. 2. Intend to use an online buying and selling site. 3. Will use online buying and selling site in the future.	Ling et al. (2011) Ivoni et al. (2015)

Source: Previous research, 2019

IV. RESEARCH FINDING AND DISCUSSION

The questionnaire was test in a validity test to know whether the statement in the questionnaire can used to collect the data or not. Table 2 shows the result of research instrument's validity test. The instrument is considered to meet the requirements of the validity test if the correlation coefficient value = 0.30 and an instrument can be said to be reliable if the value of Cronbach's alpha is greater than 0.60. Results of the validity tests of each instrument are based on Table 2. Table 2 shows that all instruments in the study had a Pearson Correlation number greater than 0.30. So based on the result, it can be concluded that all instrument variables in this study are valid.

Table 2. Result of Research Instrument's Validity Test

Variable		Indicator	Pearson Correlation	Information
<i>E-WOM</i>	$X_{1,1}$	<i>Information</i>	0,906	Valid
	$X_{1,2}$	<i>Knowledge</i>	0,767	Valid
	$X_{1,3}$	<i>Answer</i>	0,855	Valid
	$X_{1,4}$	<i>Reliability</i>	0,799	Valid
<i>Celebrity Endorser</i>	$X_{2,1}$	<i>Trustworthiness</i>	0,755	Valid
	$X_{2,2}$	<i>Expertise</i>	0,943	Valid
	$X_{2,3}$	<i>Physical Attractiveness</i>	0,807	Valid
	$X_{2,4}$	<i>Respect</i>	0,896	Valid
	$X_{2,5}$	<i>Similarity</i>	0,937	Valid
<i>Brand Image</i>	$Y_{1,1}$	Has a positive image	0,952	Valid
	$Y_{1,2}$	Has a special features	0,906	Valid
	$Y_{1,3}$	Brnd is widely known	0,859	Valid
<i>Purchase Intention</i>	$Y_{2,1}$	Will do transaction with online buying and selling site	0,883	Valid
	$Y_{2,2}$	Intend to use an online	0,947	Valid

Y _{2.3}	buying and selling site. Will use online buying and selling site in the future	0,808	Valid
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Source: Data processed, 2019

Table 3: Results of the Reliability Tests

Variable	Cronbach's Alpha	Information
<i>E-WOM</i>	0,846	Reliable
<i>Celebrity Endorser</i>	0,919	Reliable
<i>Brand Image</i>	0,888	Reliable
<i>Purchase Intention</i>	0,855	Reliable

Source: Data processed, 2019

Table 3 shows that the entire research instrument had a Cronbach's Alpha coefficient greater than 0.60. This shows that all variables meet the requirements of reliability so that they can be used to conduct research.

Data from each respondent's answer shows the score of each variable used in this research. The average score is grouped into 5 class interval. Describe the responses of respondents regarding the variables in this study using the following measurement criteria: 1) 1.00-1.79 = very not good / very low; 1.80-2.59 = not good / low; 2.60-3.39 = enough; 3.40-4.19 = good / high; 4.20-5.00 = very good / very high.

E-WOM in this study is an independent variable that is depicted with the symbol X1 and measured using 4 indicators. Respondents' responses can be seen in Table 4. Table 4 shows the average e-WOM score is 4.03, so it is included in the good category because it is in the interval range of 3.41 - 4.20. This means that the e-WOM respondents' influence on Shopee e-marketplace is good.

Table 4: Description of Respondents' Responses to E-WOM

Indicator	Answer score					Average	Criteria
	(1)	(2)	(3)	(4)	(5)		
X _{1.1} <i>Information</i>	0	6	21	32	41	4,08	Good
X _{1.2} <i>Knowledge</i>	1	2	30	29	38	4,01	Good
X _{1.3} <i>Answer</i>	0	7	19	36	38	4,05	Good
X _{1.4} <i>Reliability</i>	0	2	27	41	30	3,99	Enough
Average score of <i>e-WOM</i>						4,03	Good

Source: Primary data processing results, 2019.

Celebrity endorser in this study is an independent variable that is depicted with the symbol X2 and measured using 5 indicators. Respondents' responses can be seen in Table 5. Table 5 shows the average experience score of 3.78 so that it is included in the good category because it is in the interval range of 3.41 - 4.20. This means that respondents rated celebrity endorsers for e-marketplaces Shopee are good. The result showed in Table 5 below:

Table 5: Description of Respondents' Responses to Celebrity endorser

Indicator	Answer score					Average	Criteria
	(1)	(2)	(3)	(4)	(5)		
X _{2.1} <i>Trustworthiness</i>	1	3	30	22	44	4,05	Good
X _{2.2} <i>Expertise</i>	5	9	34	16	36	3,69	Good
X _{2.3} <i>Physical Attractiveness</i>	2	7	35	18	38	3,83	Good
X _{2.4} <i>Respect</i>	4	13	27	20	36	3,71	Good
X _{2.5} <i>Similarity</i>	7	7	38	16	32	3,59	Good
Average score of <i>celebrity endorser</i>						3,78	Good

Source: Primary data processing results, 2019.

Brand image in this study is a dependent variable that is depicted with the symbol Y1 and measured using 3 indicators. Respondents' responses can be seen in Table 7. Table 7 shows the average customer satisfaction score of 4.25 so that it is included in the very good category because it is in the interval range of 4.21 - 5.00. This means that respondents rated Shopee's e-marketplace brand image as very good.

Table 6: Description of Respondents' Responses to Brand Image

Indikator	Answer score					Average	Criteria
	(1)	(2)	(3)	(4)	(5)		
Y _{1.1} Has a positive image	0	2	18	29	51	4,29	Very good
Y _{1.2} Has a special features	1	0	23	32	44	4,18	Good
Y _{1.3} Brand is widely kown	1	1	19	27	52	4,28	Very good
Rata-rata skor <i>brand image</i>						4,25	Very good

Source: Primary data processing results, 2019.

Purchase intention in this study is a dependent variable that is depicted with the symbol Y2 and measured using 3 indicators. Respondents' responses can be seen in Table 8. Table 8 shows average purchase intention score of 4.25 so that it can be categorized into very high category because it is in the interval range of 4.21 - 5.00. This means that the level of intention of respondents through Shopee is very high.

Table 7: Description of Respondents' Responses to Brand Image

Indikator	Answer score					Average	Criteria
	(1)	(2)	(3)	(4)	(5)		
Y _{2.1} Will do transcation with online buying and selling site	3	18	38	26	39	4,29	Very high
Y _{2.2} Intend to use an online buying and selling site	4	18	34	44	24	4,18	High
Y _{2.3} Will use online buying and selling site in the future	7	19	39	22	37	4,28	Very high
Average score of <i>purchase intention</i>						4,25	Very high

Source: Primary data processing results, 2019.

Table 4.8 show the cross loading score indicates there's a good discriminant validity. Those can be seen from the indicators correlation's score toward it's construct (loading factor) is higher than the indicators correlation's score towards other construct.

Table 8: Cross loading

	<i>E-WOM</i> (X1)	<i>Celebrity</i> <i>Endorser</i> (X2)	<i>Credibility</i>	<i>Attractiveness</i>	<i>Brand</i> <i>Image</i> (Y1)	<i>Purchase</i> <i>Intention</i> (Y2)
X1.1	0.850	0.423	0.393	0.420	0.605	0.598
X1.2	0.849	0.486	0.399	0.518	0.554	0.594
X1.3	0.853	0.444	0.425	0.434	0.533	0.526
X1.4	0.891	0.469	0.449	0.456	0.683	0.660
X2.1	0.465	0.858	0.921	0.769	0.566	0.506
X2.1.1	0.465	0.858	0.921	0.769	0.566	0.506
X2.1.2	0.432	0.903	0.929	0.843	0.421	0.521
X2.2	0.432	0.903	0.929	0.843	0.421	0.521
X2.2.1	0.506	0.878	0.802	0.881	0.548	0.513
X2.2.2	0.477	0.885	0.756	0.923	0.498	0.604
X2.2.3	0.478	0.936	0.844	0.949	0.498	0.578
X2.3	0.506	0.878	0.802	0.881	0.548	0.513
X2.4	0.477	0.885	0.756	0.923	0.498	0.604
X2.5	0.478	0.936	0.844	0.949	0.498	0.578
Y1.1	0.704	0.504	0.468	0.498	0.939	0.760

Y1.2	0.574	0.488	0.470	0.473	0.883	0.728
Y1.3	0.563	0.526	0.482	0.526	0.840	0.615
Y2.1	0.599	0.606	0.526	0.626	0.641	0.875
Y2.2	0.618	0.546	0.502	0.546	0.766	0.936
Y2.3	0.643	0.488	0.460	0.481	0.712	0.866

Source: Primary data processing results, 2019.

Table 9: AVE's value

	AVE	Root of AVE
<i>E-WOM (X1)</i>	0,741	0,861
<i>Celebrity endorser (X2)</i>	0,796	0,892
<i>Credibility</i>	0,857	0,926
<i>Attractiveness</i>	0,844	0,920
<i>Brand image (Y1)</i>	0,788	0,888
<i>Purchase intention (Y2)</i>	0,798	0,893

Source: Primary data processing results, 2019.

Table 9 shows the lowest score of squared root of AVE 0,861. The highest correlation score in Table 10 is 0,793. All of the squared root AVE's score is higher than correlation between construct so the data is reliable.

Table 10: Correlation between latent variable

	<i>Attractiveness</i>	<i>Brand Image (Y1)</i>	<i>Celebrity Endorser (X2)</i>	<i>Credibility</i>	<i>E-WOM (X1)</i>	<i>Purchase Intention (Y2)</i>
<i>Attractiveness</i>	1.000	0.560	0.979	0.872	0.530	0.615
<i>Brand Image (Y1)</i>	0.560	1.000	0.567	0.532	0.695	0.793
<i>Celebrity Endorser (X2)</i>	0.979	0.567	1.000	0.953	0.528	0.610
<i>Credibility</i>	0.872	0.532	0.953	1.000	0.484	0.555
<i>E-WOM (X1)</i>	0.530	0.695	0.528	0.484	1.000	0.694
<i>Purchase Intention (Y2)</i>	0.615	0.793	0.610	0.555	0.694	1.000

Source: Primary data processing results, 2019.

Table 11: R-square's value

Variabel	R - Square
<i>Brand image</i>	0,538
<i>Purchase intention</i>	0,692
<i>E-WOM</i>	
<i>Celebrity endorser</i>	

Source: Primary data processing results, 2019.

Table 12: Path Coefficient (Mean, STDEV, T-VALUES)

	Original Sample (O)	Average Sample (M)	Deviation Standard(STDEV)	T Statistics (O/STDEV)
<i>Brand Image (Y1) -> Purchase Intention (Y2)</i>	0.526	0.513	0.092	5.734
<i>Celebrity Endorser (X2) -> Attractiveness</i>	0.979	0.980	0.005	198.220
<i>Celebrity Endorser (X2) -> Brand Image (Y1)</i>	0.278	0.290	0.085	3.253
<i>Celebrity Endorser (X2) -> Credibility</i>	0.953	0.953	0.013	74.276
<i>Celebrity Endorser (X2) -> Purchase Intention (Y2)</i>	0.191	0.204	0.077	2.484
<i>E-WOM (X1) -> Brand Image (Y1)</i>	0.548	0.543	0.084	6.517
<i>E-WOM (X1) -> Purchase Intention (Y2)</i>	0.228	0.229	0.088	2.592

<i>Celebrity Endorser (X2) -> Brand Image (Y1) -> Purchase Intention (Y2)</i>	0,146	0,148	0,051	2,863
<i>E-WOM (X1) -> Brand Image (Y1) -> Purchase Intention (Y2)</i>	0,288	0,277	0,059	4,875

Source: Primary data processing results, 2019.

Hypothesis test use the score of path coefficients. Table 12 show the estimation output to test the structural model. Hypotesis test in PLS method is done by using simulation in each relation hypotesis, with bootstrap method. Testing of hypotheses in the PLS method is carried out by using a simulation of each hypothesized relationship, in this case a bootstrap method is performed on the sample. The bootstrap method also serves to minimize the problem of abnormal research data used. T-Table value is set by the significance of 5 percent or 0,05. All path coefficient in the Table 12 have the statistic value more than 1,984 so that it stated have an significant influence or impact.

Hypothesis testing (t test) was carried out to test the significance of the influence of the e-WOM (X1), celebrity endorser (X2), brand image (Y1) and purchase intention (Y2).

1) Effect of e-WOM on purchase intentions

The estimation results of the structural model as presented in Table 12 show that testing of the first hypothesis shows the significance of the relationship between perceived value and customer satisfaction with t-statistics of 2.592 (> 1.984). The path coefficient value of 0.228 indicates that the direction of the relationship between e-WOM and purchase intention is positive, so the H1 hypothesis in this study which states that e-WOM has a positive and significant effect on purchase intention is acceptable. These results explain that the better e-WOM received by consumers regarding Shopee in Denpasar City, the higher the purchase intention of consumers using Shopee in Denpasar City.

These results are in accordance with previous studies conducted by Sohaib et al. (2018), a study conducted in China using 405 respondents using linear regression data analysis techniques, explained that social media has a great potential in determining the potential influence of e-WOM on consumer purchase intentions. In addition, the study of Atika et al. (2016) conducted in Indonesia using 138 respondents with Generalized Structured Component Anlalysis (GSCA) data analysis techniques and revealed that the more frequent consumers of information search activities in the form of e-WOM, it will have an impact on one's interest when making a purchase.

This research was also supported by another researcher, such as: Hossain (2018) conducted a study in Bangladesh, using 340 respondents with linear regression data analysis techniques, explaining that e-WOM usually acts as an informal form of advertising. Successful and positive E-WOM helps companies to reach consumers' minds and increase online business purchase intention and brand image. This is in line with previous research conducted by Jalilvand and Samiei (2012), Alhidari et al. (2015), Charo et al. (2015), Yunus et al. (2016), Farzin and Fattahahi (2018), Ivana and Utarestantix (2018), and Nuseir (2019).

2) Effect of celebrity endorser on purchase intention

The structural model estimation results as presented in Table 12 show that testing of the second hypothesis shows the significance of the relationship between celebrity endorser and purchase intention with a t-statistic of 2.484 (> 1.984). The path coefficient value of 0.191 indicates that the direction of the relationship between celebrity endorser and purchase intention is positive, so the H2 hypothesis in this study which states that celebrity endorser has a positive and significant effect on purchase intention can be accepted. These results explain that the better the celebrity endorser who advertises Shopee according to consumers in the City of Denpasar, the more the purchase intention of consumers using Shopee in the City of Denpasar.

This is consistent with previous research conducted by Fern et al. 2015. This research was conducted in Malaysia using 250 respondents with linear regression data analysis techniques, stating that most advertisements in Korea use famous celebrity or models to advertise brands or products. The use of celebrities in advertising can influence consumer purchase intentions. Alatas and Tabrani (2018), conducting research in Indonesia using 125 respondents using Partial Least Square (PLS) data analysis techniques, stated that Celebrity endorsers had a positive effect on purchase intention. Celebrities who have high credibility are believed to be able to promote the brand advertisement of a product well so that it can cause consumer purchase intentions. See et al. (2017) conducted a study in Manado using 100 respondents with multiple linear regression data analysis techniques, stating celebrity endorser is one of the variables that greatly affects consumer purchase intentions.

In the company's efforts to bind or attract consumers to have purchase intention, this variable has an important role or has a significant influence. Savitri (2017) conducted a study in Denpasar using 90 respondents with multiple linear regression data analysis techniques, stating celebrity endorser was one of the factors considered by respondents to trust the truth of the message content delivered by advertisers. Celebrity endorsers have a positive influence on purchase intention.

Celebrity endorsers have an appeal, trust and compatibility in celebrity endorsers can increase purchase intention. Anggi and Soesanto (2016) conducted a study in Central Java and Yogyakarta with multiple linear

regression data analysis techniques, stating celebrity endorsers had a direct and indirect influence on consumer purchase intentions. The more attractive, credible, and celebrity charismatic that is used as an endorser, the consumer's purchase interest for the product will increase.

This is in accordance with previous research conducted by Prabowo et al (2014), Wang and Wang (2017) and Iwan and Nainggolan (2017) stated that celebrity endorsers had a significant effect on purchase intention, Pratiwi and Moeliono (2015) stated that celebrity endorsers had an effect on Simultaneous to purchase intention, Putra and Giantari (2014) and Anggi and Soesanto (2016) stated that celebrity endorsers had a positive and significant effect on purchase intention.

3) Effect of e-WOM on brand image

The structural model estimation results as presented in Table 12 show that testing of the third hypothesis shows the significance of the relationship between e-WOM and brand image with t-statistics of 6.517 (> 1.984). The path coefficient value of 0.548 shows that the direction of the relationship between e-WOM and brand image is positive, so the H3 hypothesis in this study which states that e-WOM has a positive and significant effect on brand image can be accepted. These results explain that, the better Shopee brand image that is felt by consumers in the city of Denpasar, can improve the Shopee brand image.

This is consistent with previous research conducted by Charo et al. (2015) in Pakistan used 244 respondents with multiple linear regression data analysis techniques stating e-WOM has the potential to influence brand image and influence recipient perceptions about products or services. E-WOM has a positive and significant effect on brand image. Elseidi and Baz (2016) conducted a study in Egypt using 469 respondents with Structural Equation Modeling (SEM) data analysis techniques which stated positive and negative e-WOM could form a brand image on the consumer's mindset. E-WOM has a positive and significant effect on brand image.

Purwanto and Suharyono (2018) conducted a study in Malang using 116 respondents with data analysis path analysis techniques stating that celebrity endorsers had a significant influence on the company's brand image. The characters inherent in celebrity endorsers are able to make the company's brand image to increase.

This is consistent with previous research conducted by Jalilvand and Samiei (2012) and Nuseir (2019) states that e-WOM has a significant effect on brand image. Research by Atika et al. (2016), and Ivana and Uturestantix (2018) state that e-WOM has a positive and significant effect on brand image. Tariq et al. (2017), Farzin and Fattahahi (2018), Hossain (2018) stated that e-WOM had a significant effect on brand image.

4) Effect of celebrity endorser on brand image

The structural model estimation results as presented in Table 12 show that testing of the fourth hypothesis shows the significance of the relationship between celebrity endorser and brand image with t-statistics of 3.253 (> 1.984). The path coefficient value of 0.278 indicates that the direction of the relationship between celebrity endorser and purchase intention is positive, so the H4 hypothesis in this study which states that celebrity endorser has a significant positive effect on purchase intention can be accepted. These results explain that the better Shopee celebrity endorser, according to consumers in Denpasar, can enhance Shopee's brand image.

This is consistent with previous research conducted by Wijanarko et al. (2016), a study conducted in Malang using 116 respondents with data analysis path analysis techniques stated that celebrity endorsers can play a vital position to bring a brand to be widely recognized by the public. Celebrity endorsers have a significant effect on brand image.

Marselina and Siregar (2017) conducted a study in Bogor using 100 respondents with multiple linear regression data analysis techniques stating that Attractiveness as part of the celebrity endorser was the most dominant influence on brand image. This can prove that an attraction is very important in celebrity endorsers. Celebrity endorsers have a significant effect on brand image. Purwanto and Suharyono (2018) conducted a study in Malang using 116 respondents with data analysis path analysis techniques stating that the characters inherent in Celebrity endorsers were able to make the company's brand image become increasingly increasing. Celebrity endorsers have a significant effect on brand image.

This research was also supported by research conducted by: Putra and Giantari (2014), Anggi and Soesanto (2016), and Amalia et al. (2019) who stated that celebrity endorsers had a positive and significant effect on brand image. Aqmarina et al (2016), and Wang and Wang (2017) research stated that celebrity endorsers have a significant effect on brand image.

5) Hypothesis testing 5 (Effect of brand image on purchase intention)

The structural model estimation results as presented in Table 12 show that testing of the fifth hypothesis shows the significance of the relationship between brand image and purchase intention with t-statistics of 5.734 (> 1.984). The path coefficient value of 0.526 indicates that the direction of the relationship between brand image and purchase intention is positive. So the H5 hypothesis in this study which states that brand image has a significant positive effect on purchase intention can be accepted. These results explain that the better Shopee brand image according to consumers in the City of Denoasar, can increase consumer purchase intention.

This is in accordance with previous research conducted by Wu (2015), conducting research in Taiwan using 723 respondents with Structural Equation Model (SEM) data analysis techniques, stating that brand image is a complex personality and way of thinking of consumers, such as the association of understanding and feeling from the psychological aspect. Brand image will determine consumers' feelings about a brand and will influence consumers' choices. The better the brand image, the higher the consumer purchase intention. Brand Image has a positive and significant effect on purchase intention.

Moksaoka and Rahyuda (2016) conducted a study in Denpasar using 107 respondents with data analysis path analysis techniques stating that the better the brand image, the likelihood of consumers to buy will increase, and vice versa if the brand image gets worse, there will be less consumer purchase intention for a product. Brand Image has a positive and significant effect on purchase intention. Indra (2018) conducted a study in Surabaya using 150 respondents with a path analysis stating that a good Brand Image will make prospective customers more trustworthy and can form a good purchase intention. Brand Image has a positive and significant effect on purchase intention.

This is consistent with previous research conducted by Prawira and Yasa (2014), Arifin and Fachrodji (2015), Atika et al. (2016), Elseidi and Biz (2016), and Maulana (2018) stated that Brand Image had a positive and significant effect on purchase intention. Research Charo et al. (2015), Ivana and Uturestantix (2018), and Nuseir (2019) stated that Brand Image has a significant effect on purchase intention. Research by Ruhamak and Rahayu (2016) and Yu et al. (2017) states that Brand Image has a positive effect on purchase intention.

In Table 13 there are direct impact, indirect impact and total impact of variables in this research. There are 2 dimension of celebrity endorser: attractiveness and credibility. Each dimension of celebrity endorser influence the other variables. In Table 13, the direct effect of attractiveness towards celebrity endorser is 0,627, credibility toward celebrity endorser is 0,405, brand image towards purchase intention is 0,526, celebrity endorser toward brand image is 0,278, celebrity endorser toward purchase intention is 0,192, e-WOM towards brand image is 0,547, and e-WOM toward purchase intention is 0,228. There is also indirect impact of this im

Table 13: Direct Impact, Indirect Impact and Total Impact of E-WOM, Celebrity Endorser, Brand Image and Purchase Intention

Type of impact	Construct	Standardized Estimates
Direct impact	<i>Attractiveness -> Celebrity Endorser (X2)</i>	0,627
	<i>Brand Image (Y1) -> Purchase Intention (Y2)</i>	0,526
	<i>Celebrity Endorser (X2) -> Brand Image (Y1)</i>	0,278
	<i>Celebrity Endorser (X2) -> Purchase Intention (Y2)</i>	0,192
	<i>Credibility -> Celebrity Endorser (X2)</i>	0,405
	<i>E-WOM (X1) -> Brand Image (Y1)</i>	0,547
	<i>E-WOM (X1) -> Purchase Intention (Y2)</i>	0,228
Indirect impact	<i>Attractiveness -> Celebrity Endorser (X2) -> Brand Image (Y1)</i>	0,174
	<i>Credibility -> Celebrity Endorser (X2) -> Brand Image (Y1)</i>	0,113
	<i>Attractiveness -> Celebrity Endorser (X2) -> Brand Image (Y1) -> Purchase Intention (Y2)</i>	0,092
Total impact Pengaruh Total	<i>Credibility -> Celebrity Endorser (X2) -> Brand Image (Y1) -> Purchase Intention (Y2)</i>	0,059
	<i>E-WOM (X1) -> Purchase intention (Y2)</i>	0,456
	<i>Celebrity endorser (X2) -> Purchase intention (Y2)</i>	0,727
Total impact Pengaruh Total	<i>Credibility -> Purchase intention (Y2)</i>	0,251
	<i>Attractiveness -> Purchase intention (Y2)</i>	0,284

Source: Primary data processing results, 2019.

V. CONCLUSION

Based on the purpose of the study, the formulation of the problem and the results of the study with the discussion that has been presented before, then the conclusions are: a) E-WOM has positive and significant impact on Shopee brand image. These results indicate that the better e-WOM is received by consumers, the

better the Shopee brand image in Denpasar. b) Celebrity endorser has a positive and significant effect on Shopee's brand image. These results indicate that the better the celebrity endorser, the better the Shopee brand image in the city of Denpasar. c) E-WOM has a positive and significant effect on purchase intention through Shopee. These results indicate that the better e-WOM received by consumers, the higher the purchase intention of consumers through Shopee in Denpasar. d) Celebrity endorser has a positive and significant effect on purchase intention. There are 2 dimensions of celebrity endorser, namely credibility and attractiveness, where the dimension of attractiveness has a greater influence in this study. These results indicate that the better the celebrity endorser, the higher the purchase intention of consumers through Shopee in Denpasar. e) Brand image has a positive and significant effect on celebrity endorsers. These results indicate that the better the celebrity endorser, the higher the purchase intention of consumers through Shopee in Denpasar. f) Brand image can mitigate the influence of e-WOM with purchase intention. These results indicate that the better e-WOM received by consumers, the higher the purchase intention of consumers through Shopee in Denpasar. Besides directly, e-WOM is also able to increase consumer purchase intention through brand image. g) Brand image is able to mediate the influence of celebrity endorsers with purchase intention. These results indicate that the better the celebrity endorser, the higher the purchase intention of consumers through Shopee in Denpasar. Besides directly, celebrity endorser is also able to increase purchase intention through brand image.

The implications of the results of this study are expected to be used as input for the e-marketplace Shopee, to increase consumer purchase intention by paying attention to brand image as its main focus. Because, from the results obtained, brand image directly has a significant positive effect on purchase intention, brand image is able to partially mediate the influence of celebrity endorsers on purchase intention, and brand image is able to partially mediate e-WOM's relationship to purchase intention. E-WOM or online reviews about Shopee e-marketplace can be understood and relied on by consumers in the city of Denpasar. Blackpink as a celebrity endorser Shopee e-marketplace has similarities with the audience or consumers in the city of Denpasar. Shopee e-marketplace brand image has been able to have a positive image according to consumer ratings in the city of Denpasar. Positive image has an important role to make a good brand image about Shopee in Denpasar City.

Based on the results of the study, the authors provide suggestions that are expected to help Shopee e-marketplace in the city of Denpasar and subsequent researchers: a) Based on the results of the research that has been done, the description of the research data shows a good average, so it is hoped that the company will be able to manage it again in the future. b) Based on data obtained from a total of 100 respondents, showing e-WOM or online reviews about Shopee e-marketplace is quite reliable by consumers in the city of Denpasar. Shopee e-marketplace is expected to always strive to pay attention to e-WOM or online reviews that can be relied upon for consumers to increase consumer purchase intentions in the city of Denpasar through Shopee. c) Blackpink as a celebrity endorser Shopee e-marketplace has similarities with the audience or consumers in the city of Denpasar. E-marketplace Shopee is expected to always try to pay attention to the similarity of endorsers (ad stars) that are in accordance with consumers to increase consumer purchase intentions in the city of Denpasar through Shopee. d) Shopee e-marketplace has good characteristics for consumers in Denpasar City. E-marketplace Shopee is expected to always try to pay attention to its own characteristics that distinguish it from other e-marketplaces to increase consumer purchase intentions in the city of Denpasar through Shopee. e) For further researchers, it is hoped that they can conduct research with a broader scope, by adding other variables beyond this research. In addition, further researchers are expected to conduct research with a wider area of coverage.

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