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# The Effect of Digital Marketing, Online Customer Reviews and Ratings on Consumer Buying Interest Through Shopee

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## Abstract

This study aims to analyze the effect of digital marketing, online customer review rating on consumer buying interest through shopee. The analytical method used in this study is quantitative analysis by conducting a survey on 106 respondents, namely students from Narotama University who have made purchases through shopee and tested with the help of an analytical tool, namely the SPSS program. The results of this study indicate that digital marketing, online customer reviews and ratings have a positive effect on buying interest through shopee. When consumers feel that shopee's digital marketing is attractive, online customer reviews and other user ratings provide benefits in terms of providing product-related information, this can increase purchase intention.

## Keywords:

Buying Interest, Digital Marketing, Online Customer Review, Rating

## 1. Introduction

The development of technology and the internet causes changes in consumer behavior who want to buy goods or services quickly and efficiently. The existence of the internet has made it easier for people to get the information they want. The ease of surfing the internet is not only felt by the general public, but also by business people who use the internet as a means of supporting business activities in the form of e-commerce. The Ministry of Communication and Informatics of the Republic of Indonesia noted that Indonesia was included in the list of 10 countries with the fastest e-commerce growth in the world with 78%, ranking first. Are Social in April 2021. At 88.1%, higher than the global e-commerce adoption average of 78.6%.

Currently, the most widely used e-commerce in Indonesia is Shopee. Based on SimilarWeb data on application performance across all E-commerce applications in Indonesia, Shopee has a daily active user base (DAU) of 28.35 million. based on iPrice's research, Shopee is one of the leaders in terms of website visitors, with 126.99 million web visitors per month., assuming iPrice's web visit rate in June is the same as August, Shopee gets an average of 961.51 million visits, (13,383 million) from the web and (83.52 million) from applications. The increase in visits to the Shopee application and website can be seen as a result of various sales promotion campaigns aimed at boosting sales, in Indonesia alone the number of orders for MSME products during Shopee Shopping Day 9.9 increased 6 times compared to usual days. Overall, this promotion was able to record a record purchase of 1.8 million in 1 minute.

Shopee as a company engaged in e-commerce, must first know about digital marketing and all its contents because e-commerce is part of digital marketing. Changes in consumer behavior in the modern era are forcing businesses to rethink their marketing strategies in the digital space. Therefore, business people need to understand how digital marketing and social media affect consumer buying interest. Purchase interest will arise if consumers are influenced by the quality of the product, and information about the product, usually prospective consumers have obtained reliable information about the quality of the product. Because it is not uncommon in online buying and selling, the goods that arrive at the buyer's hands are not the same as those listed in the description or pictures in the seller's window. To minimize this, potential consumers often look for information through the review or comment column, as well as the ratings available on the seller's website. Rating is an opinion or assessment about a product given by consumers in the form of a certain scale, usually the rating used in online stores is in the form of stars, the more stars given by consumers, the better the value or quality of the product. These reviews and ratings are from people who have purchased these items.

Hasrul, Suharyati and Sembiring (2021) conducted a study and got the results that rating does not significantly influence buying interest. While research conducted by Kurniawan (2021) states that Rating has a significant effect on consumer buying interest. Research conducted by Izzah Nur Masyithoh & Novitaningtyas

(2021) states that Digital Marketing has a significant effect on consumer buying requests. This study aims to fill in the gaps of previous studies, and to re-examine digital marketing, online customer reviews and ratings.

Based on the background of the problem above, the formulation of the problem in this study is as follows:

3. Does Digital Marketing affect consumer buying interest through Shopee?
4. Does online customer review affect buying interest through Shopee?
5. Does Rating affect buying interest through Shopee?

Based on the background and problems raised, the objectives to be achieved in this research are:

1. To analyze the influence of Digital Marketing on consumer buying interest through Shopee (Study on Narotama University Students).
2. To analyze the influence of online customer reviews on consumer buying interest through Shopee (Study of Narotama University Students).
3. To analyze the influence of Rating on consumer buying interest through Shopee (Study on Narotama University Students).

## **2. Literature Review**

### **2.1. Digital Marketing**

Digital Marketing is a method of promoting a product or service using digital media. In the business world, marketing has a very important role. The right marketing strategy will certainly have a positive impact on the progress of the business itself, one of the marketing methods that has been intensively carried out in the last ten years is digital marketing. According to Dave Chaffey et al. (2013) E-Marketing, internet marketing, or commonly known as digital marketing is the core of e-business, by getting a company closer to customers and understanding customers well, adding value to a product, expanding distribution network and also increase sales figures by conducting e-Marketing activities based on digital media such as: marketing through search engines, online advertising, and affiliate marketing.

### **2.2. Online Customer Review**

Online customer review is a form of electronic word of mouth in online sales, where prospective buyers get information about products from consumers who have felt the benefits of these products, (Fileri, 2015). As a result, it is easier for consumers to find comparisons with similar products sold by other online sellers, this is due to the rapid use of digital marketing so that it provides benefits to consumers, namely consumers do not need to visit different sellers directly (Al-Afifi et al., 2015)

### **2.3. Rating**

Rating is part of a review, but the opinion given by consumers is in the form of a determined scale, usually the rating assigned by online stores is in the form of stars where more stars indicate a better value Lackermair et al (2013). Usually in the rating scale there are one to five stars which will be determined by consumers, if the stars given reach five stars or full then the goods or services being marketed are very good and meet expectations. If the star given by consumers is less than five, of course there are things that are lacking and need to be reviewed from the product.

### **2.4. Buying Interest**

Meanwhile, according to Purbohastuti & Hidayah (2020) Purchase interest is the willingness to have a product, buying interest will arise if consumers have been affected by the quality and quality of a product, information about the product. For example, the price, how to buy, the weaknesses and advantages of the product compared to other brands. Interest to buy a product comes from a basic belief in the product that is accompanied by the ability to buy the product. In addition, buying interest in a product can also occur because of the influence of other people who are trusted by consumers. Buying interest can also grow if a consumer feels very fond of various information about products obtained through advertisements, the experiences of those who use them, and the urgent need for a product, (Simamora, 2001)

## 2.6. Conceptual Framework

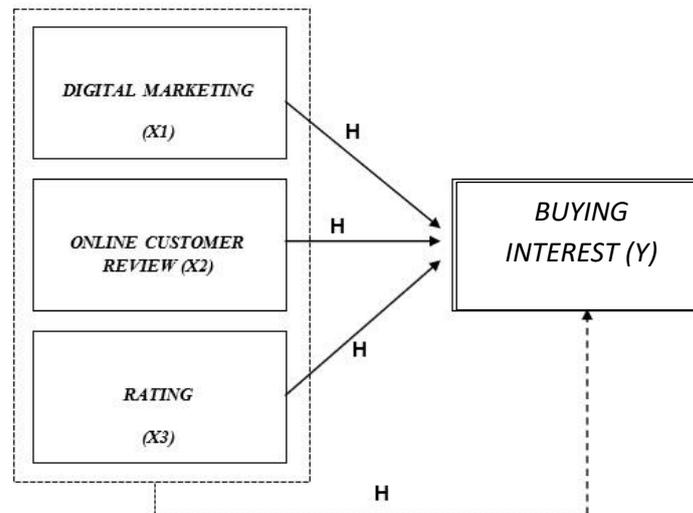


Figure 1 Conceptual Framework

Hypothesis:

H1: Digital Marketing has a partial effect on consumers' buying interest through Shopee (Study at Narotama University Students)

H2: Online customer reviews have a significant effect on consumer buying interest through Shopee (Study at Narotama University Students)

H3 : Rating has a partial effect on consumer buying interest through Shopee (Study on Narotama University Students)

H4 : Digital Marketing, Online Customer reviews and ratings have a simultaneous effect on interest Buy consumers through Shopee (Study on Narotama University Students).

## 3. Research Methodology

### 3.1 Types of research

This type of research is using quantitative research. According to Sugiyono (2015) a quantitative approach is research based on the philosophy of potivism to examine a particular population or sample and take random samples by collecting data using statistical data analysis instruments.

### 3.2 Research Object

In this study, the object of research is Narotama University students class of 2018/2019 - 2020/2021 who use the Shopee application and have purchased products through the Shopee application.

### 3.3 Population and Sample

The population in this study were Narotama University students. The sampling technique in this research is purposive sampling, namely the sampling technique with certain considerations. The determination of the sample in this study was Narotama students who had purchased products through shopee. The determination of the number of representative samples according to Hair et al. (2014) is the number of statements multiplied by 5, so that the sample in this study is  $\text{Sample} = \text{Number of statements} \times 5 = 21 \times 5 = 105$  The calculation shows that the minimum sample is 105 respondents.

### 3.4 Types, Sources and Techniques of Data Collection

The type of data used in this research is quantitative data, in the form of questionnaires distributed to Narotama University students who use Shopee. In this study, researchers used primary data, primary data is a data source that directly provides data to data collectors. The primary data sources in this study were obtained based on the answers to questionnaires from all respondents, namely Narotama University students who used Shopee. The data collection technique used in this study was using a questionnaire or questionnaire.

### **3.5. Operational Definitions and Variable Indicators**

#### **3.5.1. Digital Marketing**

Digital marketing is an activity carried out in conveying offers to the intended customer. While the internet is a tool used with a digital model, which can help communicate in a two-way manner. So digital marketing is a unit to offer products virtually so that it can make it easier for sellers and buyers to share information and transact. Digital marketing indicators in this study are as follows:

- a. Incentive Program
- b. Site Design
- c. Interactive

#### **3.5.2. Online Customer Review**

Online customer review is a feature found in the marketplace application to describe the advantages and disadvantages of a product. The online customer review indicators in this study are as follows:

- a. Perceived Usefulness
- b. Source credibility
- c. Argument quality

#### **3.5.3. Rating**

Ratings are part of the review, but the opinions given by consumers are in the form of a determined scale, usually the rating applied by online stores is in the form of stars, where more stars indicate a better value, Lackermair et al. (2013). The rating indicators in this study are as follows:

- a. Credible
- b. Skill
- c. Number of Ratings

#### **3.5.4. Buying Interest**

Buying interest is a desire that arises in a consumer towards a product as a result of observing and studying the product. Consumers who are led to buy a product will show their attention and interest in the product, which is then realized in the form of buying behavior. The indicators of buying interest in this study are as follows:

- a. Transactional interest
- b. Referential interest
- c. Preferential interest
- d. Exploratory interest

### **3.6. Data Analysis Technique**

#### **3.6.1. Validity and Reliability Test**

Validity test is a test used to measure the validity of the results obtained from distributing questionnaires. Validity shows the degree of accuracy between the data that actually occurs on the object and the data collected by researchers to find the validity of an item (Sugiyono, 2017). The reliability test is a tool to measure the extent to which the measurement results using the same variables will produce the same data (Sugiyono, 2017). To measure the reliability of the variables seen from the Crombach's alpha value of each indicator.

#### **3.6.2. Classic Assumption Test**

Classical Assumption Test is an analysis conducted to assess whether in an *Ordinary Least Square* (OLS) linear regression model there are classical assumption problems. There are three types of classical assumption tests that must be carried out to test the data in this study. The classical assumption tests are Normality test, Multicollinearity test and Heteroscedasticity test.

#### **3.6.3. Multiple Linear Regression**

Multiple linear analysis is an analytical tool used to obtain an equation that shows how much influence the independent variable has on the dependent variable. The equation formula is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information :

Y = Buying Interest

$\alpha$  = Standart Error

e = Constant

X1 = Digital marketing  
 X2 = Online Customer Review  
 X3 = Rating  
 $\beta_1$  = Digital marketing variable regression coefficient  
 $\beta_2$  = online customer review variable regression coefficient  
 $\beta_3$  = Regression coefficient of rating variable

### 3.6.4. Hypothesis testing

Hypothesis testing is a test of a statement using statistical methods so that the test results can be declared statistically significant. There are two types of hypothesis testing, namely partial test (T) and simultaneous test (F).

## 4. Results And Discussion

### 4.1. Validity test

#### 4.1.1. Digital Marketing Variable Validity Test (X1)

Table 1. Digital Marketing Variable Validity Test Results (X1)

Statement	r-Count	r-Table	Description
Statement 1	0,845	0,191	Valid
Statement 2	0,722	0,191	Valid
Statement 3	0,791	0,191	Valid
Statement 4	0,836	0,191	Valid
Statement 5	0,661	0,191	Valid
Statement 6	0,771	0,191	Valid

(Source: SPSS data processed by the author, 2021)

From the table above, the results of the validity test carried out on the Digital Marketing variable (X1) indicate that the value of rcount is greater than rtable (0.191). Thus, it can be concluded that all statements on the Digital Marketing indicators are valid.

#### 4.1.2. Online Customer Review Variable Validity Test (X2)

Table 2. Online Customer Review Variable Validity Test Results (X2)

Statement	r-Count	r-Table	Description
Statement 1	0,773	0,191	Valid
Statement 2	0,838	0,191	Valid
Statement 3	0,820	0,191	Valid
Statement 4	0,875	0,191	Valid
Statement 5	0,802	0,191	Valid

(Source: SPSS data processed by the author, 2021)

From the table above, the results of the validity test carried out on the Online Customer Review (X2) variable indicate that the value of rcount is greater than rtable (0.191). Thus, it can be concluded that all statements on the Online Customer Review indicator are valid.

#### 4.1.3. Rating Variable Validity Test (X3)

Table 3. Rating Variable Validity Test Results (X3)

Statement	r-Count	r-Table	Description
Statement 1	0,820	0,191	Valid
Statement 2	0,878	0,191	Valid
Statement 3	0,910	0,191	Valid
Statement 4	0,902	0,191	Valid

(Source: SPSS data processed by the author, 2021)

From the table above, the results of the validity test carried out on the Rating variable (X3) indicate that the value of rcount is greater than rtable (0.191). Thus, it can be concluded that all statements on the Rating indicator are valid.

#### 4.1.4. Buying Interest Variable Validity Test (Y)

Table 4. Buying Interest Variable Validity Test Results (Y)

Statement	r-Count	r-Table	Description
Statement 1	0,751	0,191	Valid
Statement 2	0,854	0,191	Valid
Statement 3	0,797	0,191	Valid
Statement 4	0,895	0,191	Valid
Statement 5	0,766	0,191	Valid
Statement 6	0,659	0,1909	Valid

(Source: SPSS data processed by the author, 2021)

From the table above, the results of the validity test carried out on the buying interest variable (Y) indicate that the value of rcount is greater than rtable (0.191). Thus it can be concluded that all statements on the buying interest indicator are valid.

#### 4.1.5. Reliability Test

Table 5. Reliability Test Result

Variable	Nilai Alpha Cronbach 's	Koefisien Alpha	Reliability
Digital Marketing	0.863	0.7	High
Online Customer Review	0.879	0.7	High
Rating	0.899	0.7	High
Buying Interest	0.879	0.7	High

(Source: SPSS data processed by the author, 2021)

Based on the data processed by the researcher, it shows that the independent variables consisting of digital marketing, online customer reviews, ratings and the dependent variable, namely buying interest, each have a value greater than 0.7. So this condition indicates that all variables are said to be reliable and can be used for further research.

#### 4.1.6. Normality Test

The normality test used in this study is the Kolmogorov Smirnov Normality Test, provided that the data is normally distributed if the significance value is  $> 0.05$  and the data is not normally distributed, if the significance value is  $< 0.05$ .

Table 6. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		106
Normal Parameters	Mean	.0000000
	Std. Deviation	2.31603145
Most Extreme Differences	Absolute	.077
	Positive	.045
	Negative	-.077
Test Statistic		.077
Asymp. Sig. (2-tailed)		.140

- Test distribution is Normal
- Calculated from data

## c. Lilliefors Significance Correction

(Source: SPSS data processed by the author, 2021)

From the table of normality test results above, it can be seen that the significance value of the residual variable is 0.140, this means  $0.140 > 0.05$ . Thus, the data is declared to be normally distributed.

**4.1.7. Multicollinearity Test**

Multicollinearity test was carried out with the aim of testing whether there was a correlation between independent variables in the regression model. If the tolerance value shows the variable has a tolerance value greater than 0.10 and the VIF value is less than 10, it can be concluded that the regression model does not occur multicollinearity.

Table 7. Multicollinearity Test Result

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	2.047	1.750		1.170	.245		
X1	.334	.081	.337	4.111	.000	.728	1.374
X2	.407	.131	.308	3.102	.002	.494	2.023
X3	.285	.133	.206	2.145	.034	.530	1.889

(Source: SPSS data processed by the author, 2021)

From the table of multicollinearity test results above, it can be seen that the tolerance value of all independent variables in this study is greater than 0.10 and the VIF value of all independent variables in this study is less than 10. So it can be concluded that there is no symptom of multicollinearity between independent variables in regression model in this study.

**4.1.8. Heteroscedasticity Test**

In this study using the Glejser method to perform the heteroscedasticity test. By regressing the absolute value of the residual to the independent variable. Where it is said that there is no heteroscedasticity if the significance value is  $> 0.05$ .

Table 8. Heteroscedasticity Test Result  
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	.464	1.002		.463	.644
X1	-.081	.047	-.195	-1.749	.083
X2	.064	.075	.115	.846	.400
X3	.131	.076	.225	1.717	.089

a. Dependent Variable: ABS\_RES

(Source: SPSS data processed by the author, 2021)

From the table of heteroscedasticity test results above, it can be seen that the significance value of each variable exceeds 0.05. it can be concluded that there is no symptom of heteroscedasticity in the regression model in this study.

#### 4.1.9. Multiple Linear Regression

Table 9. Multiple Linear Regression Test Result Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.047	1.750		1.170	.245
	X1	.334	.081	.337	4.111	.000
	X2	.407	.131	.308	3.102	.002
	X3	.285	.133	.206	2.145	.034

(Source: SPSS data processed by the author, 2021)

From the table of data processing results above, the following multiple regression equation is obtained:

#### 4.1.10. Coefficient of Determination

Table 10. Coefficient of Determination Test Result (R<sup>2</sup>) Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709 <sup>a</sup>	.502	.487	2.350

a. Predictors: (Constant), X3, X1, X2

(Source: SPSS data processed by the author, 2021)

The interpretation of the correlation coefficient (R) shown in the table above means that there is a significant relationship between the independent variable and the dependent variable. Because the value of R is 0.709 which proves that the relationship between the independent and dependent variables is strong. Coefficient of determination R<sup>2</sup> according to the table above is 0.502, meaning that the linear relationship in this case the model is able to explain Purchase Interest (Y) of 50.2%. And the remaining 49.8% is caused by other factors not discussed in this study.

#### 4.1.11. Simultaneous Test (F)

The F test is a statistical test intended to determine whether the independent variables simultaneously affect the dependent variable. This test is done by comparing the value of Fcount with Ftable. If Fcount > Ftable as a 95% confidence level = 0.05).

Table 11. Simultaneous ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	567.921	3	189.307	34.284	.000b
	Residual	563.220	102	5.522		
	Total	1131.142	105			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

(Source: SPSS data processed by the author, 2021)

From the F test, using a significance value of 0.05 ( $\alpha = 0.05$ ) then the value of Fcount is greater than Ftable (34.284 > 2.70). Because Fcount is greater than Ftable, H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This means that the independent variable has a significant effect on the dependent variable simultaneously.

#### 4.1.12. Partial Test (T)

T-test is done by comparing the value of tcount with ttable. Where if tcount is greater than ttable with a significant value less than 0.05 then H<sub>a</sub> is accepted and H<sub>0</sub> is rejected.

Table 12. Partial Test (T) Result Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	2.047	1.750		1.170	.245
	X1	.334	.081	.337	4.111	.000
	X2	.407	.131	.308	3.102	.002
	X3	.285	.133	.206	2.145	.034

(Source: SPSS data processed by the author, 2021)

a. Dependent Variable: Y

Based on the table above obtained from data processing with the SPSS program, the results of the T-Test can be explained as follows:

1. Based on data processing using the SPSS program above, the results obtained regarding the theory of the Digital Marketing variable (X1) have a significant effect on Buying Interest (Y). This can be seen from the significant value of the Digital Marketing variable (X1) which has a significance of  $0.000 < 0.05$  and the value of  $t \text{ count} > t \text{ table}$  ( $4.111 > 1.986$ ). So, from these results it is stated that  $H_{a1}$  is accepted, so it can be concluded that the Digital Marketing variable (X1) has a significant effect on the Purchase Interest variable (Y).
2. Based on data processing using the SPSS program above, the results obtained regarding the theory of the Online Customer Review variable (X2) have a significant effect on Purchase Interest (Y). This can be seen from the significant value of the Online Customer Review variable (X2) which has a significance of  $0.002 < 0.05$  and the value of  $t \text{ count} > t \text{ table}$  ( $3.102 > 1.986$ ). So, from these results it is stated that  $H_{a2}$  is accepted, so it can be concluded that the Online Customer Review variable (X2) has a significant effect on the Purchase Interest variable (Y).
3. Based on data processing using the SPSS program above, the results obtained regarding the theory of the Rating variable (X3) have a significant effect on Purchase Interest (Y). This can be seen from the significant value of the Rating variable (X3) which has a significance of  $0.034 < 0.05$  and the value of  $t \text{ arithmetic} > t \text{ table}$  ( $2.145 > 1.986$ ). So, from these results it is stated that  $H_{a3}$  is accepted, so it can be concluded that the Rating variable (X3) has a significant effect on the Purchase Interest variable (Y).
4. Based on the results of testing using the SPSS program in the table above, it can be seen that the variables Digital Marketing (X1), Online Customer Review (X2) and Rating (X3) have a significant effect on Purchase Interest (Y).

## 6. Conclusion

Based on the results of research conducted with the title of the influence of digital marketing, online customer reviews, and ratings on buying interest through Shopee, a study on Narotama University Students. Based on the data that has been collected and the tests that have been carried out, the researchers can draw conclusions that are in accordance with the formulation of the problem, as follows:

- a. Digital Marketing variable has a positive and significant influence on consumer buying interest (Narotama University Students) through Shopee.
- b. The Online Customer Review variable has a positive and significant influence on consumer buying interest (Narotama University Students) through Shopee.
- c. Rating variable has a positive and significant influence on consumer buying interest (Narotama University Students) through Shopee.
- d. Based on the results of the F test, the Digital Marketing, Online Customer Review and Rating variables together or simultaneously have a positive and significant effect on consumer buying interest (Narotama University Students) through Shopee.

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### **Biography**

**Gina Alivea Oryza**, born in Surabaya on October 2, 1998. The eldest of two children. Born from a simple family, with the profession of parents of private employees. I completed my education at State Elementary School VI Surabaya in 2009 and continued Junior High School Taruna Jaya I Junior High School until 2012. Then continued Muhammadiyah 1 High School Surabaya until 2015 and enrolled at Narotama University University Surabaya Management S1 Study Program . My work history, I have worked as an admin at a pharmacy in Surabaya for approximately 2 years, and currently I am working as an Operations Admin at a Property Agent company located in Surabaya, I have worked in this company for approximately 3 years. My hope is that I can apply the knowledge that I have gained during my studies to be applied to every job I do, and also with this knowledge, I hope that I can make my parents proud and be useful to many people.

**Sengguruh Nilwardono**, a university lecturer at Narotama University with the functional position of Lecturer. Educational history of S1 S.E at Narotama University in 1995, and S2 M.Psi at the University of 17 August 1945, Surabaya in 2001