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The Role of Influencer Marketing in Increasing the purchase decision of MSME Products at Shopee

Alberta Adinata[1], Sudarmiatin[2], Ludi Wishnu Wardana[3]

[1,2,3] Departement of Management Science, Faculty of Economics and Business, Universitas Negeri Malang, Malang, East Java, Indonesia.
[2]

Corresponding Author: alberta.adinata.2404139@students.um.ac.id

Abstract

This study aims to analyze the effect of product quality and marketing through influencers on product purchase decisions on the Shopee platform, by adding a mediating variable in the form of customer trust. The research method used is quantitative with a Smart Partial Least Square (PLS) approach. Data was collected through a questionnaire distributed to 196 respondents, who are active Shopee users. The independent variables in this study are product quality and influencer marketing, the dependent variable is purchase decision, and the mediating variable is customer trust. The analysis shows that product quality and influencer marketing have a significant influence on purchase decision. However, when mediated by customer trust, it is found that customer trust strengthens the relationship between product quality and purchase decision. That is, customer trust in the product makes the impact of product quality on purchase decision stronger. The same is true for influencer marketing, where customer trust in influencer recommendations plays an important role in strengthening their influence on purchasing decisions. The results show that product quality has a greater influence than influencer marketing on purchase decision. However, customer trust serves as an important bridge that connects the two, so companies need to consider how their products and influencer strategies are perceived by consumers in building trust. The implication of this study is the importance of maintaining high product quality and choosing influencers who not only have appeal, but also credibility and can build trust with consumers. This can help increase customer trust, which in turn strengthens purchasing decisions on the Shopee platform.

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Keywords: ***Customer trust,*** **Influencer Marketing, Product Quality, Purchase Decision, and Shopee.**

INTRODUCTION

The development of digital technology has brought about major changes in consumer behavior, especially in shopping activities. One sector that is experiencing rapid growth is e-commerce, where online platforms such as Shopee play an important role in distributing products to consumers. Shopee, as one of the largest e-commerce platforms in Southeast Asia, has become one of the top choices for Indonesian consumers in conducting buying and selling transactions. Its presence that provides a wide range of products at competitive prices, accompanied by various features such as flash sales and free shipping, has increased consumers' interest in shopping online..

Competition in the e-commerce market, product quality and influencer marketing are two main factors that determine consumer purchasing decisions. product quality is very important because consumers tend to look for products that are not only affordable, but also meet expectations in terms of quality, durability, and functionality. In addition, customer trust mediates the relationship between product quality and purchasing decisions, where positive experiences with product quality will increase consumer trust, which in turn strengthens loyalty and increases repurchase opportunities (Susilo & Rizqi, 2023). Therefore, maintaining product quality and building consumer trust are key strategies for sellers at Shopee to maintain and increase market share (Septyani& Cahyono, 2024).

The phenomenon of influencer marketing has developed into an effective marketing strategy, especially in the digital era. Influencers, who have loyal followers on social media, are able to influence consumer behavior through product recommendations and reviews (Leung, 2022). Shopee, like other e-commerce platforms, works closely with influencers to promote products and increase sales. The influence of influencers, who have an emotional attachment to their followers, is able to build customer trust as an effective mediation in increasing consumer confidence and driving purchase decisions (Yogesh, 2014).

Influencer marketing is becoming increasingly attractive in Indonesia, where social media usage is very high. Based on data from We Are Social and Hootsuite in January 2023, Indonesia has more than 191 million internet users, with 167 million of them being active social media users. The presence of influencers on platforms such as Instagram,

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YouTube, and TikTok has created new opportunities for brands and sellers to reach a wider and more specific audience (Yesiloglu & Costello, 2020).

Indonesia is one of the countries with the highest e-commerce adoption rate in the world. Based on a report from Statista, Indonesia's e-commerce market value is projected to reach USD 38.7 billion by 2023, with an annual growth rate of 16.3% (Aryani, 2020). One of the biggest players in the industry is Shopee, which has established itself as a leading platform with a growing user base. Shopee launched in Indonesia in 2015 and has since become one of the most popular e-commerce platforms, competing with other big players such as Tokopedia, Bukalapak, and Lazada.

Shopee's success cannot be separated from the various innovations and strategies it adopts, such as the Shopee 11.11 Big Sale and Shopee 12.12 Birthday Sale campaigns, which provide massive discounts to consumers. In addition, Shopee also collaborates with many influencers and celebrities to promote products on their platform. This move has proven to be effective in increasing product visibility and attracting more consumers, especially from the younger crowd who are more likely to trust influencer recommendations over traditional advertisements.

Shows that by 2022, Shopee dominates the e-commerce market in Indonesia with more than 54 million monthly active users, beating its closest competitor, Tokopedia (Kamisa, 2022)..Revenue from sales on Shopee has also increased significantly, especially during the COVID-19 pandemic, where many consumers have turned to online shopping. Shopee is not only a platform for daily necessities, but also for fashion, beauty, electronics, and even food and beverage products.

Sales and Growth Data on Shopee

In recent years, Shopee has experienced significant growth, both in terms of users and sales. Data from the annual report of Sea Group, Shopee's parent company, shows that in 2022, the total gross merchandise value (GMV) on Shopee reached more than USD 73.5 billion, a 30% increase over the previous year (Muzamzamah, & Prasetyo, 2022). This growth was driven by an increase in the number of active users and the frequency of shopping on the platform. Shopee also continues to expand the range of products available on its platform, from daily necessities to premium products. In addition, major marketing campaigns such as the Shopee 11.11 Big Sale and Shopee 12.12 Birthday Sale have helped boost sales significantly, especially during the heavily discounted period.

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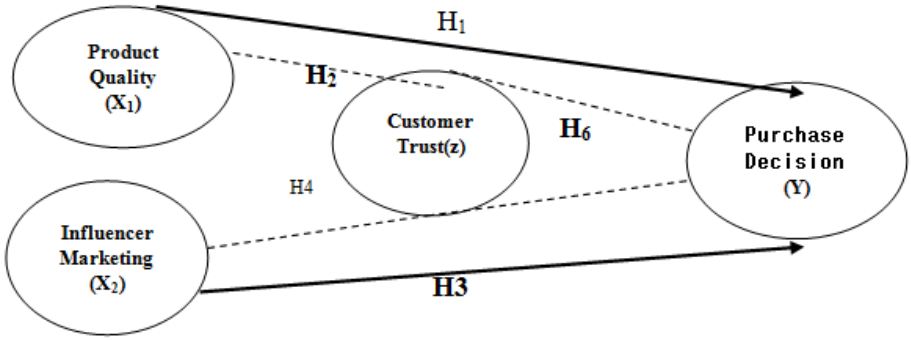


Figure 1: Research Model

RESEARCH METHODS

This research design is a quantitative approach research based on the Purchase Decision of MSME products on shope. which aims to confirm the theory based on the causal survey method which aims to investigate the possible causes and effects of a phenomenon that examines the influence between the constructs of the independent variables which include product quality and influencer marketing on the dependent variable purchase decision and mediated by Customer Trust. The population in this study are all consumers who use theope platform. The sample calculation refers to Lemeshow's opinion for an unknown population (N) with α = 5% showing the sample calculation results, namely:

$$. n = \frac{1{,}96^2 \; x \; 0{,}85 \; x \; 0{,}15}{0{,}05^2} = \frac{3{,}8416 \; x \; 0{,}1275}{0{,}0025} = 195{,}9$$

= 196

The total sample in this study was 196 respondent samples.

Product Quality

Product quality is quality that includes efforts to meet or exceed customer expectations which include products, services, people, processes, and the environment (Fandy Tjiptono, 2014). Product quality is also an ever-changing condition (e.g. what is considered quality today may be considered less quality in the future). Product quality is an important thing that every company must strive for if it wants its products to compete in the market. Due to the increasing economic ability and education level of the community, some people are increasingly critical in consuming a product. The conclusion

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from the definition of product quality is the ability of a product to meet consumer expectations and needs. The indicators used in this study refer to (Kotler, P. & Keller, 2012), namely (1) shape, (2) features, (5) Quality Conformance, (6) Durability, (7) Reliability.

Influencer Marketing

(Carter, 2016) describes influencer marketing as "a rapidly growing industry that attempts to promote products or increase brand awareness through content shared by social media users who are considered influential". Influencermarketinghub.com (2017a) defines influencer marketing as relying on "technology - and a combination of reach, relevance and resonance - to amplify word of mouth, either through organic (unpaid) word of mouth, which traditionally comes from micro-influencers, ... or 'paid' endorsements, using a combination of macro-influencers, brand advocates and brand ambassadors" MarketingProfs. com (2016) explains influencer marketing involves marketers connecting with influencers to build mutually beneficial relationships (Widodo, 2022). states that influencer marketing, rather than relying on big names like traditional advertising, takes advantage of "handheld names", who have a reputation and sizable following on social media. The most important platforms used by marketers to use influencer marketing are: 1. Instagram (used by 89% of marketers engaged in influencer marketing); 2. Facebook and Twitter (both used by 70% of marketers); 3. Youtube (59%); 4. Blogs (48%); and, 5. Snapchat (45% of marketers) (Krasniak, 2016). The problem limitation in this research lies in influencer marketing with indicators (visibility, credibility, attractiveness and power).

Purchase decision

The definition of a purchase decision according to (Hanaysha, 2022) is a person's decision to choose a certain product or service that has been previously introduced by the company compared to its competitors. (Nugraha and Firdausy, 2022) state that the definition of a purchase decision is a decision made by a consumer to make a purchase of a product or service that begins with an awareness of his needs or desires. Meanwhile, Monoarfa et al. (2023) say that the definition of a purchase decision is several stages that will be involved when consumers have decided to buy a product or service. Based on these three definitions, a purchase decision is a consumer thought process consisting of several stages to decide which product or service to choose according to their needs). Purchase decision (Soewito, 2013) indicators 1. Perceived needs 2. Perceived needs

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Activities before buying 3. Behavior when buying Behavior when using 4. Behavior after using Post-purchase behavior.

Customer Trust

Customer trust in research by (Moorman et al, 1992) is defined as a willingness to rely on exchange partners. A similar concept is also shown in research (Morgan and Hunt, 1994), namely customer trust as a situation where one party has given confidence in the reliability and integrity of the exchange partner. In this study, the concept of customer trust is adopted in accordance with research by (Mayer et al, 1995) which states that trust consists of 3 main elements: ability, benevolence, and integrity.

RESULTS AND DISCUSSION

This study utilized various common measurement methods, including assessments of convergent validity, discriminant validity, composite reliability, and Cronbach's alpha, to evaluate the research items. The results of this investigation are depicted in Figure 2, which includes a comprehensive analysis of all the research factors. In the context of assessing convergent validity, it is generally expected that the loading factor value is at least 0.70. Therefore, there is invalid data. The analysis results show that there are indicator variables that show loading factor values below 0.70. Therefore, it can be concluded that some indicators are considered invalid.

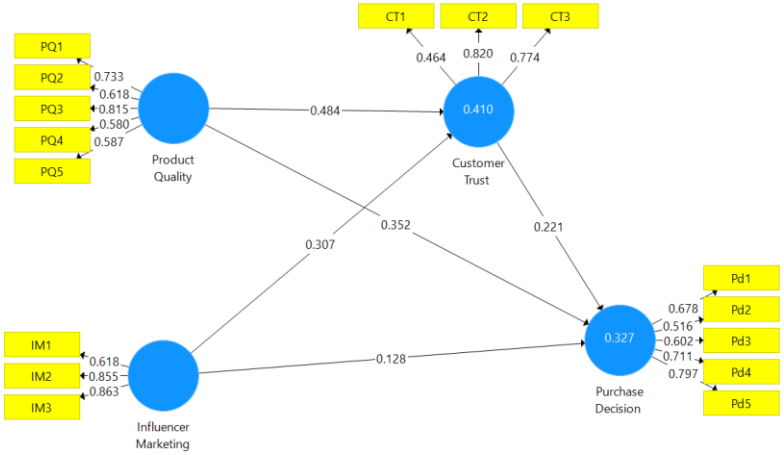


Figure 2 : Factor loading values of all research items

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Table 1. Factor loading values

Variable	Indicator	Outer loading	Cut-Off	Description
Product Quality	PQ.1	0.733	0.5	Valid
	PQ.2	0.618	0.5	Valid
	PQ.3	0.815	0.5	Valid
	PQ.4	0.580	0.5	Valid
	PQ.5	0.587	0.5	Valid
Influencer Marketing	IM.1	0.618	0.5	Valid
	IM.2	0.855	0.5	Valid
	IM.3	0.863	0.5	Valid
Customer Trust	CT.1	0.464	0.5	Invalid
	CT.2	0.820	0.5	Valid
	CT.3	0.774	0.5	Valid
Purchase decision	PD.1	0.678	0.5	Valid
	PD.2	0.516	0.5	Valid
	PD.3	0.602	0.5	Valid
	PD.4	0.711	0.5	Valid
	PD.5	0.797	0.5	Valid

Source: processed data, 2024

Discriminant validity is assessed by examining the Average Variance Extracted (AVE) value, which measures the amount of variance explained by the construct compared to the variance caused by errors. In discriminant validity analysis, a construct is considered valid if its AVE value exceeds the threshold of 0.70. If an indicator has an AVE value below 0.70, this indicates that the variance explained by the construct is lower than the variance caused by the error. As a result, the indicator is not discriminantly valid and may not correctly represent the intended construct. As a result, it is important to review or eliminate other indicators with AVE values below 0.50 to ensure measurement accuracy.

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Table 2. Nilai AVE

Variable	AVE (Average Variance Extracted)	Test conditions	Description
Product Quality	0.510	>0.50	Valid
Influencer Marketing	0.619	>0.50	Valid
Customer Trust	0.631	>0.50	Valid
Purchase decision	0.712	>0.50	Valid

Source: processed data, 2024

Composite reliability assessment is used to measure the dependability of theoretical concepts. A concept is considered reliable when the composite reliability and Cronbach's alpha values are above 0.70. The test results show that both the composite reliability and Cronbach's alpha value exceed the threshold of 0.70.

Table 3. Composite Reliability and Cronbach Alpha Values

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Product Quality	0.521	0.554	0.736	0.510
Influencer Marketing	0.683	0.718	0.827	0.619
Customer Trust	0.690	0.703	0.802	0.631
Purchase decision	0.708	0.708	0.798	0.712

Source: processed data, 2024

Assessing the inner structural framework of the model involves using various analytical techniques, including R-squared analysis, examination of path coefficients, T-statistics with bootstrapping, and evaluating predictive significance. R-squared is used to measure the effect of the independent variable (X) on the dependent variable (Y), which is usually categorized as significant (0.75), moderate (0.50), or limited (0.25) based on the R-squared value.

In Table 3, the R-squared value shown is > 0.50, so the model can be categorized as moderate. This means that the influence of the independent variables on the dependent variable is strong enough to provide adequate explanation but has not yet

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reached the significant category. In this context, in addition to R-squared, the analysis can be supplemented with other techniques such as path coefficient analysis and T-statistics using bootstrapping to validate the significance and direction of the relationship. This additional evaluation of predictive significance helps in ensuring the reliability of the structural model and strengthens the interpretation of the research results.

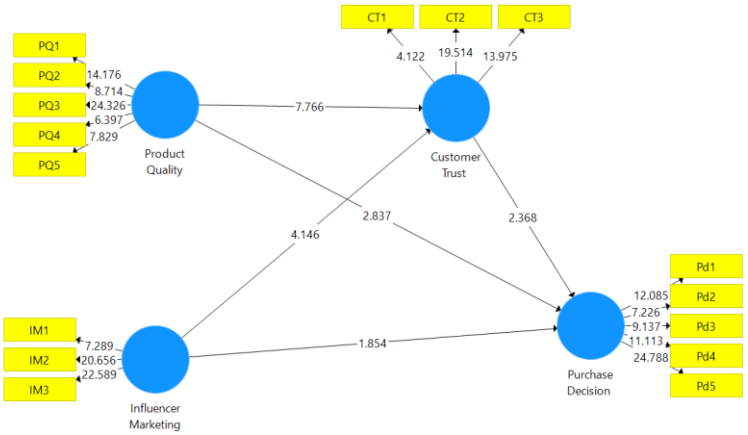


Figure 3 : Factor loading values of all research items

Product Quality to Purchase Decision

Based on the p-value of 0.005 < 0.05 with beta 0.124 and t-value 2.837 > 1.65, H1 is approved. This shows that there is a significant positive influence between product quality on purchase decision. This means that when product quality increases, purchasing decisions also tend to increase. Conversely, if product quality decreases, purchasing decisions also decrease. This finding emphasizes the importance of managing product quality as a determining factor that can drive purchasing decisions on the Shopee platform.

MSMEs that sell their products on Shopee strive to improve product quality through attractive visual presentation, selection of quality materials, and offering added product value. These aspects, such as the quality of photos that represent the product well, selection of materials that meet consumer expectations, and offering relevant product value, contribute to high purchase decisions. By focusing on consistent quality, MSMEs can build consumer trust and increase loyalty, thereby driving sustainable purchase decisions.

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Product Quality To Customer Trust

With a p-value of 0.000 < 0.05, a beta of 0.062, and a t-value of 7.766 > 1.65, the second hypothesis (H2) is accepted. These results indicate a positive and significant influence between product quality and customer trust. This means that when product quality increases, customer trust also tends to increase, which in turn can encourage purchasing decisions. Conversely, a decrease in product quality will result in a decrease in customer trust. This finding emphasizes the importance of consistent product quality management, as good quality will build stronger trust from customers, which plays an important role in increasing loyalty and purchasing decisions.

MSMEs that sell products on Shopee need to pay attention to product quality because this has a direct effect on customer trust. When the products sold are of good quality, customers will feel more trust and satisfaction, which can encourage them to make repeat purchases or recommend products to others. Conversely, if product quality decreases, customer trust will also decrease, which can have a negative impact on business loyalty and reputation.

Influencer Marketing To Purchase Decision

With a p-value of 0.065 < 0.05, a beta of 0.128, and a t-value of 1.854 > 1.65, the third hypothesis (H3) can be rejected. These results indicate that the effect of influencer marketing on purchase decisions is negative and insignificant. This means that the presence of influencer marketing is not strong enough to significantly drive purchase decisions in the context of this study. This may be due to other factors that are more decisive for purchase decisions or because customers are not so affected by the promotions of the influencers used.

Influencer Marketing ToCustomer Trust

With a p-value of 0.000 > 0.05, a beta of 0.074, and a t-value of 4.146 > 1.65, the third hypothesis (H4) is accepted. This shows that the effect of influencer marketing on customer trust is positive and significant, which means that the more effective influencer marketing is carried out, the level of customer trust in the promoted product or brand will also increase. With the support of these significant results, it can be concluded that influencer marketing plays an important role in building and strengthening customer trust, so marketing strategies involving influencers are effective in increasing customer trust.

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Customer Trust ToPurchase Decision

With a p-value of 0.019 > 0.05, a beta of 0.093, and a t-value of 2.368 > 1.65, the third hypothesis (H5) is accepted. This result shows that the effect of customer trust on purchase decision is positive and significant, which means that the higher the level of customer trust, the more likely the customer is to make a purchase. In other words, customer trust plays an important role in influencing purchasing decisions, where strong trust in a product or brand encourages customers to be more confident and willing to make transactions. These results confirm the importance of building customer trust as a strategy to improve purchasing decisions.

Product Quality toPurchase Decision mediasi Customer Trust

With a p-value of 0.028> 0.05, a beta of 0.048, and a t-value of 2.210> 1.65, the third hypothesis (H6) can be accepted. These results indicate that the effect of product quality on purchase decisions mediated by customer trust is positive and significant. Which means it shows that the effect of product quality on purchase decisions mediated by customer trust is positive and significant. This means that good product quality not only directly increases purchasing decisions, but also strengthens customer trust in the product, which in turn drives purchasing decisions. In other words, customer trust acts as a mediator that strengthens the impact of product quality on purchasing decisions. These results emphasize the importance of maintaining product quality to build customer trust, so that they are more likely to decide to buy the product.

Influencer Marketing ToPurchase Decision mediasi Customer Trust

With a p-value of 0.068 < 0.05, a beta of 0.037, and a t-value of 1.834 > 1.65, the third hypothesis (H7) can be rejected. These results indicate that the effect of influencer marketing on purchase decisions mediated by customer trust is negative and insignificant. This means that this shows that the effect of Influencer Marketing on purchase decisions mediated by customer trust is negative and insignificant. This means that Influencer Marketing does not have a strong enough influence to increase purchasing decisions through customer trust. In other words, even if Influencer Marketing is conducted, it does not significantly increase customer trust and thus have an impact on purchasing decisions. This result suggests that Influencer Marketing strategies are less effective in building customer trust that can drive purchasing decisions, or there are other factors that are more dominant in influencing trust and purchasing decisions.

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CONCLUSION

This study aims to analyze the effect of product quality and influencer marketing on purchase decision by considering the role of customer trust as a mediating variable. The results of the analysis show that there is a significant positive influence between product quality on purchase decision. This confirms that consumers tend to make better purchase decisions when they feel satisfied with the product quality offered. This study also found that influencer marketing has a negative influence on purchase decision. This may be due to a lack of relevance between the influencer and the product being promoted, or consumer dissatisfaction with the authenticity and integrity of the promotion carried out by the influencer.

Mediation analysis shows that the effect of influencer marketing on purchase decision becomes insignificant when mediated by customer trust. This suggests that customer trust can reduce the negative impact of influencer marketing on purchase decision. In other words, when consumers have a high level of trust in influencers, the negative influence can be minimized, so customer trust plays an important role in shaping purchasing decisions. This study emphasizes the importance of product quality and customer trust in marketing strategy, as well as the need for a more in-depth evaluation of the selection of the right influencer to maximize the positive impact on purchasing decisions.

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