

ANALYSIS OF THE INFLUENCE OF CELEBRITY ENDOSER AND SOCIAL MEDIA MARKETING ON BRAND AWARENESS IN E-COMMERCE CUSTOMERS

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ABSTRACT

With the Covid-19 pandemic, technological disruption is increasingly rapid and increasing, causing people to carry out activities from home. This makes companies increase new creations and innovations to survive the competition, so companies use celebrity endorsers as promotional media and increase social media marketing to build brand awareness. This research is quantitative research using a non-probability sampling method with a sample size of 100 respondents obtained through distributing Google forms. The measurement scale carried out by researchers used the Bipolar Adjective scale using multiple linear regression techniques which were processed using SPSS 26. The results of this research are that celebrity endorsers and social media marketing have a positive influence with correlation coefficient values of 0.460 and 0.118 on brand awareness. The significance value of celebrity endorsers is 0.000 and the significance value of social media marketing is 0.044, which means less than 0.005, indicating that the influence of celebrity endorsers and social media marketing on brand awareness is acceptable or significant.

Keywords : e-Commerce Marketing; Brand Awareness; Social Media Marketing; Celebrity Endorser

ABSTRAK

Dengan adanya pandemi Covid-19, disrupsi teknologi semakin pesat dan meningkat sehingga menyebabkan masyarakat harus melakukan aktivitas dari rumah. Hal ini membuat perusahaan semakin meningkatkan kreasi dan inovasi baru agar dapat bertahan dalam persaingan, sehingga perusahaan menggunakan celebrity endorser sebagai media promosi dan meningkatkan pemasaran media sosial untuk membangun brand awareness. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan metode non-probability sampling dengan jumlah sampel sebanyak 100 responden yang diperoleh melalui pendistribusian Google Forms. Skala pengukuran yang dilakukan peneliti menggunakan skala Bipolar Adjective dengan menggunakan teknik regresi linier berganda yang diolah menggunakan SPSS 26. Hasil dari penelitian ini adalah celebrity endorser dan social media marketing mempunyai pengaruh positif dengan nilai koefisien korelasi sebesar 0,460 dan 0,118 terhadap kesadaran merek. Nilai signifikansi celebrity endorser sebesar 0,000 dan nilai signifikansi social media marketing sebesar 0,044 yang berarti kurang dari 0,005, hal ini menunjukkan bahwa pengaruh celebrity endorser dan social media marketing terhadap brand awareness dapat diterima atau signifikan.

Kata Kunci : Pemasaran e-Commerce; Kesadaran Merek; Pemasaran media sosial; Pendukung Selebriti

INTRODUCTION

There is digital technology disruption where massive fundamental changes occur due to the presence of digital technology, changing the system that occurs in Indonesia and globally. With the Covid-19 pandemic, technological disruption is increasingly rapid and increasing. Due to changes in lifestyle during the pandemic, people are required to stay at home so that the spread of Covid-19 decreases. This makes many people carry out activities from home, especially when it comes to shopping for household needs or equipment. Data generated by Databoks shows that the pandemic has increased the use of digital services in Indonesia, especially in e-commerce services, around 69% of consumers have used this service to meet all their daily needs.

From the data Graph 1, Shopee occupies the first position in the monthly visitor data for e-commerce sites in the third quarter of 2020 with a total of 96.5 million visitors, meaning that many consumers use the Shopee application more often to shop for their needs.

The results of the Top Brand Index (TBI) from 2019 to 2021 show that e-commerce is included in the TOP in the online buying and selling site category as in table 2.

The results of the Top Brand Index in the last year, namely 2021, show that e-commerce e Shopee is at the highest Top Brand Index level, namely with 52.9%. Thus, in an effort to increase the number of visits to the Shopee platform, Amanda Manopo was appointed as Andini and Arya Saloka as AI in the film Bond of Love to become celebrity endorsers. Celebrity Endorser is one of the communication channels used by celebrities to express their words and promote brands based on popularity and personality they. Reasons why companies use Celebrity Endorsers is to create a positive image of a product or brand in order to improve brands awareness in e-commerce shoppe. Research conducted (Untono, 2016) shows that celebrity endorsers have a positive effect on brand awareness. And research conducted by (Setiawan, 2018), said that celebrities endorsers have a positive effect on brand awareness.

Technological disruption has made many companies adapt to social media. This means that companies can find out what is going viral so they can build brand awareness, therefore companies use social media as a marketing tool. Social media marketing is online activities and programs that aim to target potential customers or

prospects, either directly or indirectly, publicize, improve the image or generate sales of products and services (Kotler & Keller, 2013). In research (Febriyan & Supriono, 2018), social media marketing has a positive effect on brand awareness. Research conducted by (BILGIN, 2018), Social media marketing has a positive and significant effect on brand awareness.

Brand awareness is the ability of potential buyers to recognize or remember that a brand is part of a certain product category (Aaker, 2011:51). Brand awareness can make consumers think about using it or buying it. So brand awareness becomes one of the factors that determines the success of a business by making consumers always remember the brand. It is not easy for consumers to reach the highest level of awareness and have an attitude towards a brand, because many factors influence it, namely celebrity endorsement and social media marketing.

From the background above, the aim of this research is to determine the influence of celebrity endorsements and social media marketing on brand awareness.

LITERATURE REVIEW

Brand Awareness

Brand awareness is the first step in building a product brand. The most important aspect of brand awareness is the form of information in the consumer's memory. Brand awareness reminder point is essential before brand associations can be formed. Peter and Olson (2010), wrote that brand awareness is a general communication goal for all advertising strategies, because consumers cannot buy products or services from a particular brand without knowing about that brand. Brand Image is a series of tangible and intangible characteristics, which represent internal and external characteristics that can affect how a brand can be enjoyed by the target market or customers. (Sarippudin, et al. 2019:48). There are 4 indicators regarding brand awareness, to see how far consumers have brand awareness according to Keller (2003):

- 1.Brand recall, the extent to which customers recognize a particular brand when asked about a brand.
- 2.Brand Recognition, the ability of customers to recognize brands through certain categories such as logos, colors, slogans, etc.
- 3.Purchase decision, the extent to which customers include a brand as an alternative when buying a product or service.

4. Consumption, customers can recognize a brand when they are using a competitor's brand.

Celebrity Endorser

Companies can develop consumer confidence in their products by developing direct marketing strategies that can influence consumers towards these products. One way companies can increase consumer brand awareness is through the use of celebrities endorser. Celebrity endorsers are artists, public figures, athletes who are widely known by the public. Celebrities Endorsers are famous celebrities, whose names appear to represent a company's products or services (Schiffman & Kanuk, 2007). Indicators for celebrity endorsers according to Shimp (2010:251), says endorsers are described by the acronym TEARS, which consists of:

1. Trustworthiness, the endorser will see how honest he is in advertising a product.
2. Expertise, how extensive the endorser's expertise is in knowledge, speaking or communicating skills.
3. Attractiveness (Attractiveness), refers to a celebrity's physical characteristics such as beauty/handsomeness, body athleticism, and so on.
4. Respect (Quality of Being Appreciated), refers to an endorser who is admired and appreciated by his fans.
5. Similarity, having emotional similarities in advertising so that it can help the effectiveness of advertising objectives.

Social media marketing

Social media marketing can have quite a big influence in influencing consumer perceptions of brands. While recent business reports show that social media has a significant influence on more than 90% of purchases (Marketingcloudcom, 2013). In the opinion of Kotler & Keller (2015 p. 637), social media provides industry opportunities to increase communication activities with low expenditure. Social media can also provide incentives for the industry to remain innovative and relevant at all times. Social media marketing indicators according to Susan Gunelius (2011, p. 57) contain 4Cs in social media marketing, the following is an explanation of the 4 Cs:

1. Content creation, interesting content is the basis of a company's social media marketing strategy. The content created must be interesting and reflect the company's personality so that target customers can trust it.

2. Content Sharing , or sharing content with social communities can help develop company networks and online audiences. Sharing content can generate both indirect and direct sales, depending on the type of content a company shares.
3. Connecting networks , by connecting to social networks, companies can meet more people who have the same interests . An extensive network can build relationships that other companies can build. Social networks require honest and considerate communication.
4. Community building , building online communities between technology users to engage in dialogue between people around the world. Forming communities on the Internet with the same interests can be done with the presence of social networks.

Hypothesis Development

Celebrity endorsers are interesting or popular sources in advertising, this is a creative way in marketing to convey messages so that they are more noticed and remembered (Kotler and Keller, 2009). Research conducted by Kasmad et al , (2019) which examined celebrity endorsers on Koper Lojel products, the study proved that celebrity endorsers had a positive effect on brand awareness . This is also supported by research conducted by Christian Ugwuanyi & Emezue (2018) , who researched that celebrity endorsers also have a positive and significant influence on Brand Awareness . Based on this research, the hypothesis that can be proposed in this research is

H1 = Celebrity Endorsers have a positive influence on Brand Awareness

Social Media Marketing is any form of marketing used directly or indirectly to increase awareness of brands, industries, products and services, also implemented using social website features such as several social media (Susan Gunelius, 2011, p. 10).

Research conducted by Salamah et al , (2021), which examined social media marketing for brands awareness by using the hijup e-commerce object , one of Indonesian Muslim fashion e-commerce , and has research results that social media marketing has a positive and significant effect on brand awareness . This is also supported by research by Cheung & Iii (2019), which examined social media marketing on brand awareness which stated that Social Media Marketing had a positive effect on Brand Awareness. Based on this research, the hypothesis that can be proposed in this research is

H2 = Social Media Marketing has a positive influence on brand awareness

RESEARCH METHODS

Population and Research Sample

The population of this research is consumers who use e-commerce Shopee. Researchers took Shopee consumer objects because based on data Shopee is the site with the most visitors in 2020 and Shopee has succeeded in being ranked first in the existing digital market. The variables used in this research are Celebrity Endorser, Social Media Marketing and Brands Awareness. With the aim of knowing the effect of the independent variable on the dependent variable. Samples are part of the number and characteristics population (Sugiyono, 2015). In this research, researchers used a non-probability sampling method. Where the population is unknown and some members of the population do not have a form of sampling. The sampling method for this research uses directed sampling, the aim of which is to select samples subjectively. The criteria used in this research are:

1. Respondents who have shopped at the E-commerce Shopee.
2. Respondents who shop at the shop at least once a month.
3. Respondents knew that Amanda Manopo and Arya Saloka were the Celebrity Endorsers of the Shopee.

Data collection technique

collection method in this research uses a questionnaire method. This questionnaire was made very detailed and complete. The completed questionnaire is used as a means to collect data on influence celebrity endorser, social media marketing towards the brand awareness among e-commerce Shopee consumers. The measurement scale used by researchers is the Bipolar Adjective scale.

RESULTS AND DISCUSSION

Description of Respondent Data

The following is a statistical description of 100 respondents which describes their age, gender, occupation, monthly expenses, shop access for one month, and a description of respondents based on the reasons for choosing an e-commerce shop. The following is a table showing the description of respondents based on age: (table 2)

From the data in the table 2, it shows that the respondents who are the most e-commerce Shopee customers are aged 18 - 23 years as many as 84 respondents which is the highest score in this research compared to respondents aged 24 - 29 years as many

as 14 respondents, and > 35 years as many as 2 respondent which is the lowest score in this study. This is because the researchers distributed Google Form more among students aged 18-23 years, at this age they are more active in using social media and are more updated about artists/public figures. People of this productive age prefer shopping online.

In the table 3 of respondent data based on gender, it shows that 70 respondents (70%) were female. This shows that shoppe application users are dominated by women because women prefer to shop online. (table 4)

Commerce shoppe customers who are still students as many as 70 respondents have the highest score in this research, this happens because more questionnaires are distributed to students. who prefer to shop.

In the respondent data table 5, based on expenditure, it shows that respondents who are e-commerce shoppe customers in one month spend 50-100 thousand as many as 32 respondents, which is the highest value in this study, 28 respondents spend 100-200 thousand, spending 200-300 thousand as many as 24 respondents while expenditure of 300-400 thousand as many as 8 respondents and expenditure for one month >500 thousand as many as 8 respondents who had the lowest value. Overall the most dominant amount is under 300 thousand as much as 84% of one month's expenditure in spending money in e-commerce shops, because respondents who are female and with an average age of 18-23 years have more needs and desires.

From the table 6, the research results show that the largest value is for respondents who access the Shoppe in one month, namely 3 times , 65 respondents , then respondents who access it 2 times a day are 19 respondents , and the lowest is 16 respondents who access the Shoppe once a month. Because respondents of productive age use gadgets more often, respondents access the e-commerce Shoppe 3 times more often in one month.

In the respondent data table 7, based on the reasons for choosing a shop, it shows that the shop has many and easy features with 30 respondents being the highest score in this research, cheaper prices have 11 respondents, reasons for choosing a shop that has lots of products are 12 respondents, and those with The free shipping promo was 29 respondents, while the lowest value was 18 respondents who chose to have lots of discounts. Judging from the percentage above, the dominant description of the

reasons respondents use the Shopee application is that Shopee has lots of features and is easy for respondents to use as much as 30% and has a free shipping promo which makes them interested in using Shopee e-commerce 29%, only a difference of 1%.

Based on table 8, it can be seen that the celebrity endorser variable has an average of 5.73, which means that it somewhat agrees. The question regarding "In my opinion, celebrities like Amanda Manopo and Arya Saloka have advantages in physical form (beautiful and handsome)" received the highest average of 5.97. This shows that celebrity Endorsers such as Amanda Manopo and Arya Saloka have physical advantages, namely being beautiful and handsome for respondents. The results obtained from respondents' answers regarding celebrity endorsers show that the mode value is 5.6, which means somewhat agree, the median value is 5.8, which means somewhat agree. Thus it can be seen that the majority of respondents stated that they somewhat agreed. So it can be concluded that the respondents' awareness of celebrities Amanda Manopo and Arya Saloka can be said to be quite good.

Social Media Marketing variable gets an average or mean value of 5.94. The question regarding "Shopee social media accounts have interesting and informative content" received the highest average of 6.11. Which means the content needed by respondents. The results obtained from respondents' answers regarding social media marketing show a mode value of 6, which means agree, and a median value of 6, which means agree. So that conclusions can be drawn from social media marketing on brands Awareness of e-commerce shops is good.

And the Brand Awareness variable gets an average value of 6.29, which means agree. In the question "I can quickly remember the logo, tagline or color of the shop" the average score was 6.43. This shows that respondents who use e-commerce shoppe have awareness of their brand, namely shoppe, by remembering the logo, tagline and even the color of the e-commerce shoppe. Judging from the fashion value, brand awareness is 7 and has a median value of 6.7. So it can be concluded that respondents have very good brand awareness in e-commerce shops.

on shoppe social media has attracted the attention of respondents and provided information

Validity Test Results

The validity test is used to determine whether a research questionnaire is valid or not. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure. The KMO value is used to determine how capable the sample is of being used in research. The desired value is >0.5 , for factor analysis to be carried out, while each item is said to be valid if the loading factor has a value >0.4 (Ghozali, 2018). The results of this test can be seen in the table below : (table 9)

From table 9, it is known that all indicator statements from the variables celebrity endorser, social media marketing and brand awareness are said to be valid, seen from the KMO (Kaiser Meyer-Olkin Measure of Sampling Adequacy) value > 0.5 , which means that the sample from this study has met the criteria sample adequacy, so that factor analysis can be carried out. Meanwhile, the question indicators of all variables all have loading factor values > 0.4 , so this research is suitable for use.

Reliability Test Results

Reliability testing is a tool for measuring a questionnaire which is an indicator of a variable (Ghozali, 2018). A questionnaire can be said to be reliable if the respondents' answers to the questions in the questionnaire are stable or consistent. This test uses the Cronbach alpha coefficient of each question instrument for a variable which is said to be reliable if it has a Cronbach alpha coefficient > 0.7 . The test results can be seen in table 10.

Based on table 10, it can be seen that the reliability test results for each of the Celebrity Endorser, Social Media Marketing, and Brand Awareness variables have a Cronbach's alpha coefficient value greater than 0.7. It can be concluded that the questionnaire in this study is reliable so it is worthy of further analysis.

F Test Results

The F test is used to test whether all the independent or independent variables (X) included in the model have a joint influence on the dependent or dependent variable (Y) with a significance level criterion of <0.05 , then the research model is declared feasible (Ghozali, 2018). The results of the F Test can be seen in the table below : (table 11)

Based on table 11, it can be seen that the significance level is $0.000 < 0.05$. This means that the Celebrity Endorser and Social Media Marketing variables are declared feasible in this research and can be analyzed further.

Coefficient of Determination Results (R²)

The coefficient of determination (adjusted R Square) is used to see how much the independent variable is able to explain the variables contained in the dependent variable. On the other hand, if the adjusted R² is smaller, the lower the ability of the independent variable to explain the dependent variable. The following are the results of the coefficient of determination test : (table 12)

Adjusted R Square value is 0.402. So the Celebrity Endorser and Social Media Marketing variables influence the Brand Awareness variable by 40.2% with the remaining 59.8%, this is stated as not good because it does not reach 0.5 and variations in the Brand Awareness variable are influenced by other variables not examined in this research.

From table 13, it can be interpreted as follows:

Celebrity Endorser influences Brand Awareness

Based on the significance value of the celebrity endorser for the brand awareness is $0.000 < 0.05$, then this hypothesis is accepted and the effect is positive at 0.460. So celebrity endorsers have a positive and significant effect on brand awareness.

Social Media Marketing influences Brand Awareness

social media marketing variable on the brand awareness variable has a significance value of $0.044 < 0.05$, so this hypothesis is accepted and the effect is positive at 0.118. So social media marketing has a positive and significant effect on brand awareness.

From the table 14, the regression equation and its explanation can be seen as follows:

$$Y = 0.460 (X1) + 0.118 (X2) + e$$

1. Multiple regression test results for the celebrity endorser variable for brand awareness, a significance value of 0.000 was obtained < 0.05 indicates that the influence of celebrity endorsers on brand awareness is significant then hypothesis 1 is accepted. This can be interpreted as increasing celebrity Endorsements will significantly influence the level of brand awareness among shop customers.

2. Hypothesis 2 Social Media Marketing influence on the Brand Awareness obtained from the results of the multiple regression test for the product quality variable, the significance value is $0.044 < 0.05$, indicating that this effect is significant, so hypothesis 2 is accepted. It can be interpreted that increasing social media marketing variables will significantly influence the level of brand awareness among shop customers.

CONCLUSION

This study aims to analyze the influence of celebrity endorsers and social media marketing on brand awareness among e-commerce shoppe users. Judging from the problem formulation proposed by the researcher, then analyzing the data and discussion that has been explained, it can be concluded that the celebrity endorser and social media marketing variables have a positive influence with correlation coefficient values of 0.460 and 0.118 on brand awareness among e-commerce shoppe users. . And it produces a coefficient of determination of 0.402, meaning that the influence exerted by celebrity endorsers Amanda Manopo and Arya Saloka and social media marketing shoppe on brand awareness of e-commerce shoppe users is 40.2%.

Then, from the test analysis results for each variable in the brand awareness variable, the average value was 6.29, which means that the e-commerce shop is easy to remember, and the shop's colors, tagline and logo can increase brand awareness among e-commerce shop users. Variable X1 celebrity endorser has a significance value of 0.000 which is less than 0.05, indicating that the influence of celebrity endorsers on brand awareness is accepted or significant. And the variable X2 social media marketing has a significance value of 0.044 which is less than 0.05, indicating that this second hypothesis is accepted or significant. Which means there is an influence between celebrity endorsers and social media marketing on brand awareness among e-commerce shoppe users.

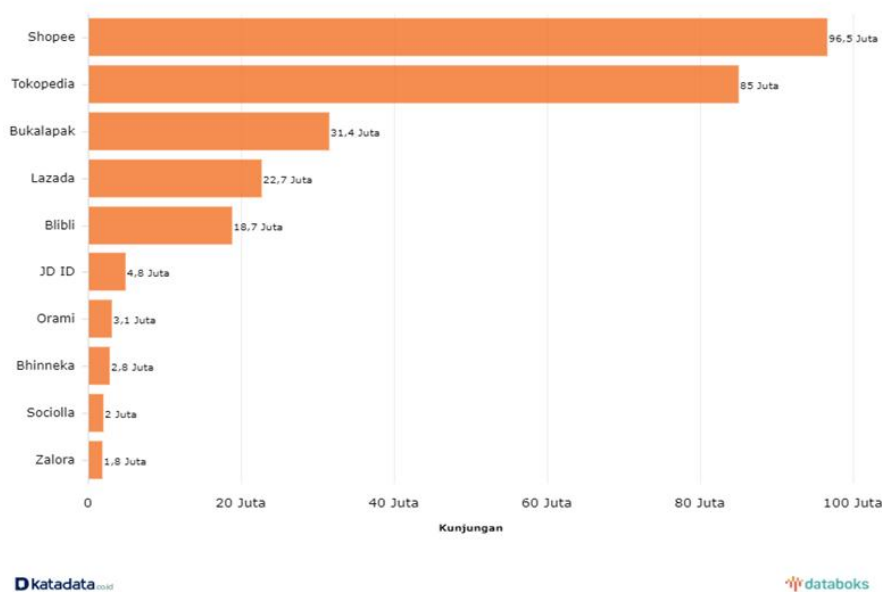
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GRAPH AND TABLE

Graph 1. E-commerce Site Monthly Visitors (Quarter III 2020)
Pengunjung Bulanan Situs E-Commerce (Kuartal III 2020)



Source: <https://databoks.katadata.co.id/datapublish/2020/11/20/>

Table 1. TOP Brand Index Category Online Buying and Selling Sites 2019-2021

Brand	TBI 2019	TBI 2020	TBI 2021
Shopee	15.6%	20.0%	52.9%
Lazada	31.6%	31.9%	23.7%
Blibli	6.6%	8.4%	5.7%
Tokopedia	13.4%	15.8%	4.8%

Source: <http://www.topbrand-award.com>, 2021

Table 2. Description of Respondents Based on Age

No	Information	Frequency	Percentage
1.	18 – 23 Years	84	84%
2.	24 – 29 Years	14	14%
4.	> 35 Years	2	2%
Amount		100	100%

Source: Processed primary data, 2021

Table 3. Description of Respondents Based on Gender

No	Information	Frequency	Percentage
1.	Man	30	30%
2.	Woman	70	70%
Amount		100	100%

Source: processed primary data, 2021

Table 4. Description of Respondents Based on Occupation

No	Information	Frequency	Percentage
1.	Student/Students	70	70%
2.	Employee	19	19%
3.	Self-employed	5	5%
4.	Housewife	4	4%
5.	Saleswoman	1	1%

6.	Teacher	1	1%
Amount		100	100%

Source: processed primary data, 2021

Table 5. Description of Respondents Based on Expenditures

No	Information	Frequency	Percentage
1.	50-100 thousand	32	32%
2.	100-200 thousand	28	28%
3.	200-300 thousand	24	24%
4.	300-400 thousand	8	8%
5.	>500 thousand	8	8%
Amount		100	100%

Source: Processed primary data, 2021

Table 6. Description of Respondents Based on Shoppe Access

No	Information	Frequency	Percentage
1.	1 time	16	16%
2.	2 times	19	19%
3.	3 times	65	65%
Amount		100	100%

Source: Primary data processed, 2021

Table 7. Description of Respondents Based on Reasons for Choosing Shoppe

No	Information	Frequency	Percentage
1.	Lots of features and easy	30	30%
2.	Cheaper price	11	11%
3.	Has many products	12	12%
4.	Has a free shipping promo	29	29%
5.	Have lots of discounts	18	18%
Amount		100	100%

Source: Processed data, 2021

Table 8. Respondents' Responses to Each Variable

	Variable	Indicator	Mean	Mode	Median
1	Celebrity Endoser	Trustworthiness (trustworthy)	5.39	4	5
		Expertise (Expertise)	5.65	6	6
		Attractiveness (Attractiveness)	5.97	6	6
		Respect (Quality is appreciated)	5.84	6	6
		Similarity	5.79	6	6
Average			5.73	5,6	5.8
2	Social Media Marketing	Content creaton (Content Creator)	6,11	6	6
		Content Sharing (Share content)	5.80	6	6
		Network connecting (Connection)	5.96	6	6
		Community Building (Community development)	5.89	6	6
Average			5.94	6	6
3	Brand Awareness	Brand recall (Brand reminder)	6.17	7	7
		Brand recognition (Brand recognition)	6.43	7	7
		Purchase decision (Purchase decision)	6.25	7	6
		Consumption (Consumption)	6.32	7	7
Average			6.29	7	6,7

Source: Processed data, 2021

Table 9. Validity Test Results

Variable	Kaiser Mayer-Olkin (KMO)	Indicator	Loading Of Factors	Information
Celebrity Endorser (X1)	0.865	X1.1	0.814	Valid
		X1.2	0.883	Valid
		X1.3	0.856	Valid
		X1.4	0.832	Valid
		X1.5	0.914	Valid
Social Media Marketing (X2)	0.822	X2.1	0.821	Valid
		X2.2	0.801	Valid
		X2.3	0.859	Valid
		X2.4	0.856	Valid
Brand Awareness (Y)	0.812	Y.1	0.787	Valid
		Y.2	0.822	Valid
		Y.3	0.822	Valid
		Y.4	0.894	Valid

Source: Primary data processed, 2021

Table 10. Reliability Test Results

Variable	Cronbach's Alpha	Alpha Standard	Information
Celebrity Endorser (X1)	0.911	0.7	Reliable
Social Media Marketing (X2)	0.852	0.7	Reliable
Brand Awareness (Y)	0.860	0.7	Reliable

Source: Primary data processed, 2021

Table 11. F Test Results

Model	Independent Variable	Dependent Variable	F	Sig.
1	Celebrity Endorser	Brand Awareness	34,268	0,000
	Social Media Marketing			

Source: Processed primary data, 2021

Table 12. Determination Coefficient Test Results (R²)

Model	Independent Variable	Dependent Variable	Adjusted R Square
1	Celebrity Endorser	Brand Awareness	0.402
	Social Media Marketing		

Source: Processed Primary Data, 2021

Table 13. T Test Results

Model	Independent Variable	Dependent Variable	Beta	Q	Sig.	Information
1	Celebrity Endorser	Brand Awareness	0.460	4,130	0,000	Accepted
	Social Media Marketing		0.118	2,046	0.044	Accepted

Source: Primary data processed, 2021

Table 14. Multiple Linear Regression Test

Variable	Adjusted R Square	F test		t test		
		F count	Sig	Regression Coefficient (Beta)	Q	Sig
$Y = \beta_1 X_1 + \beta_2 X_2 + e$	0.402	34,268	0,000			
Celebrity Endorser(X1)				0.460	4,130	0,000
Social Media Marketing(X2)				0.118	2,046	0.044

Source: Processed data, 2021