THE INFLUENCE OF CONTENT MARKETING, CELEBRITY ENDORSEMENTS, AND ELECTRONIC WORD OF MOUTH ON THE PURCHASE INTENTION OF SHOPEE CONSUMERS BY GENERATION Z

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ABSTRACT

This study aims to determine the effect of content marketing, celebrity endorsement, and electronic word of mouth on the purchase intention of generation Z as Shopee users in Indonesia. The population in this study are all generation Z who use Shopee in Indonesia, while the sample is part of generation Z who use Shopee in Indonesia. The sampling technique in this study used non-probability sampling, namely purposive sampling. The sample in this study amounted to 136 respondents. The data used in this study are primary data. Data collection techniques by distributing questionnaires. The analysis used is multiple linear regression analysis, t test, and coefficient of determination ($R2$). The results showed that Content Marketing has a positive and significant effect on Purchase Intention, Celebrity Endorsement has a positive and significant effect on Purchase Intention, Electronic Word of Mouth has a positive and significant effect on Purchase Intention.

Keywords: Content Marketing; Celebrity Endorsement; Electronic Word of Mouth; Purchase Intention.

1 INTRODUCTION

The industrial revolution brought about by Industry 4.0 is drastically changing the structure of the world economy (Sholikhah et al., 2024). Furthermore, Sholikhah et al. (2024) stated that currently the advancement of digital technology and connectivity has an impact on almost all aspects of our lives, as well as the industrial world. In today's era of globalization and digitalization, technology is developing very quickly. The Internet is one of the most obvious examples of technological development. The use of the internet is characterized by changes in the increasingly competitive business world due to the development of information technology. Digitalization allows an effective and efficient means of delivering information to the people who will make purchasing decisions, businesses can more easily change the purchasing behavior of their customers (Wang et al., 2020). Therefore, marketers must be able to deal with these changes by implementing the right technology strategies to serve their customers.

Digital marketing is currently one of the largest and best markets for connecting audiences through the internet, social media platforms, and digital technology to build brands, increase sales, and increase product or service traffic (Sosanuy et al., 2021). Based on the survey results of the Indonesian Internet Service Providers Association (APJII) for the 2022-2023 period, the number of internet users in Indonesia reached 215.63 million people, an increase of 2.67% compared to the previous period. This creates a great business opportunity to get various benefits through the internet network, by providing a marketplace that is part of e-commerce.

Currently, there are many marketplaces used by people in Indonesia such as Shopee, Lazada, Blibli, Tokopedia, Buka Lapak, Zalora and others. One of the leading platforms for online transactions is Shopee. According to Abdullah et al., (2020) one of the most preferred e-commerce sites for internet sales using digital marketing is Shopee. Based on Similarweb data, Shopee is the e-commerce with the highest number of site visits in Indonesia in the first quarter of 2023. Shopee leads in terms of the number of visits to e-commerce platforms per month in Indonesia. Shopee achieved an average of 157.9 million visits per month, far surpassing its competitors.

The growth of e-commerce in the digital age will continue to grow. E-commerce is developing as a result of cultural changes in Indonesia, where people expect everything to be fast and simple (Nursyirwan and Ardaninggar, 2020). Therefore, an effective approach is needed to foster consumer confidence in the use of e-commerce systems, so that e-commerce functions that support online shopping activities can take place properly. One of the potential market shares is the younger generation. Based on the results of UMN Consulting research in 2021 involving 1,321 respondents throughout Indonesia aged 17 to 24 years and found that there are significant differences in the way generation Z shops at supermarkets and e-commerce. As many as 66.09% of respondents chose shopping in e-commerce, while those who shopped at supermarkets only 13.25 percent.

Generation Z has a high level of proficiency and knowledge regarding the internet, information, and digital applications (Menendez et al, 2020). In addition, Kusumawati and Satmoto (2023) stated that one of the current technological advances is shown by the availability of internet access for all groups, especially generation Z. Based on the results of the 2020 Population Census conducted by the Central Statistics Agency, there are 74.93 million generation Z in Indonesia. This number is equivalent to 27.94% of Indonesia's population of 270.2 million people in 2020. Generation Z is considered capable of making their own decisions, so marketers today provide a very potential share of the online market. For generation Z, making purchases online is considered faster and easier (Thomas et al., 2018). Purchase intention is influenced by many factors, including content used in marketing (content marketing), a person's role in promoting products (celebrity endorsement), and electronic word of mouth (electronic word of mouth).

Purchase intention is the probability that customers will buy a product based on factors that motivate and stimulate them (Ali et al., 2020). Then, according to Shah et al., (2022), purchase intention is the tendency of buyers to buy certain goods under certain circumstances. A buyer has a purchase intent when they are likely to buy a particular product under certain circumstances (Rao and Elavarasan, 2022). Furthermore, Chakraborty (2019) states that purchase intention is used to determine how willing consumers are to buy the goods offered.

Generation Z is the generation born between 1995 and the end of 2000 (Tabassum et al., 2020), and they are the first generation to grow up with technology and the internet (Kamenidou et al., 2019). The target selection of generation Z is because according to Annur (2022), in his research states that teenagers or generation Z very often use Shopee as an online shopping marketplace. Generation Z as internet users offers new opportunities for businesses to continue using the internet as a promotional and commerce platform, a practice known as digital marketing. In addition to buyers as potential customers, sellers also compete with each other through the offers and content they post. In an effort to attract customers and spark their interest in making a purchase, sellers are competing to offer something unique, interesting, and educational to customers. Content Marketing is the process of creating and distributing content that is relevant and valuable to customers (Lou and Xie, 2021). Online content marketing is considered more effective than traditional advertising (Xiao et al., 2019). Furthermore, Xiao et al., (2019) assessed the perception of content marketing by familiarizing customers with the product, explaining the benefits of the product, and attracting customer attention, with the aim of creating strong marketing content.

Currently, celebrity endorsements are used by businesses as a marketing tactic (Kusumasondjaja and Tjiptono, 2019). According to Olmedo et al., (2020) celebrity endorsements are influencers who use social media platforms to promote products or brands. When a celebrity endorsement is highly valued by the public, their support fosters a positive consumer attitude that will have a positive impact on their purchase intention (Min et al., 2019). One of the most common forms of advertising, for example celebrity endorsements which accounts for 15% of all advertising (Gilal et al., 2021). Businesses can quickly attract new potential clients if they partner with celebrities (Liang and Lin, 2018). A celebrity endorsement can influence consumers to provide positive word of mouth.

Gen Z often looks for information on the internet, such as product reviews and suggestions from other customers (Astuti and Kaligis, 2021). Electronic word of mouth is a statement made by a buyer that contains positive or negative comments towards a product or company. These comments are made over the internet and can be seen by everyone through internet services (Hidayat and Astuti, 2019). According to Napawut et al., (2022) states that electronic word of mouth has an impact on consumer purchasing behavior. In addition, marketers or known as influencers in the digital realm, need to explore the digital environment to attract customers and facilitate decision making about what to buy (Silva et al., 2020).

Based on the variables that the researchers have explained, the researchers chose the object of research in generation Z who used the Shopee application in Indonesia. The reason the researchers took the object is because the high use of the internet and visits to e-commerce platforms by the younger generation in Indonesia which continues to increase makes researchers want to know how influential content marketing, celebrity endorsements, and electronic word of mouth are on purchase interest in the Shopee application.

2 LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT
LIERATURE REVIEW

Content Marketing

Content marketing is an online marketing strategy that involves the production and dissemination of relevant and useful content with the aim of attracting clients (Gracia et al., 2021). The purpose of a content marketing strategy is to create content that can reach the target market (Dilhani and Weerasinghe, 2019). According to Mahardini et al., (2022), content marketing is a marketing strategy that includes organizing, disseminating, and producing content to attract target audiences and win them as clients. According to Nefrida et al. (2022), the indicators that need to be considered when creating content marketing are elevation, accuracy, value, easy to understand, easy to find, and consistent.

Celebrity Endorsement

Celebrity endorsement is a marketing strategy that leverages the influence of well-known individuals, such as politicians, entertainers, or philanthropists, who are well-liked and often speak in public (Milfeld and Flint, 2021). The main purpose of celebrity endorsement is to increase sales of a product, so it is important to investigate how consumers respond to advertisements that they consider reliable and credible, especially when they show interest in buying products (Pickett and Brison, 2019). According to Morimoto (2018), celebrities are also very important in marketing strategies because celebrities have many followers. According to Ramadhan et al., (2020), indiators in measuring how effective the use of celebrity endorsement is visibility, credibility, attraction, and power.

Electronic Word of Mouth

Electronic word of mouth (EWOM) is a variable that has been widely researched that has been widely researched in relation to the increasingly widespread use of internet media in marketing activities (Solikhah, 2022). According to Solikhah et al., (2023) ewom are comments made by

potential, current, or past customers about a product or business that are available to many individuals and organizations online. The purpose of e-WOM is to influence consumer behavior related to data exposure (Nurittamont, 2021). According to Goyette et al., in Nyoko and Semuel (2021) electronic word of mouth indicators are intensity, valence of opinion, and content.

Purchase Intention

Purchase intention is the probability that customers will buy a product or based on factors that motivate and stimulate them (Muanchaona et al., 2021). Purchase intention is the desire to make a certain purchase within a certain period of time (Naseri, 2021). One can determine a customer's intention to buy a product by looking at their desire to buy it and their willingness to buy it in the future. According to Putri and Hendratmi, (2022), the measurement of purchase intent is transactional interest, reference interest, preferential interest, and exploratory interest.

HYPOTHESIS DEVELOPMENT

The Positive Effect of Content Marketing on Purchase Intention

Content marketing significantly and positively influences consumers' intentions to shop online (Halik and Nugroho, 2022). Content marketing has a major impact on purchase intent needs (Lazuardi and Kaihatu, 2021). In addition, Pektas and Hassan (2020) examined the significant influence of digital content on purchase intention, stating that there is a significant influence of digital content on purchase intention. Content marketing has an impact on purchase intent (Riyadini and Krisnawati 2020). Furthermore, Weerasinghe's research (2019) supports that content marketing affects consumers' desire to make purchases online.

H₁: Content Marketing Have A Positive Effect On Purchase Intention

The Positive Effect of Celebrity Endorsement on Purchase Intention

Celebrity endorsements have a significant positive influence on a brand's purchase intention (Masato, 2021). Then research conducted by Dwidienawati (2020) indicates that purchase intentions are positively influenced by celebrity endorsements. In addition, Ho et al., (2020) stated that purchase intention is significantly influenced by celebrity endorsement. This is due to the tendency of people to believe celebrity statements. Customers are more likely to make a purchase when they receive a positive recommendation from a celebrity (Loureiro and Sarmento, 2019). Ad evaluations can be positive when consumers feel that celebrity endorsements represent their ideal self-concept and self-image. This of course can increase product purchases by consumers (Kang et al, 2019). In addition, in the research of Aziz et al., (2019) using celebrity endorsements to influence customers is very effective.

H₂: Celebrity Endorsement Have A Positive Effect On Purchase Intention

The Positive Effects of Electronic Word of Mouth On Purchase Intention

Electronic word-of-mouth has a positive and significant influence on purchase intent (Kentzo, 2020). The presence of testimonials or online reviews (e-wom) from previous customers about a good or service affects their tendency to make a purchase (Mehyar et al., 2020). Electronic word of mouth also increases potential customers' confidence in their purchase intentions due to a number of online reviews both positive and negative found on online platforms. Then according to Napawut et al., (2022) stated that electronic word of mouth has an impact on consumer purchasing behavior. In addition, Nurhasanah et al., (2020) suggested that electronic word of mouth has a significant and positive impact on purchase intent. Furthermore, electronic word of mouth has a noteworthy impact on millennials' tendency to make purchases (Rahmawati, 2022).

H₃: Electronic Word of Mouth Have A Positive Effect On Purchase Intention

Figure 1 shows the relationship between the independent variables, and the dependent variables. Content marketing, celebrity endorsement, electronic word of mouth, and purchase intention. Based on this, the research framework is shown in Figure 1 below.
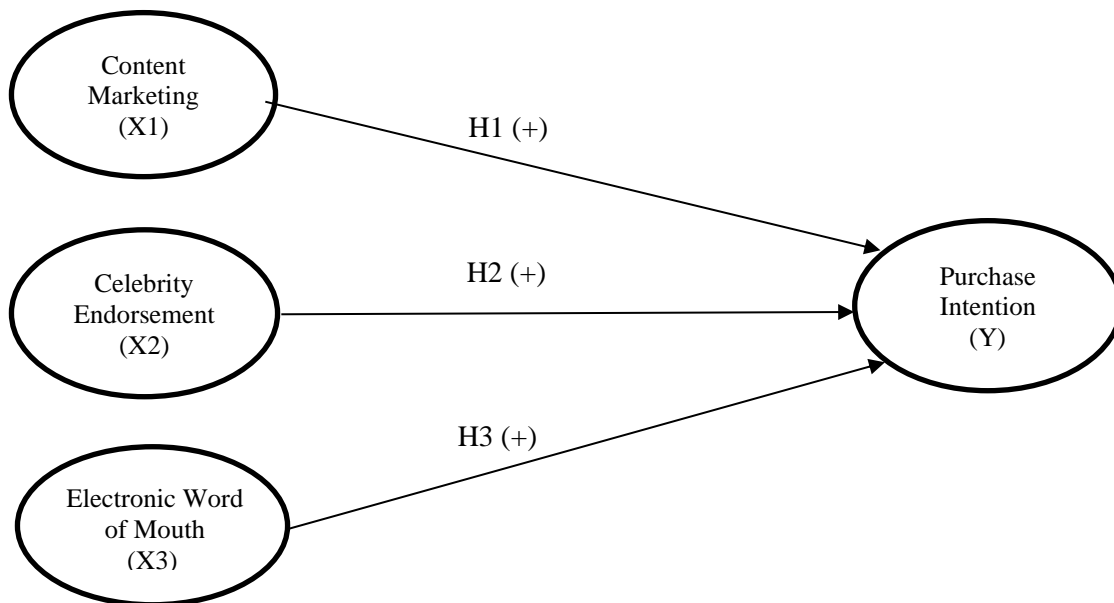

Figure 1. Proposed Conceptual Framework

3 RESEARCH METHODS

Population, Sample, Sampling Technique

Population is a generalized area consisting of objects or subjects that have certain quantities and characteristics chosen by researchers to be studied before drawing conclusions (Sugiyono, 2019). The sample is representative of the size and makeup of the population (Sugiyono, 2019). The sample in this study was 136 respondents who had met the criteria. The questionnaires used in this study were taken or replicated from previous studies. In distributing questionnaires to collect data, questionnaires will be distributed online with google form media to respondents who meet the research criteria. This research uses tools in the form of computer software, namely the Statistical Produst and Service Solutions (SPSS) program in SPSS 25. Content marketing variable indicators using 6 statement items from Nefrida et al., (2022), celebrity endorsement variables using 4 items from Ramadhan et al., (2020), electronic word of mouth variables 3 statement items from Nyoko and Samuel (2019), purchase intention variables 4 statement items from Putri et al., (2022).

Data Analys Techniques and Hypothesis Testing

Validity Testing

Validity testing using Confirmatory Factor Analysis (CFA). CFA has criteria that are KMO value > 0.5, form one component in the component matrix, and have a loading factor value of .0.5 in the component matrix (Sugiyono, 2019).

Reliability Testing

Reliability testing using Cronbach Alpha. A questionnaire is said to be reliable if a person's answers to the available statements are consistent or stable over time (Ghozali, 2018). The reliability requirement is that the Cronbach Alpha value is greater than 0.6.

Hypothesis Testing

Hypothesis testing using t-test. The t test is used to determine how far the influence of each independent variable on the dependent variable is partially (Ghozali, 2018). To test the presence or absence of a significant influence on each independent variable on the dependent variable, it can be seen with the criteria:

1. If the significance value > 0.05 then it can be interpreted that variable X has no effect on variable Y.
2. If the significant value < 0.05, it can be interpreted that variable X has an effect on variable Y.

4 RESULTS AND DISCUSSION

This research was conducted on Gen Z as Shopee users in Indonesia by distributing questionnaires in the form of Google Form containing 17 question items. The questionnaire was distributed to Gen Z as Shopee users via Whatsapp Massager and Instagram on January 12, 2024. Filling out the questionnaire lasts for 10 days starting from January 12, 2024 - January 22, 2024. After data collection is carried out, and tabulated, the demographic of respondents can be narrated. In accordance with the results of the survey conducted, it can be seen that most of the respondents are female, amounting to 69.9% of the total respondents, while the other 30.1% of respondents are male. Most respondents were aged 17 to 20 years, amounting to 64% of the total respondents. For respondents who have the age of 21 to 24 years, which is 36% of the total respondents. Based on employment, it is dominated by students, amounting to 72.8%, then students amounting to 16.2%, employees amounting to 5.9%, self-employed people amounting to 3.7% and civil servants amounting to 1.4%. Furthermore, based on domicile, respondents who are in DI Yogyakarta are 47.8%, then those domiciled in West Nusa Tenggara are 5.3%, Central Java is 4.4%, South Sulawesi is 3.7%, East Java and West Java are 2.2%, East Nusa Tenggara, West Sulawesi, Central Kalimantan, West Kalimantan, North Maluku, and South Jakarta are 0.7%.

Data analysis that uses specific numbers is known as quantitative data analysis. This study used multiple linear regression as a data analysis technique, and processed the research data with the help of SPSS. The multiple linear regression analysis process consists of a linear regression equation for the dependent variable, purchase intention (Y), and three independent variables, content marketing (X1), celebrity endorsement (X2), and electronic word of mouth (Y). The purpose of this analysis is to determine how the dependent variable interacts with the independent variable as well as its positive and negative effects. Furthermore, this study used this method to analyze the data.

This test is carried out to find out whether the results of the questionnaire filled out by participants are valid or not. The measuring instrument is a questionnaire filled out by participants, and the results are tested to ensure their validity. If R calculate is greater than R tabel, the respondent's research results are considered invalid**. The validity test results are also presented in Table 1.

Tabel 1. Validity Test Results

Indicator/Item	Content Marketing (CM)	Celebrity Endorsement (CE)	Electronic Word of Mouth (EWOM)	Purchase Intention (PI)
CM.1	0,756			
CM.2	0,769			
CM.3	0,697			
CM.4	0,685			
CM.5	0,616			
CM.6	0,777			
CE.1		0,891		
CE.2		0,880		
CE.3		0,857		
CE.4		0,870		
EWOM.1			0,848	
EWOM.2			0,707	
EWOM.3			0,761	
PI.1				0,761
PI.2				0,870

PI.3		0,872
PI.4		0,516

Based on Table 1, it can be seen that all items have a loading factor value above 0.5. This means that all questionnaire statements about Purchase Intention, Content Marketing, Celebrity Endorsement, and Electronic Word of Mouth are valid.

Tabel 2. Reliability Test Results

	Cronbach's Alpha	Conclusion
Content Marketing	0,811	Reliable
Celebrity Endorsement	0,896	Reliable
Electornic Word of Mouth	0,655	Reliable
Purchase Intention	0,759	Reliable

Table 2 shows the results of the reliability test of research variables. Because Cronbach's alpha value is greater than 0.6, all variables are considered reliable. The content marketing variable is 0.811, the celebrity endorsement variable is 0.896, the electronic word of mouth variable is 0.655 and the purchase intention variable is 0.759.

Tabel 3. Hypothesis Test Results

	Coefficient	Probability	Conclusion
Content Marketing → Purchase Intention	0,357	0,000	Hypothesis Accepted
Celebrity Endorsement → Purchase Intention	0,344	0,000	Hypothesis Accepted
Electronic Word of Mouth → Purchase Intention	0,174	0,023	Hypothesis Accepted

Based on the hypothesis test results shown in Table 3, it can be concluded that the overall research hypothesis is accepted with evidence that the probability value of all variables is smaller than 0.05. The first hypothesis shows that content marketing has a positive and significant effect on purchase intention. The second hypothesis states that celebrity endorsement has a positive and significant effect on purchase intention. The third hypothesis states that electronic word of mouth has a positive and significant effect on purchase intention.

Content Marketing Positively Affects Purchase Intention

The results of statistical testing prove that content marketing can have a positive and significant effect on the buying interest of Shopee consumers, especially generation Z. This means that the more Shopee e-commerce promotes to consumers by creating quality and informative content, the more it will increase the buying interest of consumers. Content marketing is important for companies in generating value for consumers, so that they can compete in this digitalization era. This research is consistent with previous research conducted by Halik and Nugroho (2022), Lazuardi and Kaihatu (2021), Pektas and Hassan (2020), Riyadini and Krisnawati (2022), Weerasinghe (2019) which explained that content marketing significantly and positively influences consumers to work online.

Celebrity Endorsement Positively Affects Purchase Intention

The results of statistical testing prove that the quality of celebrity endorsements can have a positive and significant effect on the buying interest of Shopee consumers, especially generation Z. This means that the more Shopee e-commerce promotes products using celebrity endorsements, the more it will increase buying interest from consumers. Consumers will judge celebrities based on credible characteristics and goodwill shown by celebrities to support the products offered (Hussain et al., 2020).

This finding is consistent with previous research conducted by Masato (2021), Dwidienawati (2020), Ho et al., (2020), Loureiro and Sarmento (2019), Choi et al., (2019), and Aziz et al., (2019) which stated that celebrity endorsements have a significant positive influence on the purchase intention of a brand.

Electronic Word of Mouth Affects Purchase Intention

The results of statistical testing prove that the quality of celebrity endorsements can have a positive and significant effect on the buying interest of Shopee consumers, especially generation Z. This means that the more consumers who believe in reviews conducted by electronic word of mouth sources, it will provide more interest in buying products at Shopee. This finding is consistent with previous research conducted by Kentzo (2020), Mehyar et al., (2020), Napawut et al., (2022), Nurhasanah et al., (2020) and Rahmawati et al., (2022) which stated that electronic word of mouth has a significant and positive influence on consumer purchase intentions.

5 CONCLUSION

Based on the results of the research and discussion above, it can be concluded as follows:

1. Content marketing (X1) has a positive and significant effect on the purchase intention of Shopee consumers by Generation Z in Indonesia.
2. Celebrity endorsement (X2) has a positive and significant effect on the purchase intention of Shopee consumers by Generation Z in Indonesia.
3. Electronic word of mouth (X3) has a positive and significant effect on the purchase intention of Shopee consumers by Generation Z in Indonesia.

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