Analysis of Factors Forming Attitude towards Brand and Repurchase Intention by Using Brand Ambassadors on the Shopee Online Shopping Platform

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Abstract

The development of online shopping is increasing which is marked by the growth of various kinds of e-commerce, one of which is Shopee. The purpose of this study is to examine and analyze the factors that shape Attitude towards Brand and Repurchase Intention by using Blackpink as a Brand Ambassador on the Shopee online shopping platform. Respondents in this study were consumers who had made a purchase transaction on the Shopee online shopping platform, which amounted to 135 respondents and the data was processed using Smart PLS software. The results of the study explain that Brand Image and Brand Credibility have a positive effect on Attitude towards Brand. Furthermore, there is a positive effect of Endorser Likeability on Attitude towards Brand and there is a positive effect of Attitude towards Brand on Repurchase Intention. Meanwhile, it was found that Endorser Credibility had no effect on Attitude towards Brand, and Brand Image, Brand Credibility, Endorser Credibility, Endorser Likeability had no effect on Repurchase Intention.

Keywords: Brand Image, Brand Credibility, Endorser Credibility, Endorser Likeability, Attitude towards Brand, Repurchase Intention.

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Abstrak

Perkembangan belanja online semakin meningkat yang ditandai dengan pertumbuhan berbagai macam ecommerce, salah satunya adalah Shopee. Tujuan dari penelitian ini adalah untuk menguji dan menganalisis faktor-faktor pembentuk Atttitude towards Brand dan Repurchase Intention dengan menggunakan Blackpink Sebagai Brand Ambassador pada platform belanja online Shopee. Responden dalam penelitian ini merupakan konsumen yang pernah melakukan transaksi pembelian pada platform belanja online Shopee, yaitu sebesar 135 responden dan data diolah dengan menggunakan software Smart PLS. Hasil penelitian menjelaskan bahwa Brand Image dan Brand Credibility berpengaruh positif terhadap Attitude towards Brand. Selanjutnya, terdapat pengaruh positif Endorser Likeability terhadap Attitude towards Brand dan terdapat pengaruh positif Attitude towards Brand terhadap Repurchase Intention. Sementara itu, ditemukan bahwa Endorser Credibility tidak berpengaruh terhadap Attitude towards Brand, serta Brand Image, Brand Credibility, Endorser Credibility, Endorser Likeability tidak berpengaruh terhadap Repurchase Intention.

Kata Kunci: *Merek gambar, Kredibilitas merek, Kredibiltas endorse, Kesukaan endorse, Sikap terhadap merek, Niat pembelian Kembali.*

1. Introduction

The development of modern technology can facilitate the collection of data that has a significant impact on human life. Technology has changed our daily lives, especially the internet, impacting business. Today, anyone and anyone can access the Internet. The number of business opportunities available online is growing rapidly. There are many advantages and conveniences. So, through e-commerce, business people can benefit from the internet (Ayu & Lahmi, 2020).

Ecommerce is a fundamental part of digital technology that all businesses should have. It serves as a platform to allow customers to make purchases (Jamader, Asik Rahaman, Omoush Muthana Mohammad & Al-Smadi, 2008). E-commerce is changing the process of how companies design, manufacture, and deliver their products and services and the way people trust vendors (Aparicio et al., 2021). Ecommerce provides an economical and efficient way for manufacturers and retailers to sell their products and reach their target consumers (Jebarajakirthy et al., 2021). In recent years, various preferential ecommerce activities have been intensively carried out so as to encourage digital payments to consumers (Ghosh, 2021).

The increase in online transactions through ecommerce has increased sharply over the past five years. Shopee as one of the online shopping platforms explained that there were 260 million transactions in the second quarter of 2020, an average of more than 2.8 million every day. This record represents an increase of 130% from the previous year (Ayu & Lahmi, 2020). Online shopping through marketplaces or other online shopping platforms is increasingly in demand by the Indonesian people (Pamekas et al., 2019).

Consumer expectations for online purchases have steadily increased in recent years. Online businesses must rethink their methods to meet consumer expectations and win their confidence if they want to maintain a sustainable business. Previous research has shown that building a loyal customer base in the e-market is difficult and more important than the offline market. How consumers trust internet companies will determine how loyal they are (Lukito & Ikhsan, 2020).

Repurchase Intention is a person's planned decision to repurchase a particular product or service while considering decisions such as situation and level of attraction. Positive customer experience when making online purchases will encourage repurchase intentions (Sari et al., 2020).

Repurchase intention is influenced by celebrity behavior. Research conducted in Pakistan makes it clear that celebrity is seen as a role model in today's society. People's lifestyles are shifting in response to their favorite celebrities. This has a significant impact on how people behave when making purchases. Celebrities can influence consumers in purchasing behavior and ultimately increase business productivity (Ahmed et al., 2015).

Blackpink is a South Korean girl group under YG Entertainment who was appointed as Shopee's brand ambassador. Blackpink is considered quite controversial as a brand ambassador because it is considered not in accordance with Indonesian culture (Bahtera et al., 2019). As a girl band, Blackpink is often represented as ambiguous, beautiful, seductive, innocent, and mature (Zhao, 2021). Blackpink's image is attached to the Shopee platform even though Blackpink's contract as a brand ambassador has expired.

This study seeks to answer the future research proposed in previous research, namely studies conducted limited to the ecommerce sector in Middle Eastern countries (Ahmed et al., 2015), where further studies are needed to analyze the factors forming attitudes towards brands and repurchase intention in other countries. This research was conducted to answer the limitations of previous research, where this study focused on ecommerce in Indonesia on the Shopee online shopping platform.

2. Theoretical Framework and Hypothesis Development

2.1 Brand Image

All definitions and assessments relating to the brand, which form the personal symbolism of customers are represented by the brand image. Brand image is defined as the perception of a brand in the minds of consumers (Bilgin, 2018). Brand image is interpreted as consumer perception formed in the form of brand associations. Brand image is also referred to as an important element in a consumer-based framework on brand equity (Kim & Chao, 2019).

Brand image builds consumer perceptions of a set of associations on a product or service that will set them apart from other similar products (Rimadias et al., 2022). Brand image is indispensable for all businesses, both products and services as a differentiator from competitors (Rimadias et al., 2021).

2.2 Brand Credibility

One of the most important factors in brand discussion is brand credibility. Brand credibility is described as a perception of a brand's capacity, commitment, and willingness to consistently deliver what has been promised (Hussain et al., 2020).

Consumer purchase intent for fashion brands is significantly influenced by brand credibility. Brand credibility can be interpreted as brand credibility, competence, and attractiveness, all of which are important elements in increasing the brand's ability to persuade consumers (Chin et al., 2019).

2.3 Endorser Credibility

Endorser credibility is related to two things, namely and objectivity. Expertise relates to the expertise endorser's knowledge of the advertised product. While objectivity refers more to the ability of endorsers to give confidence to consumers about a product. Endorsers who have trusted credibility will represent the advertised brand. Products that are advertised appropriately will form a good brand perception in consumers (Darmawan et al., 2019). Endorser credibility is explained as someone who is considered an expert in communicating messages, honest and trustworthy in providing objective opinions on a product (Sab'ah et al., 2022).

2.4 Endorser Likeability

Endorser likeability refers to the concept of a person's attractiveness that is more than just physical beauty and appearance. This concept is defined as affection towards the endorser as a result of the endorser's physical appearance and behavior (Kunkel et al., 2018). Endorser likeability is part of the attractiveness characteristics of celebrities (Abbas et al., 2018).

2.5 Attitude towards Brand

Attitude is a key concept in consumer behavior defined as a set of beliefs, experiences and feelings that lead to a tendency to act in a certain direction. An issue to consumers can be in the form of an individual's internal evaluation of an object such as a brand (Fitri, 2018). Attitude towards brand is also explained as an overall evaluation of the brand carried out by consumers which is reflected in the attitude of consumer response to the brand (Sab'ah et al., 2022). Attitude towards the brand plays an important role on the intention and direction of one's behavior in relation to purchasing decisions (Rimadias et al., 2022)

2.6 Repurchase Intention

Repurchase intention refers to a plan to repurchase something in the future for use. Repurchase intentions are usually related to consumer behavior, perceptions, and attitudes (Fitri, 2018). The intention to repurchase a product or service to consumers is also referred to as an implied promise to oneself to repurchase a product or service (Angelo et al., 2020).

Individual judgments about repurchasing products or services from the same company are called repurchase intention (Ashfaq et al., 2019). For companies, repurchase intention is an important thing to pay attention to, especially in an effort to increase sales of products and services (Ali, 2019).

2.7 Impact of Brand Image, Brand Credibility, Endorser Credibility, Endorser Likeability on Attitude towards Brand

Consumer attitudes and approaches to brands are more often shaped according to brand image. The results explained that there is a positive correlation between brand image and attitude towards brand in the sportswear industry (Dulek, 2019). If there is an increase in brand image, then consumer attitudes towards the brand become more positive. When a brand has a high level of expertise, trust, and perceived appeal, consumers tend to evaluate the brand positively. High credibility reflects higher quality, greater value, and product feasibility, thus leading to a more positive attitude in consumers (Chin et al., 2019).

Nowadays consumers often idolize celebrities who they consider as credible sources in choosing some products. The credibility possessed by celebrities can increase consumers' positive evaluation of a brand (Sab'ah et al., 2022).

A person's resemblance to the endorser he likes extends appeal to more than just physical beauty and appearance. The attractiveness of the endorser can encourage a positive attitude towards the brand communicated by the endorser (Kunkel et al., 2018)

H1: Brand Image have positive impact on Attitude towards Brand.

H2: Brand Credibility have positive impact on Attitude towards Brand.

H3: Endorserr Credibilityy have positive impact on Attitude towards Brand

H4: Endorser Likeability have positive impact on Attitude towards Brand

2.8 Impact of Attitude towards Brand, Brand Image, Brand Credibility, Endorser Credibility and Endorser Likeability on Repurchase Intention

Consumers who have a positive evaluation of the brand on the initial purchase will encourage their intention to make a repeat purchase (Paul & Bhakar, 2017)

If consumers are faced with choices such as brand name, price, and other product attributes, then consumers are likely to choose the brand first, and price considerations will follow. A strong brand in consumers will affect repurchase intentions in customers (Riki Wijayajaya & Tri Astuti, 2018).

The importance of brand credibility can be explained by the signaling theory that a brand can serve as a credible signal of product quality. Credible information can reduce decision-making difficulties by reducing the cognitive effort required to evaluate service providers, thereby increasing the likelihood of repeat purchase intent in customers (Jun, 2020).

The intention to repurchase is formed by the customer's attitude to the credibility of the endorser. A trusted endorser will usually facilitate persuasion. The level of knowledge or expertise of an endorser is the main determinant of credibility, but expertise alone is not enough. Endorsers also need to be seen as trusted sources. (Darmawan et al., 2019)

Preference for endorsers refers to the endorser's ability to create a pleasant perception of the endorser If the endorser is attractive i.e., he presents the news in an interesting and fun way, then it can influence the intention to repurchase in customers (Suntwal et al., 2020).

H5: Attitude towards Brand have positive impact on Repurchase Intention.

H6: Brand Image have positive impact on Repurchase Intention

H7: Brand Credibility has positive impact on Repurchase intention.

H8: Endorser Credibility has positive impact on Repurchase Intention.

H9: Endorser Credibility have positive impact on Repurchase Intention.

Based on the explanation of hypothesis development above, the research framework is presented on Figure 1.

3. Research Methods

The object of research that will be studied is the brand ambassador on the Shopee online

shopping platform, namely Blackpink. This research design uses Quantitative research is primarily concerned with testing theories and measuring relationships between variables or the impact of variables, starting with hypotheses to later prove or disprove them (Lorenzetti, 2007).

This research will usen purposive sampling technique, which is a sampling technique using certain criteria. The sample in this study is 135 respondents who have made purchase transactions on the Shopee online shopping platform and have awareness that Blackpink is one of the brand ambassadors at Shopee. Data collection on this research using online questionnaires with the help of google form tools.

The questionnaire in this study was made based on research variables that include brand image, brand credibility, endorser credibility, endorser likeability, attitude towards brand, and repurchase intention. The data processing carried out by researchers in this study is by using the PLS (Partial Least Square) analysis method using SmartPLS 3 devices

Brand image variables are measured using 3 (three) indicators adopted from the results of the study (Suki, 2016), namely Shopee is a stable online shopping application; Shopee has a good look; Shopee has a different image when compared to other online shopping platforms.

Brand credibility variables are measured using 5 (five) indicators adopted from the results of the study (Ok et al., 2011), namely Shopee delivers what is promised (such as discounts, promos, and so on); product claims from the Shopee platform can be trusted; Shopee is committed n to delivering what it promises, Shopee is trustworthy, Shopee can deliver what it promises.

The endorser credibility variable was measured using 4 (four) indicators adopted from the results of the study (Chin et al., 2019), namely Black pink has an attractive appearance. Blackpink has sufficient capabilities as an endorser. Blackpink is trusted as an endorser, Blackpink is reliable as an endorser.

The endorser likeability variable was measured using 5 (five) indicators adopted from the results of the study (Mahao &; Dlodlo, 2017), namely as an endorser, Blackpink is easy to influence its followers; as an endorser, Blackpink is very popular; as an endorser, Blackpink is very pleasant, Blackpink is a classy endorser as an endorser, Blackpink is favored.

The attitude towards brand variable is measured using 5 (five) indicators adopted from the results of the study (Spears & Singh, 2014), namely I think the Shopee platform is
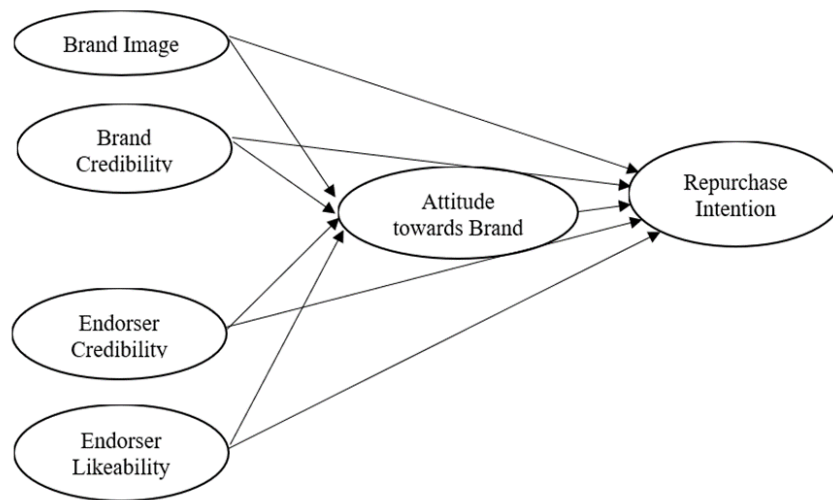
Figure 1. Research Framework

interesting. I think the Shopee platform is good to use. Shopee is a fun platform to use. I think the Shopee platform is profitable, I love the Shopee platform.

The variable repurchase intention was measured using 4 (four) indicators adopted from the results of the study (Chin et al., 2019), namely I will buy back products on the Shopee platform if the celebrity I like endorses it. I will continue to buy on Shopee due to the influence of endorsers. I will consider faithfully repurchasing products on Shopee. I will rebuy products on the Shopee platform more often.

4. Result, Discussion, and Managerial Implication

Based on the results of the questionnaire distributed to the following 135 respondents, respondent profiles were presented in Table 1.

4.1 Validity Test

The validity test in this study is measured through convergent validity. Convergent validity is the correlation value between the indicator value and the construct value (loading factor). The criteria for the loading factor value of each indicator must be greater than 0.70 so that it can be said to be valid. All loading factor values are above 0.70 so that all indicators can be concluded to be valid.

4.2 Reliability Test

Reliability test is a test performed to determine the relationship between indicators in a variable. A variable is said to be reliable if it has a composite reliability value of > 0.60 and Cronbach alpha > 0.70. From the results of reliability testing, it was found that the value of composite reliability was above 0.60 for all construct variables, and the value of Cronbach

Table 1. Respondent Profile

Characteristic	Category	Percentage
Gender	Man	23.7 %
	Woman	76.3 %
Age	18 year	10.4 %
	19 year	9.6 %
	20 year	12.6 %
	21 year	15.6 %
	22 year	25.2 %
	23 year	8.1 %
	24 year	5.9 %
	25 year	12.6%
Domicile	DKI Jakarta	70 %
	Bogor	4 %
	Depok	7 %
	Tangerang	12 %
	Bekasi	7 %

Source: Data processed using Ms. Excel (2022)

alpha was also met because the value was greater than 0.70. Therefore, this explains that respondents are consistent in answering questions, so it can be said that all construct variables have good level of confidence.

4.3 R-Square value

The attitude towards brand variable has an R-Square value of 0.568 which means attitude towardss brand variable of 56.8% is influenced by brand image, brand credibility, endorser credibility and endorser likeability.The remaining 33.2% were influenced by other r factors outside the study l model. The variable repurchase intention has an R-Square value of 0. 350 which means that variable repurchase intention is influenced by 35% of brand image, brand d credibility, endorser credibility, endorser likeability and attitude towards brand.

The remaining 65% was influenced by other factors outside the research model.

4.4 Hypothesis Testing

The overall model has variables that explain the causal relationship between endogenous and exogenous variables. For hypothesis testing, the method used is to determine the significance of the p-value of the causal relationship in the model as a whole. If the p-value < 0.05 then the hypothesis proves to be significant and supported by data whereas if the p-value > 0.05 then the hypothesis is not proven significant and is not supported by the data. Table 3 is the result of hypothesis testing.

The results of the hypothesis test show that the P-Value value on the influence of brand image on attitude towards brand is $0.000 < 0.05$ with an original sample value of 0.347, so the

conclusion is that H1 supported by data or brand image has proven to have a positive effect on attitude towards brand. These results are in line with research conducted by (Dulek, 2019) which explains that there is a positive correlation between brand image and attitude towards brand. If there is an increase in brand image, then consumer attitudes towards the brand become more positive.

Furthermore, the results of the hypothesis test show that the P-Value value on the influence of brand credibility on attitude towards brand is $0.003 < 0.05$ with an original sample value of 0.301, it can be concluded that H2 supported by data or brand credibility has proven to have a positive effect on attitude towards brand. The results of this study are in line with previous research conducted by (Chin et al., 2020), that if a brand has a high level of expertise, trust, and perceived appeal, consumers tend to evaluate the brand positively. High credibility reflects higher quality, greater value, and product feasibility, thus leading to a more positive attitude.

The results of the hypothesis test explain that the P-Value value on the influence of endorser credibility on attitude towards brand is $0.808 > 0.05$ with an original sample value of -0.0208, so the conclusion that can be drawn is that H3 is not supported by data or there is no influence between endorser credibility on attitude towards brand.

Furthermore, the results of the hypothesis test explain that the P-Value value on the influence of endorser likeability on attitude towards brand is $0.013 < 0.05$ with an original sample value of 0.279, so that the conclusion that can be drawn is that H4 supported by data or endorser likeability is proven to have a positive effect on attitude towards brand. The results of this study are in accordance with previous research conducted by (Kunkel et al., 2018) which described that a person's resemblance to the endorser he likes can encourage a positive attitude towards the brand communicated by the endorser.

Furthermore, the results of the hypothesis test explain that the P-Value value on the influence of attitude towards brand on repurchase intention is $0.000 < 0.05$ with an original sample value of 0.675, so the conclusion that can be drawn is that H5 supported by data or attitude towards brand has a positive effect on repurchase intention. The results of this study are in line with previous research conducted by (Paul & Bhakar, 2017) which revealed that consumers who have a positive evaluation of the brand on the initial purchase will encourage their intention to make a repeat purchase.

The results of the hypothesis test explain that the P-Value value on the influence of brand

Table 2. Shows the R-Square values by using SmartPLS

Table 2. R-Square value Item	R-Square
Attitude towards brand	0.568
Repurchase Intention	0.350

Source: Data processed using SmartPLS 3.0 (2022)

Table 3. Hypothesis Test

	Original Sample (O)	P-Values	Conclusion
BI → AB	0.347	0.000	H1 Data Supported
BC → AB	0.301	0.003	H2 Data Supported
EC → AB	-0.028	0.808	H3 Data not supported
EL → AB	0.279	0.013	H4 Data Supported
AB → RI	0.675	0.000	H5 Data Supported
BI → RI	-0.137	0.381	H6 Data not supported
BC → RI	-0.082	0.549	H7 Data not supported
EC → RI	0.057	0.744	H8 Data not supported.
EL → RI	0.035	0.834	H9 Data not supported

Source: Data processed using SmartPLS 3.0 (2022)

image on repurchase intention is $0.381 > 0.05$ with an original sample value of -0.137, so the conclusion that can be drawn is that H6 is not supported by data or there is no influence between brand image and repurchase intention. The results of this test are not in line with previous research which explained that a strong brand in consumers will affect repurchase intentions in customers (Riki Wijayajaya & Tri Astuti, 2018). The results of the hypothesis test explain that the P-Value value on the influence

of brand credibility on repurchase intention is $0.549 > 0.05$ with an original the results of the hypothesis tests explain that the P-Value value on the influence of brand credibility on repurchase intention is $0.549 > 0.05$ with an original sample value of -0.082, so the conclusion that can be drawn is that H7 is not supported by data or there is no influence between brand credibility on repurchase intention. The results of this test are different from previous studies that said that credible

research can reduce difficulties in decision making, thereby increasing the likelihood of repeat purchase intentions in customers (Jun, 2020).

The results of the hypothesis test explain that credibility on repurchase intention is 0.744 > 0.05 with an original sample value of 0.057, so the conclusion that can be drawn is that H8 is not supported by data or there is no influence between endorser credibility on repurchase intention. The results of this hypothesis testing are different from previous studies which revealed that the number of repurchases is shaped by customer attitudes towards endorser credibility (Darmawan et al., 2019).

Furthermore, the results of the hypothesis test explain that the P-Value value on the effect of endorser likeability on repurchase intention is 0.834 > 0.05 with an original sample value of 0.035, so the conclusion that can be drawn is that H9 is not supported by data or there is no influence between endorser likeability on repurchase intention. The results of testing this hypothesis are not in accordance with previous research which explains that if an endorser is attractive, it can influence the intention to repurchase in customers (Suntwal et al., 2020).

4.5 Managerial Implications

Repurchase intention is proven to be only positively influenced by attitude towards brand. This means that if the intention to repurchase on online shopping platforms will be improved, then customer attitudes towards brands will also be improved. Attitude towards brand on the Shopee platform can be improved by always paying attention to ease of use and fun and profitable to use. The Shopee online shopping platform also needs to constantly innovate so that customers always like the shopping experience at Shopee.

Attitude towards brand is proven by brand image, brand credibility and endorser likeability. Using the analysis of the largest original sample value, it was found that brand image has the most dominant influence on attitude towards brand.

To increase the role of brand image as the most dominant variable affecting attitude towards brand, the Shopee online shopping platform should need to build a good appearance and a different image that distinguishes Shopee when compared to other online shopping platforms.

Furthermore, it is also known that brand credibility also has a positive influence on attitude towards brand, so the Shopee online shopping platform needs to maintain its commitment in providing what is promised to customers such as discounts, promos, and so on). Furthermore, product claims from the Shopee platform need to be maintained so that the art can be trusted.

Furthermore, the results of the study explain that there is a positive influence of endorser likeability on attitude towards brand. The online shopping platform Shopee needs to always choose endorsers who are easy to influence followers, popular, very fun, classy, and liked.

5. Conclusions, Suggestions, and Limitations

The conclusion of this study can be summarized as follows: brand image and brand credibility have a positive effect on attitude towards brand. Furthermore, there is a positive influence of endorser likeability on attitude towards brand and there is a positive influence of attitude towards brand on repurchase intention.   Meanwhile, it was found that endorser credibility had no effect on attitude towards brand, and brand image, brand credibility, endorser credibility, endorser likeability did not affect repurchase intention.

Shopee online shopping platform needs to pay attention to things that affect attitude towards brand and repurchase intention in customers. Attitude towards brand is proven to be influenced by brand image, brand credibility and endorser likeability, while repurchase intention in this study is only influenced by attitude towards brand.   In order for there to be an increase in repurchase intention on online shopping platforms in the future, companies need to pay attention to the above variables in every decision making or policy.

In further research, it is necessary to test other platform user objects that are different from larger samples so as to enrich the discussion of repurchase intention on online shopping platforms. In addition, researchers can then consider other factors outside the study that affect the variables of attitude towards brand and repurchase intention such as perceived risk, perceived quality or e-service quality.

This study only focuses on nine variables that affect repurchase intention, so further study of other variables that affect repurchase intention is needed. The study respondents were limited to the age of 18-25 years in the Jabodetabek area. Further studies are needed at different age ranges as well as a wider range of research areas.

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