

Analysis of Factors Affecting Consumer Purchase Interest Through Celebrity Endorsement on Jiniso Products at Tiktok Shop

Mila Sastika*, Rahmi Syahriza, & Budi Harianto

Management Study Program, Faculty of Economics and Islamic Business, State Islamic University of North Sumatra, Jl. William Iskandar Ps. V, Medan Estate. Kec. Percut Sei Tuan, Deli Serdang Regency, North Sumatra, Indonesia

Abstract

This study aims to examine price, content quality, celebrity credibility on purchase intention and is mediated by celebrity endorsement. This research uses quantitative research. The data collection technique is by using a questionnaire given to 100 respondents aged 12-40 years, this research was analyzed using SEM.PLS 4.0. The results of this study indicate that price affects purchase intention, content quality affects purchase intention, celebrity credibility has no effect on purchase intention, price affects celebrity endorsement, content quality affects celebrity endorsement, celebrity credibility affects celebrity endorsement, celebrity endorsement mediates price to purchase intention, celebrity endorsement mediates content quality to purchase intention and celebrity endorsement does not mediate celebrity credibility to purchase intention. Implications for consumers must be critical by considering price, promotional content quality, and celebrity credibility, while for sellers must focus on competitive prices, interesting content, and choosing the right celebrity.

Keywords: content quality, celebrity credibility, celebrity endorsement, price, purchase intention

Received: 10 March 2024

Revised: 27 June 2024

Accepted: 10 July 2024

1. Introduction

The rapid advancement of technology has significantly influenced human lifestyles, prompting them to adapt to technological changes for improved integration. In today's globalized era, the development of Information and Communication Technology (ICT) has widespread implications across various sectors (Nasution et al., 2019). The ongoing evolution of technology not only enhances access to information but also simplifies tasks across diverse aspects of life (Nurbaiti et al., 2023).

The acceleration of globalization necessitates entrepreneurs to embrace digital platforms, proven to enhance entrepreneurial performance. This positions technological progress as a pivotal tool for enabling faster information access within communities (Sugianto et al., 2022). Currently, most manufacturers leverage online media to market their products, reshaping traditional buying and selling dynamics from physical to digital interactions (Nurlaila et al., 2022).

Modern challenges are markedly distinct from those of the past, evolving alongside advancements in science and technology (Harianto & Dharma, 2024). Intensified competition in the economic sphere compels economic actors to innovate effective strategies that yield substantial organizational benefits (Ichsan et al., 2020)

Most people utilize internet technology for buying and selling through e-commerce. E-commerce refers to the sale of goods or services where consumers place orders via the internet, including negotiating prices and terms of purchase on platforms like TikTokshop.

According to Business of Apps data, as of the third quarter of 2022, TikTok had 1.53 billion monthly active users (MAU) worldwide. This figure marked a 4.64% increase from the previous quarter's 1.47 billion users and a substantial 47.93% increase compared to the previous year's third quarter, which had 1.04 billion users. During the same period,

* Corresponding author.

E-mail address: mila15astika@gmail.com

TikTok was downloaded 196 million times, reflecting a 4.8% increase quarter-on-quarter and a 5.4% increase year-on-year.

The rise in TikTok's user base has been evident since the onset of the pandemic in 2020, with the introduction of online sales features like TikTokshop in mid-2021. Many users have embraced TikTokshop as a preferred platform for selling various products, leading to increasing popularity among the public.

Among the products offered on TikTokshop, fashion items are particularly sought after due to rapidly changing trends and the wide array of choices available. This dynamic nature of fashion prompts regular purchases from consumers, particularly teenagers, who strive to stay current with the latest trends. Present-day society places great importance on maintaining a fashionable and attractive appearance, with jeans emerging as a staple in people's wardrobes. Fashion requirements today extend beyond mere clothing and encompass widely recognized and utilized items across different age groups (Simanjuntak, 2024).

Purchase interest arises when consumers are stimulated by a product they see, leading to a desire to purchase and own it. According to (Tania et al., 2022), purchase interest reflects consumers' desire to acquire products that fulfill their needs, which can be influenced by factors such as accessible location and competitive pricing.

(Stansyah et al., 2023) further defines purchase interest as the inclination to purchase a product or service influenced by both internal and external factors, following an evaluation process of the product or service. This highlights how consumer plans to purchase specific products and the quantity needed at a given time are integral to purchase interest.

Research indicates that consumer buying interest is influenced by various factors, prompting researchers to identify key drivers for investigation. Among these factors, price plays a crucial role as consumers may prioritize different price points based on perceived quality. For instance, some consumers associate higher prices with better quality, while others seek affordability combined with attractive product features tailored to their target demographic. The ability to continually improve the production of goods and services across different periods underscores the dynamic nature of consumer preferences and market demands (Imsar et al., 2023).

According to (Kurniadi et al., 2022), price perception, as articulated by Schiffman and Wisenblit (2019), refers to how consumers perceive prices as high, low, or fair, influencing their perception of product value and subsequent purchasing decisions. (Dinata & Khasanah, 2022) affirm that positive price perceptions significantly impact consumers' decisions to buy products perceived as reasonably priced and appropriate for their needs.

Another critical factor driving purchase interest is content quality, which plays a pivotal role in aiding consumers' understanding of products. (Damayanti et al., 2023) argues that high-quality content featuring brand advantages, discounts, and store information on platforms like social media can attract consumers and motivate them to explore and purchase from advertised sources.

The founders of Jiniso, Roby Chandra and Dian Fiona, initiated their venture by setting up the company in 2018, and it has been actively operating since early 2019. Jiniso leverages social media for marketing, prominently using TikTokshop under the username @jiniso.id, which boasts 2.8 million followers. The brand primarily focuses on products for women, targeting a young demographic. Jiniso is particularly popular among Millennials (born 1984-1996, currently aged 28-40) and Generation Z (born 1997-2012, currently aged 12-27 in 2024).

Jiniso has become a highly sought-after local fashion brand, especially among the youth. As highlighted by inews.com in 2023, Jiniso is a 100% local brand and a pioneer in active jeans. Their product range includes jeans, jean skirts, jean jackets, oversized shirts, and tops that cater primarily to women, though many men also wear these products, often paired with headscarves and hijabs. Despite their affordability, with prices ranging from Rp. 150,000 to Rp. 170,000, Jiniso products are renowned for their high quality, unique designs, and aesthetic appeal, attracting numerous consumers. Jiniso ranks as the number one selling jeans product and is placed 30th in Asia.

Jiniso achieves impressive sales, with approximately 7,000 packages sold daily. The brand's new mascot, Jenie, symbolizes "super women super jeans" and is featured in various promotions such as buy 1 get 5 free gifts, purchase a new collection and receive a gift, and flash sale jeans for Rp 100,000.

Moreover, the significant sales growth is supported by effective marketing strategies, including celebrity endorsements. These endorsements are crucial in broadening the brand's reach and enhancing consumer interest. According to research by (Ekaprana et al., 2020), Sivesan (2013) notes that celebrities, due to their popularity and unique appeal, can capture public attention. Celebrities, being recognized for their achievements in various fields, serve as influential figures in promoting products they endorse, thereby contributing to Jiniso's marketing success on platforms like TikTok Shop.

(Firdaus et al., 2023) explains that when customers see celebrity endorser posters, loyal followers are often motivated to purchase due to the celebrity's involvement and interest in the advertisement. It shows that the more followers and engaging the post is, the more likely customers are to be attracted, primarily because of the visual appeal and the product's presentation. Many viewers are drawn to the products merely because of their aesthetic and photographic allure, which is effectively utilized by business people and celebrities through online media.

In the digital era, particularly on platforms like TikTokshop, the use of celebrity endorsements has become a prevalent marketing strategy. (Samosir et al., 2023)'s research indicates that celebrities act as endorsers to promote products or services to their followers, significantly increasing consumer interest in the advertised items. The credibility of celebrity endorsers is a crucial factor in this strategy, as it influences consumer perceptions and trust in the product or service being advertised (Umami et al., 2022). Celebrity credibility, defined as their ability to convincingly and effectively promote products, is essential for driving consumer purchases.

Jiniso collaborates with numerous rising TikTok artists and celebrities who are particularly popular among teenagers. These partnerships include TikTok celebrities like Fuji, Ikke Jenner, Cahyanirn, Meyden, Vior, and Chatezz, as well as well-known artists such as Sandrinna Michale, Alifah Lubis, Rebecca Klopper, and Giselle. These celebrities are often recommended by netizens and are recognized for their ability to inspire and maintain a positive image in society.

Despite some celebrity endorsements going viral due to scandalous video cases or family messages, consumer interest in Jiniso products has not waned but rather increased. This is because the celebrities are seen as authentic and trustworthy in delivering advertising messages. Even consumers who are indifferent to celebrities still purchase Jiniso products due to their quality and appeal.

Jiniso's promotional strategy aims to attract consumers by leveraging the fan bases of TikTok celebrities and artists, thereby boosting sales and brand recognition. This includes live streaming collaborations with celebrities, which significantly increase viewership from the usual 500-1000 to 10,000-15,000, leading to higher sales. Additionally, Jiniso creates engaging and humorous content in collaboration with celebrity endorsers through their TikTokshop account, further enhancing their marketing efforts.

Based on the background above, the factors influencing consumer buying interest in Jiniso products on TikTok are affordable prices and high-quality content, which give the products great value and make them highly popular, especially among young people. To boost sales, Jiniso employs marketing strategies such as celebrity endorsements. Another key aspect affecting consumer buying interest is the credibility of the celebrities endorsing the products. Therefore, researchers assume that the factors influencing consumer buying interest through celebrity endorsements are price, content quality, and celebrity credibility.

Previous research has explored these areas. (Sutanto, 2021) examined the effect of celebrity endorser characteristics on buying interest, while (Mardiyanti, 2021) analyzed the role of endorsement strategies in increasing millennial consumers in online stores. On the other hand, (Putri & Syahputra, 2023) investigated the effect of celebrity endorsement and advertising on brand image. Additionally, (Nurwibowo & Indriani, 2017) studied factors influencing consumer buying interest in online fashion products through Instagram, and (Dwi Hestyani & Astuti, 2017) explored the influence of celebrity endorsers, advertising appeal, and product quality on purchasing decisions, with brand image as an intervening variable.

While these studies address buying interest and celebrity endorsements, none have specifically examined the factors influencing consumer buying interest through celebrity endorsements for different products. This research aims to provide a deeper understanding of these factors.

The purpose of this study is to broadly analyze the factors influencing consumer buying interest in Jiniso products on the TikTokshop platform through celebrity endorsement strategies. This study will examine various factors related to buying interest, namely price, content quality, celebrity endorsement, and celebrity credibility. It will investigate whether these factors affect buying interest, how they influence buying interest in Jiniso products on TikTok, and whether price, content quality, and celebrity credibility affect celebrity endorsement. Additionally, it will explore whether these factors mediate the impact of celebrity endorsement on buying interest in Jiniso products on TikTokshop.

2. Literature Review

2.1 Purchase Interest

According to (Fadillah et al., 2020), buying interest is a form of consumer behavior that reflects the desire to purchase a product or service. This interest represents potential consumers—individuals who have not yet made a purchase but are likely to do so in the future, commonly referred to as prospective buyers. Purchase interest develops through a learning and thinking process that shapes perception. The motivation generated by this interest becomes deeply ingrained and drives future actions. When consumers recognize that their needs can be met by a product, they actualize their intentions, thus buying interest emerges during the decision-making process.

(Junizar, 2020) expands on indicators of buying interest in potential consumers. These indicators are:

1. Attention: The level of interest potential customers have in the products offered by producers.
2. Interest: The degree of curiosity or appeal that potential customers feel towards the products.
3. Desire: The aspiration of potential customers to own the products offered.
4. Action: The actual purchase of the products by potential customers.

2.2 Price

Research from (Dewi, 2019) states that price is the amount of money required to obtain a product or service and is a key factor influencing buyer choice. Consumers consider price before deciding to buy, often comparing prices across different stores to find products of good quality and similar benefits at a more affordable price (Effendi, 2021).

(Dimiyati & Subagio, 2016) defines price as the amount of money customers pay to acquire a good or service, representing the value exchanged by customers or consumers. In a competitive market, price is crucial; more reasonable prices attract customers. Consumers prefer low and affordable prices from producers, seeking prices that match their purchasing power and align with the quality received. The expected price should be reasonable, reflecting the economic conditions of consumers.

Key factors related to price include:

1. Product price according to service.
2. Conformity of goods with product quality and benefits.
3. Adjustment to consumer economic conditions.

2.3 Content Quality

According to (Runiasari, 2021) content quality refers to the perception consumers have after viewing content, considering factors such as accuracy, completeness, relevance, and timeliness of brand-related information on a social media page. (Susanto, 2021) identifies the following indicators for content quality:

1. Content that provides education.
2. Information that is clear, accurate, and useful.
3. Content that builds or strengthens relationships between users.
4. Content that is interesting and entertaining.

2.4 Celebrity Endorsement

According to (Ni'mah, et al 2022) celebrity endorsement is a common advertising strategy that uses celebrities to promote products such as cosmetics, watches, cars, health products, weight loss programs, and financial services, aiming to increase brand awareness. Initially, celebrity endorsement was defined as a celebrity being directly associated with the advertised product. A celebrity endorser is a publicly recognized individual who leverages their popularity to influence consumers through advertisements. Celebrity endorsement serves as a communication channel where celebrities use their fame and personality to promote brands.

This method is one of the preferred promotional strategies globally. The success of a product's image in consumers' minds significantly depends on the company's choice of celebrity endorsers. For a celebrity endorsement to be successful, the endorser must have a pleasant attitude and be a trustworthy person (Utami & Ponirin, 2020).

(Pratiwi & Mahfudz, 2021) identify the following indicators of effective celebrity endorsement:

1. The celebrity has qualifications that match the product or service.
2. The celebrity is well-known.
3. The celebrity can effectively convey the product's advantages.

2.5 Celebrity Credibility

According to research by Rinda's research in (Safina, 2019) celebrity credibility comprises three dimensions:

1. **Attractiveness:** This dimension encompasses the qualities and characteristics that a celebrity possesses, such as charisma, likability, physical appearance, and personality traits, which play a significant role in capturing consumer attention.
2. **Trustworthiness:** Trustworthiness pertains to the honesty, integrity, and reliability of the endorser. It also includes the level of public trust in the endorser, which can influence attitudes and subsequently impact consumer buying interest.
3. **Expertise:** Expertise involves the celebrity's proficiency in delivering effective consumer messages, their experience related to the endorsed brand or product, and their skills in the field of advertising.

These dimensions collectively define the credibility of a celebrity endorser and can significantly influence consumer perceptions and behaviors towards the products or brands they endorse.

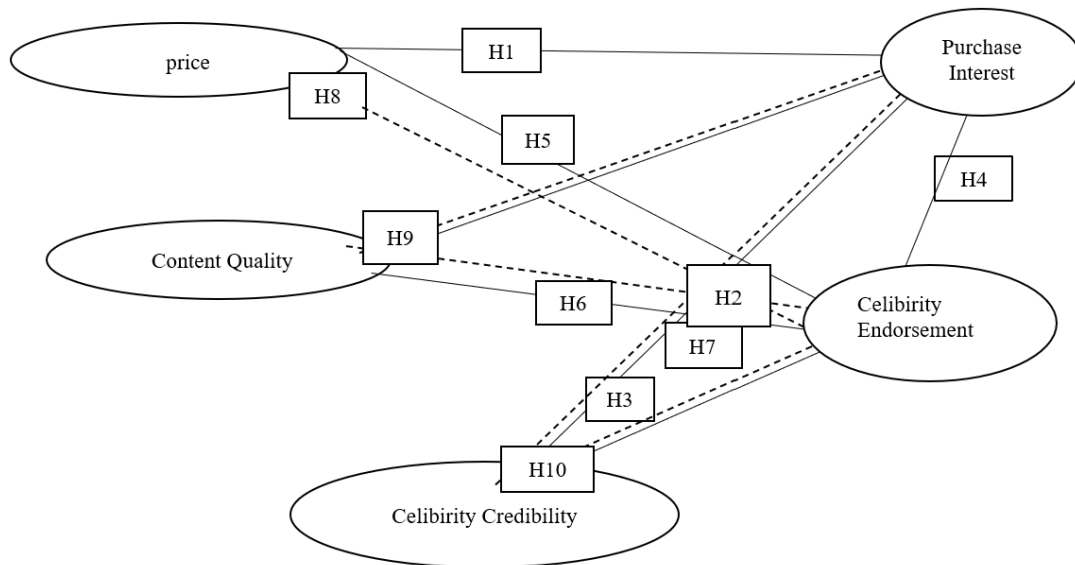


Figure 1. Thinking Framework

- H1 = Price affects purchase intention
- H2 = Content quality affects purchase intention
- H3 = Celebrity credibility affects purchase intention
- H4 = Celebrity Endorsement Affects Purchase Intention
- H5= Price affects celebrity endorsement
- H6 = Content Quality Affects celebrity endorsement
- H7 = Celebrity Credibility Affects Celebrity Endorsement
- H8= Celebrity Endorsement mediates price on purchase intention
- H9= Celebrity Endorsement mediates content quality on purchase intention
- H10 = Celebrity Endorsement mediates Celebrity credibility on purchase intention

3. Research Methods

The researchers employed a quantitative research method, which prioritizes obtaining a wide range of information rather than in-depth analysis. This approach is particularly suitable for studying large populations with limited variables, allowing the data or research findings to be considered representative of the entire population (Sugiyono, 2017). Multiple linear regression was utilized in this study. The population under investigation consisted of consumers aged 12-40 who use or are interested in purchasing Jiniso products, particularly on TikTokshop.

Primary data was collected through questionnaires using non-probability sampling methods, where not every element or member of the population had an equal chance of being selected as a sample (Sugiyono, 2017)The survey method was employed to gather data and information from respondents, using a questionnaire as the main data collection instrument. The researchers determined the sample size using the Cochran formula due to the unknown size of the population (Sugiyono, 2017)

$$n = \frac{z^2 pq}{e^2} \tag{1}$$

$$n = \frac{(1.96)^2(0.5)(0.5)}{(0.10)^2}$$

$$n = 96.04 = 97 \text{ people}$$

Based on the data results, 96.4 respondents were obtained. According to (Sugiyono, 2017), calculations resulting in fractions should be rounded up, which means the number of respondents for this study is rounded up to 100.

4. Results and Discussion

4.1. Results

4.1.1. Evaluation of the Measurement Model (Outer Model)

The first step in Partial Least Square analysis is to test the external measurement model (outer model). Research consisting of validity and reliability tests. Evaluation of the measurement model through confirmatory factor analysis is to use the MTMM (Multi Trait-Multi Method) approach. The aim is to test the feasibility of each indicator using the research variables. The outer model is tested using convergent validity, discriminant validity, and reliability tests. The software used will be SmartPLS version 4.0.

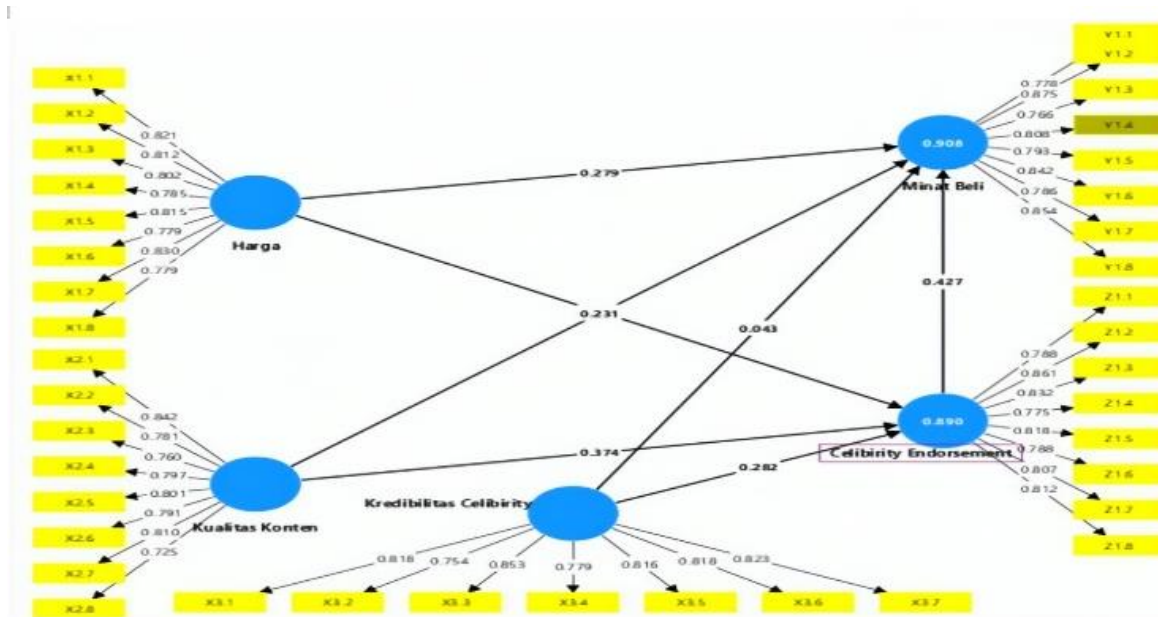


Figure 2. Data Processing Results

4.1.2. Validity Test

The validity test in this study includes convergent validity and discriminant validity. Convergent validity consists of two tests: the first outer loading test, which is considered valid if the resulting value exceeds (0.7). Although a loading factor value > 0.5 is acceptable in empirical research, some authorities may accept a value of 0.4. This figure reflects how well the construct can explain the variation within the indicator (Haryono, 2016). The second test is AVE, which is deemed valid if the resulting value exceeds (0.5) according to (Ghozali, 2021).

Based on the analysis results, the factor loading values obtained for each variable indicator—Price, Content Quality, Celebrity Credibility, Celebrity Endorsement, and Purchase Interest—are all greater than 0.7, indicating their validity as latent variables.

In addition to loading factors, Convergent Validity can also be assessed based on the AVE value. According to Fornell and Larcker (1981), a good AVE value is greater than 0.50 (AVE > 0.50).

The analysis results indicate that the Average Variance Extracted (AVE) values for the constructs of Price, Content Quality, Celebrity Credibility, Celebrity Endorsement, and Purchase Intention are all above 0.50. This confirms that the indicators used in this study are valid, meeting the criteria for convergent validity.

Discriminant validity in this study was assessed based on cross-loading with constructs. If the correlation values between a construct and its measurement items are higher compared to other construct measures, it can be considered valid. The discriminant validity testing results is the cross-loading values for each indicator of Price, Content Quality, Celebrity Credibility, Celebrity Endorsement, and Purchase Intention are higher than the cross-loading values of other latent variables. Additionally, all cross-loading values for Price, Content Quality, Celebrity Credibility, Celebrity Endorsement, and Purchase Intention indicators are > 0.7 . Therefore, it can be concluded that the research instrument demonstrates discriminant validity.

4.1.3. Reliability Test

Composite reliability (reliabilitas komposit) is essential to demonstrate the accuracy, consistency, and precision of measurement instruments in assessing the required concepts. In Partial Least Squares (PLS), reliability is evaluated through two criteria: Cronbach's alpha and composite reliability. According to (Ghozali, 2021) an indicator is considered reliable if both its Cronbach's alpha and composite reliability values exceed 0.7. Based on the analysis, it is evident that the constructs of Price, Content Quality, Celebrity Credibility, Celebrity Endorsement, and Purchase Intention all surpass the threshold of 0.7 for both Cronbach's alpha and composite reliability. Hence, all constructs in this study exhibit high reliability.

4.1.4. Inner Model Evaluation

After completing the outer model evaluation and verifying that each construct meets the requirements of Convergent Validity, Discriminant Validity, and Composite Reliability, the next step is to evaluate the inner model. This stage involves testing R-square, F-Square, and Standardized Root Mean Square Residual (SMRM). The inner model testing aims to assess how well the model fits the available data.

The R-Square (R^2) value in this study serves to elucidate the impact of specific exogenous latent variables on endogenous latent variables, indicating their substantial influence. The criteria for R-Square (R^2) values of 0.75, 0.50, and 0.25 categorize the model as strong, moderate, and weak, respectively. Detailed results of the R-square calculations are presented in Table 1.

Table 1. R-square value

Variables	R-square
Celebrity Endorsement	0.890
Purchase Interest	0.908

Based on the results of the R-square calculations on Table 1, it is found that the R-square value for Celebrity Endorsement is 0.890. This indicates that the variables Price, Content Quality, and Celebrity Credibility collectively explain or predict Celebrity Endorsement by 89%, while the remaining 11% is attributed to other variables not included in this study. Furthermore, the R-square value for Purchase Interest is 0.908, meaning that the variables Price, Content Quality, Celebrity Credibility, and Celebrity Endorsement together explain or predict Purchase Interest by 90.8%, with the remaining 9.2% influenced by other variables not considered in this study.

In addition to utilizing the R-square value, assessing the model can also be achieved through the F-square value. The extent of influence indicated by the F-square value is categorized into three levels: 0.02, 0.15, and 0.35, corresponding to small, medium, and large influences, respectively. Details of the F-square calculations are presented in Table 2.

Table 2. F-Square Value

Variable	Celebrity Endorsement	Purchase Interest
Price	0.128	0.103
Content quality	0.146	0.059
Celebrity Credibility	0,136	0.003
Celebrity Endorsement	-	0.219

Based on the analysis results presented in Table 2, it is evident that the F-square value of the Price variable on Celebrity Endorsement is 0.128, indicating a weak effect of the Price variable on Celebrity Endorsement. Similarly, the Content Quality variable shows an F-square value of 0.146 on Celebrity Endorsement, suggesting a weak impact. The Celebrity

Credibility variable has an F-square value of 0.136 on Celebrity Endorsement, also indicating a weak effect. Moving to Purchase Intention, the F-square value of the Price variable is 0.103, indicating a weak influence. The Content Quality variable exhibits an F-square value of 0.059 on Purchase Intention, also indicating a weak effect. Surprisingly, the Celebrity Credibility variable shows an F-square value of 0.003 on Purchase Intention, suggesting no effect. Lastly, the Celebrity Endorsement variable has an F-square value of 0.219 on Purchase Intention, indicating a moderate impact.

Next, test the fit model by looking at the SRMR value. The PLS model is declared to have met the Goodness of fit model criteria if it obtains an SRMR value smaller than 0.10 ($SRMR < 0.10$) and the model is declared perfect fit if the SRMR value is < 0.08 . The results of the calculation of the SRMR value can be seen in Table 7.

Table 3. SRMR values

	SRMR
SRMR	0,053

The calculation results yield an SRMR value of 0.053, where the value of $0.053 < 0.08$, indicating that the model fits perfectly and is suitable for further hypothesis testing in the research.

4.1.5. Path Coefficient Test

The path coefficient test is used to show how strong the influence of exogenous variables on endogenous variables is, the path coefficient test can be seen from the P-Value. The hypothesis is declared accepted if the P-Value is less than (0.05).

Table 4. Hypothesis Test Results of Direct Effect

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-statistics ((O/STDEV))	P value
Celebrity Endorsement -> Purchase Interest	0.427	0.418	0.156	2.745	0.006
Price -> Celebrity Endorsement	0.321	0.322	0.101	3.179	0.001
Price -> Purchase intention	0.279	0.274	0.140	1.994	0.046
Celebrity Credibility -> Celebrity Endorsement	0.282	0.293	0.113	2.491	0.013
Celebrity Credibility -> Purchase Intention	0.043	0.060	0.098	0.444	0.657
Content Quality -> Celebrity Endorsement	0.374	0.362	0.109	3.431	0.001
Content Quality -> Purchase Intention	0.231	0.231	0.102	2.271	0.023

The mediation hypothesis test can be seen from the P-Value. The hypothesis is accepted if the P-Value is less than (0.05).

Table 5. Mediation Hypothesis Test Results

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-statistics ((O/STDEV))	P value
Price -> Celebrity Endorsement -> Purchase Intention	0.137	0.136	0.069	1.994	0.046
Celebrity Credibility -> Celebrity Endorsement -> Purchase Intention		0.119	0.062	1.954	0.051
Content Quality -> Celebrity Endorsement -> Purchase Intention	0.160	0.154	0.080	2.009	0.045

4.2. Discussion

Based on the study findings, the price significantly impacts purchase intention, indicated by a t-statistic value of 1.994 > 1.96 and a p-value of 0.046 < 0.05. This suggests that consumers' interest in purchasing is positively affected when

prices meet their expectations. Content quality also plays a significant role in influencing purchase intention, as evidenced by a t-statistic value of $2.271 > 1.96$ and a p-value of $0.023 < 0.05$. High-quality content attracts consumer attention and enhances their inclination to make a purchase. However, celebrity credibility does not significantly affect purchase intention, with a t-statistic value of $0.444 < 1.96$ and a p-value of $0.657 > 0.05$. This indicates that consumers' buying decisions are not influenced by the credibility of celebrities endorsing products. Conversely, celebrity endorsement significantly impacts purchase intention, with a t-statistic value of $2.745 > 1.96$ and a p-value of $0.006 < 0.05$. Consumers are more likely to purchase products endorsed by celebrities they admire. The price of products also significantly influences celebrity endorsement, with a t-statistic value of $3.179 > 1.96$ and a p-value of $0.001 < 0.05$. When prices are perceived as reasonable, consumers show greater favor towards products endorsed by celebrities. Celebrity credibility positively influences celebrity endorsement, supported by a t-statistic value of $2.491 > 1.96$ and a p-value of $0.013 < 0.05$. Consumers are more inclined to endorse products promoted by celebrities they perceive as credible. Content quality directly influences celebrity endorsement, with a t-statistic value of $3.431 > 1.96$ and a p-value of $0.001 < 0.05$. High-quality content enhances the success of celebrity endorsements by effectively capturing consumer interest. The impact of price on purchase intention through celebrity endorsement is significant, with a t-statistic value of $1.994 > 1.96$ and a p-value of $0.046 < 0.05$. Celebrity endorsement mediates the relationship between price and consumer purchase decisions effectively. Similarly, content quality significantly influences purchase intention through celebrity endorsement, supported by a t-statistic value of $2.009 > 1.96$ and a p-value of $0.045 < 0.05$. Celebrity endorsement serves as a mediator, enhancing the influence of content quality on consumer buying decisions. However, celebrity credibility does not mediate the effect of celebrity endorsement on purchase intention, as indicated by a t-statistic value of $1.954 < 1.96$ and a p-value of $0.051 > 0.05$. Consumers' purchasing decisions through celebrity endorsement are not significantly influenced by the credibility of the endorsing celebrity.

5. Conclusion

This study aims to assess the influence of price, content quality, celebrity credibility, and celebrity endorsement on consumer purchase intention towards Jiniso products, as well as to examine whether these factors also affect celebrity endorsement supported by Jiniso products. The research findings indicate that price significantly influences consumer purchase intention on TikTokshop when it aligns with purchasing power and product stability. Similarly, content quality plays a crucial role in enhancing consumer interest through convincing testimonials and engaging content. However, celebrity credibility does not show a significant influence on consumer purchase intention, suggesting that consumer purchasing decisions are not solely dependent on celebrity credibility. Celebrity endorsement itself impacts purchase intention through alignment with Jiniso products and compelling presentation. Furthermore, price affects celebrity endorsement by providing affordable and appealing options for consumers. Content quality also enhances celebrity endorsement by reinforcing positive consumer perceptions. This study underscores the importance of aligning celebrity endorsements with consumer preferences and ensuring their credibility to maximize their influence on consumer purchasing decisions on TikTokshop. Based on the research findings presented, several recommendations can be proposed for marketing practitioners and researchers. Firstly, the pricing strategy of Jiniso products on TikTok shop should be maintained, complemented by promotions or discounts during specific times such as year-end, holidays, or weekends to sustain consumer purchasing interest. Secondly, it is crucial to ensure the quality of product content advertised on TikTok Shop to enhance consumer attractiveness by providing clear and compelling information about the products. Additionally, enhancing celebrity credibility in product promotion is essential, focusing not only on their popularity but also on building consumer trust in the brand. Celebrity endorsements should be tailored to the characteristics of the target audience and reinforce brand image through attributes that resonate with the values and persona of the celebrities involved. Lastly, providing value-added services such as free shipping, discounts, and timely delivery is expected to enhance consumer satisfaction and encourage repeat purchases sustainably.

References

- Damayanti, A., Kurniawan, B., Sidodadi Timur No, J., & Semarang, K. (2023). Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Melalui Celebrity Endorse Sebagai Variabel Intervening. *Jurnal Manajemen Dan Ekonomi Kreatif*, 1(2), 166–181.
- Dewi, R. (2019). Pengaruh Kualitas Produk, Citra Merek Dan Celebrity Endorser Terhadap Keputusan Pembelian Smartphone Melalui Minat Beli Sebagai Variabel Intervening. *Jurnal Administrasi Bisnis Fisipol Unmul*, 7(4), 409. <https://doi.org/10.54144/jadbis.v7i4.2862>

- Dimiyati, M., & Subagio, N. A. (2016). Impact of Service Quality, Price, and Brand on Loyalty with the mediation of Customer Satisfaction on Pos Ekspres in East Java. *Mediterranean Journal of Social Sciences MC SER Publishing*, 7(4), 2039–9340. <https://doi.org/10.5901/mjss.2016.v7n4p>
- Dinata, M. S., & Khasanah, I. (2022). Pengaruh Persepsi Harga, Persepsi Kualitas Produk dan Kualitas Layanan Terhadap Keputusan Pembelian Konsumen Eden International Daily Food, Semarang. *Diponegoro Journal Of Management*, 11(2), 1–9. <https://ejournal3.undip.ac.id/index.php/djom/index>
- Dwi Hestyani, A., & Astuti, R. T. (2017). SEBAGAI VARIABEL INTERVENING (Studi pada Konsumen yang Menggunakan Masker Wajah Mustika Ratu di Kota Semarang). *Diponegoro Journal of Management*, 6(2), 1–11. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Effendi, B. (2021). Analisa Harga, Produk, Promosi terhadap Keputusan Konsumen pada Pembelian Properti di Kantor Brighton Citraland Surabaya. *UMJ: UBHARA Management Journal*, 1(1), 135–144.
- Ekaprana, I. D. G. A., Jatra, I. M., & Giantari, I. G. A. K. (2020). Pengaruh Kualitas Produk, Kualitas Layanan Dan Citra Merek Terhadap Niat Pembelian Ulang. *E-Jurnal Manajemen Universitas Udayana*, 9(8), 2895. <https://doi.org/10.24843/ejmunud.2020.v09.i08.p01>
- Fadillah, R., Triana, L., & Sari, R. (2020). Analisis Bauran Pemasaran dan Minat Beli Ulang Konsumen Kopi pada Rimbun Espresso & Brew Bar Kota Padang. *JOSETA: Journal of Socio-Economics on Tropical Agriculture*, 2(1), 61–70. <https://doi.org/10.25077/joseta.v2i1.222>
- Firdaus, M., Aisyah, S., & Farida, E. (2023). Pengaruh customer review, customer rating, dan celebrity endorser terhadap minat beli melalui kepercayaan di online shop Shopee. *Entrepreneurship Bisnis Manajemen Akuntansi (E-BISMA)*, 4(1), 67–83. <https://doi.org/10.37631/ebisma.v4i1.874>
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 26 Edisi 10*.
- Hariato, B., & Dharma, B. (2024). Masalah Dalam Ekonomi Islam Kontemporer Studi Filsafat Ekonomi Islam. *Islamijah: Journal of Islamic Social Sciences*, 3(3), 193. <https://doi.org/10.30821/islamijah.v3i3.14720>
- Haryono, S. (2016). Metode SEM Untuk Penelitian Manajemen dengan AMOS 22.00, LISREL 8.80 dan Smart PLS 3.0. *Journal of Physics A: Mathematical and Theoretical*, 450.
- Ichsan, R. N., Gultom, L. S., Karim, A., Nasution, L., & Syahbudi, M. (2020). The Correlation and Significant Effect on the Product Quality Perception, Trust and Customers' Value Towards the Image of Syariah Banking in Medan. *PalArch's Journal of Archaeology of Egypt / Egyptology*, 17(7), 13495–13504. <https://archives.palarch.nl/index.php/jae/article/view/5266>
- Imsar, Nurhayati, & Harahap, I. (2023). Analysis of Digital Education Interactions, Education Openness, Islamic Human Development Index (I-HDI) and Indonesia's GDE Growth. *Edukasi Islami: Jurnal Pendidikan Islam*, 12(01), 753–772. <https://doi.org/10.30868/ei.v12i01.4265>
- Junizar, M. N. (2020). *SPONSORSHIP DIMODERASI OLEH CITRA MEREK YANG BERIMPLIKASI PADA MINAT BELI PENGGUNA GOJEK WILAYAH BANDUNG*.
- Kurniadi, W., Natalia Anastasye Lotte, L., Adi Cakranegara, P., Sampe, F., & Yusuf, M. (2022). Hanan Wedding Planner's Marketing Communication Strategy for Increasing Sales in the Covid-19 Pandemic Era on the Tiktok App, Wandi Kurniadi et al. HANAN WEDDING PLANNER'S MARKETING COMMUNICATION STRATEGY FOR INCREASING SALES IN THE COVID-19 PANDEMIC ERA ON THE TIKTOK APP. *Jurnal Ekonomi*, 11(03), 2022. <http://ejournal.seaninstitute.or.id/index.php/Ekonomi>
- Mardiyanti, E. P. (2021). *Peran Strategi Endorsement Dalam Meningkatkan Jumlah*.
- Nasution, M. I. P., Syafaruddin, Yafiz, M., Nurhayati, & Nasution, S. (2019). Mobile composite application simulator as efficient learning media. *ARNP Journal of Engineering and Applied Sciences*, 14(9), 1790–1794.
- Ni'mah, S. (2022). *MPOT Implementasi Manajemen Pendidikan, Pemasaran, dan Keuangan*.
- Nurbaiti, N., Asmuni, A., Soemitra, A., Imsar, I., & Aisyah, S. (2023). Behavior analysis of MSMEs in Indonesia using fintech lending comparative study between sharia fintech lending and conventional fintech lending. *JPPI (Jurnal Penelitian Pendidikan Indonesia)*, 9(4), 92. <https://doi.org/10.29210/020232273>
- Nurlaila, Nurbaiti, & Nasution, M. L. I. (2022). The Impact Of COVID-19 Pandemic On The Income Of Traditional

- Market Traders In Indonesia. *Journal of Positive School Psychology*, 6(9), 2141–2150. <http://journalppw.com>
- Nurwibowo, R. W., & Indriani, F. (2017). Analisis Faktor – Faktor Yang Mempengaruhi Minat Beli Konsumen Terhadap Produk Fashion Online Melalui Jejaring Sosial Instagram. *Diponegoro Journal of Management*, 6, 1–9.
- Pratiwi, B. M., & Mahfudz, M. (2021). PENGARUH DUKUNGAN SELEBRITI, KONTEN IKLAN, DAN ULASAN ONLINE TERHADAP KEPUTUSAN PEMBELIAN PRODUK PAKAIAN DENGAN MINAT BELI KONSUMEN SEBAGAI VARIABEL INTERVENING (Studi pada Platform Instagram di Provinsi Jawa Tengah). *Diponegoro Journal of Management*, 10(5), 12. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Putri, J. A., & Syahputra. (2023). The Influence Of Celebrity Endorser, Advertising, And Brand Image On Purchase Intention Of Beauty Products In Bandung. *Management Studies and Entrepreneurship Journal*, 4(3), 3399–3409. <http://journal.yrpiiku.com/index.php/msej>
- Runiasari, M. (2021). ... Kualitas Konten dan Interaktivitas Merek dalam Meningkatkan Niat Beli Konsumen pada Merek Fesyen Melalui Instagram Menggunakan Paradigma SOR. *Prosiding Industrial Research Workshop and ...*, 4–5. <https://jurnal.polban.ac.id/ojs-3.1.2/proceeding/article/view/3001/2325>
- Safina, W. D. (2019). Pengaruh Kredibilitas Celebrities Endors Dan Daya Tarik Iklan Terhadap Brand Attitude Sampoos Pantene di Palaza Medan Fair medan. *Jurnal Economic*, 7(1), 61–68.
- Samosir, C. M., Safitri, A., Dmk, M. A. D., Adani, M. R., & Nofirda, F. A. (2023). Analisis Faktor Penentu Penggunaan Celebrity Endorse dalam Media Sosial Instagram. *Jurnal Pendidikan Tambusai*, 7(3), 30975–30979.
- Simanjuntak, A. E. (2024). *Pengaruh Review Konsumen dan Influencer terhadap Keputusan Pembelian Produk Fashion Merek Jiniso di TikTok Shop Pada Mahasiswa Kota Medan.*
- Stansyah, M. R., Choirunnisa, R., Tegar, M., & Putri, S. S. A. (2023). Analisis Pengaruh Minat Beli Konsumen Terhadap Pembelian Makanan Dan Minuman Melalui Aplikasi Go Food. *Jurnal Pendidikan Tata Niaga (JPTN)*, 11(1), 43–49. <https://doi.org/10.26740/jptn.v11n1.p43-49>
- Sugianto, S., Soemitra, A., Yafiz, M., Dalimunthe, A. A., & Ichsan, R. N. (2022). The implementation of waqf planning and development through Islamic financial institutions in Indonesia. *JPPi (Jurnal Penelitian Pendidikan Indonesia)*, 8(2), 267. <https://doi.org/10.29210/020221430>
- Sugiyono. (2017). *Metode penelitian kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Susanto, D. (2021). *Model Aisas Untuk Memetakan Keputusan Pembelian Konsumen berdasarkan Kualitas Konten Tiktok #RacunSHOPEE*. 3(2), 6.
- Sutanto, F. (2021). Pengaruh Karakteristik Celebrity Endorser Terhadap Minat Beli Produk Mister Cheesy. *Performa*, 4(3), 425–434. <https://doi.org/10.37715/jp.v4i3.1656>
- Tania, A. E., Hermawan, H., & Izzuddin, A. (2022). Pengaruh Lokasi Dan Harga Terhadap Minat Beli Konsumen. *Publik: Jurnal Manajemen Sumber Daya Manusia, Administrasi Dan Pelayanan Publik*, 9(1), 75–84. <https://doi.org/10.37606/publik.v9i1.258>
- Umami, N., Idulfilastri, R. M., & Kuniawati, M. (2022). *PENGARUH KREDIBILITAS SELEBRITI TERHADAP MINAT BELI PRODUK TEH SIAP MINUM PADA DEWASA AWAL.*
- Utami, L. S. D., & Ponirin, P. (2020). Pengaruh Celebrity Endorsement Dan Brand Image Terhadap Purchase Intention Lipstik Sariayu. *Jurnal Ilmu Manajemen Universitas Tadulako (JIMUT)*, 6(3), 186–194. <https://doi.org/10.22487/jimut.v6i3.199>