

# Celebrity Support and Service Quality on Customer Satisfaction Mediated by Brand Image of Tokopedia Users

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## ABSTRACT

Tokopedia, currently ranked second, trails behind Shopee, indicating the need for enhanced performance to secure the top spot. This study delves into understanding consumer behavior and the factors shaping customer satisfaction in the e-commerce landscape, with a specific focus on Tokopedia. With Indonesia witnessing a surge in e-commerce activity amidst technological advancements and fierce market competition, the research explores the impact of celebrity endorsements, service quality, and brand image on customer satisfaction. Through quantitative analysis, involving 160 participants, the study reveals that celebrity endorsements and service quality significantly influence brand image positively. However, while celebrity endorsements and service quality do not directly impact customer satisfaction, brand image emerges as a key mediator, positively affecting customer satisfaction. Thus, the findings underscore the pivotal role of brand image in shaping customer perceptions and satisfaction levels, indicating avenues for Tokopedia to enhance its performance and competitiveness in the e-commerce landscape.

## ABSTRAK

Tokopedia, yang saat ini menempati peringkat kedua, masih kalah bersaing dengan Shopee. Hal ini menunjukkan perlunya peningkatan kinerja agar dapat menjadi merek teratas di peringkat pertama. Penelitian ini membahas pentingnya memahami perilaku konsumen dan faktor-faktor yang memengaruhi kepuasan pelanggan dalam konteks e-commerce, terutama berfokus pada Tokopedia. Studi ini merespons pertumbuhan pesat e-commerce di Indonesia, mengakui peran teknologi dan persaingan pasar yang intens. Dengan memeriksa dampak dukungan selebriti, kualitas layanan, dan citra merek terhadap kepuasan pelanggan. Berdasarkan pernyataan ini, peneliti bertujuan untuk menganalisis pengaruh Dukungan Selebriti dan Kualitas Layanan terhadap Kepuasan Pelanggan dimediasi oleh Citra Merek Pengguna Aplikasi Tokopedia di Surabaya. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif. Jumlah sampel dalam penelitian ini ditetapkan sebanyak 160 orang. Hasil penelitian ini menunjukkan bahwa Dukungan Selebriti memiliki pengaruh positif dan signifikan terhadap Citra Merek. Kualitas layanan memiliki pengaruh positif dan signifikan terhadap Citra Merek. Dukungan Selebriti tidak memiliki pengaruh signifikan terhadap Kepuasan Pelanggan. Kualitas layanan tidak memiliki pengaruh signifikan terhadap Kepuasan Pelanggan. Citra Merek memiliki pengaruh positif dan signifikan terhadap Kepuasan Pelanggan. Citra Merek menjadi mediator penting antara Dukungan Selebriti dan Kepuasan Pelanggan. Citra Merek menjadi mediator antara Kualitas Layanan dan Kepuasan Pelanggan.



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## INTRODUCTION

In this sophisticated era, there are many ways for consumers to get various kinds of consumer needs and desires. Until the 90s, consumers had to go to places such as markets, shops, and shopping malls. Finally, in 1994 consumers began to recognize e-commerce (Marselina & Siregar, 2017). According to Turban et al., (2017), e-commerce which stands for Electronic Commerce is the use of the internet and other networks to buy, sell, deliver and trade data, goods or services. This means that the definition also mentions the support of the internet and other electronic networks as the main means of e-commerce.

More and more Indonesians are using e-commerce as a tool to buy needs easily and without having to leave the house. Internet support and the number of Indonesians who have used the internet is 215 million people in 2023 (<https://apjii.or.id>) make businesses in the field of e-commerce increasingly used by Indonesians. Observations from the Ministry of Communication and Information, in 2019, Indonesia was the first country in terms of trade value growth through e-commerce. The growth in the value of trade through e-commerce in Indonesia reached 78% and became the first place, while Brazil was in second place with a growth value of 59% (<https://www.kominfo.go.id/>). This is in line with the opinion of the Ministry of Trade, which estimates that online shopping through e-commerce platforms, which in 2021 only contributed four percent, will become eighteen percent of total household consumption growth in 2030 ([www.ojk.go.id/](http://www.ojk.go.id/)).

The increase in the number of e-commerce uses also occurs due to the ease with which internet technology is found and used by the public through applications on smartphones. The existence of this application makes consumers easier and faster, consumers do not have to go to a place to buy the needs and desires they are looking for. The more and more technology develops, the more online buying and selling applications are available, more and more are available but offer various kinds of convenience and other attractive offers.

Various e-commerce applications that are available are easily obtained by the public, making many e-commerce operating in Indonesia. One of the e-commerce companies, Tokopedia, is an e-commerce company that was founded in 2009. Tokopedia is under the auspices of PT Tokopedia which was founded by William Tanuwijaya and Leontinus Alpha Edison on February 6, 2009 (<https://www.tokopedia.com/>). Tokopedia is interesting to be the object of research because of its history and business journey which was originally founded by Indonesia's own sons. In addition, Tokopedia has experienced rapid development and is now a workplace for more than 3,800 employees. Recently, Tokopedia won the prestigious 'Best Workplaces for Innovators' award for the second time in a row. This award is given by Fast Company, a world-renowned business media, to 100 companies from various countries. Tokopedia is the only company from Indonesia honored in the list.

Tokopedia is one of the pioneers of e-commerce in Indonesia. Since its establishment, Tokopedia has been instrumental in opening and developing the e-commerce market in Indonesia, providing opportunities for many local entrepreneurs to sell products and services online. With its innovative platform, Tokopedia has become one of the leading technology companies in Indonesia and plays an active role in the growth of the e-commerce industry in Indonesia. Currently, in the e-commerce competition map,

Tokopedia ranks second out of all e-commerce in Indonesia. This is known from the survey results contained in the top brand index which shows consumers' top of mind towards e-commerce. The survey results from the Top Brand Awards website are shown in the following table.

**Table 1. Five Top Brand Online Buying and Selling Sites in 2021**

Brand	TBI 2020	Brand	TBI 2019
Lazada.co.id	41,8% TOP	Lazada.co.id	31,6,8% TOP
Shopee.co.id	16,7% TOP	Shopee.co.id	15,6% TOP
Tokopedia.com	15,2% TOP	Tokopedia.com	13,4% TOP
Bukalapak.com	9,5%	Bukalapak.com	12,7%
Blibli.com	8,1%	Blibli.com	6,6%

Source: *Top Brand Index*

In table 1. above, it can be seen that Tokopedia is the second top brand in the top brand index version in 2021. This ranking changes every year and in 2021 it shows that there has been an increase in the ranking experienced by Tokopedia. Previously, in 2020 and 2019 Tokopedia was still in 3rd position, while in 2021 Tokopedia rose to 2nd position. This increase in rank indicates that Tokopedia has made great efforts to become a high-performing e-commerce company, innovate and have good Service Quality in order to get a positive Brand Image. Thus it appears that both Brand Image and Customer Satisfaction are important things that Tokopedia still has to manage well. Brand image is important to be the leader of business competition. According to Keller, Kevin Lane (2013), Brand Image is the customer's perception of a brand, which is described by brand associations that are retained in the customer's memory. Meanwhile, customer satisfaction is an assessment followed by a series of interactions by product customers (J et al., 2018). Satisfaction is an evaluation of a single consumption experience. Satisfaction is a direct and immediate response that is a fleeting assessment of the experience. When customer expectations are met through the performance of the product/service, the customer will be satisfied, and vice versa.

According to the research results of Marselina & Siregar (2017); Ikawati et al., (2021) as well as Malik, Abdullah; Sudhakar, Bushan D.; & Dutta, Dhruv Shankar. (2017), Brand image is significantly influenced by Celebrity Endorsement. Meanwhile, the results of research by Dam & Dam (2021) Service Quality is influenced by Service Quality. Therefore, this study is positioned to be influenced by Celebrity Support and Service Quality. Research that has been conducted by 1) Azhari & Tjahjaningsih (2023); and 2) Meidiarti & Hadita (2022) put Customer Satisfaction which is influenced by Celebrity Support. Meanwhile, research that has been conducted 1) Dam & Dam (2021); 2) Kurniati et al., (2021); and 3) Raka Sukawati (2021) placed Customer Satisfaction which is influenced by Service Quality and Brand Image. Therefore, in this study, Customer Satisfaction is positioned to be influenced by Celebrity Support and Service Quality and Brand Image.

One way to achieve popularity from e-commerce companies can be done by using celebrity endorsers. A celebrity endorser is any person who is recognized by the public and uses this recognition in using a particular product that appears with him in an

advertisement (McCracken, 1989 in Aljasir, 2019). The use of celebrity endorsers using the famous band BTS is carried out massively by Tokopedia. This method seems to show results where since Tokopedia announced that BTS was one of the Brand Ambassadors of Tokopedia, in early 2021 Tokopedia achieved an increase in ranking in the popularity competition compared to other e-commerce. This means that celebrity endorsers have a positive and significant effect on Brand Image. This is supported by the results of research by Ikawati et al., (2021), Malik et al., (2018). When the influence of Celebrity Support has increased Brand Image, the satisfaction of consumers who use the product concerned will also increase. This is also in accordance with the results of research by Azhari & Tjahjaningsih (2023) which shows that the use of superior celebrity support will result in a high level of customer satisfaction.

Tokopedia must also pay attention to Service Quality to create good Customer Satisfaction. According to J et al., (2018), excellent service quality is a high standard of performance in meeting or exceeding customer expectations. When service quality is well maintained, customers will tend to perceive the brand as reliable, quality, and attentive to customer needs. Consistent and superior service quality can create a positive impression that continues in the customer's mind about the brand. This means that service quality can have a significant influence on Brand Image. Service quality is closely related to processes that have good and consistent performance in meeting customer expectations. Thus, good service quality will encourage the emergence of high customer satisfaction. This is illustrated by the results of research conducted by Kurniati et al., (2021). When Tokopedia's service quality increases, Customer Satisfaction will also increase significantly.

This research discusses the importance of understanding consumer behavior and the factors influencing customer satisfaction in the context of e-commerce, particularly focusing on Tokopedia. The study responds to the rapid growth of e-commerce in Indonesia, acknowledging the role of technology and intense market competition. By examining the impact of celebrity endorsement, service quality, and brand image on customer satisfaction. Based on several explanations and previous research, the authors are interested in conducting research with the title *The Effect of Celebrity Support and Service Quality on Customer Satisfaction Mediated by Brand Image of Tokopedia Application Users in Surabaya*.

## **RESEARCH METHODS**

Based on the form and type of data, this research is a type of quantitative research. Quantitative research is research that analyzes numerical data processed by statistical methods (Sugiyono, 2020). Quantitative research can also be distinguished according to the relationship between the variables used. This research is also referred to as quantitative research with an inferential approach because it uses hypothesis testing. The phenomenon that has been described in the background of the problem states that Tokopedia is one of the well-known e-commerce and is ranked 2nd in the most popular e-commerce in Indonesia. The phenomenon captured is that Tokopedia is suspected of having Celebrity Support and Service Quality, and Brand Image in maintaining Customer Satisfaction. The measurements used in this study used a Likert Scale. The population of this study were users of the Tokopedia application in Surabaya. The number of samples in this study was

determined to be 160 people. The data analysis technique used in this study consists of descriptive analysis, and Partial Least Squares (PLS) (Ghozali, 2021).

## RESULTS and DISCUSSION

### Results

#### Validity and Reliability Test

This study obtained data from 160 respondents, namely by distributing 160 questionnaires containing research instruments. The instrument will be distributed as planned but before it is fully collected, the instrument is tested beforehand to provide good results as a primary data source. The data collection process is temporarily stopped when 30 respondents are collected to test the instrument. If the results do not meet the requirements of a good instrument, then the test can be repeated from the beginning by previously making improvements to the items that do not meet the requirements. Testing was carried out using the Smart-PLS program. The test results are shown below:

#### Validity Test

The validity test is carried out by evaluating the loading factor value in the convergent validity calculation results section. According to Imam and Hengky (2015: 38), this test is considered valid if the loading factor results have a P-value > 0.5. The results of the instrument validity test are presented below.

**Table 2. Instrument Validity Testing (n=30)**

Variables	Indicator	Loading factor	Limit Value	Description
Celebrity Support	DS1	0,839	0,5 s/d 0,7	Valid
	DS2	0,716	0,5 s/d 0,7	Valid
	DS3	0,779	0,5 s/d 0,7	Valid
	DS4	0,549	0,5 s/d 0,7	Valid
	DS5	0,733	0,5 s/d 0,7	Valid
Service Quality	KL1	0,819	0,5 s/d 0,7	Valid
	KL2	0,663	0,5 s/d 0,7	Valid
	KL3	0,852	0,5 s/d 0,7	Valid
	KL4	0,794	0,5 s/d 0,7	Valid
	KL5	0,770	0,5 s/d 0,7	Valid
Brand Image	CM1	0,792	0,5 s/d 0,7	Valid
	CM2	0,666	0,5 s/d 0,7	Valid
	CM3	0,720	0,5 s/d 0,7	Valid
	CM4	0,692	0,5 s/d 0,7	Valid
	CM5	0,714	0,5 s/d 0,7	Valid
Customer Satisfaction	KP1	0,638	0,5 s/d 0,7	Valid
	KP2	0,778	0,5 s/d 0,7	Valid
	KP3	0,841	0,5 s/d 0,7	Valid
	KP4	0,778	0,5 s/d 0,7	Valid

Source: Appendix, processed (2023)

Based on the results of the validity test calculation on the instrument, it appears that the loading factors generated by all statements on the research instrument vary in magnitude. The details are as follows:



1. The Celebrity Support construct consists of five statements and has the smallest loading factor on DS4 of 0.549 and the largest on DS1 of 0.839. Therefore, all statements on the Celebrity Support variable have met the validity of a good instrument.
2. The Service Quality construct consists of five statements and has the smallest loading factor in KL2 of 0.663 and the largest in KL3 of 0.852. Therefore, all statements on the Service Quality variable have met the validity of a good instrument.
3. The Brand Image construct consists of five statements and has the smallest loading factor on CM2 of 0.666 and the largest on CM1 of 0.792. Therefore, all statements on the Brand Image variable have met the validity of a good instrument.
4. The Customer Satisfaction construct consists of four statements and has the smallest loading factor on KP1 of 0.638 and the largest on KP3 of 0.841. Therefore, all statements on the Customer Satisfaction variable have met the validity of a good instrument.

### Reliability Test

The reliability test on the instrument is applied to the composite reliability test results obtained on each construct or variable. The reliability test results are detailed as follows:

**Table 3. Instrument Reliability Test (n = 30)**

No	Variables	Composite Reliability Coefficient	Limit Value	Description
1.	Celebrity Support	0,848	0,700	Reliable
2.	Service Quality	0,887	0,700	Reliable
3.	Brand Image	0,841	0,700	Reliable
4.	Customer Satisfaction	0,846	0,700	Reliable

*Source: Appendix, processed (2023)*

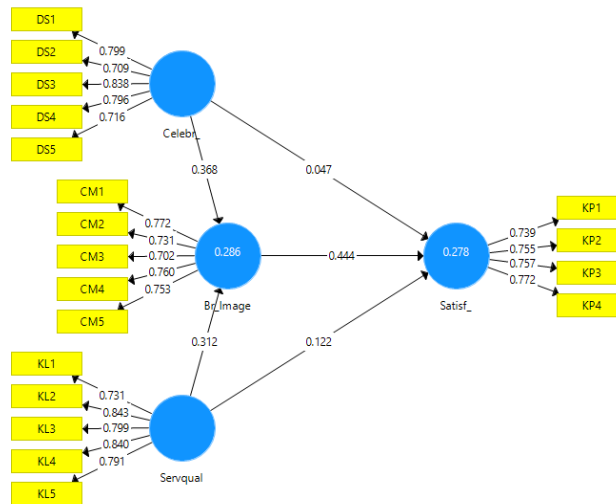
The reliability test results in table 3 are carried out simultaneously with the previous validity test. The results of reliability testing on each construct or variable found that each construct, namely Celebrity Support and Service Quality, Brand Image, and Customer Satisfaction has a coefficient value on composite reliability that exceeds 0.70 so that Celebrity Support and Service Quality, Brand Image, and Customer Satisfaction have met good reliability criteria.

### Partial Least Squares (PLS)

The data analysis process using the smart-PLS program consists of an outer model and an inner model.

### Outer Model Evaluation

The outer model questions the acquisition of latent variable data sourced from its indicators (Solimun et al., 2017).



**Figure 1. Outer evaluation of the Structural Equation model**  
 Source: Processed by researchers

### Validity Test

Validity tests are divided into Convergent Validity, and discriminant validity (Solimun et al., 2017).

### Convergent Validity

According to Solimun et al., (2017), a loading factor that has a value greater than or equal to 0.5 to 0.7 is considered sufficient to meet the criteria for convergent validity. That is, if an item or indicator in factor analysis has a loading factor in that range, then the item is considered adequate to measure the construct. The test results are presented in Table 4.

**Table 4. Convergent Validity Value**

Construct / Latent Variable	Indicator	Loading factor	Limit Value	Description
Celebrity Support	DS1	0,799	0,5 s/d 0,70	Valid
	DS2	0,709	0,5 s/d 0,70	Valid
	DS3	0,838	0,5 s/d 0,70	Valid
	DS4	0,796	0,5 s/d 0,70	Valid
	DS5	0,716	0,5 s/d 0,70	Valid
Service Quality	KL1	0,731	0,5 s/d 0,70	Valid
	KL2	0,843	0,5 s/d 0,70	Valid
	KL3	0,799	0,5 s/d 0,70	Valid
	KL4	0,840	0,5 s/d 0,70	Valid
	KL5	0,791	0,5 s/d 0,70	Valid
Brand Image	CM1	0,772	0,5 s/d 0,70	Valid
	CM2	0,731	0,5 s/d 0,70	Valid
	CM3	0,702	0,5 s/d 0,70	Valid
	CM4	0,760	0,5 s/d 0,70	Valid

Customer Satisfaction	CM5	0,753	0,5 s/d 0,70	Valid
	KP1	0,739	0,5 s/d 0,70	Valid
	KP2	0,755	0,5 s/d 0,70	Valid
	KP3	0,757	0,5 s/d 0,70	Valid
	KP4	0,772	0,5 s/d 0,70	Valid

Source: Appendix, processed (2023)

The results of the loading factor calculation in table 4 are explained as follows:

- 1) The Celebrity Support construct has a loading factor with a value between the lowest 0.709 and the highest 0.838 so that the Celebrity Support construct has good validity.
- 2) The Service Quality construct has a loading factor with a value between the lowest 0.702 and the highest 0.753 so that the Service Quality construct has good validity.
- 3) The Brand Image construct has a loading factor with a value between the lowest 0.702 and the highest 0.772 so that the Brand Image construct has good validity.
- 4) The Customer Satisfaction construct has a loading factor with a value between the lowest 0.739 and the highest 0.772 so that the Celebrity Support construct has good validity.

### Discriminant Validity

According to Solimun et al., (2017), AVE square root (Average Variance Extracted) is the result of Smart-PLS calculations used to measure the extent to which indicators or measurement variables represent the latent variables they measure. AVE measures how much variance is explained by these indicators in latent variables. The evaluation is done by looking at the square root of the AVE of each latent variable with the correlation between that latent variable and other latent variables. If the square root of the AVE is greater than the correlation between latent variables, then this indicates that the latent variable has good discriminant validity. The test results are presented in the following table.

**Table 5. Overall Discriminant Validity Testing Results**

	Br_Image	Celebr_	Satisf_	Servqual
Br_Image	<b>0,744</b>			
Celebr_	0,441	<b>0,773</b>		
Satisf_	0,513	0,271	<b>0,756</b>	
Servqual	0,398	0,234	0,309	<b>0,802</b>

Source: Appendix, processed (2023)

The results of the Smart-PLS analysis for the square root value of AVE are presented in table 5 as follows:

- 1) The Celebrity Support construct has an AVE square root value of 0.773 and this value is greater than the correlation in other constructs. This means that the Celebrity Support construct meets the criteria for good discriminant validity.
- 2) The Service Quality construct has an AVE square root value of 0.802 and this value is greater than the correlation in other constructs. This means that the Service Quality construct meets the criteria for good discriminant validity.



- 3) The Brand Image construct has an AVE square root value of 0.744 and this value is greater than the correlation in other constructs. This means that the Brand Image construct meets the criteria for good discriminant validity.
- 4) The Customer Satisfaction construct has an AVE square root value of 0.756 and this value is greater than the correlation in other constructs. This means that the Customer Satisfaction construct meets the criteria for good discriminant validity.

### Reliability

The questionnaire data must meet the reliability test and this is done in order to prove the consistency of the questionnaire statement. Reliability test is carried out by evaluating the results of Smart-PLS calculations, namely Composite Reliability and Cronbach Alpha, whose value must exceed 0.7 (Solimun et al., 2017).

**Table 6. Reliability Test on Latent Variables**

No	Variables	Composite Reliability (CR)	Cronbach's Alpha (CA)	Description
1.	Celebrity Support	0,834	0,881	Reliable
2.	Service Quality	0,861	0,900	Reliable
3.	Brand Image	0,799	0,861	Reliable
4.	Customer Satisfaction	0,751	0,842	Reliable

Source: Appendix, processed (2023)

Based on the calculation results in Table 6, it appears that the reliability test provides the following results:

- 1) The Celebrity Support variable has a CR of 0.834 (CR > 0.70) and a CA of 0.881 (CA > 0.70) which proves that Celebrity Support has good reliability.
- 2) The Service Quality variable has a CR of 0.861 (CR > 0.70) and a CA of 0.900 (CA > 0.70) which proves that Service Quality has good reliability.
- 3) The Brand Image variable has a CR of 0.799 (CR > 0.70) and a CA of 0.861 (CA > 0.70) which proves that Brand Image has good reliability.
- 4) The Customer Satisfaction variable has a CR of 0.751 (CR > 0.70) and a CA of 0.842 (CA > 0.70) which proves that Customer Satisfaction has good reliability.

### Inner Model Evaluation

The R-squared value in the context of PLS is used to measure the extent to which the structural model can explain the variation in the endogenous latent variables (target variables) in the model. The interpretation of the R-squared value in PLS is similar to the interpretation in Ordinary Least Squares (OLS) regression. The R-squared value ranges from 0 to 1, and the closer to 1, the better the model is at explaining variation in the endogenous latent variable. Changes in the R-squared value can be used to measure the effect of a particular exogenous latent variable on an endogenous latent variable. If there is a significant increase in the R-squared value after adding a particular exogenous latent variable to the model, it indicates that the exogenous variable has a substantive influence on the endogenous variable. On the contrary, if the increase is not significant, then the exogenous variable may have a limited or irrelevant influence on the endogenous variable.

Structural model assessment with PLS can be done by looking at the R-squares value as the predictive power of the structural model. The interpretation is the same as the interpretation in OLS regression. Changes in the R-Squares value can be used to explain the effect of certain exogenous latent variables on endogenous latent variables whether they have a substantive effect. R-Squares values of 0.75, 0.50, and 0.25 can indicate strong, moderate and weak model power. The test results are detailed as follows:

**Table 7. Prediction of the Strength of the Influence of Variables in the Model**

Endogenous Variable	R Square
Brand Image	0,286
Customer Satisfaction	0,278

Source: Appendix, processed (2023)

Table 7 above shows that the Brand Image variable has an R-Square of 0.286, which means that the contribution of changes in the Celebrity Support and Service Quality variables contributes 28.6% to changes in the value of the Brand Image variable. The strength of these independent variables is included in the moderate or moderate category because the R-Square obtained is 0.286 ( $0.25 < \text{R-Square} < 0.50$ ). The Customer Satisfaction variable has an R-Square of 0.278, which means that the contribution of changes in the Celebrity Support and Service Quality variables, and Brand Image contributes 27.8% to the value of changes in the value of the Customer Satisfaction variable. The strength of these independent variables is included in the moderate or moderate category because the R-Square obtained is 0.278 ( $0.25 < \text{R-Square} < 0.50$ ).

## Hypothesis Proving

### Direct influence between variables

Furthermore, the structural equation model that has been analyzed using the Smart-PLS program produces the effect between variables shown in the following table.

**Table 8. Recapitulation of Analysis for Hypothesis Proving**

Effect between Variables	Original Sample	T statistic	P values	Description
Celebr_ -> Br_Image	0,368	5,636	0,000	Significant
Servqual -> Br_Image	0,312	4,885	0,000	Significant
Celebr_ -> Satisf_	0,047	0,553	0,581	Not Significant
Servqual -> Satisf_	0,122	1,649	0,100	Not Significant
Br_Image -> Satisf_	0,444	5,966	0,000	Significant

Source: Appendix, processed (2023)

Based on the recapitulation table, the following results can be explained:

- 1) Celebrity Support has an effect of 0.368 on Brand Image which is supported by a pvalue of 0.000 (p value  $< 0.05$ ). This means that Celebrity Support has a positive and significant effect on Brand Image.

- 2) Service Quality has an effect of 0.312 on Brand Image which is supported by a pvalue of 0.000 (p value <0.05). This means that Service Quality has a positive and significant effect on Brand Image.
- 3) Celebrity Support has an effect of 0.047 on Customer Satisfaction which is supported by a pvalue of 0.581 (p value > 0.05). This means that Celebrity Support has an insignificant effect on Customer Satisfaction.
- 4) Service Quality has an effect of 0.122 on Customer Satisfaction which is supported by a p value of 0.100 (p value > 0.05). This means that Service Quality has an insignificant effect on Customer Satisfaction.
- 5) Brand Image has an effect of 0.444 on Customer Satisfaction which is supported by a p value of 0.000 (p value <0.05). This means that Brand Image has a positive and significant effect on Customer Satisfaction.

### Mediating Role of Brand Image Variables

The conceptual framework and hypothesis in this study place the Brand Image variable as a mediating variable. This study formulates the hypothesis that: 1) The Brand Image variable mediates the relationship between Celebrity Support and Customer Satisfaction; and 2) Brand Image variable mediates the relationship between Service Quality and Customer Satisfaction. The results of the analysis calculation with the Smart-PLS 3.2.9 program have the facility to calculate the partial indirect effect along with the magnitude of the effect and the significance level of the effect. Indirect effects supported by a significance level <0.05 indicate a significant mediating role. Conversely, if the indirect effect is supported by a significance level > 0.05, it indicates that there is no mediation effect. The results of the calculation of indirect effects on the structural equation model used in this study can be seen as follows:

**Table 9. Results of Calculation of Indirect Influence**

Influence between Variables	Original Sample	T statistic	P values	Description
Celebr_ -> Br_Image -> Satisf_	0,163	4,085	0,000	Significant
Servqual -> Br_Image -> Satisf_	0,138	3,763	0,000	Significant

Source: Appendix, processed (2023)

Based on the results of the calculation of indirect effects displayed in table 4.17, it can be explained that:

- 1) Celebrity Support affects Customer Satisfaction through Brand Image by 0.163. This effect is supported by a p value of 0.000 (pvalue <0.05) which indicates that this indirect effect is significant. This finding also shows that Brand Image mediates the relationship between Celebrity Support and Customer Satisfaction.
- 2) Service Quality affects Customer Satisfaction through Brand Image by 0.138. This effect is supported by a p value of 0.000 (pvalue <0.05) which indicates that this indirect effect is significant. This finding also shows that Service Quality mediates the relationship between Celebrity Support and Customer Satisfaction.

## Discussion

Based on the results of calculations and data analysis that have been described previously, several things need to be discussed from these findings, namely:

### **The Effect of Celebrity Support on Brand Image**

The 1st hypothesis which states "Celebrity Support has a positive and significant effect on Brand Image of Tokopedia Application users in Surabaya" is proven. The findings of data analysis show that directly Celebrity Endorsement has a positive and significant effect on Brand Image. This finding indicates that an increase in the use of Celebrity Endorsement will lead to a significant increase in Brand Image. The results of this study confirm the findings of research conducted by Roshan & Sudiksa (2019), Marselina & Siregar (2017), Purwandani & Widodo (2022) and Ikawati et al., (2021). The use of well-known and respected people, or in the context of figures in the entertainment world known as celebrity endorsers, has long been used to promote products or services from a company (Kotler & Keller, 2016). The use of celebrity figures in introducing products or services from companies can shape people's perceptions of these products or services (Keller, 2013). The use of famous figures or celebrities as endorsers has become a marketing strategy used by many companies to change or improve people's perceptions of a product or service. This opinion shows that the use of Celebrity Endorsements can cause changes in Brand Image.

The same thing has been done by Tokopedia where the famous band BTS has been used as an advertising figure in introducing Tokopedia's marketing program. BTS is a band that has been widely recognized and has a very large fan base in the Surabaya area, national and international regions. The use of a well-known band like BTS allows Tokopedia to reach a wider audience, including loyal BTS fans. This can result in increased attention to the brand, even among people who may not have been previously familiar with Tokopedia. The description explains that the use of Celebrity Endorsement will encourage an increase in Tokopedia's Brand Image, or in other words, Celebrity Endorsement has a significant positive effect on Brand Image.

### **The Effect of Service Quality on Brand Image**

The 2nd hypothesis which states "Service Quality has a positive and significant effect on Brand Image of Tokopedia Application users in Surabaya" is proven. The findings of data analysis show that directly Service Quality has a positive and significant effect on Brand Image. This finding indicates that an increase in Service Quality will lead to a significant increase in Brand Image. The results of this study confirm the findings of research conducted by Dam & Dam (2021), Raka Sukawati (2021), Dewi & Handriana (2021), Laura & Fadella (2020) and Wijaya et al., (2020). Service Quality is a description of the results of the overall quality evaluation of customers on a service provided by the company compared to their expectations (Parasuraman et al., 1988 in Dam & Dam, 2021). Good service quality can be an important element in shaping a positive brand image in the eyes of consumers. A positive brand image has an important role as an effective strategy to gain an advantage in a company's business competition. Service quality that is superior, responsive, and in accordance with consumer expectations will help form a positive

impression of the image of a product or service brand. Some of these opinions indicate that an increase in Service Quality will drive a significant increase in Brand Image.

### **The Effect of Celebrity Support on Customer Satisfaction**

The 3rd hypothesis which states "Celebrity Support has a positive and significant effect on Customer Satisfaction on the Tokopedia Application in Surabaya" is not proven. The findings of data analysis show that directly Celebrity Support has an insignificant effect on Brand Image. This finding indicates that an increase in the use of Celebrity Support has no effect on improving Brand Image. The findings of the current research results where Celebrity Endorsement does not have a significant effect on Customer Satisfaction can be seen in the results of respondents' answers to open-ended questions, where open-ended answers from respondents show that there is not a single acknowledgment of celebrity figures as a reason. Many respondents answered about the ease of shopping, as well as the price factor in the application which is cheaper than the price in traditional markets. The answers to these open-ended questions are the cause that the satisfaction that has been formed in Tokopedia customers is not obtained from the presence of celebrity figures in Tokopedia advertisements. An explanation in other words that the use of Celebrity Support, especially the BTS band, has an insignificant influence in shaping the Customer Satisfaction of the Tokopedia application in Surabaya.

Another reason regarding Celebrity Endorsement in Tokopedia advertisements, especially regarding the use of the BTS group band as an advertising star, which does not have a significant effect on Customer Satisfaction, is because the presence of the BTS group band as an endorser cannot show evidence that fans of this group band are also users of the Tokopedia application. The use of the BTS group band does not fulfill several characteristics that are in accordance with the theory by Shimp & Andrews (2013), which mentions the characteristics of Trustworthiness, Expertise, Physical attractiveness, Respect, Similarity. The use of the BTS band may fulfill the characteristics of Trustworthiness, Physical attractiveness, and Respect but is unable to fulfill Expertise and Similarity. This means that the BTS band group in the eyes of consumers does not have a direct relationship with the product or service it advertises. These descriptions show that an increase or decrease in the use of Celebrity Support, namely the BTS band in Tokopedia advertisements, does not have a significant effect on Customer Satisfaction that has been formed so far.

### **The Effect of Service Quality on Customer Satisfaction**

The 4th hypothesis which states "Service Quality has a positive and significant effect on Customer Satisfaction of Tokopedia Application users in Surabaya" is not proven. The findings of data analysis show that directly Service Quality has a positive but insignificant effect on Customer Satisfaction. This finding shows that even though there is an increase in Service Quality on Tokopedia, it has no effect on increasing Customer Satisfaction. This is also illustrated by the results of the average calculation of the Service Quality variable (table 4) which shows that the Quality of Service provided by Tokopedia is rated mediocre by respondents. This is not in line with the level of satisfaction achieved by Tokopedia which can be described through the average value of the Customer Satisfaction variable whose value is at a satisfactory level. Service quality from the customer's point of view is a high



standard of performance that can consistently meet or exceed customer expectations (J et al., 2018). This definition has similarities with the definition from Oliver (1997 in Tharanikaran et al., 2017) which defines customer satisfaction as a response to meeting customer expectations. These expectations are related to product or service features, or the product or service itself, providing pleasant consumption fulfillment, including under- or over-fulfillment. Quality service emphasizes a deep understanding of customer needs, preferences, and expectations. When companies can provide services that match what customers want, it can increase satisfaction. This description shows that an increase in service quality should have a significant effect on increasing Customer Satisfaction of Tokopedia Application users.

In this study, Service Quality has no effect on Customer Satisfaction due to intense competition with other e-commerce. According to the results of a survey conducted by the survey agency "we are social", many other factors outside of service quality cause people to feel satisfied shopping at an e-commerce company. For example, gift coupons or discounts given by e-commerce can make people move easily from one e-commerce to another. The strategy of providing free shipping by other e-commerce and this is not applied by Tokopedia makes customers move to e-commerce that always provides free shipping facilities (<https://www.cnbcindonesia.com/tech/>). The service quality provided by Tokopedia may have an unsatisfactory impact on customers because the service quality activities or strategies of other e-commerce are more able to satisfy existing customers.

### **The Effect of Brand Image on Customer Satisfaction**

The 5th hypothesis which states "Brand image has a positive and significant effect on customer satisfaction of Tokopedia application users in Surabaya" is proven. The findings of data analysis show that brand image directly has a positive and significant effect on customer satisfaction. This finding indicates that an increase in brand image will significantly increase customer satisfaction. The results of this study confirm the findings of research conducted by Dam & Dam (2021) and Wijaya et al., (2020). Brand Image is the perception and belief held by customers and is also depicted in certain associations in the customer's memory (Kotler & Keller, 2016). A strong brand image is a must for every company because it is a very valuable company asset (Marselina & Siregar, 2017). A brand image must be updated continuously. This is because customers often feel bored with products that have been around for a long time, especially when other products are present in the environment (Schiffman & Wisenblit, 2014). Added by Schiffman & Wisenblit (2014), that customers often think that well-known brands are better and worth buying to ensure their quality, strength, performance and service. Therefore, popularity is important for Tokopedia application users. The level of popularity of Tokopedia, which is still ranked in the top 5 (table 1), reinforces the importance of Brand Image in shaping Customer Satisfaction. Customer satisfaction is an assessment followed by a series of interactions by product customers (J et al., 2018). Popularity or fame has an important role to play in shaping customer satisfaction. Customer-based brand equity and its five dimensions of physical quality, staff behavior, conformity to ideal self-image, brand identification, and conformity to lifestyle, have a positive impact on customer satisfaction (Tharanikaran et al., 2017). Equity theory derived from exchange, dissonance, and social comparison theories,



assessments of individual satisfaction or dissatisfaction are based on comparisons between inputs and outputs, as well as comparisons with other people under the same conditions (Tharanikaran et al., 2017). These descriptions explain that increasing Brand Image has a significant effect on increasing Customer Satisfaction.

### **The mediating role of Brand Image on the Effect of Celebrity Endorsement on Customer Satisfaction**

The effect of celebrity support on customer satisfaction is not significantly proven, but the effect of brand image on customer satisfaction has been proven to be significant in increasing customer satisfaction. These findings are then further calculated through data analysis which shows that Brand Image has a significant role in mediating the relationship between Celebrity Endorsement and Customer Satisfaction. The influence of Celebrity Support on Customer Satisfaction which is less large or less good on Customer Satisfaction will be significant when the Brand Image that is formed is good. This mediating role of Brand Image which encourages the influence of Celebrity Endorsement is also in line with the results of research by Roshan & Sudiksa (2019) and Ikawati et al., (2021) (Celebrity endorsement is when celebrities or famous figures are used in promotions or advertisements to enhance the image and popularity of a brand or product. Selection of this Celebrity Endorsement if the figure is not right or not widely known by the public, it will not support the popularity that you want to highlight as an advertising star or another term called a brand ambassador. Likewise, with the BTS band, only some of Tokopedia's customers are familiar or become fans. These conditions ultimately make the use of Celebrity Support, namely the BTS band, not have a significant influence on Tokopedia Application Customer Satisfaction.

The use of the BTS band will certainly improve Brand Image, especially for customers who come from young people. The use of the BTS band as Tokopedia's brand ambassador can enhance brand personality, which is the distinctive character of a brand that creates certain characteristics (Wijaya et al., 2020). The BTS band is a band that has worked hard and continues to innovate to attract the attention of young people so that the use of the BTS band reflects Tokopedia's positive brand image among young people. BTS fans can feel more connected to Tokopedia because of the association with young people's idols, thus increasing user identification with the brand. These conditions indicate that the use of Celebrity Support has a positive and significant effect on Customer Satisfaction. Brand Image is the perception and belief held by customers and is also depicted in certain associations in the customer's memory (Kotler & Keller, 2016).

### **The mediating role of Brand Image on the Effect of Service Quality on Customer Satisfaction**

The effect of Service Quality on Customer Satisfaction is not significantly proven, but the effect of Brand Image on Customer Satisfaction is proven to be significant in increasing Customer Satisfaction. These findings are then further calculated through data analysis which shows that Brand Image has a significant role in mediating the relationship between Service Quality and Customer Satisfaction. The results of this study are also illustrated through the calculation of the average response value where the values on the service

quality indicators show unsatisfactory values but on the other hand the values on the brand image and customer satisfaction variables are at a level that is almost all satisfactory. This situation shows that when service quality has not been able to influence customer satisfaction, a good brand image can increase the effect of service quality on customer satisfaction. Currently, several e-commerce companies are included in the largest e-commerce category, especially Tokopedia, Shopee, Bukalapak and Bli-bli. Almost all of them run various interesting strategies while still paying attention to the quality of service that is well maintained. Therefore, if you rely only on service quality, it will be less satisfying for customers and eventually customers are likely to move to e-commerce services managed by other companies. Therefore, it is very important to maintain the brand image of the e-commerce company managed by Tokopedia. According to a poll submitted by one of the national news media, it was revealed the recognition of one e-commerce user, "If you comment from the side as a buyer, yes of course because shopee features are easier to understand. There are also more vouchers. My mom definitely checks out when shopping with shopee. But if I tell her to shop at tokped, she's really lazy, she says it's complicated and confusing. Moreover, the tokped logo yesterday also changed like the photogrid logo, my mother had a headache looking for where the tokped application was" (<https://id.quora.com>). From the recognition of one of Tokopedia's consumers plus being a Shopee consumer, it appears that both Tokopedia and Shopee already have a distinctive brand image in the eyes of their consumers (Suwarsito et al., 2020).

The brand image of each e-commerce is different and this strengthens customer satisfaction. This is also known from the opinions of other consumers, "As a consumer, somehow in my mind bukalapak is more of a shopping place for men. For buying electronic goods and gadgets. Or if not, for wholesale shopping. Sophee, in my mind, specializes in women's prints (fashion et al). The crowded display full of promo options (which are definitely skipped by men), is suitable for women. Toped the color is right for me. The display is neat, finding items is also quite easy. The choice of promos makes me a bit lazy, there are already so many, most also get a little. The most sought-after thing about sophee and toped, of course, is the free shipping. Although sometimes the difference is small, for women, it's definitely worth it. Even though from the few times I compared items, the price of toped is more okay". Based on this, it appears that although all e-commerce, including Tokopedia, offers the same good service quality, it does not get enough attention by customers so that it cannot provide satisfaction to existing customers. This means that a good and distinctive Brand Image is the key to why with the existing Service Quality, customers are satisfied.

## CONCLUSIONS

The things that are concluded from the interpretation of the findings of the data analysis and discussion that have been described previously, namely Celebrity Support has a positive and significant effect on Brand Image. An increase in the use of Celebrity Support means that Brand Image also increases significantly. Service Quality has a positive and significant effect on Brand Image. An increase in Service Quality has a significant effect on improving Brand Image. Celebrity Endorsement has an insignificant effect on Customer Satisfaction. An increase or decrease in the use of Celebrity Endorsement has an insignificant

effect on increasing or decreasing Customer Satisfaction. Service Quality has an insignificant effect on Customer Satisfaction. An increase or decrease in Service Quality has an insignificant effect on increasing or decreasing Customer Satisfaction. Brand Image has a positive and significant effect on Customer Satisfaction. Increased Service Quality. An increase in Brand Image has a significant effect on increasing Customer Satisfaction. Brand Image mediates the relationship between Celebrity Support and Customer Satisfaction. The effect of Celebrity Support, which was originally insignificant on Customer Satisfaction, can eventually become significant with the role of Brand Image. Brand Image mediates the relationship between Service Quality and Customer Satisfaction. The originally insignificant effect of Service Quality on Customer Satisfaction can eventually become significant with the participation of Brand Image.

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