

## INFLUENCE ANALYSIS CELEBRITY ENDORSEMENT, FLASH SALE, LIVE STREAMING TO IMPULSE BUYING SHOPEE USERS IN JEMBER

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### Abstract

The digital era is increasingly developing rapidly, e-commerce or electronic commerce has become one of the most widely used and rapidly growing forms of commerce in Indonesia. Quoted to Ramadhan (2020), in the last year, Indonesia managed to rank 3rd in the world in the category of most internet users. Therefore, research about influencing factors impulse buying at platform e-commerce Shopee can provide valuable insights for e-commerce companies and marketers in understanding consumer preferences and needs in Indonesia. Apart from that, this research can also help Shopee to improve their services and attract consumers' interest in continuing to buy products on their platform by optimizing live streaming, and flash sales, but further research still needs to be done to determine the effect celebrity endorsers on impulse buying of platforms. e-commerce Shopee. This research uses a survey and quantitative research method approach. Following the research objectives, this research approach is explorative descriptive, namely research by conducting and providing descriptions of symptoms and phenomena that occur in the field. The results of this research show Celebrity endorsement significant effect on impulse buying Shopee E-Commerce users in Jember City. Flash Sale influential and significant to impulse buying Shopee E-Commerce users in Jember city Live streaming significant effect on impulse buying Shopee E-Commerce users in the city of Jember. And overall, celebrity endorsements, flash sales, and live streaming have a significant effect on impulse buying.

**Keywords:** Celebrity Endorsement, Flash Sale, Live Streaming, Impulse Buying

## INTRODUCTION

The digital era is increasingly developing rapidly, *e-commerce* or electronic commerce has become one of the most widely used and rapidly growing forms of commerce in Indonesia. Quoted from Ramadhan (2020), in the last year Indonesia managed to rank 3rd in the world in the category of most internet users. Based on survey results, show that in 2020 internet users will reach 196.7 million or around 73.7% of the population, with the island of Java providing the largest contribution, namely 56.4%, and 22.1%, the island of Sumatra and 7% is occupied by the islands of Sulawesi and Kalimantan Island at 6.3%, Bali-Nusa Tenggara 5.2% and Maluku-Papua at 3% (Leo Dwi Jatmiko, 2020). One of the platforms of e-commerce which continues to grow rapidly in Indonesia is Shopee. Shopee is one platform e-commerce that provides a variety of products and services that can be accessed by consumers throughout Indonesia.

Based on the results of a survey conducted by Iprice, Shopee is ranked first in monthly active users in Southeast Asia and Indonesia and is the top downloaded application in Indonesia which is ranked first. Thus, this statement is in accordance with the results of a survey conducted by researchers among the people of DKI Jakarta. 54% of respondents answered that Shopee is e-commerce which is often used in online shopping.

Moreover, in today's digital era, celebrity endorsement or celebrities who become increasingly popular brand ambassadors in advertising and product promotions. Choosing the right celebrity can have a positive impact on sales of a product or service. As a platform e-commerce which is growing rapidly in Indonesia, Shopee also uses celebrity endorsement as their marketing strategy.

Use celebrity endorsement of platforms. e-commerce like Shopee can have an impact on consumer behavior such as impulse buying behavior (impulse buying). In previous studies, the use of celebrity endorsement has been proven to influence and strengthen consumer purchasing decisions and brand awareness. Shopee uses various celebrities as their brand ambassadors, such as Syahrini, Agnez Mo, Opick, and Raffi Ahmad. They help promote products and provide positive testimonials about Shopee. This can influence consumer purchasing decisions because consumers tend to trust celebrities who are brand ambassadors.

Therefore, research about influencing factors impulse buying at platform e-commerce Shopee can provide valuable insights for e-commerce companies and marketers in understanding consumer preferences and needs in Indonesia. Apart from that, this research can also help Shopee to improve their services and attract consumers' interest in continuing to buy products on their platform by optimizing live streaming, and flash sales, but further research still needs to be done to determine the effect celebrity endorsers on impulse buying of platforms. e-commerce Shopee.

At this time Shopee chooses the right celebrities to be their brand ambassadors and maximizes the influence of celebrity endorsement on consumer behavior to increase their sales and profits from consumers, and the need for further research regarding the influence of live streaming on consumer purchasing behavior on the Shopee e-commerce platform. This research can help to understand how consumers receive and respond to product reviews and recommendations, as well as improve the quality of their products and services to strengthen positive recommendations from consumers.

## **REVIEW OF LITERATURE**

### **Celebrity Endorsement**

Shimp in Putri Eka (2019) defines celebrity endorsement as a person, be it an actor, artist, or athlete who is known to the public and admired, because of his achievements in a field and is used to convey advertising messages that are intended to attract attention and thus influence target consumers. Meanwhile, celebrity endorsement On Instagram commonly known as "selebgram" is the term for those who are trusted to carry products that are sold online via an Instagram account. election celebrity endorsement as a form of promotion is also due celebrity endorsement have lots of followers. So, it is hoped that followers will come from celebrity endorsement can be interested and visit online shops that sell products, become new followers, then become customers and creators of celebrity endorsement effective as an endorser of a certain product in an advertisement when there is a meaningful relationship or match-up between the celebrity endorser and the advertised product.

Apart from that, celebrities can also be used as an appropriate tool to represent the targeted market segment. role celebrity endorsement Promoting products can

influence increasing sales of a product/service, especially advertisements displayed via social media such as Instagram. As technology develops, especially in the world of online marketing in Indonesia, online business people and celebrity endorsers, especially on Instagram, have to be observant of the opportunities they have in marketing products to consumers. Potential buyers tend to follow what their idols wear or do. No exception is celebrity endorsement which has its fans. The correct use of celebrities in an advertisement can influence and attract consumers' attention to the message/information conveyed in an advertisement.

### **Live Streaming**

According to (Chen, 2018), live streaming is a real-time audio and video broadcast of a program via the internet, allowing viewers to experience deep feelings. This feature is currently popular. Live streaming or what is commonly known as live broadcasting is a type of media that allows real-time interaction. This inevitably requires a live streaming platform that includes the infrastructure and technology to enable a virtual environment where people interact with each other in real-time to enjoy entertainment, conduct business and transact. In such a context, live streaming creates a virtual space where live streamers can broadcast and gives channel users the opportunity to watch and interact with live streamers. Purchasing on live broadcasts is also known as live streaming trading/live streaming selling. Live streaming selling, also known as direct selling via social media, is an evolution of media that provides interesting interactions in real time (Suhyar & Pratminingsih, 2023). Live Streaming selling can also provide complete security for consumers to find out about the products offered directly, both physically and product quality. Detailed product descriptions help customers find high-quality goods that are suitable for them (Fitriyani et al., 2021).

### **Flash Sale**

According to Jannah, et al (2021), a Flash sale is a type of promotion that provides exclusive product offers in limited quantities and for a certain period. This means that this promo can only be used by customers at certain times and for certain items.

According to Zakiyyah (2018: 64), Flash sales are product offers with discounts and limited quantities in a short time. Flash sales also called "daily deals", are part of sales promotions that provide special offers or discounts to customers for certain products for a limited time. Meanwhile, according to Herlina, Loisa & Matthew (2021:1641) defines the flash sale promotional model as selling products with large discounts that are limited by time by the company owner.

Apart from that, according to Wangi & Andarini (2021:80), it was revealed that Flash Sale is a development of price off deals which is a promotional tool for sales promotion. Flash sales are promotions that directly reduce product prices for a limited time and the number of products is also limited. Based on the understanding above, researchers agree with the theory put forward by Zakiyyah (2018: 64) Flash sales are product offers with discounts and limited quantities in a short time. Flash sales or also called "daily deals", are part of sales promotions that provide special offers or discounts to customers for certain products for a limited time.

According to Makmurb (2019), business actors do have strategies for getting consumers or markets to run their businesses. In these activities, many considerations are made by business actors to provide attractive promotions or services. Marketing strategies are needed by business actors to achieve the right marketing goals and attract consumers. Marketing strategies basically have many forms. One form of sales strategy is selling quickly or what is usually called a flash sale. Flash sale is a concept of product promotion to consumers by providing the biggest possible discounts, within a very limited time. In contrast to limited offers or discounts in general, flash sale time limits are very tight, even just a matter of hours. In the online buying and selling system, flash sales are said to be a form of product offering or a form of promotion. This is also done by conventional business actors.

This is explained in Law Number 7 of 2014 concerning Trade which states in General Provisions Article 1 that trade promotion is the activity of showing, demonstrating, introducing, and/or disseminating information on the production of goods and/or services to attract consumer buying interest, both domestically and abroad, within

a certain period to increase sales, expand markets, and seek trade relations. However, in the aspect of online buying and selling that utilizes electronic systems, this form of promotion is also discussed in Article 9 of the Electronic Information and Transactions Law which explains that business actors offering products via electronic systems must provide complete and correct information relating to contract terms, producers, and the products offered.

The implementation of flash sales has been implemented in conventional retail stores since the beginning of 2000. However, this term is starting to be commonly known by the public through E-Commerce which is starting to become a shopping choice. Principle flash sale is more directed towards selling goods that are generally no longer popular at a certain time and business actors try to sell them so that they can run out in quantity and still get results from these sales. Many factors occur when a moment occurs flash sale Apart from trying to attract market share or new consumers.

### **Impulse Buying**

Impulsive buying is a type of purchase that is made because of a strong desire to buy something quickly, usually without considering the consequences. Impulse buying occurs when you want something that suddenly appears and you cannot refuse it. Compared with planned purchases, these types of purchases are described as more exciting, accidental, and difficult to avoid. (Tarigan et al, 2019) stated that impulse buying is purchasing behavior carried out by consumers without any previous purchase plans. Consumers who buy impulsively will not consider buying a particular product or brand. Impulse buying occurs when a buyer experiences a sudden, usually strong, and persistent urge to buy something immediately. The impulse to buy is hedonically complex and possibly causes emotional conflict. Additionally, impulse purchases usually occur with reduced attention to the consequences.

Four main things can influence consumer behavior: situational, psychological, marketing mix, and socio-cultural. Situational includes the social environment, physical environment, temporary impacts, and previous conditions. Psychological factors include motivation, learning perceptions, and attitudes. The marketing mix includes price, promotion, and product distribution. Meanwhile, social and cultural factors include

society and reference groups. Theory impulse buying the most basic focuses on external things that may cause symptoms. Price, need for the product or brand, mass distribution, self-service, advertising, closed store location, short product life cycle, small size, and satisfaction in collecting items are some factors that can influence impulse buying.

## **RESEARCH METHOD**

This research uses a survey and quantitative research method approach. In accordance with the research objectives, this research approach explorative descriptive, namely research by conducting and providing descriptions of symptoms and phenomena that occur in the field (Sugiyono, 2019). However, this research is also directed at explaining the influence between variables (explanatory) by carrying out a hypothesis test. The unit of analysis for this research is the start-up business owners spread across the research locations.

Population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Creswell, 2022). The population in this study were para Shopee e-commerce users in Jember City. The sampling technique uses random sampling. All members of the population have an equal opportunity to be sampled. Determining the number of samples using the Roscoe formula, namely a minimum of 10 times the number of variables studied and/or multiples thereof with an error rate of 5%.

The sampling method used in this research is purposive sampling, a technique for determining samples with certain considerations. Purposive sampling is based on certain characteristics that are related to previously known population characteristics (Sugiyono, 2019). The sampling technique in this research used the Roscoe formula. According to the book *Research Methods for Business*, the Roscoe formula has the following requirements regarding sample size for research: 1) The appropriate sample size in this study is between 30 and 500; 2) If the sample is divided into categories (for example men and women, etc.), then the number of sample members in each category is at least 30; 3) If the research is to carry out multivariate analysis, then the number of sample members must be at least 10 times the number of variables studied. For example, if there are 5 research variables (4

independent variables and 1 dependent variable), then the number of sample members is  $10 \times 5 = 50$ ; 4) For simple experimental research, if strict experimental control is used, the number of sample members will each be between 10 and 20.

The calculation above produces the required sample size of 200 respondents.

A hypothesis is a temporary answer to the formulation of a research problem. It is said to be temporary because the answer given is only based on relevant theory and is not based on empirical facts obtained through data collection (Sugiyono, 2010). The following are the hypotheses in this research:

H1: celebrity endorsement influence on impulse buying

H2: flash sale influence on impulse buying

H3: live streaming influence on impulse buying

The data analysis technique used in this research is SEM (Structural Equation Modeling) component-based using PLS (Partial Least Square). PLS is an alternative method to SEM (Structural Equation Modeling) which can overcome the problems between predictive causal analysis. These parameters involve estimates used in two main components, namely the measurement model and the 60 statistical 60 PLS model.

Three types of estimates are significant in this process. First, there is a weight estimate which is used to produce scores on latent variables. Second, path estimates are used to connect latent variables and between latent variables, including indicators (loading). Finally, there are means related to the regression constants for other variables. By understanding and implementing these three types of estimation, PLS enables deeper analysis of the relationships and structure between variables in a model, providing comprehensive insight into existing data.

## **RESULTS AND DISCUSSION**

The data analysis technique used in this research is SEM (Structural Equation Modeling) component-based using PLS (Partial Least Square). PLS is one of the alternative methods to SEM (Structural Equation Modeling) which can overcome the problems between predictive causal analysis.

### Outer Model Testing

The outer model is a measurement model used to assess the validity and reliability of a model. Convergent Validity, while reliability can be assessed by looking at Cronbach's Alpha or Composite Reliability.

### Convergent Validity

Validity convergent (convergent validity) of the measurement model with reflexive indicators is assessed based on the correlation between item scores/component scores estimated using the Smart PLS 4.0 application software. After processing the data using SmartPLS 4.0, the loading factor results are shown as follows:

**Table 1.**  
**Convergent validity**

	Celebrity Endorsement (X1)	Impulse Buying (Y)	Live Streaming (X3)	Flash Sale(X2)
Celebrity Endorsement (X1)	0,751			
Impulse Buying (Y)	0,671	0,712		
Live Streaming (X3)	0,750	0,688	0,736	
Flash Sale (X2)	0,688	0,852	0,707	0,679

**Source: Processed Data, 2024**

For measurement, Discriminant Validity uses the AVE root value which is the Fornell- Larcker Criterion. It was found that the AVE root value for each construct was greater than the correlation value between the constructs. So, it can be concluded that each item in each construct explains that construct and does not have a high correlation with other constructs.

### Composite Reliability

In this reliability test, researchers use composite reliability techniques where a variable is declared valid if its reliability coefficient value has reached or is higher than 0.7. The composite reliability test results are in the following table:

**Table 2**

**Result Composite Reliability Testing**

	Cronbach's alpha	Composite reliability (rho-a)	Composite reliability (rho-c)	AVE
Celebrity Endorsement (X1)	0,754	0,757	0,788	0,640
Flash Sale (X2))	0,773	0,789	0,779	0,653
Live Streaming (X3)	0,750	0,775	0,748	0,599
Impulse Buying (Y)	0,850	0,769	0,784	0,689

**Source: Processed Data, 2024**

The Composite Reliability and Cronbach's Alpha values obtained were all greater than 0.70 and the AVE values were all greater than 0.50, so it was concluded that all items in each construct were reliable.

**Outer Loading**

**Table 3  
 Convergent Validity**

	Celebrity Endorsement (X1)	Flash Sale(X2)	Live Streaming (X3)	Impulse Buying (Y)
X1.1	0,746			
X1.2	0,777			
X1.3	0,744			
X1.4	0,725			
X2.1		0,765		
X2.2		0,886		
X2.3		0,767		
X2.4		0,755		
X3.1			0,769	
X3.2			0,751	
X3.3			0,752	
X4.4			0,735	
Y1.1				0,791
Y1.2				0,745
Y1.3				0,723
Y1.4				0,791

**Source: Processed Data, 2024**

Based on the outer loading values, it was found that all outer loading values for items were greater than 0.70, so it could be concluded that all items in each construct could be said to be valid.

**Inner Model Testing**

Testing on the inner model or structural model is used to see the significance value, the relationship between constructs, and the R-square in the research model. The R-square in the inner model (structural model) is used to evaluate the dependent construct. The following are the results of the R-square test in the table:

**Table 4**  
**Result R-Square Testing**

	R-square	R-square adjusted
<b>Impulse Buying</b>	0,631	0,622

**Source: Processed Data, 2024**

From the table above, the R-Square is obtained Impulse Buying (Y) is 0.631 which means construct celebrity endorsement, flash sale, and live streaming explain impulse buying amounting to 63.1%, and the remaining 36.9% is explained by other independent constructs outside the research model. Because the value is above 60%, the model can be said to be fit or good.

## **CONCLUSION**

This study provides valuable insights into the factors influencing impulse buying behavior on the Shopee e-commerce platform, particularly among users in Jember City, Indonesia. Through a quantitative and explorative descriptive approach, the research reveals the significant impact of celebrity endorsements, flash sales, and live streaming on consumer purchasing decisions. The findings indicate that each of these marketing strategies plays a pivotal role in shaping consumer behavior, demonstrating their effectiveness in encouraging unplanned and spontaneous purchases.

The significant influence of celebrity endorsements highlights the power of well-known public figures in fostering trust and admiration, leading consumers to make impulse purchases based on their association with the product. Flash sales, characterized by limited-time offers and significant discounts, create a sense of urgency and exclusivity, prompting consumers to act quickly to secure perceived value deals. Meanwhile, live streaming serves

as an interactive medium, enabling real-time engagement between sellers and buyers, enhancing product knowledge, and creating a sense of authenticity and immediacy.

The combined impact of these factors underscores the importance of a strategic and integrated marketing approach for e-commerce platforms like Shopee. By optimizing the use of celebrity endorsements, flash sales, and live streaming, Shopee can further enhance its appeal and drive increased consumer engagement and sales. Future research could explore the long-term effects of these strategies on customer loyalty and retention, as well as their applicability across different demographic and regional contexts. Such studies would provide a more comprehensive understanding of consumer behavior in Indonesia's rapidly evolving digital marketplace.

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