
THE INFLUENCE OF INFLUENCERS AND PRODUCT QUALITY ON SHOPEE BUYING INTEREST MEDIATED BY CONSUMER TRUST



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Abstract

This study reveals seven key findings related to factors that influence consumer purchase intention on e-commerce platforms such as Shopee. Influencers have a significant influence on purchase intention, while product quality does not have a direct impact, but plays a role in building consumer trust. Consumer trust is proven to have a strong influence on purchase intention. Brand quality relationships and brand image mediate the influence of social media on purchase intention on Shopee. In addition, product quality contributes to increasing consumer trust, which then influences purchase intention. The results of the study confirm that consumer trust is a crucial element in determining purchase intention, with product quality as the main foundation in building this trust. To increase purchase intention on Shopee, sellers are advised to improve product quality, provide transparent product descriptions, and provide responsive customer service. Marketing strategies through influencers and social media can strengthen brand relationships and product image. Sellers also need to utilize e-commerce features such as product reviews and promotions to build consumer trust and attract purchase intention. These findings provide strategic guidance for sellers in optimizing sales performance on e-commerce platforms.

Keywords: Influence of Influencers and Product Quality, Shopee Purchase Interest, Consumer Trust

INTRODUCTION

Nowadays, consumers can do many things more easily thanks to technological advances, especially when shopping through marketplaces or e-commerce. With technological advances, the ability to buy and sell products and services anywhere has become easier. Technological developments have changed the concept of marketing and consumer behavior from direct purchases to indirect or online purchases. Currently, e-commerce companies compete to offer their best deals to their customers, including displaying the quality of their products.

Therefore, most products are supported by attractive influencers. Attractive influencers have a significant positive relationship with consumer attention. A positive relationship can be interpreted as a significant increase in influence on influencers and can significantly increase purchase intentions. Findings from data.ai show that throughout 2022, Shopee was recorded as the number 1 online shopping platform in Indonesia with the highest total number of downloads on Google Play or the Apple Store, and Shopee became the number 1 online shopping platform in the number of active monthly users. Until mid-2023, the Shopee online shopping application continued to maintain its dominance in the Indonesian e-commerce market. This is indicated by more Shopee visitors than other platforms. SimilarWeb data shows that in May 2023, Shopee was visited by 161 million visitors. By showing this data, research on the influence of influencers and product quality on Shopee's purchase intentions mediated by consumer trust is something that is quite interesting to study because there are differences in the results of previous studies such as

J. Herdioko research results (2022) Show that the research results and discussion explain that influencers have a significant influence on purchasing interest. This is supported by the FWC Simanjutak study (2022) which states that Influencers on Purchase Interest have a positive and significant influence on Shopee application users. M Lifmin (2022) also states that Influencers have a positive and significant influence on Consumer Purchase Interest both simultaneously and partially. This means that influencers and product quality have a fairly strong relationship. Mayanti, Elizabeth (2023) stated that product quality and ease of transaction have a simultaneous positive influence on purchase interest. However, the results of Windah Ariyanti's research (2022) contain results that contradict this study. The results of

the study show that product quality has a negative and insignificant effect on purchase intention.

Several researchers stated that product quality has a significant effect on purchase intention mediated by consumer trust. The results of this study include research by ER Taufik (2020) which states that product quality has a positive and significant effect on purchasing decisions and trust. The results of this study are supported by the results of research by Susilawati Sumaa (2021) which states that product quality and advertising have a positive and significant effect on purchase intention. Mayanti & Elizabeth (2023) also stated that product quality and ease of transaction have a simultaneous positive effect on purchase intention. The results of research by Marium Mateen Khan, Zareena Memon & Sandeep Kumar (2019) stated that influencer credibility has a positive and significant effect on purchase intention. This is also supported by research by Ana Rusmardiana, Fenni Supriadi, Rita Irviani, Hamid Mukhlis & Rahul Chauhan (2020), which states that influencers have a positive and significant effect on purchase intention.

From the many studies above, various things have been explained regarding the results of research tests, so that in this study, repeated tests will be carried out with different objects to determine the differences in research results and produce more varied research. The object to be studied in this study is the Shopee Store. The researcher chose this object because Shopee is currently in great demand and has its own appeal.

REVIEW OF LITERATURE

Influencers

According to Julius Ripandi Hutabarat (2020), Influencer Influence is a reflection of the results of communication and interaction with other people, where this influence is used to change a person's attitude or behavior. If so, it is likely that consumers will be more influenced by influencers to buy products at the Shopee Store because Influencer interactions increase consumer enthusiasm directly interested and buy.

Product Quality

Quality is a description of the benefits, functions and durability of a product so that it will attract consumers to buy the product. Kotler (2009:143) states that product quality is the

overall general characteristics of a product in its ability to meet needs and desires. Product quality is a physical condition, nature and function of a product that is able to satisfy consumer needs and desires in proportion to the value given (Prawirosentono, 2004).

Consumer Trust

Consumer trust in online shopping affects purchase interest because trust is an important component for consumers to buy products online, based on the fact that online shopping is vulnerable to fraud and deception by online sellers. Trust is the willingness of a seller or company. Because of dependence on buyers and business partners, trust depends on several factors between individuals or between groups, such as salesperson competence, integrity, honesty, and kindness (Kotler and Keller 2016: 225).

Purchase Interest

According to Kotler (2005), purchase intention is something that precedes and determines each customer. Intention is a tendency to carry out an action or behavior or something that directly precedes actual purchasing behavior. Purchase intention can also be interpreted as an attitude of liking an object that makes individuals try to obtain the object by paying for it with money or sacrifice (Schiffman & Kanuk, 2008).

RESEARCH METHOD

This study uses associative research type. The purpose of using associative research is to find out the relationship between two or more variables and to find out the cause and effect relationship in a problem. This study uses quantitative methods. The data of this study uses primary data. Primary data is obtained from questionnaires in the form of questions that have been prepared in advance. The questionnaires that have been made are distributed to respondents and must be filled with consistent answers.

Quantitative methods involve the use of data collection instruments such as questionnaires distributed to sample respondents who are Shopee users. The data obtained will be analyzed using statistical methods in hypothesis testing and solving researcher questions. Statistical analysis that can be used includes regression analysis to test the effect of independent variables (influencers, product quality) on dependent variables (purchase intentions), as well as mediation analysis to test the mediating role of Consumer Trust in the

relationship between influencers and product quality with purchasing decisions. By using quantitative research, researchers can collect structured and numerically measurable data, allowing this study to obtain objective results and broader generalizations to the population of Shopee users in Muhammadiyah University of Surakarta students and Sumowono traditional market residents.

This research will be conducted on all users of the Shopee application, especially students of the Muhammadiyah University of Surakarta, Jl. Ahmad Yani No. 157, Pabelan, Kartasura, Surakarta 57169, Central Java, Indonesia, and residents of the Sumowono Traditional Market, Jl. Jend Sudirman No. 11 Sumowono Village, Sumowono District, Semarang Regency. Central Java 50662.

The population in this study was all students of Muhammadiyah University of Surakarta who had purchased products on the Shopee E-commerce. Muhammadiyah University of Surakarta has a fairly large number of students, so they represent the respondents in this study. The sample is part of the population to be studied (Ramadhani and Usman, 2021).

The sample in this study was taken 27 following Malhorta's theory, namely the number of question items multiplied by at least four or multiplied by five. The total questions in this study were 23 question items. So, the number of samples in this study was 150 respondents of Muhammadiyah University of Surakarta students who had made purchases at Shopee.

The sampling technique used in this study is Nonprobability sampling with the Purposive sampling method, which is the selection of samples that follow the criteria or characteristics that have been determined. The sample selection criteria in this study are as follows:

1. Respondents are students of Muhammadiyah University of Surakarta
2. Respondents who have made purchases on Shopee
3. Each respondent has one opportunity to fill out the questionnaire.

RESULTS AND DISCUSSION

Respondent Description

Table 1.
Respondent Description

Respondent Description	Number of Respondents
Gender	
Man	54
Woman	96
Age	
16 - 19 Years	27
20 - 24 Years	64
25 - 29 Years	30
30 - 34 Years	29
Work	
Other	35
Government employees	12
Private employees	17
Students	61
Businessman	25
Purchase Intensity on Shopee	
> 8 times	89
2 - 4 times	15
5 - 7 Times	46

Source: primary data (2022), processed

Of the total 150 respondents, there were 54 men and 96 women, indicating the dominance of female respondents. In terms of age, the majority of respondents were aged 20-24 years with a total of 64 people, followed by 25-29 years with 30 people, and 16-19 years and 30-34 years with 27 and 29 people, respectively. For employment, students are the largest group with 61 people, followed by entrepreneurs with 25 people, private employees with 17 people, civil servants with 12 people, and others with 35 people. In the context of purchasing intensity on Shopee, the majority of respondents made purchases more than 8 times, with a total of 89 people, followed by 5-7 times, with 46 people, and 2-4 times, with 15 people.

Measurement Model (Outer Model)

The outer model is a measurement model of the specification of the relationship between latent variables and their indicators or manifestations. In this model, there are

validity and reliability tests to ensure that the model built has met the reliable and valid requirements (Nurwullan et al., 2015).

Convergent Validity

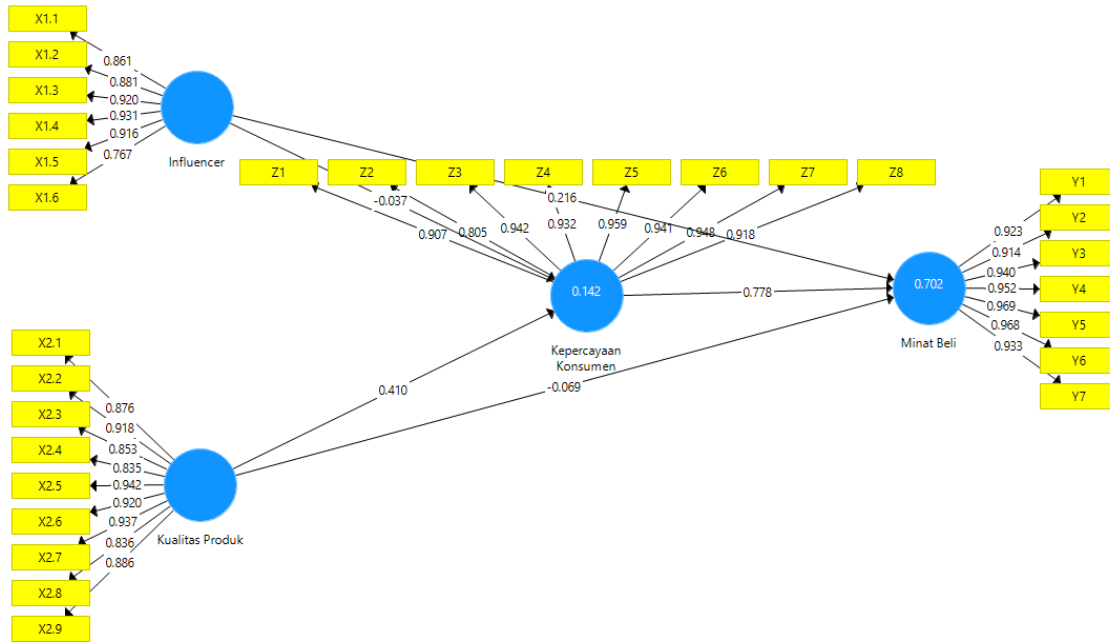


Figure 1.
Convergent Validity

Table 2.
Outer Loading

Indicator	Influencers	Consumer Trust	Product Quality	Purchase Interest	Caption
IF1	0.861				Valid
IF2	0.881				Valid
IF3	0.920				Valid
IF4	0.931				Valid
IF5	0.916				Valid
IF6	0.767				Valid
KP1			0.876		Valid
KP2			0.918		Valid
KP3			0.853		Valid
KP4			0.835		Valid
KP5			0.942		Valid

KP6			0.920		Valid
KP7			0.937		Valid
KP8			0.836		Valid
KP9			0.886		Valid
MB1				0.923	Valid
MB2				0.914	Valid
MB3				0.940	Valid
MB4				0.952	Valid
MB5				0.969	Valid
MB6				0.968	Valid
MB7				0.933	Valid
KP(Z)1		0.907		*	Valid
KP(Z)2		0.805			Valid
KP(Z)3		0.942			Valid
KP(Z)4		0.932			Valid
KP(Z)5		0.959			Valid
KP(Z)6		0.941			Valid
KP(Z)7		0.948			Valid

Source: primary data (2022), processed

The results of data processing of all indicators have a loading value of more than 0.7, so that it can be stated that all indicators (as many as 30 items) are valid. Considering these results, all indicators can be continued in the next data processing process.

Construct Reliability

Table 3.
Construct Reliability

Variables	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Influencers	0.941	0.947	0.954	0.776
Consumer Trust	0.974	0.976	0.978	0.847
Product Quality	0.967	0.971	0.972	0.792
Purchase Interest	0.979	0.980	0.983	0.889

Source: primary data (2022), processed

The Cronbach's Alpha value of each variable dimension is more than 0.7. Starting from the influencer variable of 0.941, the consumer trust variable of 0.974, the product quality variable of 0.967, and finally the purchase interest variable of 0.979. This means that all variables are said to be reliable based on the results of Cronbach's Alpha.

The rho_A value of each variable dimension is more than 0.7. Starting from the influencer variable of 0.947, the consumer trust variable of 0.976, the product quality variable of 0.971, and finally the purchase interest variable of 0.980. This means that all variables are said to be reliable based on the rho_A results.

The Composite Reliability value of each variable dimension is more than 0.6. Starting from the product variable of 0.891, the price variable of 0.863, the location variable of 0.879, and finally the purchasing decision variable of 0.875. This means that all variables are said to be reliable based on the Composite Reliability results.

The AVE value of each variable dimension is more than 0.5. Starting from the product variable of 0.672, the price variable of 0.613, the location variable of 0.646, and finally the purchasing decision variable of 0.637. This means that all variables are said to be reliable based on the AVE results.

Structural Model Evaluation (Inner Model)

Inner model testing is an analysis that shows the relationship between variables in the research model. In this inner model test, it is carried out based on the coefficient of determination (R Square), path values, and the T-statistic test. The criteria for concluding data analysis are carried out by comparing the error rate in this study with the p-values. The error rate in this study is 5%, or the same as 0.05. In addition, it also compares the T-statistic value in the results of data analysis or calculation results with the criteria for the T value.

Table 4.

Variables	R Square	R Square Adjusted
Consumer Trust	0.142	0.131
Purchase interest	0.702	0.696

Source: Primary data (2022), processed

Based on the table above, the results of the R Square test of the purchase interest variable have a value of 0.702. So it can be said that 70.2% of the purchase interest variable is influenced by the influencer variable, product quality, and consumer trust, while the rest is influenced by variables outside the research model in Figure 2. Furthermore, the consumer trust variable has a value of 0.142, or in other words, 14.2% of the consumer trust variable is influenced by the influencer variable, and the remaining product quality is influenced by variables outside the model.

Table 5.

Hypothesis	Equality	t statistics	P values	Conclusion
H1	Influencer → Purchase Interest	2,036	0.042	Accepted
H2	Product Quality → Purchase Interest	0.689	0.491	Rejected
H3	Consumer confidence → Purchase interest	16,746	0,000	Accepted
H4	Influencer → Consumer Trust	0.216	0.829	Rejected
H5	Product quality → Consumer trust	2,287	0.023	Accepted
H6	Influencer → Consumer Trust → Purchase Interest	0.217	0.829	Rejected
H7	Product Quality → Consumer Trust → Purchase Interest	2,249	0.025	Accepted

Source: primary data (2022), processed

Based on the table above, the results of the hypothesis test compare the p-value and the T-statistic value. The criteria are if the p-value is less than 0.05 and the T-statistic value is greater than 1.96. Of the seven hypotheses, those accepted are H1, H3, H5, and H7. The rejected hypotheses are H2, H4, and H6.

Discussion

Based on the first finding, it shows that influencers have a positive and significant influence on purchasing interest. This means that the presence of influencers promoting a product can significantly increase consumer interest in purchasing the product. This finding supports the findings of Stevani & Junaidi (2021), which state that influencers have a positive and significant influence on purchasing interest. The practical implication of this finding is that companies and marketers need to consider using influencers in their marketing strategies. By working with influencers who have relevant and credible followers, companies can increase the visibility of their products and attract consumer purchasing interest more effectively. Influencers can provide authentic reviews, recommendations, and content about products, which can positively influence consumer purchasing decisions.

The second finding shows that product quality does not have a significant effect on purchase intention. This rejects the H2 hypothesis, which states that product quality has a significant effect on purchase intention. The results of this study contradict Assyarofi & Kholifah (2023), who stated that product quality has an effect but is not significant in

influencing one of the considerations in purchasing decisions. The practical implication of this finding is that companies cannot rely solely on product quality to increase consumer purchase intention. Other factors such as marketing strategy, branding, price, and customer experience need to be considered to create a strong appeal and encourage consumer purchase intention.

The following findings show that consumer trust has a positive and significant influence on purchase intention. This means that the higher the consumer's trust in a product or brand, the greater their interest in purchasing the product. This finding supports the findings of Rodiah & Melati (2020), which state that consumer trust has a significant influence on purchase intention. The practical implication of this finding is that companies must focus on building and maintaining consumer trust through transparency, product quality, and good customer service to increase consumer purchase intention.

Then the fourth finding shows that influencers do not have a significant influence on consumer trust. This means that the presence of influencers does not significantly increase consumer trust in a product or brand. This finding contradicts the findings of Fitriana & Achmad (2024), which state that influencers have a significant influence on consumer trust. The practical implication of this finding is that companies cannot rely entirely on influencers to build consumer trust. Companies need to explore other strategies, such as improving product quality, good customer service, and transparency, to build stronger consumer trust.

The fifth finding shows that product quality has a positive and significant influence on consumer trust. This means that good product quality significantly increases consumer trust in the product or brand. This finding supports the findings of Fitriana & Achmad (2024), which state that product quality has a significant effect on consumer trust. The practical implication of this finding is that companies should focus on improving and maintaining the quality of their products to build and strengthen consumer trust.

The sixth finding shows that influencers do not have a significant influence on consumer trust, which then has an impact on purchase interest. This means that the presence of influencers does not significantly increase consumer trust, which in turn does not affect their purchase interest. This finding contradicts Fitriana & Achmad (2024), who stated that influencers have a significant influence on consumer trust, which mediates purchase interest.

The practical implication of this finding is that companies cannot fully rely on influencers to build consumer trust, which then drives purchase interest. As an alternative, companies need to explore other strategies such as improving product quality, good customer service, and transparency to build stronger consumer trust and drive purchase interest.

The latest findings show that product quality has a positive and significant effect on consumer trust, which then has an impact on purchase intention. This means that good product quality increases consumer trust, which in turn drives their purchase intention. This finding supports the findings of Fitriana & Achmad (2024), which state that product quality has a significant effect on consumer trust, which mediates purchase intention. The practical implication of this finding is that companies should focus on improving and maintaining the quality of their products to build strong consumer trust, which will ultimately increase purchase intention.

CONCLUSION

Based on the seven findings in this study, several key factors influence consumer purchase intention on e-commerce platforms such as Shopee. Influencers have a significant influence on purchase intention, while product quality does not have a significant direct impact on purchase intention but does affect consumer trust. Consumer trust has a strong influence on purchase intention. On Shopee, brand quality, relationship, and brand image mediate the influence of social media on purchase intention. In addition, product quality has been shown to build consumer trust, which in turn affects purchase intention. These findings confirm that consumer trust is a crucial factor in determining purchase intention, and product quality plays an important role in building that trust on e-commerce platforms.

To increase purchase interest on Shopee, sellers must focus on improving product quality and building consumer trust through transparency, clear product descriptions, and responsive customer service. Integrating effective marketing strategies by utilizing influencers and social media can strengthen brand relationships and product image, which will ultimately increase consumer purchase interest. Sellers must also be active in building good relationships with customers and utilizing Shopee features, such as product reviews and promotions, to build trust and attract purchase interest.

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