THE INFLUENCE OF CELEBRITY ENDORSEMENT AND ELECTRONIC WORD OF MOUTH ON PURCHASE DECISIONS ON SHOPEE WITH CONSUMER CONFIDENCE AS A MODERATION VARIABLE IN ISLAMIC BUSINESS PERSPECTIVE (STUDY ON SHOPEE GENERATION Z CONSUMERS IN BANDAR LAMPUNG)

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ABSTRACT

The purpose of this study was to determine and analyze the celebrity endorsement and electronic word of mouth towards purchase decisions on shopee with consumer confidence as a moderation variable in the perspective of Islamic Business. This study uses a quantitative approach. The population in this study was 2,228 Generation Z in Bandar Lampung. The sampling technique used is non probability sampling, using the slovin formula, and getting a sample number of Shopee consumers as many as 96 respondents. Data analysis techniques used in the study using Moderated Analysis (MRA) with SmarPLS 4. Based on the results of statistical analysis, Celebrity Endorsement has a positive and significant effect on purchase decisions on Shopee, and Electronic Word of Mouth does not have a positive and significant effect on purchase decisions on Shopee. Consumer confidence strengthens the influence of Celebrity Endorsement on purchase decisions on Shopee, but consumer confidence weakens the influence of Electronic Word of Mouth on purchase decisions on Shopee. In an Islamic perspective, digital business practices such as Shopee must be run with the principles of honesty, justice, and responsibility as a form of worship, where consumer trust is built through transparency, ethical communication, and promotion that is not excessive in accordance with Sharia values.

Keywords: Celebrity Endorsement, Electronic Word of Mouth, Purchase Decision, Trust

INTRODUCTION

In the modern era, the advancement of information technology is very fast, including the internet has given a huge influence to various fields including the world of online business and marketing. Online shopping through the internet is the process of purchasing goods or services from sellers who sell their goods online. The sellers are trying to build their online stores to sell goods to internet users. The development of technology can now be used in the business world oftimal.

The shift of business strategy to digital marketing has changed the buying and selling activities of commercial products or services from physical stores to online media. One of them is online shopping, a designation that refers to online stores where all sales, sales transactions, communication between sellers and buyers are carried out online (Clara & Beni, 2023). Online Shopping today has become a phenomenon of online shopping among people who are inseparable from life. Because it has proven to be easier, faster and more practical in buying and selling transactions along with digital developments at this time, a consumer only needs to visit e-commerce to find the goods he wants, without having to come to the store directly. Online stores generally offer lower prices compared to in-person stores.

E-commerce or Electronic Commerce, defined as any form of activity of trade transactions or commerce of goods or services using electronic media related to the internet (Muhammad yusuf, 2021). This activity includes the distribution, sale, purchase, marketing and service of products through electronic systems such as the internet and other computer networks. E-commerce is not a service or a good, but a combination of the two. E-commerce and related activities carried out through the internet can be a driver of improvement in the domestic economy through the liberalization of domestic services and accelerate integration with global production.

Here is a table of the most E-commerce visitors in Indonesia in September 2024:

Table 1

No	E-commerce	Number of Visitors
1	Shopee	134,3 millions
2	Tokopedia	76,6 millions
3	Lazada	45,2 millions
4	BliBli	20,7 millions
5	Bukalapak	3,7 millions

Sources: Databoks, 2024

In the table above, it can be seen that Shopee leads the e-commerce market with the highest number of visitors in Indonesia by reaching 134.3 million visitors in the last year surpassing its competitors. Followed by Tokopedia, which is in second place with a total of 76.6 million visitors. Then followed by Lazada in third place with a total of 45.2 million visitors. In fourth place is BliBli with 20.7 million visitors. And the last in line is Bukalapak with a total of 3.7 million visitors.

Shopee offers a wide range of products ranging from daily necessities, household appliances, beauty products, fashion and many others. But there are still problems on Shopee such as late delivery, goods received do not match the description, and poor product quality. Shopee

users are generally teenagers who are used to buying products online. One of them is Generation Z, the first generation that has been exposed to technology since childhood. Facebook Insta-Insta Insta-Insta Insta Insta-Insta insta instagram (Wijaya et al., 2023). Generation z itself tends to like shopping online because it provides convenience, speed and variety of products offered.

Generation Z in Bandar Lampung shows different behavior patterns in consumption and decision-making especially when it comes to online shopping. Choosing Generation Z in Bandar lampung as the object of research is very relavan because they are a group of consumers who are strongly influenced by digital and social media factors. Bandar Lampung is a capital city with many young internet users, where Generation Z is very connected to the digital world. They are active on social media, have a habit of shopping online, and rely heavily on e-commerce applications such as Shopee to meet their daily needs.

Purchasing decision is an activity of individuals who are directly involved in the purchase decision of a product of goods and services desired by consumers (DidikGunawan, 2022). The higher the level of purchasing decisions, the greater the indication that the product or service is able to meet the needs and preferences of consumers. This process reflects the extent to which consumers are actively involved in evaluating, assessing, and ultimately deciding to use the product or service offered.

One marketing strategy that can influence purchasing decisions is celebrity endorsement. Shopee uses celebrity endorsement to attract consumers so as not to lose customers. Celebrity endorsement is utilizing an artist, entertainer, athlete, public figure who is known as an advertising star in various media (Nilammadi et al., 2020). Celebrities are able to influence a consumer to stop and direct attention to him, and can provide opportunities for each consumer to make purchasing decisions for products offered by celebrities. Vidi Aldiano is a brand ambassador known as a singer, podcast host and businessman. The use of Vidi Aldiano in celebrity endorsement on the Shopee platform is in accordance with the image presented and is able to attract consumers to make purchasing decisions. The challenge is that when the use of celebrity imagery doesn't align with the target audience's references and credibility, it can influence consumer purchasing decisions. This can create doubt in consumers' assessments of products and ultimately influence purchasing decisions. This phenomenon is often seen in various marketing campaigns, where, despite using well-known public figures, promotions still fail to significantly increase purchase decisions. In research conducted by (Sonny Nathaniel Catur Wijaya, 2020), indicates that celebrity endorser has a positive and significant effect on the purchase decision of Under amour brand sportswear products. However, this study is not in line with the findings put forward (Ngesti, 2021), that the variable celebrity endorsement does not significantly affect the decision to purchase cosmetics make over in the city of Yogyakarta.

Electronic word of mouth is currently a popular strategy as a reason for consumer purchases. Electronic word of mouth is a positive or negative statement made by a consumer, both present and past, about a product or company over the internet (Glend M. C. Sualang, Silvya L. Mandey, 2023). Information obtained through electronic word of mouth is often considered more reliable because it comes from real user experience. Consumers tend to look for reviews and recommendations before deciding to buy a product, especially e-commerce shopee, which provides review and rating features as one of the main sources of information. There are problems, such as the problem of fake reviews used to raise the image of a product, too many reviews with

conflicting opinions can also confuse consumers and hinder consumers in making purchasing decisions.

Here is a picture of electronic word of mouth in the form of a consumer review on Shopee:



Figure 1
Purchase Reviews on Shopee
Sources: Shopee, 2024

Based on the picture above taken from Shopee, can be displayed bring the left picture is a positive review from consumers on Shopee. Consumers leave positive reviews regarding the ordered hijab. Consumers give a rating of five and say they like the hijab purchased, the service is very fast and gives advice to other customers so that they do not hesitate to buy hijab here and consumers will make purchases again. Reviews like this are very helpful and useful for shopee to further increase its sales as well as help consumers to make purchasing decisions.

While the image on the right is a negative review from consumers, consumers give one rating and then complain that the color of the glass sent is different from the order and get broken glass and then there is no recognition from the store owner about the broken glass. The disappointment is directly conveyed by consumers through shopee accounts, which indirectly affects potential customers making purchase decisions and will have a bad impact on sales at shopee. Research conducted by (Nur & Octavia, 2022), the results show that electronic word of mouth has a significant effect on purchasing decisions. But instead research conducted (Tammu & Palimbong, 2022), electronic word of mouth has no influence on purchasing decisions.

Consumer confidence is used as a moderation variable because it has a very important role in influencing purchasing decisions. Consumer trust is knowledge that consumers must have, so that consumers will believe and be willing to give up their money to make transactions when a site or sale is honest in providing information to consumers (Nasution et al., 2020). Consumer trust is a fundamental element in establishing a relationship between consumers and brands. This trust is not only formed from direct experience of the product or service, but is also influenced by various sources of information received by consumers, including celebrity endorsements and electronic word of mouth.

When consumers believe that a brand is reliable and able to meet their expectations and commitments, they tend to show Higher Loyalty and have a tendency to recommend the brand to others. Conversely, if Trust is compromised, the impact can be very detrimental, such as decreased loyalty and the move of consumers to competing brands. In this context, consumer confidence is able to strengthen or weaken the influence of marketing communication strategies, such as celebrity endorsement and electronic word of mouth, on purchasing decisions. When trust levels

are high, promotional messages are easier to receive and respond to positively. However, when the level of trust is low, the effectiveness of such messages will decrease significantly.

Described in the Qur'an Surah Al-Baqarah verse 275.

اَلَّذِيْنَ يَأْكُلُوْنَ الرِّبٰوا لَا يَقُوْمُوْنَ اِلَّا كَمَا يَقُوْمُ الَّذِيْ يَتَخَبَّطُهُ الشَّيْطٰنُ مِنَ الْمَسِّۗ ذٰلِكَ بِاَنَّهُمْ قَالُوْٓا اِنَّمَا الْبَيْعُ مِثْلُ الرِّبٰواۘ وَاَحَلَّ اللّٰهُ الْبَيْعَ وَحَرَّمَ الرِّبٰواۗ فَمَنْ جَاۤءَهٗ مَوْعِظَةٌ مِّنْ رَّبِّهٖ فَانْتَهٰى فَلَهٗ مَا سَلَفَۗ وَاَمْرُهٗٓ اِلَى اللّٰهِۗ وَمَنْ عَادَ فَاُولٰۤىِٕكَ اَصْحٰبُ النَّارِۚ هُمْ فِيْهَا خٰلِدُوْنَ

"Those who eat usury cannot stand, except as one who stands in a trance, possessed by Satan. This is because they say that buying and selling is the same as usury. Allah has made buying and selling lawful and forbidding usury. Whosoever receives a reminder from his Lord, then he ceases, until that which he has earned is his own, and his affair is with Allah. Those who repeat (usury transactions), they are the dwellers of the fire. They will abide therein forever."Qs. Al-baqarah 275.

This verse explains that buying and selling is a lawful activity in Islam, as long as it is done in the right way and does not contain elements of usury, fraud, or injustice. In the context of online buying and selling, the main principles that must be maintained are honesty in conveying product information, transparency in prices and additional costs, and clear agreements between sellers and buyers. In addition, the transaction must be carried out fairly and not to the detriment of either party. By following one of the Islamic Business Principles, buying and selling online can be a means that is halal, beneficial, and brings blessings to all parties involved.

Based on the differences in research results that have been described above, variable celebrity endorsement and electronic word of mouth occur inconsistencies with purchase decisions, researchers added a variable of consumer confidence as a variable of moderation, because consumer confidence can not be avoided when making purchasing decisions. Therefore, consumer confidence as a variable of moderation is expected to be a consideration for consumers in order to be careful in making purchasing decisions.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

The theory of planned behavior (theory of planned behavior) explained that a person's behavior arises because of the intention to behave. This theory is focused on specific behaviors and can also be applied to all behaviors in general. A person's intention to behave can be predicted by three main factors: attitude toward the behavior, subjective norm, and perceived behavior control. Attitude to behavior is a person's overall evaluation of the positives or negatives of a particular behavior. Subjective norms are a person's beliefs about pressure from others that it is important for him to display or not certain behaviors in accordance with these expectations. Perception of behavior control is a person's perception of his ability to carry out certain behaviors (Nuri purwanto, Budiyanto, 2022).

The Theory of Planned Behavior (TPB) is relevant in the study entitled "The Influence of Celebrity Endorsement and Electronic Word of Mouth on purchasing decisions on Shopee with consumer confidence as a moderation variable in the Islamic business perspective" because TPB explains that purchase intention and behavior are influenced by attitudes, subjective norms, and perceptions of behavioral control. Celebrity endorsement and E-WOM play a role in shaping positive attitudes and social pressures that encourage consumers to buy products, while consumer

confidence serves as a moderation factor that strengthens or weakens the influence of both variables on purchasing decisions. In the perspective of Islamic business, this process must be carried out with the values of honesty, justice, and responsibility, so as to form ethical and Shari'a-compliant consumption behavior.

Celebrity Endorsement

Celebrity Endorsement is an effective promotional method to attract customers by means of artist endorsements. By looking at the current market analysis it has become a necessity to use famous celebrities to promote their goods and brands as well as build a unique brand identity. Nowadays celebrities are used as a powerful strategic tool to achieve maximum profits (Evan Jaelani, 2018). There are three indicators to determine celebrity endorsement, namely: (1) attractiveness includes physical, intelligence, personality and lifestyle or characteristics that are owned and can attract consumers. (2) Trust is the integration and credibility of celebrities to be able to convince others to make decisions and take action buyers. (3) expertise consists of knowledge, skills or experience relating to the subject of its advertising (Rosita & Novitaningtyas, 2021).

The Theory of Planned Behavior (TPB) explains that a person's intentions are influenced by attitudes, subjective norms, and perceptions of behavioral control. Celebrity endorsements can shape consumers ' positive attitudes toward products, create social influence, and increase confidence in making decisions. Thus, celebrities play an important role in shaping consumer purchasing intentions within the TPB framework.

Electronic Word of Mouth

According to (Khoirunnisa et al., 2023), electronic word of mouth is a new concept in the field of communication, especially in marketing communications, where individuals can exchange information based on their personal experiences through online media, both positive and negative. (Sakha et al., 2024) Explain there are four indicators of electronic word of mouth, namely: (1) positive reviews about certain products or brands, and information about these reviews is obtained from customers who have used or purchased service products. (2) recommendation of a particular product or brand, recommendation of a product or service that is better than competitors so that customers who have purchased the product provide recommendations about what they get from buying or using the product or service. (3) frequently read online reviews, read online reviews about how consumers see a product, and information obtained from consumers about complaints and advantages of the product or service. (4) Be confident in buying the product, be confident in buying the product if the online consumer reviews submitted are positive.

The Theory of Planned Behavior (TPB) is closely related to Electronic Word of Mouth (E-WOM) because the information conveyed through online consumer reviews and recommendations can influence an individual's attitude towards a product, form subjective norms through majority opinion, and strengthen the perception of behavioral control by providing a real picture of other users ' experiences. A positive E-WOM can create a favorable attitude towards a product or service, while a large number of supportive reviews also puts social pressure to follow the majority's choice.

Purchase Decision

Purchasing decision is a process of making decisions about purchasing, which includes choosing what items to buy and taking lessons from previous actions (Erika Nurmartiani, 2024). According to (Dian Mardiana, 2022), there are four indicators used in measuring purchasing

decisions, namely: (1) stability in a product (2) habits in buying products (3) giving recommendations to others (4) making repeat purchases.

The Theory of Planned Behavior (TPB) is directly related to purchasing decisions because this theory explains that the intention to buy a product is influenced by three main factors: the attitude towards the product, subjective norms and perceptions of behavioral control. A positive attitude towards the product will encourage the desire to buy, while social encouragement from the closest people or the environment can influence the decision through subjective norms. In addition, if consumers feel they have control and the ability to make a purchase, then the possibility of a purchase decision will be greater, so that all elements in the TPB play an important role in shaping overall purchasing decisions.

Consumer Confidence

Consumer confidence is any knowledge possessed by consumers and the conclusions consumers make about objects, attributes and benefits (Fina berlin Lestari, 2024). According to (Ruslin Karim, Tineke Wolok, 2020) trust can be defined as an attitude that shows liking and continuing to use a particular item or brand. (Raniya et al., 2023) explain there are four indicators of consumer confidence, namely: (1) confidence in good reputation (2) confidence in the reliability of performance (3) confidence in the security of transactions (4) confidence will not act illegally.

Theory of Planned Behavior (TPB) has a relationship with consumer confidence because trust can affect the three main components in TPB, namely attitudes, subjective norms, and perceptions of behavior control. When consumers have high confidence in a brand or business, they tend to have a positive attitude, feel socially supported to use the product, and feel confident that they are able to make the right decision. Thus, consumer confidence becomes an important factor that strengthens intentions and encourages actual behavior in the context of purchases in accordance with the TPB framework.

RESEARCH METHOD

The type of research used in this study is quantitative research, which is an approach that emphasizes the objective measurement of social phenomena through the collection of numerical data and statistical analysis. This study aims to test the hypothesis that has been established by using data collected systematically from respondents, thus allowing researchers to identify the relationship between variables: celebrity endorsement, electronic word of mouth, consumer confidence, and purchasing decisions. This approach was chosen because it is able to provide a measurable and valid picture of the influence between variables in the context of Generation Z consumer behavior on the Shopee platform, in accordance with the Islamic business perspective. The population in this study was 2,228 Generation Z in Bandar Lampung. Samples obtained using the Slovin formula calculation were obtained by 96 respondents of Shopee Generation Z consumers in Bandar Lampung.

The sampling technique used in this study is non-probability, which is a sampling technique that does not provide the same opportunity or opportunity for each element or population to be selected as a sample. This means that the selected sample is deliberately determined based on the criteria determined by the researcher who aims to ensure that the data obtained is accurate in accordance with the problem under study. The criteria in this study are Generation Z aged 12-27 years, domiciled in Bandar Lampung, and based on the old use of Shopee.

This study uses primary data obtained through the dissemination of questionnaires via Google from the media. The data analysis method used is Moderated Analysis (MRA) with the help of SmartPLS 4 software. Moderated Regression Analysis (MRA) was used in this study to test whether consumer confidence acts as a moderation variable that strengthens or weakens the influence of celebrity endorsement and electronic word of mouth (E-WOM) on purchase decisions on Shopee. With this approach, researchers can see the extent to which consumer confidence affects the relationship between the independent and dependent variables, particularly in Generation Z consumers in Bandar Lampung. In an Islamic business perspective, the use of MRA also helps to understand how values of trust that reflect integrity, transparency, and honesty can strengthen the effectiveness of digital marketing strategies to align with Sharia principles, so that purchasing decisions are not only driven by commercial factors, but also ethical and spiritual considerations.

RESULTS AND DISCUSSION

Validity Test

Validity test is the process of testing the validity or level of validity of research instruments. Validity testing using SmartPLS 4 is done to ensure that the indicators in the model are really able to represent the measured construct. Convergent validity can be seen from the value of the loading factor of each indicator to its construction. The indicator is considered valid if it has a loading value of more than 0.60, which indicates that the indicator has a sufficient contribution in forming the construct. In addition, discriminant validity is used to assess the degree to which a construct differs from another. For reflective indicator, discriminant validity is analyzed through cross loading value. An indicator is said to satisfy discriminant validity if its loading value on the origin construct is higher than that of the other constructs, and ideally its value is also above 0.60. Based on the results of data processing, the results obtained by variable validity test can be seen from the table below:

Table 2
Loading Factor

Indicators	Celebrity Endorsement (X1)	Electronic Word of Mouth (X2)	Purchase Decision (Y)	Consumer Confidence (Z)	Moderation (ZXX2)	Moderation (ZXX1)	Description
X1.1	0.763						Valid
X1.2	0.841						Valid
X1.3	0.819						Valid
X1.4	0.872						Valid
X1.5	0.767						Valid
X1.6	0.846						Valid
X2.1		0.783					Valid
X2.2		0.880					Valid
X2.3		0.799					Valid

X2.4		0.791					Valid
X2.5		0.783					Valid
X2.6		0.811					Valid
X2.7		0.739					Valid
X2.8		0.791					Valid
Y.1			0.813				Valid
Y.2			0.796				Valid
Y.3			0.778				Valid
Y.4			0.779				Valid
Y.5			0.794				Valid
Y.6			0.803				Valid
Y.7			0.750				Valid
Y.8			0.856				Valid
Z.1				0.774			Valid
Z.2				0.842			Valid
Z.3				0.738			Valid
Z.4				0.830			Valid
Z.5				0.825			Valid
Z.6				0.772			Valid
Z.7				0.806			Valid
Z.8				0.807			Valid
ZXX1						1.000	Valid
ZXX2					1.000		Valid

Source: primary Data at by SmartPLS 4, 2025

Based on the data that has been presented in the table above, it can be seen that the research question items have been qualified to meet the validity test by looking at the outer loading value that has been qualified which is more than 0.06. Here is a picture of the results of the questionnaire validity test using software tools SmartPLS 4:

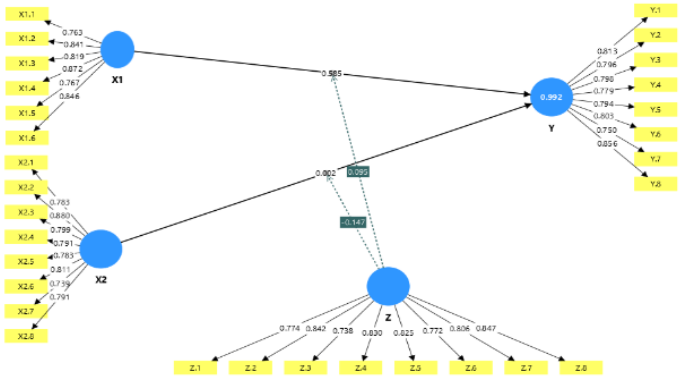


Figure 2
The results of the validity test variables Celebrity Endorsement (X1) and Electronic Word of Mouth (X2) on the purchase decision (Y)with consumer confidence as a variable of moderation (Z)
Source: primary data processed by SmartPLS 4, 2025

Here are the results of the questionnaire test using SmartPLS 4 software. In the figure above, it can be seen that the variable X1 consists of 6 items, X2 consists of 8 items, the variable Y has 8 items, and the variable Z also consists of 8 items. All of these items have met the validity criteria.

Reliability Test

A reliability test is a tool to measure a questionnaire that is an indicator of a variable or construct. In this study, to determine whether the questionnaire is reliable or not, using Cronbach's alpha (a). The results need to be tested for reliability, one of which is by looking at Cronbach's Alpha, which can be declared eligible if the value is >0.7, the results of testing the reliability of the instrument using SmarPLS 4 application tools. As for the output of SmartPLS 4 calculation for celebrity endorsement variables, electronic word of mouth, purchase decisions, and consumer confidence, and can be seen from the table below:

Table 3
Cronbach's Alpha and AVE

Variable	Cronbach's Alpha	AVE
Celebrity Endorsement	0.901	0.671
Electronic Word of Mouth	0.918	0.637
Purchasing Decisions	0.919	0.639
Consumer Trust	0.922	0.648

Source: primary data processed SmarPLS 4, 2025

From the above data it can be seen that the value of cronbach's alpha in the table above shows that cronbach's alpha of all variables >0.7 then it can be said that the overall variable has a high level of reliability. Average Variance extracted (AVE) value of each other constructs > 0.5. From the table above known AVE value of more than 0.5 which means reliable.

Data Analysis
Hypothesis Submission
Hypothesis Test (T Test)

Statistical test T is used to prove the independent variable affects the dependent variable individually. The test was conducted by comparing the t count of each 0.05 means significant and statistical t >1.98, and p values > means not significant, using the SmartPLS 4 application. Here is a T test:

Table 4
Cronbach's Alpha and AVE

Hypothesis	Influence	Original Sampel (O)	Sample Mean	Standard Deviation (STDEV)	T-Statistic	P Values
H1	X1	0.585	0.588	0.055	10.647	0.000
H2	X2	0.002	0.002	0.050	0.044	0.965

Source: primary data processed by SmartPLS 4, 2025

As stated in the data above, the results of T-statistics 10,647 >1.98 and P values 0,000 <0.05. This proves that celebrity endorsement has a positive and significant effect on purchase decisions on Shopee, so that H1 in this study is supported it can be seen that the results of T-statistics 0.044 >1.98 and P values 0.965 this means that electronic word of mouth does not have a positive and significant effect on purchase decisions on Shopee, so.

Test of The Moderation Effect

Referring to the data that has been done the results can answer the hypothesis in this study. This test aims to determine whether the variable of consumer confidence moderation (Z) has an influence in strengthening or weakening between independent variables celebrity endorsement (X1) and electronic word of mouth (X2) against the variable strain of purchasing decisions (Y)

Table 5
Moderation Effect Test Results

Hypothesis	Influence	Original Sampel (O)	Sample Mean	Standard Deviation (STDEV)	T-Statistic	P Values
H3	Z.x X1 >Y	0.095	0.039	2.426	2.426	0.015
H4	Z.x X2 >Y	-0.143	0.042	3.479	3.479	0.001

Source: primary data processed by SmartPLS 4, 2025

From the explanation above, presenting the results of the original sample value of 0.095 and the T-statistical value of 2.426 with p-value of 0.015. Then it can be summarized that the variable Z has a significant moderating effect on the relationship between X1 and Y. Thus, the H3 hypothesis is supported. Seen the original sample value of -0.143 with a T-statistic value of 3.479 and P values of 0.001. Since the p-value is less than 0.05 and the statistical t-value is greater than 1.96, it can be inferred that the variable Z has a significant moderating effect on the relationship between X2 and Y. Hence, the H4 hypothesis is supported.

Coefficient of Determination (R2)

The coefficient of determination (R2) is used to determine the percentage of the dependent variable (Y) caused by the independent variable (X). So in measuring how much the ability of the model in explaining the independent variation, it is necessary to test the coefficient of determination. If R2 is greater, the presentation of changes in the dependent variable (Y) caused by the independent variable (X) is lower. The same value of R2 explains that the indication of the regression model is well built, with an optimal number of variables and a significant contribution from each variable. Therefore, in this study using the value of R Square was used using SmartPLS 4 software. Here are the results of the coefficient of determination test.

Table 6
Coefficient of Determination Test Results

Matrix	R Square	R Square Adjusted
Y	0.992	0.992

Source: primary Data processed by SmartPLS 4 researchers, 2025

From the description of the results of the analysis of the coefficient of determination in the table above obtained R Square value of 0.992 for the dependent variable of the purchase decision. This suggests that 99.2% of the variation in purchasing decisions can be explained by the independent variables in this study, namely, celebrity endorsement, electronic word of mouth and consumer confidence. Then the variable R Square Adjusted by 0.992, which is the result that is in accordance with the number of model variables, so as to provide an accurate picture of the ability of the model in explaining the dependent variable.

With the number of R Square above 0.5, it can be stated that this model has a fairly good ability to explain the influence of independent variables on purchasing decisions on Shopee. This value reflects how high the purchase decision can be predicted through the three factors examined in this study.

Recapitulation Of Hypothesis Test Results

Looking at the results of research data that has been described previously, a summary or recapitulation of the hypothesis test results is as follows:

Table 7
Recapitulation Of Hypothesis Test Results

	Hypothesis	Description
H1	There is a significant influence of celebrity endorsements on purchasing decisions on Shopee	Supported
H2	Cannot have a significant influence of electronic word of mouth on purchase decisions on Shopee	Not supported
H3	Consumer confidence moderates significantly between celebrity endorsements towards purchasing decisions on Shopee	Supported
H4	Consumer confidence moderates significantly between electronic word of mouth to purchase decisions on Shopee	Supported

Source: primary data processed by SmartPLS 4,2025

Discussion

Research that has been done before illustrates that the instruments used to collect data from respondents have been proven to be valid and reliable. This instrument measures the variables of celebrity endorsement, electronic word of mouth, and influence on purchasing decisions with consumer confidence as a moderation variable. Therefore, these indicators and question items can be applied to subsequent studies, and the results obtained can be further analyzed.

1. The influence of Celebrity endorsements on purchasing decisions on Shopee

   From the results of statistical analysis that has been done, H1 states that Celebrity Endorsement has an effect on purchase decisions on Shopee resulting in a T-statistic value of 2,426 >1.98 and a p-value of 0,000 which means that there is a positive and significant influence on purchase decisions on Shopee. Thus, the higher the intensity or quality of the celebrity endorsement, the greater the tendency of consumers to make purchases on the Shopee platform. These results have important implications in the formulation of marketing strategies. The use of public figures or celebrities in promotional activities is proven to be able to influence consumer behavior, especially in terms of building trust, strengthening brand appeal, and creating a positive image of the product or platform.

   Theoretically, these results are in line with The Theory of Planned Behavior (TPB), which states that individual behavior is influenced by three main factors, namely attitudes, subjective norms, and perceptions of behavioral control. In this case, celebrity endorsement can be categorized as a form of subjective norm, because celebrities are considered as figures that have a strong social influence in shaping consumer perceptions and intentions in making purchasing decisions. This is in line with research (Agustina et al., 2023) it is seen that celebrity endorsement has a positive and significant effect on the decision to return the dianyacolection cellphone case. Reinforced by research (Septiani & Oentoeng, 2020) proving that celebrity endorsement has a positive and significant effect on purchasing decisions. It can be concluded that the higher the intensity or quality of celebrity endorsement, the greater the tendency of consumers to make purchases on Shopee.

2. The Influence Of Electronic Word Of Mouth On Purchasing Decisions On Shopee

   The results of statistical test analysis explain that the very low T-statistic value of 0.044 is far below the value >1.98 and the very high p-value of 0.965 is far from 0.05. Therefore, the results show that electronic word of mouth has no positive and significant effect on purchasing decisions on Shopee, thus disproving H2. This indicates that Shopee consumers are not significantly influenced by reviews, testimonials, or recommendations they receive electronically when making purchasing decisions. This finding is potentially due to several factors. First, low consumer trust in the credibility of reviews and testimonials available on the Shopee platform, which are often perceived as less objective or even manipulative, making consumers reluctant to use electronic word of mouth as a primary reference in decision-making. Second, consumers rely more on factors they can directly control, such as product price, ease of payment, promotions, and seller reputation.

   In relation to the Theory of Planned Behavior (TPB), these results indicate that the influence of electronic word of mouth on consumer attitudes and subjective norms is not yet strong enough to significantly influence purchase intentions. The TPB emphasizes that a person's intention to perform an action is influenced by all three constructs. However, in the

context of Shopee, the construct of perceived behavioral control is more dominant in influencing purchasing decisions. Consumers feel they have sufficient control and convenience in the transaction process, so the social aspects transmitted through electronic word of mouth are not a primary factor influencing purchasing decisions. In other words, consumers focus more on practical factors that they can directly control, compared to the social influence obtained from other consumers' reviews. The results of this study are reinforced by (Desfitriady & Pupu, 2024) that is to say that the value of F-calculate is smaller than t-table 1.925 and the significant value is 0.057>0.05, so it is stated that electronic word of mouth has no significant effect on the purchase decision. Other research conducted by (Wahyu Sintia & Budi, 2020) which shows that electronic word of mouth has no effect on the purchase decision of Feb UNISMA students class 2019-2020.

3. Effect Of Consumer Trust Moderation On Celebrity Endorsement Relationship To Purchase Decision On Shopee

   The results of this test concluded that the effect of moderation has a positive and significant effect between celebrity endorsement on purchase decisions on Shopee, the resulting t-statistic of 2.426 >1.98 and p-value of 0.015 so that H3 in this study is supported. The analysis indicates that the influence of celebrity endorsement on purchasing decisions is not direct and absolute, but can be strengthened when consumers have a high level of trust in the celebrity or the brand being promoted. That is, even if the celebrity used has a certain appeal or fame, it does not necessarily drive the purchase decision if the consumer does not have confidence in the message conveyed or the product advertised.

   This study is aligned with The Theory of Planned Behavior (TPB), which explains that individual behavior is influenced by subjective norms, namely individual views on social pressure from parties that are considered important. In this case, the presence of celebrities as endorsers can strengthen these subjective norms, especially if the celebrity is trusted by consumers. Trust strengthens the credibility of the message and increases consumer intent in making a purchase. Therefore, the presence of a belief moderation effect supports the role of subjective norms as described in the TPB framework.This study is in line with research conducted (Nobmadella, Oviradita, 2021) which states that trust can moderate. In addition, research conducted (Alfandi Wafin Dhiyaurohman et al., 2022) shows that trust is able to moderate.

4. The Effect Of Consumer Trust Moderation On The Relationship Of Electronic Word Of Mouth To Purchase Decisions On Shopee

   Based on the analysis that has been presented the original sample value of -0.143, the statistical value of 3.479 and the p-value of 0.001 known that H4 is supported. This indicates that consumer confidence moderates but has a negative and significant influence between electronic word of mouth on purchase decisions on Shopee. These results indicate that consumer confidence plays an important role in weakening the influence of electronic word of mouth on purchasing decisions. As one of the largest e-commerce in Indonesia, Shopee actively utilizes electronic word of mouth strategies through product review features, sales ratings, and customer comments to influence consumers. However, the results of this study show that the influence of electronic word of mouth is not always linear. Although customer information is widespread, consumers are not necessarily affected if they do not yet have confidence in the source of information and transaction systems provided by Shopee. The negative coefficient value in this moderation test shows that in conditions of low consumer

confidence, electronic word of mouth can actually cause doubt, uncertainty, and lead to the decision not to make a purchase. In other words, the higher consumer confidence, the less influence electronic word of mouth has on purchasing decisions on Shopee.

These results are in line with The Theory of Planned Behavior (TPB), which states that subjective norms such as purchase decisions do not always have a strong influence on behavior, especially when an individual's personal attitudes or beliefs are predominant. In this case, high trust makes consumers more selective about information from outside parties and less easily influenced by external opinions. The results of the submission of the fourth hypothesis is not in line with the research conducted (Sugeng Waluyo Sejati, 2024) which is to say that trust cannot moderate. Thus, Shopee's marketing strategy needs to consider that although electronic word of mouth is an important element, its influence largely depends on the level of consumer confidence in the platform. Therefore, building and maintaining consumer trust through consistent service, information transparency, and consumer protection is crucial in driving sustainable purchasing decisions.

5. Celebrity Endorsement and Electronic Word of Mouth towards purchasing decisions on Shopee with consumer trust as a moderation variable in Islamic business perspective

In Islam, business activities are not solely aimed at obtaining material benefits, but are also part of worship that must be carried out with the principles of justice, honesty and responsibility. The main principle in Islamic business is to avoid the elements of gharar (obscurity), maysir (speculation), and fraud. Therefore, businesses are required to maintain consumer confidence as the main indicator of transparency and integrity in muamalah.

يٰٓاَيُّهَا الَّذِيْنَ اٰمَنُوْا لَا تَأْكُلُوْٓا اَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ اِلَّآ اَنْ تَكُوْنَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ ۗوَلَا تَقْتُلُوْٓا اَنْفُسَكُمْ ۗاِنَّ اللّٰهَ كَانَ بِكُمْ رَحِيْمًا ﴿٢٩﴾

O you who have believed, do not devour your neighbor's wealth in falsehood, except as a trade on the basis of pleasure just like between you. Do not kill yourself. Indeed, Allah is most merciful to you. An-Nisa: 29).

The verse affirms that transactions that are lawful under the Shari'ah must be carried out on a voluntary basis, without coercion, fraud, or cheating. Therefore, in digital business practices such as what happens on the Shopee platform, building and maintaining consumer trust is not only a marketing strategy, but also a real implementation of Islamic Business Ethics.

One practice that reflects the application of Islamic values in digital business is the use of celebrity endorsement. Celebrity endorsement has two indicators that become a reference:

a. Endorser realizes that its influence can shape people's consumption patterns

As an endorser, Vidi Aldiano shows promotional practices that prioritize simplicity and not excessive. She still maintains her personal style, which is simple, neat and relevant to the image of today's youth. In various Shopee campaigns, Vidi appears in stylish clothes but still polite and unobtrusive, so as to attract attention without seeming to impose trends. This natural approach makes people feel closer and believe in the products he promotes. In this way, Vidi indirectly forms consumption patterns that are more realistic, down to earth, and as needed, without encouraging excessive consumerist lifestyles.

b. Upholding the principle of Justice

Vidi Aldiano as an endorser markets products honestly and fairly, without misleading consumers or providing information that can cause injustice. It always conveys product

information transparently, without exaggerating advantages or making unfounded claims. By promoting the principle of Justice, Vidi Aldiano helps build consumer trust in Shopee while encouraging ethical and responsible business practices, in accordance with the values in the Islamic business perspective.

Electronic word of mouth must comply with Sharia principles which include:

a. Honesty

A consumer gives a review on Shopee based on real experience while using the product. Such consumers not only verbally write their opinions, but also upload photos of the original product that are accepted as authentic evidence. In the reviews, the consumer describes the condition of the goods in detail, includes aspects of objectively experienced advantages and disadvantages. Not only positive reviews, reviews with low ratings are delivered honestly, accompanied by clear and specific reasons, such as product quality that does not match expectations or delays in the delivery process. The existence of these diverse and detailed reviews shows that consumers on Shopee tend to provide honest and transparent feedback. Thus, the review is not just a formality or manipulation for certain interests, but a real reflection of the consumer experience that can be used as a reliable reference by potential buyers.

b. Ethical aspects of communication

Consumers provide reviews based on personal experience without containing elements of gibah (gossip) or slander that can harm other parties unfairly. Reviews that are submitted focus on the quality of products and services, and are delivered objectively and politely. There were no indications of the spread of false information or insults to sellers or products, which reflects consumer awareness of the importance of maintaining ethics in communicating digitally. Consumer reviews on Shopee are not only a means of sharing information, but are also carried out taking into account the ethical norms prevailing in society.

CONCLUSION

Based on a series of tests that have been carried out, it can be concluded that there are three test results that support the hypothesis, namely: Celebrity endorsement has a positive and significant effect on purchase decisions on Shopee, trust strengthens the relationship between celebrity endorsement on purchase decisions on Shopee, and trust weakens the influence of electronic word of mouth on purchase decisions on Shopee. Meanwhile, one test result does not support the hypothesis that electronic word of mouth has a negative and insignificant effect on purchasing decisions on Shopee. Shopee has fulfilled Islamic principles in the practice of celebrity endorsement and electronic word of mouth. Through the figure of Vidi Aldiano, the promotion is carried out honestly, fairly and without exaggeration, reflecting the value of modesty and moral responsibility. Meanwhile, consumer reviews on the Shopee platform are delivered with honesty, transparency, and good communication ethics, without elements of slander or gibberish. Thus, Shopee has implemented the principles of justice, honesty, and ethics that are in line with the Islamic business perspective.

The implications of this study's findings suggest that celebrity endorsement practices that are run ethically and in accordance with Islamic business principles can improve purchasing decisions, especially when consumers have a high level of trust. Conversely, electronic word of

mouth without strong trust support can actually have a negative impact, indicating that trust is a crucial factor in shaping consumer perceptions. The contribution of this research lies in combining empirical approaches with Islamic business perspectives, providing an understanding that digital marketing strategies executed with Sharia values such as honesty, justice, and social responsibility can be a cornerstone in building long-term relationships with consumers. In addition, the results of this study can be a reference for businesses and e-commerce platforms such as Shopee in designing marketing strategies that are not only effective, but also ethical and sustainable.

Researchers are further advised to add other variables, such as customer loyalty, product quality, or price perception in order to obtain a more comprehensive picture of the factors that influence purchasing decisions. In addition, the scope of research can be expanded to other e-commerce platforms so that the results can be compared and generated widely.

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