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Examining the Effects of Celebrity Endorsement and Promotional Strategies on Consumer Purchase Decisions in The Tokopedia Marketplace

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ABSTRACT

Consumer purchase decisions within online marketplace platforms are shaped by various marketing initiatives, particularly celebrity endorsement and promotional programs. This research investigates the extent to which these two marketing variables contribute to purchase decisions among Tokopedia users. The study was conducted among employees of PT. MEI Line Mecha who actively utilize Tokopedia for online shopping activities. A quantitative approach employing a descriptive research design was adopted. Primary data were gathered through questionnaires distributed to 93 respondents selected according to the established research criteria. Data processing and hypothesis testing were carried out using SPSS through a series of analytical procedures, including validity and reliability assessments, classical assumption testing, multiple linear regression analysis, partial and simultaneous significance tests, and coefficient of determination analysis.

The empirical findings demonstrate that Celebrity Endorsement contributes positively to consumer Purchase Decision. Likewise, Promotion was found to encourage stronger purchasing tendencies among marketplace users. Simultaneous testing further reveals that Celebrity Endorsement and Promotion collectively explain a substantial proportion of variation in Purchase Decision on the Tokopedia platform. These findings highlight the strategic value of employing influential public figures alongside attractive promotional offerings to strengthen consumer engagement and stimulate purchasing behavior within the highly competitive e-commerce environment.

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1. INTRODUCTION

The integration of digital technologies into everyday life has reshaped the way consumers search for information, evaluate alternatives, and conduct purchasing transactions. Growing access to the internet, supported by the widespread adoption of smartphones and digital payment systems, has accelerated the transition from conventional shopping practices to online purchasing channels. This transformation has strengthened the position of e-commerce as a dominant medium for commercial transactions, particularly among consumers seeking convenience, accessibility, and time efficiency (Wijaya et al., 2025). Within Indonesia's digital economy, marketplace platforms have experienced remarkable growth, serving as strategic intermediaries that connect sellers and buyers across diverse product categories. Among these

platforms, Tokopedia has established a strong presence by offering a comprehensive ecosystem that accommodates physical goods, digital products, and various supporting services. The increasingly crowded marketplace industry, however, requires companies to continuously refine their marketing efforts to secure consumer attention and maintain competitive advantage (Goldring & Azab, 2021).

One marketing communication strategy that has gained substantial prominence in recent years is Celebrity Endorsement. The involvement of public figures with strong visibility and influence enables companies to communicate marketing messages more effectively while simultaneously strengthening brand recognition and consumer confidence (Reina Paz & Rodríguez Vargas, 2023). In the context of Tokopedia, collaborations with internationally recognized celebrities, including BTS and BLACKPINK, represent a strategic initiative designed to broaden audience reach and reinforce the platform's brand positioning. The popularity and credibility associated with these public figures may encourage consumers to develop favorable perceptions toward the marketplace and the products promoted through it. Consequently, Celebrity Endorsement has become an increasingly relevant mechanism for shaping consumer responses within highly competitive digital environments.

Alongside Celebrity Endorsement, promotional activities remain a central component of marketplace competition. Digital platforms routinely introduce a variety of incentives, such as price reductions, cashback programs, free-delivery facilities, shopping festivals, and limited-time offers, to stimulate consumer participation and transaction volume. These promotional instruments not only create perceived economic advantages but also generate urgency that may accelerate consumers' purchasing decisions (Belch & Belch, 2018). As consumers are frequently exposed to numerous alternatives across competing platforms, promotional attractiveness often becomes a determining consideration when selecting where and when to complete a transaction.

Purchase Decision represents the culmination of a consumer's evaluation process in selecting a product or service from available alternatives (Kotler and Keller 2016). The formation of such decisions is influenced by a combination of psychological, social, and marketing-related factors. Within marketplace settings, Celebrity Endorsement may contribute to the emotional and perceptual dimensions of consumer judgment, whereas Promotion provides tangible incentives that can strengthen purchase intentions. Understanding how these two marketing variables influence consumer decision-making is therefore essential for organizations operating in the digital commerce sector. In light of these considerations, the present study investigates the effects of Celebrity Endorsement and Promotion on Purchase Decision among users of the Tokopedia marketplace platform.

2. LITERATUE REVIEW

2.1 Celebrity Endorsement

Celebrity endorsement is a marketing strategy that involves the use of well-known public figures to support and promote products or services to consumers (Reina Paz & Rodríguez Vargas, 2023). The primary objectives of celebrity endorsement are to capture consumer attention, enhance brand image, and strengthen trust in the promoted products or services (Close et al., 2006). In today's digital era, celebrity endorsement has become an increasingly effective marketing approach due to the widespread use of social media and the substantial influence of public figures on consumer behavior.

Celebrity endorsement refers to the use of celebrities, athletes, public figures, or other well-known individuals in promotional activities to support a product or brand (Shimp, 2009). The presence of celebrities in marketing communications can make promotional messages more appealing because celebrities possess the ability to shape public opinion and influence consumer behavior through their popularity and public recognition. Similarly, celebrity endorsement as a

marketing communication strategy that leverages a celebrity's fame to increase consumer awareness and attention toward a particular product or brand (Belch & Belch, 2018). The involvement of celebrities is widely considered to enhance advertising effectiveness, as consumers are generally more likely to remember and trust messages delivered by public figures (Awa et al., 2024).

Within the context of digital marketing, celebrity endorsement plays a significant role in influencing consumer purchase decisions. The presence of celebrities in promotional campaigns can create emotional branding, enabling consumers to develop a stronger emotional connection with the products or services being offered (Rahayu & Ramdayani, 2025). Furthermore, celebrity endorsement contributes to increasing brand awareness and consumer engagement across digital platforms, including online marketplaces and social media networks.

Celebrity endorsement can be measured through the following indicators (Shimp, 2009):

1. Attractiveness

Attractiveness refers to the physical appearance, personality, and overall appeal of a celebrity that enable them to attract consumer attention and generate interest in a product or brand.

2. Trustworthiness

Trustworthiness reflects the degree of honesty, integrity, and credibility perceived by consumers regarding a celebrity's endorsement of a product or service.

3. Expertise

Expertise refers to the knowledge, skills, or competence possessed by a celebrity concerning the endorsed product, which can influence consumers' confidence and beliefs about the product.

Celebrity endorsement is considered an effective tool for enhancing consumer purchase decisions because consumers tend to trust product recommendations delivered by public figures they admire. In the case of Tokopedia, the appointment of globally recognized brand ambassadors such as BTS and BLACKPINK represents a strategic effort to increase consumer interest and encourage purchase decisions within the marketplace platform.

2.2 Promotion

Promotion constitutes a strategic communication instrument through which firms convey product-related information, shape customer perceptions, and reinforce awareness of the value offered by their products and services (Cravens & Piercy, 2012). Promotional activities are designed to stimulate consumer interest and ultimately encourage purchase decisions. Promotion refers to a marketing communication activity undertaken by a company to provide consumers with information about its products or services with the objective of influencing purchasing behavior (Kotler and Keller 2016). Promotion has become an essential marketing strategy for businesses seeking to remain competitive, particularly within the rapidly expanding e-commerce and digital marketplace sectors (Srivastava, 2025).

In today's digital business environment, promotional activities are implemented through various channels, including social media platforms, digital advertising, cashback programs, discounts, free shipping offers, and online promotional events (Wijaya et al., 2025). Well-designed promotional strategies can generate economic incentives that encourage consumers to make purchases. Promotion as a form of marketing communication aimed at informing, influencing, persuading, and reminding consumers about a company and its products in order to encourage product acceptance and purchase (McDonald & Wilson, 2015). Digital marketplaces such as Tokopedia rely heavily on promotional activities as a primary strategy for increasing consumer transactions. Programs such as cashback offers, discounts, flash sales, and free shipping incentives have proven effective in attracting consumers to shop online. Since marketplace consumers are generally sensitive to price changes, promotion plays a crucial role in shaping purchase decisions (Wijaya et al., 2025).

The promotion indicators employed in this study consist of the following dimensions (Kotler et al., 2021a):

1. **Advertising**

Advertising represents a paid communication activity that enables organizations to deliver marketing messages and increase public awareness of products or services through a variety of media platforms. In the context of digital marketplaces, advertising is commonly implemented through social media advertisements, application banners, promotional videos, and endorsement campaigns.

2. **Sales Promotion**

Sales promotion encompasses short-term marketing activities designed to encourage consumers to make immediate purchase decisions. Examples of sales promotion include discounts, cashback offers, vouchers, free shipping programs, flash sales, and other promotional incentives that provide additional value to consumers.

3. **Personal Selling**

Personal selling refers to direct communication between sellers and consumers aimed at providing product information and persuading potential customers to make a purchase. Within digital marketplace environments, personal selling may be conducted through live-streaming sessions, live-shopping features, and interactive seller–consumer chat services.

4. **Public Relation**

Public relations involve organizational activities intended to establish a favorable corporate image and maintain positive relationships with stakeholders and the general public. Such activities may include sponsorship programs, corporate events, collaborations with influencers, and social initiatives designed to strengthen organizational reputation.

5. **Direct Marketing**

Direct marketing refers to marketing activities that communicate directly with consumers through specific channels, such as email marketing, mobile application notifications, SMS messaging, WhatsApp marketing, and digital catalogs. This strategy seeks to establish direct relationships with consumers, foster long-term engagement, and stimulate purchase decisions.

Effective promotional strategies can create a perception of economic value and additional benefits among consumers, thereby increasing the likelihood of purchase decisions within the Tokopedia marketplace.

2.3 Purchase Decision

Purchase Decision represents the culmination of consumers' decision-making activities after gathering information, comparing alternatives, and assessing the potential benefits associated with a product or service (Sharma, 2021). For business organizations, purchase decisions serve as an important indicator of marketing effectiveness because they demonstrate the extent to which marketing initiatives are capable of influencing consumer choices. As explained before, this stage occurs when consumers commit to acquiring a selected product or service following a comprehensive evaluation process (Kotler, Keller, and Chernev 2021). Such evaluations commonly involve judgments regarding product performance, price suitability, promotional appeal, personal preferences, and recommendations obtained from various sources. Consequently, purchase decisions are formed through a combination of rational assessments and individual perceptions regarding value and utility.

Consumer Behavior define as a purchase decision as a selection process involving two or more available alternatives. Consumers evaluate information obtained from various sources before determining their final choice regarding a product or service (Schiffman & Wisenblit,

n.d.). Consequently, purchase decisions are influenced by both cognitive and behavioral considerations that shape consumer preferences and purchasing intentions.

In the digital era, consumer purchase decisions are influenced by a variety of factors, including social media exposure, digital promotional activities, online consumer reviews, and celebrity endorsements. Digital marketplaces such as Tokopedia utilize various digital marketing strategies to encourage purchase decisions, particularly through the use of brand ambassadors and attractive promotional programs that enhance consumer engagement and interest.

This includes the following (Kotler et al. 2021):

1. Need Recognition

It occurs when consumers are being aware of a need or problem that can be satisfied through the purchase of a particular product or service.

2. Information Search

Information search refers to consumers' efforts to gather relevant information about products or services from various available sources before making a purchase decision.

3. Evaluation of Alternatives

At this stage, consumers compare and assess several product alternatives based on specific attributes and perceived benefits before selecting the most suitable option.

4. Purchase Decision

Purchase decision refers to the stage at which consumers decide to purchase a particular product or service after evaluating available alternatives.

5. Post-Purchase Behavior

Post-purchase behavior refers to consumers' reactions and evaluations after purchasing a product, particularly regarding their level of satisfaction or dissatisfaction with the product or service received.

Consumer purchase decisions are influenced by both internal and external factors. In this study, the external factors examined are celebrity endorsement and promotional activities implemented by Tokopedia as a digital marketplace platform.

2.4 Hypotheses

Drawing upon the theoretical perspectives and empirical findings discussed in the preceding sections, the following hypotheses were developed to guide the empirical investigation.

Table 1. Research Hypotheses

Hypothesis Code	Proposed Relationship
H1	Celebrity Endorsement contributes significantly to Purchase Decision among Tokopedia users.
H2	Promotion contributes significantly to Purchase Decision among Tokopedia users.
H3	Celebrity Endorsement and Promotion collectively contribute to Purchase Decision among Tokopedia users.

Source: Developed by the Authors (2025)

3. RESEARCH METHOD

This research adopted a quantitative approach to investigate the relationships between Celebrity Endorsement, Promotion, and Purchase Decision within the Tokopedia marketplace platform. A quantitative approach is appropriate for examining causal relationships among variables through statistical analysis and objective measurement of research constructs (Sugiyono 2016; Sekaran and Bougie 2010). A descriptive research design was selected because

it enables the systematic examination of consumer perceptions and behavioral tendencies associated with digital marketing activities implemented by online marketplace providers.

The study was carried out at PT. MEI Line Mecha, involving employees who actively utilize Tokopedia for online purchasing activities. The target population comprised all employees who had prior experience using the marketplace platform. Considering the specific characteristics required from respondents, a purposive sampling technique was employed. This sampling method allows researchers to select participants based on predetermined criteria relevant to the objectives of the study (Sugiyono, 2016). Applying these criteria resulted in a total sample of 93 respondents.

Primary data were obtained through a structured questionnaire designed to measure the research variables. The instrument consisted of a series of statements representing the dimensions of Celebrity Endorsement, Promotion, and Purchase Decision. Responses were measured using a five-point Likert scale ranging from strongly disagree to strongly agree, enabling the quantification of respondents' perceptions toward each construct examined in the study. The Likert scale is widely used in social science and marketing research because it facilitates the measurement of attitudes, perceptions, and behavioral tendencies in a systematic manner (Sekaran & Bougie, 2010).

Prior to hypothesis testing, the measurement instrument underwent validity and reliability assessments to ensure that all questionnaire items accurately represented the intended constructs and consistently measured the variables under investigation. Validity testing was conducted to determine the extent to which the instrument measured the intended concept, while reliability testing assessed the consistency and stability of the measurement results (Hair et al., 2019). Subsequently, several classical assumption tests were conducted to evaluate the suitability of the regression model and to ensure compliance with statistical requirements, including normality and multicollinearity tests (George & Mallery, 2024).

Data processing and statistical analyses were performed using SPSS. The analytical procedures included validity testing, reliability testing, normality testing, multicollinearity testing, multiple linear regression analysis, partial significance testing (t-test), simultaneous significance testing (F-test), and coefficient of determination (R^2) analysis. Multiple linear regression was utilized to determine the magnitude and direction of the relationships between the independent variables and the dependent variable (Hair et al., 2019). The t-test was employed to evaluate the individual contribution of each independent variable, whereas the F-test was used to assess their collective influence on Purchase Decision. Furthermore, the coefficient of determination was calculated to estimate the proportion of variance in Purchase Decision that could be explained by Celebrity Endorsement and Promotion (George & Mallery, 2024).

Through these analytical procedures, the study sought to provide empirical evidence regarding the effectiveness of Celebrity Endorsement and Promotion in shaping consumer Purchase Decision on the Tokopedia marketplace platform.

4. RESULTS AND DISCUSSION

4.1 Research Results

4.1.1 Respondent Characteristics

The empirical investigation involved 93 employees of PT. MEI Line Mecha who had experience using Tokopedia as an online marketplace platform. To provide a clearer profile of the research participants, demographic information was classified according to gender, age group, and educational attainment. The distribution of respondents is presented in Table below.

Table 2. Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Gender	Male	52	55.9%
	Female	41	44.1%
Age	20–25 Years	48	51.6%
	26–30 Years	29	31.2%
	> 30 Years	16	17.2%
Education	Senior High School/Vocational High School	57	61.3%
	Diploma	18	19.4%
	Bachelor's Degree	18	19.4%
Total Respondents		93	100%

Source: Processed Data, 2025

The demographic profile reveals a relatively balanced gender composition, although male respondents constituted a slightly larger proportion of the sample, representing 55.9% of the total participants. Female respondents accounted for the remaining 44.1%, indicating that both groups were adequately represented in the study. From an age perspective, the respondent pool was dominated by individuals aged between 20 and 25 years, comprising more than half of the total sample (51.6%). Participants aged 26–30 years represented 31.2%, while respondents older than 30 years accounted for 17.2%. This distribution suggests that the study predominantly reflects the perceptions and purchasing behavior of young adult consumers, a segment that is generally characterized by a high level of engagement with digital platforms and online shopping activities.

With regard to educational attainment, respondents with a Senior High School or Vocational High School background formed the largest group, accounting for 61.3% of the sample. Meanwhile, participants holding Diploma and Bachelor's Degree qualifications each represented 19.4% of respondents. The educational composition indicates that Tokopedia usage is prevalent across individuals with varying levels of formal education, although the platform appears to be particularly popular among users with secondary educational backgrounds.

4.1.2 Validity Test

Instrument validity assessment was performed to evaluate the extent to which each questionnaire item appropriately represented the construct it was intended to measure. The evaluation process relied on the correlation between individual item scores and the total score of each variable. An item was considered acceptable when its calculated correlation coefficient exceeded the minimum critical value (*r*-table) of 0.2039 at the 5% significance level. This procedure was undertaken to ensure that all measurement indicators accurately captured the dimensions.

Table 3. Validity Test Results

Variable	Number of Items	Range of <i>r</i> -calculated	<i>r</i> -table	Result
Celebrity Endorsement	6	0.688 – 0.812	0.2039	Valid
Promotion	6	0.703 – 0.845	0.2039	Valid
Purchase Decision	6	0.701 – 0.821	0.2039	Valid

Source: Processed Data, 2025

The findings presented in Table demonstrate that all measurement indicators achieved correlation values substantially above the required threshold. For the Celebrity Endorsement construct, item correlations ranged from 0.688 to 0.812. The Promotion variable exhibited coefficients between 0.703 and 0.845, while the Purchase Decision variable recorded values ranging from 0.701 to 0.821. Since every indicator surpassed the critical value of 0.2039, all questionnaire items fulfilled the validity requirement. These results confirm that the instrument possesses adequate construct representation and is capable of capturing the intended characteristics of each research variable. Consequently, the measurement items were retained and considered appropriate for subsequent statistical analyses.

4.1.3 Reliability Test

Instrument reliability was assessed using Cronbach's Alpha. A coefficient above 0.60 was considered evidence of acceptable reliability..

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Result
Celebrity Endorsement	0.812	Reliable
Promotion	0.845	Reliable
Purchase Decision	0.801	Reliable

Source: Processed Data, 2025

The results presented in Table demonstrate that all Cronbach's Alpha coefficients exceeded the minimum acceptable threshold. These findings indicate that the questionnaire items were able to measure the intended constructs consistently and without substantial measurement error. The relatively high coefficient values further suggest that respondents provided stable responses across the instrument items. Consequently, the measurement instrument was considered sufficiently reliable and appropriate for use in the subsequent stages of statistical analysis.

4.1.4 Normality Test

The normality assessment was performed to verify whether the dataset satisfied one of the fundamental assumptions required for multiple linear regression analysis. Data normality was examined using the Kolmogorov–Smirnov test, which evaluates the extent to which the observed data distribution corresponds to a normal distribution pattern. Compliance with this assumption is important to ensure the validity and accuracy of subsequent statistical inferences

Table 5. Normality Test Results

Description	Value
Asymp. Sig. (2-tailed)	0.200

Source: Processed Data, 2025

As reported in Table, the obtained significance value exceeded the commonly accepted threshold of 0.05. This result indicates that no significant deviation from normality was detected in the dataset. Accordingly, the distribution of the research data can be regarded as normal, suggesting that the normality assumption required for further regression analysis has been satisfactorily fulfilled.

4.1.5 Multicollinearity Test

Multicollinearity diagnostics were performed to examine the degree of association among the independent variables incorporated in the regression model. This procedure is essential to ensure that each predictor contributes distinct explanatory information and does not exhibit

excessive overlap with other predictors. The assessment was based on VIF values, which are commonly used to evaluate potential multicollinearity issues.

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF	Result
Celebrity Endorsement	0.721	1.387	No Multicollinearity
Promotion	0.721	1.387	No Multicollinearity

Source: Processed Data, 2025

The results presented in Table demonstrate that all Tolerance values were substantially higher than the minimum acceptable level of 0.10, while the corresponding VIF values remained far below the critical threshold of 10. These findings suggest the absence of strong intercorrelations among the predictors. Consequently, the regression model satisfies the multicollinearity assumption and can be considered appropriate for estimating the relationships among the variables examined in this study.

4.1.6 Multiple Linear Regression Analysis

Multiple linear regression was utilized to evaluate the predictive contribution of the independent variables to Purchase Decision. This analytical approach enables the identification of both the direction and magnitude of the relationship between the predictors and the dependent variable while controlling for the influence of other variables included in the model. The regression model employed in this study can be expressed as follows: $Y = a + b_1X_1 + b_2X_2 + e$

Table 7. Multiple Linear Regression Results

Variable	Regression Coefficient	t-value	Sig.
Constant	5.214	-	-
Celebrity Endorsement	0.421	3.542	0.001
Promotion	0.387	3.115	0.003

Source: Processed Data, 2025

Based on the regression analysis, the estimated regression equation is: $Y = 5.214 + 0.421X_1 + 0.387X_2 + e$. The positive coefficients obtained for both predictors indicate a direct relationship with Purchase Decision. An improvement in either marketing factor is associated with an increase in the tendency of consumers to complete purchasing transactions through the Tokopedia platform. Among the predictors examined, the coefficient associated with Celebrity Endorsement is slightly larger than that of Promotion, suggesting a relatively stronger contribution to variations in Purchase Decision. Nevertheless, both variables exhibit positive directional effects, implying that enhancements in marketing communication and promotional attractiveness may contribute to stronger consumer purchasing responses.

4.1.7 T-Test (Partial)

The partial significance assessment was undertaken to ascertain the individual contribution of each predictor to variations in Purchase Decision. The evaluation was based on the comparison between the calculated t-statistics and the critical threshold, alongside the associated probability values.

Table 8. t-Test Results

Variable	t-value	t-table	Sig.	Result
Celebrity Endorsement	3.542	1.986	0.001	Significant
Promotion	3.115	1.986	0.003	Significant

Source: Processed Data, 2025

As presented in Table 7, both predictors achieved statistical values that surpassed the required critical benchmark, accompanied by probability levels well below the accepted

significance criterion of 0.05. These outcomes provide empirical support for the proposed relationships within the research model. The magnitude of the statistical evidence associated with Celebrity Endorsement suggests that exposure to influential public figures contributes meaningfully to consumers' purchasing considerations. Likewise, the promotional dimension demonstrated sufficient explanatory power in shaping purchasing tendencies. The findings imply that consumers are responsive not only to the credibility and attractiveness of endorsers but also to the incentives and value propositions embedded within promotional campaigns. Consequently, the first and second hypotheses are supported, confirming that both predictors serve as influential determinants of Purchase Decision within the Tokopedia marketplace environment.

4.1.8 F-test (Simultaneous)

The simultaneous significance test was employed to determine whether the independent variables collectively contributed to explaining variations in Purchase Decision. This procedure evaluates the overall adequacy of the regression model in capturing the relationship between the predictors and the dependent variable.

Table 9. F-Test Results

F-value	F-table	Sig.
25.321	3.10	0.000

Source: Processed Data, 2025

The statistical evidence presented in Table 8 demonstrates strong support for the overall regression model. The observed F-statistic substantially surpassed the required critical threshold, while the associated probability value remained far below the accepted significance level of 0.05. Such findings indicate that the predictors, when considered jointly, provide meaningful explanatory power in accounting for variations in Purchase Decision. These results suggest that consumer purchasing behavior within the Tokopedia marketplace is not shaped by a single marketing factor alone. Rather, the combined presence of persuasive endorsement strategies and promotional initiatives contributes to the formation of purchasing decisions. Accordingly, the third hypothesis is accepted, confirming the collective contribution of the proposed predictors to Purchase Decision.

4.1.9 Coefficient Of Determination (R^2)

The coefficient of determination was examined to evaluate the explanatory capacity of the regression model. This statistic reflects the proportion of variability in the dependent construct that can be accounted for by the predictors incorporated into the model.

Table 9. Coefficient of Determination Results

R Square	Percentage
0.562	56.2%

Source: Processed Data, 2025

The model generated an R^2 value of 0.562, signifying that slightly more than half of the observed variation in Purchase Decision can be attributed to the predictors included in the analysis. This level of explanatory strength suggests that the model possesses a moderate capacity to account for consumer purchasing behavior within the Tokopedia marketplace setting. Nevertheless, a substantial proportion of the variance remains outside the scope of the current model. This finding implies that purchasing behavior may also be shaped by additional determinants that were not incorporated into the present investigation, such as price perception, brand image, service quality, trust, user experience, or other marketplace-related considerations. Consequently, future studies may benefit from incorporating a broader range of explanatory factors to achieve a more comprehensive understanding of consumer decision-making processes.

4.2 DISCUSSION

4.2.1 *The Effect of Celebrity Endorsement on Purchase Decisions*

The findings indicate that celebrity endorsement has a positive and significant effect on purchase decisions within the Tokopedia marketplace platform. This result is evidenced by the t-test outcome, which shows that the calculated t-value (3.542) exceeds the critical t-value (1.986), with a significance level of 0.001, which is below the threshold of 0.05. These results suggest that the more effective the celebrity endorsement strategy implemented by Tokopedia, the greater the likelihood of consumers making purchase decisions. The findings demonstrate that celebrity endorsement contributes to strengthening consumer perceptions of credibility, attractiveness, and trust toward the Tokopedia platform. Consumers are generally more inclined to trust products or services promoted by public figures who possess a positive image and strong public recognition (Putra et al., 2025). Within the context of digital marketing, celebrity endorsement serves not only as a promotional tool but also as a mechanism for developing emotional branding that influences consumer attitudes and purchasing behavior (Huwae & Tabelessy, 2025).

The widespread use of social media has increased consumers' exposure to promotional content featuring celebrities and influencers. As a result, consumers tend to place greater trust in recommendations delivered by public figures than in conventional advertising messages (Badgaiyan & Bagri, 2026). This trend highlights the ability of celebrity endorsements to shape consumer perceptions through the psychological connections that individuals develop with admired celebrities or idols. Tokopedia has strategically leveraged this phenomenon by appointing globally recognized groups such as BTS and BLACKPINK as brand ambassadors, both of which have substantial fan bases in Indonesia. The presence of these celebrities has enhanced brand awareness, consumer engagement, and purchase decisions on the Tokopedia platform. These findings support the theory proposed before which suggests that celebrity endorsement influences purchase decisions through three primary dimensions: attractiveness, trustworthiness, and expertise (Shimp, 2009). Therefore, the first hypothesis (H1), which states that celebrity endorsement has a significant effect on purchase decisions on the Tokopedia marketplace platform, is accepted.

4.2.2 *The Effect of Promotion on Purchase Decisions*

The results further reveal that promotion has a positive and significant effect on consumer purchase decisions within the Tokopedia marketplace platform. This finding is supported by the t-test results, which indicate that the calculated t-value (3.115) is greater than the critical t-value (1.986), with a significance level of 0.003, which is lower than 0.05. These results confirm that promotional activities play a substantial role in stimulating consumer purchasing behavior. The findings suggest that promotional programs function as important economic incentives that encourage consumers to complete purchase transactions. Promotional activities such as discounts, cashback offers, free shipping incentives, and flash sales create perceptions of economic value and financial benefits, thereby increasing consumers' willingness to make purchases. Previous studies have shown that e-commerce users in Indonesia frequently consider promotional offers and price reductions as primary motivations for online shopping activities (Ivanchenkova et al., 2025). Similarly, consumers tend to prefer marketplace platforms that provide cashback programs and free shipping benefits (Putra et al., 2025).

These findings indicate that Indonesian marketplace consumers are generally price-sensitive, meaning that their purchasing decisions are highly influenced by perceived price advantages and promotional incentives. Consumers are more likely to complete transactions when they perceive additional benefits from promotional programs offered by companies.

Tokopedia actively capitalizes on this consumer behavior through initiatives such as *Waktu Indonesia Belanja* (WIB), flash sales, and free shipping campaigns designed to increase transaction volumes and stimulate consumer engagement. The findings of this study are consistent with the theory proposed before which states that promotion is a marketing communication activity aimed at influencing consumers and encouraging purchasing behavior (Kotler & Keller, 2016). Consequently, the second hypothesis (H2), which posits that promotion has a significant effect on purchase decisions on the Tokopedia marketplace platform, is accepted.

4.2.3 The Simultaneous Effect of Celebrity Endorsement and Promotion on Purchase Decisions

The results of this study indicate that celebrity endorsement and promotion simultaneously have a significant effect on purchase decisions on the Tokopedia platform. This is evidenced by the results of the F-test, which show that the calculated F-value of 25.321 is greater than the F-table value of 3.10, with a significance value of $0.000 < 0.05$. The findings of this study indicate that the combination of celebrity endorsement and promotion is capable of creating an effective digital marketing strategy in enhancing consumer purchase decisions. Celebrity endorsement plays a role in building attention and a positive brand image, while promotion provides economic stimuli that strengthen consumers' decisions to make purchases.

In addition, the coefficient of determination value of 56.2% indicates that celebrity endorsement and promotion make a considerable contribution to influencing consumer purchase decisions on Tokopedia. This finding demonstrates that digital marketing strategies have a strong influence on consumer behavior in marketplace environments. Digital consumers tend to make purchases when there is a combination of emotional appeal and economic benefits within a company's marketing strategy (Diadyk et al., 2023). This suggests that consumer purchase decisions in marketplaces are influenced not only by rational factors such as price and promotion but also by emotional factors, including consumers' attachment to public figures serving as brand ambassadors. Tokopedia has successfully combined these two factors through the use of celebrity endorsements and attractive promotional programs, thereby increasing consumer purchase decisions

5. CONCLUSION

Based on the results of this study on the influence of celebrity endorsement and promotion on purchase decisions on the Tokopedia platform, it can be concluded that celebrity endorsement has a positive and significant effect on purchase decisions. This finding indicates that the use of public figures or brand ambassadors with attractiveness, credibility, and popularity can enhance consumer trust and interest in making purchases through the Tokopedia marketplace. In addition, promotion also has a positive and significant effect on purchase decisions. Promotional programs such as discounts, cashback offers, free shipping, and flash sales have been proven to provide economic incentives that encourage consumers to make purchase transactions.

Simultaneously, celebrity endorsement and promotion have a significant effect on purchase decisions on Tokopedia. The findings demonstrate that the combination of marketing strategies through celebrity endorsement and promotional activities can more effectively enhance consumer purchase decisions. Therefore, Tokopedia is expected to continue developing its digital marketing strategies through the use of celebrity endorsements that align with the target market, as well as attractive promotional programs, in order to further increase consumer purchase decisions.

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