

# THE INFLUENCE OF CELEBRITY ENDORSEMENT AND HEDONIC SHOPPING MOTIVATION ON ONLINE PURCHASING DECISIONS IN YOGYAKARTA

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## ABSTRACT

This study aims to analyze the influence of celebrity endorsement and hedonic shopping motivation on online purchasing decisions in Yogyakarta. In the increasingly advanced digital era, the existence of celebrities as product endorsers and hedonic shopping motivation are important factors that influence consumer behavior. The research method used is quantitative with data collection through questionnaires distributed to 99 respondents who actively make purchases online. Data analysis was carried out using Smartpls to determine the extent to which the two independent variables, namely celebrity endorsement and hedonic shopping motivation, simultaneously and partially influence online purchasing decisions. The results showed that celebrity endorsement and hedonic shopping motivation have a positive and significant influence on online purchasing decisions. Partially, hedonic shopping motivation has a more dominant influence than celebrity endorsement. This finding indicates that hedonic shopping motivation such as seeking pleasure and entertainment when shopping online has a stronger influence on purchasing decisions than the influence of celebrities. This paper contribution is to provide insight for marketers in designing effective online marketing strategies in Yogyakarta, by considering the important role of hedonic motivation and the use of celebrity endorsements.

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## 1. INTRODUCTION

The development of digital technology has changed various aspects of human life, including shopping behavior (Solikhah et al., 2024). In the current digital era, online purchases are becoming increasingly popular among consumers in various cities, including Yogyakarta. Ease of access, a wide selection of

products, and the ability to quickly compare prices make online purchasing an attractive option for many people. As the online shopping trend increases, the factors that influence consumer purchasing decisions are becoming a major concern for marketers and researchers (Solikhah et al., 2023).

One important factor that influences online purchasing decisions is celebrity endorsement. Celebrities are often used in marketing strategies to increase product appeal and strengthen brand image (Calvo-Porrall et al., 2021; Misra et al., 2019). The presence of celebrities as endorsers can have a significant influence on consumers' perceptions and attitudes towards the advertised product. This is due to celebrities' ability to attract attention, build trust, and create an emotional connection with consumers (Solikhah & Rizky, n.d.). This research aims to analyze the extent to which celebrity endorsements influence online purchasing decisions in Yogyakarta.

Apart from celebrity endorsements, hedonic shopping motivation is also a significant factor in the online purchasing decision making process. Hedonic shopping motivation refers to the search for pleasure, entertainment, and positive emotional experiences while shopping (Ali et al., 2024). Consumers with hedonic motivation tend to shop to gain personal pleasure, emotional satisfaction, and the sensation of a pleasant experience. In the context of online shopping, this motivation can be strengthened by the interactive features and attractive visuals offered by e-commerce platforms (WIDAGDO & ROZ, 2021). This research also explores the influence of hedonic shopping motivation on online purchasing decisions in Yogyakarta.

Yogyakarta, as one of the large cities in Indonesia with a fairly heterogeneous population, offers an interesting context for studying online shopping behavior. The city has a population consisting of students, workers, and tourists, all of which are potential target markets for e-commerce (Solikhah & Rizky, n.d.). With the wide choice of online shopping platforms and the increasing use of social media, understanding how celebrity endorsements and hedonic shopping motivation influence online purchasing decisions is very important for business people in Yogyakarta (Qalati et al., 2021).

This study uses a quantitative approach by collecting data through questionnaires distributed to consumers in Yogyakarta who are active in making online purchases. Data analysis was conducted to identify the influence of celebrity endorsement and hedonic shopping motivation simultaneously and partially on online purchasing decisions. Based on the overall explanation that has been explained, this paper is expected to contribute to deepening research on the relationship between the influence of celebrity endorsement, online customer reviews and hedonic shopping motivation on purchasing decisions.

## **2. LITERATURE REVIEW**

Celebrity endorsements have become a very effective and popular marketing strategy in the last few decades. According to (Solikhah & Rizky, n.d.), celebrity endorsement can increase credibility, attractiveness and trust in a brand or product. Research by (Omorodion & Osifo, 2019) shows that celebrities can influence consumer attitudes, increase purchase intentions, and ultimately influence purchasing decisions. In a digital context, the presence of celebrities who have many followers on social media can expand the reach and impact of their endorsements (Mookda et al., 2020).

The influence of celebrity endorsements on purchasing decisions has also been studied in various cultural contexts. A study by (Annisia & Paramita, 2021) shows that the effectiveness of celebrities as endorsers depends greatly on the congruence between the celebrity image and the product image. In Indonesia, research by (SOLIKHAH, 2022) found that celebrity endorsements have a significant influence on online purchasing decisions for fashion products. This is confirmed by other research which shows that local celebrities have a big influence on the preferences of young consumers in Indonesia (Wachyuni & Priyambodo, 2020a).

H1 : Celebrity Endorsement has a significant positive effect on Online Purchase Decision

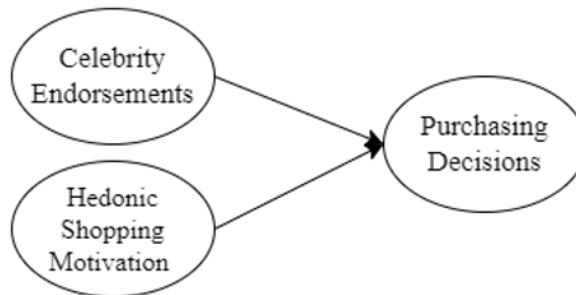
Apart from celebrity endorsement, hedonic shopping motivation is also an important factor influencing online purchasing behavior. (WIDAGDO & ROZ, 2021) describe hedonic shopping as a pleasurable and fantasy-filled experience, which provides emotional and sensorial satisfaction for consumers. Consumers

who are motivated by hedonic factors tend to look for shopping experiences that are fun, interesting, and provide entertainment (Ali et al., 2024). Research by (Arul Rajan, 2020) identified several dimensions of hedonic shopping motivation, including adventure, satisfaction, and happiness. This study shows that consumers who have hedonic motivation are more likely to engage in impulsive shopping behavior and spend more time and money in their shopping activities. In the context of online shopping, features such as gamification, attractive visuals, and social interactions on e-commerce platforms can strengthen consumers' hedonic motivation (Faisal et al., 2020).

Research on hedonic shopping motivation and its influence on online purchasing decisions is still relatively new. A study by (Wang et al., 2022) shows that hedonic motivation plays a significant role in driving decisions to purchase fashion products online among young consumers. The results of this research are in line with global findings which show that a pleasant and emotionally satisfying shopping experience is a key factor in attracting consumers to make online purchases.

The city of Yogyakarta, with its unique demographics and diverse population, offers an interesting context for exploring the influence of celebrity endorsement and hedonic shopping motivation. According to data from BPS Yogyakarta (2021), e-commerce growth in this city has increased significantly in recent years, especially among students and young workers. The existence of local celebrities who are popular on social media also provides an opportunity for further research into the effectiveness of celebrity endorsements in this market.

H2 : Hedonic Shopping Motivation has a significant positive effect on Online Purchase Decision



**Figure 1** Mechanism of the Relationship between Celebrity Endorsements and Hedonic Shopping Motivation on Purchasing Decisions

This research aims to fill the gap in the literature by analyzing the simultaneous and partial influence of celebrity endorsement and hedonic shopping motivation on online purchasing decisions in Yogyakarta. By using quantitative methods and collecting data from respondents who actively make online purchases, it is hoped that this research can provide deeper insight into how these two factors influence consumer behavior in the context of online shopping in this city. The results of this research can be used as a basis for marketers to design marketing strategies that are more effective and relevant to the needs and preferences of consumers in Yogyakarta.

### 3. METHODS

This type of research is explanatory quantitative. The objects of this research are consumers of online purchase on Yogyakarta. The sample in this study was selected using a purposive sampling technique. The sample in this study was 100 respondents, of the 100 respondents, 99 respondents filled in completely. The type and source of data used in this research is primary data. Primary data obtained in this research were the results of a questionnaire distributed to respondents who were the research sample. The data analysis used was SEM with the help of the SmartPLS 4.0 program.

**Table 1** Operational Definition of Variables

Variable	Operational Definition	Indicator
Celebrity Endorsement	Celebrity endorsement is a marketing strategy in which a celebrity who has certain popularity, reputation and attractiveness is used to promote a product or brand.	1. Trustworthiness. 2. Expertise. 3. Attractiveness.
Hedonic Shopping Motivation	Hedonic shopping motivation is the encouragement or motivation of consumers to shop which is based on the search for pleasure, emotional satisfaction and pleasant experiences during the shopping process.	1. Adventure Shopping. 2. Social Shopping. 3. Gratification Shopping. 4. Idea Shopping. 5. Role Shopping. 6. Value Shopping.
Purchase Decision	A purchasing decision is the process a consumer goes through to determine whether to buy a product or service.	1. Accuracy in purchasing products. 2. Speed in purchasing products. 3. Steadiness when buying products.

#### 4. RESULT AND DISCUSSION

Before being analyzed, the validity and reliability of the questionnaire distribution was first carried out. Using the SmartPLS 4.0 program, the factor loading value of each indicator was examined as an analytical tool to assess the level of validity of the data in this research. If the factor loading value of an indicator is less than 0.4, then the indicator can be eliminated from the research model, whereas if it is greater than 0.7, then the indicator is considered good. The results of validity testing show that all items are valid because they have a Loading Factor value  $> 0.5$  so these items are excluded from the model being analyzed.

**Table 2** Final Validity Test Results

Variable	Item	Loading Factor	Information
<b>Celebrity Endorsement (CE)</b>	CE1	0.888	Valid
	CE2	0.815	Valid
	CE3	0.906	Valid
<b>Hedonic Shopping Motivation (HSM)</b>	HSM1	0.798	Valid
	HSM2	0.805	Valid
	HSM3	0.682	Valid
	HSM4	0.800	Valid
	HSM5	0.756	Valid
	HSM6	0.824	Valid
<b>Purchase Decision (KP)</b>	KP1	0.890	Valid
	KP2	0.873	Valid
	KP3	0.900	Valid
<b>Acceptable Limits</b>		<b><math>&gt; 0.5</math></b>	<b>Accepted</b>

The validation test shows valid results because the loading factor values obtained from variables have an overall value of  $> 0.5$  so that the data can be accepted, so all items can proceed to the next stage of analysis. By measuring the composite reliability value, one can determine reliability by looking at the output results in SmartPLS 4.0. If the composite reliability value is more than 0.7 and the recommended Cronbach's

alpha value is greater than 0.6, then the variable can be said to be very good.

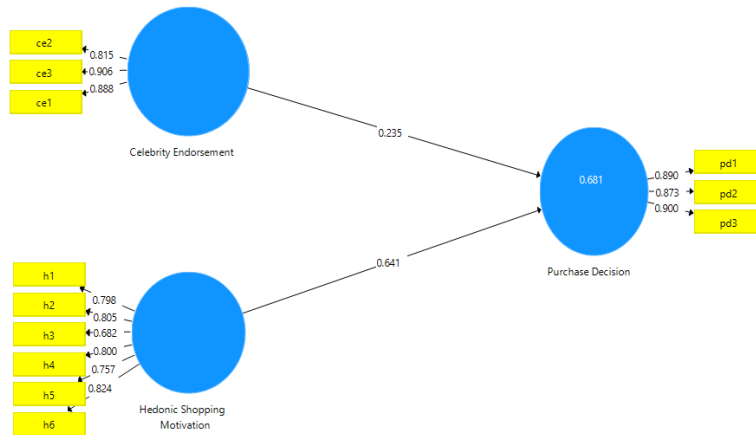
**Table 3** Reliability Test Results

Variable	Item	Construct Reliability	AVE
Celebrity Endorsement (CE)	CE1	0.904	0.758
	CE2		
	CE3		
Hedonic Shopping Motivation (HSM)	HSM1	0.902	0.607
	HSM2		
	HSM3		
	HSM4		
	HSM5		
	HSM6		
Purchase Decision (KP)	KP1	0.918	0.789
	KP2		
	KP3		

The results of reliability testing on the research questionnaire show that the value of construct reliability for all items is  $\geq 0.70$ . Apart from that, the research also obtained a value for the Average Variance Extracted (AVE) for each item  $\geq 0.50$ . So the results of reliability testing on the research questionnaire show reliable results. Therefore, the data obtained can be processed further for model testing.

**Testing Research Model Path Analysis**

In PLS, weight estimation for latent variable score components is obtained based on the inner model and the outer model is the relationship between indicators and their constructs. Structural model testing is carried out to test between configurations. The results of the evaluation of the structural model of this research are as follows.



**Figure 2** SmartPLS 4.0 Structural Model

Furthermore, decision making to determine whether to accept or reject the hypothesis is based on the resulting significance probability, the value of the significance level is  $\alpha = 5\%$  (0.05). The research results are presented in the following table.

The results of the significance test in Table 4 show that Celebrity Endorsement have a significant effect on Purchase Decision ( $0.004 > 0.05$ ), so H1 is accepted. Furthermore, H2 is accepted, which Hedonic

Shopping Motivation also has a significant effect on Purchase Decision ( $0.000 > 0.05$ ).

Table 4 Path Model Significance Test Results

Variable	Original Sample (O)	Sample average (M)	Standard Deviation (STDEV)	T-Statistic ( O/STDEV)	P	Information
CE □ KP	0.235	0.246	0.081	2.897	0.004	Accepted
HSM □ KP	0.416	0.417	0.104	4.008	0.000	Accepted

## 4.1. Discussion

### 4.1.1. The positive influence of celebrity endorsement marketing on purchasing decisions

The results of testing the first hypothesis, namely the influence of the celebrity endorsement variable on purchasing decisions, show a positive and significant path coefficient value. Celebrities with a wide fan base and huge influence on social media can effectively increase brand awareness. When a famous celebrity endorses a product, the brand's visibility increases drastically, reaching a wider and more diverse audience. Studies show that consumers are more likely to recognize and remember brands endorsed by famous celebrities. Apart from that, the credibility and trust that celebrities have can be transmitted to the products they promote, making consumers more confident and interested in trying the product.

Celebrity endorsements can increase perceptions of product quality and encourage brand loyalty. Celebrities who are considered experts or have a good reputation can give the impression that the products they endorse are of high quality. By following trends set by celebrities, consumers also feel part of a wider community, which in turn increases their desire to purchase and use the product.

This study is in line with previous research conducted by (Wachyuni & Priyambodo, 2020b) that the results of this study show that celebrity endorsements influence product purchasing decisions. The contribution of the celebrity endorsement variable to product purchasing decisions is 25.9%. Researchers concluded that there are several factors to consider in choosing endorsers. These factors include big name and experience, appearance, social media strength of the endorser, and communication skills. Research conducted by (Annissa & Paramita, 2021) also examined the influence of celebrities in promoting a brand which is quite promising and celebrity endorsement will increase brand awareness of a business with an endorsement. This research shows that celebrity endorsement and brand image influence consumer purchasing decisions and the results are that Celebrity Endorsement and Maybelline Brand Image have a significant positive influence on purchasing decisions.

### 4.1.2. The positive influence of hedonic shopping motivation on purchasing decisions

The results of testing the third hypothesis, namely the influence of the hedonic shopping motivation variable on purchasing decisions, show a positive path coefficient. The p-value shows a figure of 0.000 so it is less than 0.05 showing that there is a positive and significant influence on hedonic shopping motivation on purchasing decisions. Hedonic shopping motivation, which focuses on a pleasant and emotionally satisfying shopping experience, has a significant positive influence on consumer purchasing decisions. Consumers who shop with hedonic motivation often seek enjoyment, entertainment and relaxation during the shopping process. This enjoyable shopping experience can improve mood and provide emotional satisfaction, which in turn increases the desire to purchase the product. For example, an attractive store atmosphere, pleasant music, and aesthetic layout can increase hedonic shopping motivation, encouraging consumers to spend more time and money when shopping.

Apart from that, hedonic shopping motivation can also increase consumer involvement and loyalty towards a brand. A positive and enjoyable shopping experience can create an emotional connection between consumers and brands, which can encourage repeat purchases and long-term loyalty. Consumers who feel

happy and entertained while shopping tend to be more satisfied with their experience and are more likely to recommend the store or product to others. Thus, creating a shopping environment that supports hedonic motivation not only improves immediate purchasing decisions but also builds strong and sustainable relationships with consumers.

The results of this research are supported by previous research conducted (Arul Rajan, 2020) which examined the direct influence of Hedonic Shopping Motivation, Shopping Lifestyle and Fashion Involvement on Impulsive Buying. The research results show that the Hedonic Shopping Motivation variable has a significant effect on Impulse Buying, the Shopping Lifestyle variable has a significant effect on Impulse Buying and the Involvement Fashion variable has a significant effect on Impulse Buying. The results of this research are in line with previous research conducted by (Faisal et al., 2020) which tested the dimensions of effective hedonic shopping motivation on the impulse buying behavior of female consumers on Instagram and consumer trust. According to the research results, adventure-based, gratification-based, value-based and social-based hedonic shopping motivations have a significant effect on impulse buying, value-based, adventure-based and gratification-based shopping motivations have a significant effect on consumer confidence.

## 5. CONCLUSION

This research shows that both celebrity endorsement and hedonic shopping motivation have a significant influence on online purchasing decisions in Yogyakarta. Celebrity endorsements are effective in attracting consumer attention, increasing product credibility, and creating emotional connections with consumers through the influence of respected celebrities. This strengthens consumers' purchase intentions and influences their decisions to purchase certain products. On the other hand, hedonic shopping motivation also plays an important role, focusing on a pleasant shopping experience and emotional satisfaction obtained from shopping activities. Consumers who are driven by hedonic motivation tend to be more involved in the online shopping process, seeking entertainment and satisfaction from the activity, which in turn drives purchasing decisions. These two factors, when combined, provide a more comprehensive picture of consumer behavior in the context of online shopping in Yogyakarta, demonstrating the importance of marketing strategies that integrate these two elements to achieve optimal marketing results.

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