

ABSTRACT

In the continually evolving digital era, marketing through celebrities has become an important strategy for companies selling products on E-commerce platforms, including the Eat Sambel product on Shopee. Celebrity marketing is considered effective in enhancing product image and attracting many consumers in a short period. The success of celebrity marketing lies not only in visual appeal but also in their credibility and social influence, which can shape consumer perceptions and purchase intentions. Besides celebrity marketing, online consumer reviews also play a crucial role in increasing purchase interest, as online reviews on E-commerce platforms help consumers learn more about the products being sold. Digital marketing through celebrity endorsements and online consumer reviews in a competitive E-commerce environment becomes crucial for influencing consumer perceptions and purchase intentions towards a product. Therefore, this study aims to investigate how celebrity endorsement and online consumer review affect purchase interest in the Eat Sambel product on Shopee, using variables such as celebrity credibility, celebrity attractiveness, and online consumer reviews mediated by attitude, brand loyalty, brand awareness, and e-WoM towards purchase intention.

This research is a descriptive (causal) study using a quantitative research approach. Data were collected through an online survey with questionnaires distributed to consumers interested in the Eat Sambel product or those who have purchased Eat Sambel on Shopee in the last 6 months, and consumers who have seen Eat Sambel promoted by celebrities. The sample was selected using purposive sampling, and the data were analyzed using the structural equation modeling (SEM) model through SmartPLS4 software. The results show that celebrity credibility, attractiveness, and online consumer reviews significantly influence consumer attitudes, which in turn affect brand loyalty, brand awareness, and electronic word of mouth (eWOM). Furthermore, brand awareness, brand loyalty, and eWOM were found to have a significant impact on consumer purchase intentions. This study provides important insights for companies regarding elements that can enhance the

effectiveness of their digital marketing strategies, particularly through celebrity endorsements and online consumer reviews to increase purchase interest in the Eat Sambel product on E-commerce platforms. Thus, this research adds to the literature in the field of digital marketing and provides practical guidance for food businesses in implementing effective marketing strategies in the digital era.

Keywords: Celebrity endorsement, Online Reviews, Consumer Perception, Purchase intention, Digital marketing, SEM, E-commerce.