

# The Effect of Endorser Credibility to Customer Relationship Commitment and Brand Equity on E-commerce in Indonesia

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## ABSTRACT

One of the recent way in marketing promotion that is popular and frequently used by many companies is the use of celebrity endorsements. Celebrity endorsements is one of the strategy where a company's product is endorsed by a celebrity to support their marketing campaigns. With the increase in investment for celebrity endorsements in Indonesia's e-commerce industry, this research aims to analyse the effectiveness of Indonesia's e-commerce marketing strategy that uses celebrity endorsement on the e-commerce's brand trust and brand credibility. Furthermore, we also assess the effect of brand trust and brand credibility to consumer's relationship commitment that could also influence relationship continuity expectation and brand equity of the e-commerce. 421 respondents who are users of Indonesia's e-commerce are collected as data samples through online questionnaires. These samples are used as the main data for this research. Structural Equation Model (SEM) is used for data analysis tool and six hypotheses are tested in this research using AMOS software. The result of this research shows that the celebrity endorsements, valued by endorser credibility, directly impacts the brand trust and brand credibility of the e-commerce's brand in Indonesia. Three dimensions of endorser credibility, attractiveness, trustworthiness, and expertise are identified, with trustworthiness as the highest factor that contribute to the endorser credibility. Other than that, trust and credibility of the brand's e-commerce also directly impacts consumer's relationship commitment to an e-commerce that will influence the relationship continuity expectation and brand equity of an e-commerce in Indonesia. This research is expected to enrich the marketing literature and contribute to e-commerce companies in Indonesia for their marketing strategies using the right celebrity for their celebrity endorsements.

**Keywords:** *Celebrity Endorsement, Endorser Credibility, Relationship Commitment, Relationship Continuity Expectations, Brand Equity, E-Commerce.*

## 1. INTRODUCTION

Advertising is one of the marketing strategy that company employs to introduce, attract, promote and motivate consumers to purchase the products or services that the company offers [1]. Nowadays, where consumers have many choices in terms of products and brands that they can consume to satisfy their needs, one of the way commonly used by companies to show their differentiation and promote their product is through advertising [2]. One from of advertising that is most

popular and frequently used is by using celebrity endorsement.

[3]. Currently, the use of celebrity endorsement have become a common topic in the marketing world, with approximately 20% of all advertisements have used celebrity endorser [4]. Celebrity endorsement is a strategy where a product is endorsed by a celebrity to support the company's marketing campaign. However, companies cannot select the celebrity endorser arbitrarily. Companies have to choose the correct celebrity endorser that possess endorser credibility,

endorser attractiveness and the match-up with the company [5] so that it fits with the target market and company objectives.

In response to this phenomenon, we can see that nowadays many companies in Indonesia are currently using the celebrity endorsement strategy for their marketing activities, either it is a company that sell goods or services. One of the sector in Indonesia that is currently popular for their marketing activities are the e-commerce sector.

E-commerce is defined as a business transaction process (ordering, purchasing and selling) of products, services or information done digitally through the internet as the main media [6]. Currently, e-commerce in Indonesia have grown significantly, where there are a total of 154.1 million e-commerce users in Indonesia in 2018. Bank Indonesia states that in 2019 the number of e-commerce transactions have reached 11 to 13 trillion Rupiah each month [7]. The sales of e-commerce will continue to rise due to the market that offers strong growth potential [8].

The forecasted increase in sales is supported by the appropriate marketing strategies that allow companies to properly target their market effectively and efficiently. One of the strategy used by e-commerce is by using celebrity endorsement. E-commerce utilize celebrity endorsements because it has the potential to reach a larger target market and is an effective strategy to reach a specific target

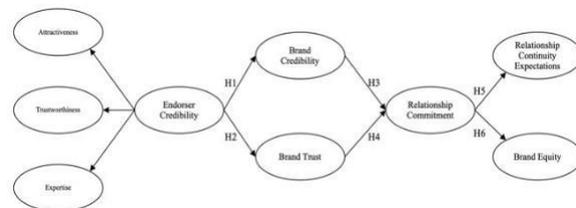
[9]. Other than that, celebrity endorsement is used because celebrities are able to deliver convincing information about a brand or product to consumers that can support the e-commerce to gain the attention and trust from the consumers. Some examples of advertisement that uses celebrity endorsements are BTS for Tokopedia, Cristiano Ronaldo for Shopee and Dian Sastro for BukaLapak.

The increase in sales is also supported by the relationship that is built and maintained between consumers and the e-commerce. It is important for e-commerce to build and maintain relationship with consumers to make sure that the consumers will stay for a long period of time and will not use other e-commerce companies. One of the way to build and maintain the relationship is with the role of relationship commitment [10]. Despite the importance of building and maintaining relationship commitment, it is crucial also for e-commerce to become a company that can be trusted and reliable. If an e-commerce cannot be trusted and unreliable, consumers will not have faith in the e-commerce's competence and will not have faith at the ability of the company to fulfil customer's promises.

Prior researches regarding celebrity endorsement or endorsement credibility toward e-commerce shows that both of them is able to increase the consumers' awareness for the e-commerce, consumers' visit to the e-commerce's application or website, and increasing the sales of the e-commerce. However, there are not enough researches done to identify whether the use of celebrity endorsement or endorsement credibility can increase relationship commitment of consumers to the e-commerce. Thus, with the increase in investments for marketing and celebrity endorsements in e-commerce sector, this research aim to identify the effectivity of celebrity endorsement towards the trust and credibility of e-commerce that can increase customer commitment that can influence the expectations of relationship continuity and brand equity of an e-commerce.

**2. CONCEPTUAL MODEL**

The conceptual model illustrated in Figure 1 is adapted from Wang and Ngamsuriudom (2017) [3], Divervedi and Johnson (2013) [11] and Matther, Thomas and Injodey (2012) [12]. However, for this research, the three attributes of endorser credibility will not be developed in hypotheses. This is because the three attributes have been proven of its effectivity and illustrates endorser credibility in the previous research. The three attributes will be a reflective indicators for endorser credibility variable.



**Figure 1.** Research Model

Endorser credibility is measured using The Source Credibility Model theory. This theory states that the message delivered will be effective based on the level of expertise, trust and attractiveness of an endorser that can be perceived by the market.

Information from an endorser that is credible can influence the belief, opinion, attitude or behaviour of a consumer toward a specific brand or product. Celebrity endorsement can be measured using the attractiveness, trustworthiness and expertise attribute [13].

Attractiveness refers to the ability of an endorser to influence consumers when they are receiving information about a product. An attractive endorser is rated to have a positive effect [13].

Trustworthiness can be seen from an endorser's honesty, integrity and confidence that is visible to the consumers [14]. When a consumer believe that an endorser is trustworthy, they will think that the message that is delivered about a product can be trusted [15]. Expertise is the ability that the endorser have to deliver valid information based on the endorser's knowledge, experience and skill [15]. An expert endorser that know the product inside out is found to be more persuasive and able to generate more purchase intentions toward the product [13].

Brand credibility is defined as trust over information in a specific brand. Brand credibility is built with communication between a brand and consumers. Because of that companies have ensure the quality and credibility of the information [16]. Wang et al. (2017) showed that a more trustworthy celebrity endorse will increase the credibility of a brand. Hence,

**H1:** Endorser credibility have a positive effect toward e-commerce brand credibility.

The trust toward a brand is defined as consumers' availability to rely on the brand's ability to do its functions [17]. Trust of a brand will make consumers to stay or not switch to another brand. Dwivedi & Johnson (2013) [11] states that trust towards a brand can be influenced by the credibility of a celebrity endorser because when consumers believe that the endorser is trustworthy, the will also think that the message delivered about a brand can be trusted. Hence,

**H2:** Endorser credibility have positive effect towards e-commerce brand trust.

Customer relationship commitment with a brand can be shaped by the trust that consumers have to a brand [18]. Relationship commitment is defined as consumers' intentions to make a purchase repeatedly and they will not switch to another brand [19]. Li & Dant (2017) states that the commitment of consumers toward a brand is influenced by the brand's efforts to build relationship with its consumers. One of the way companies do this is by increasing the brand credibility as well as brand trust. If a brand is perceived as credible and trustworthy, customer commitment will be higher. Hence,

**H3:** E-commerce brand credibility have positive effect on e-commerce customer relationship commitment.

**H4:** E-commerce brand trust have positive effect on e-commerce customer relationship commitment.

Expectations toward relationship continuity and brand equity is a deeper analysis on relationship commitment. Expectations toward relationship continuity is defined as consumers who have the

tendency to maintain their relationship with a brand [21] and tend to stay and not switch to another brand [22]. Brand equity refer to the inherent value of a brand that makes the brand more recognizable that other brands. Dwivedi & Johnson (2013) [11] mentions that customer relationship commitment can influence expectations toward relationship continuity and brand equity. Hence,

**H5:** E-commerce customer relationship commitment have positive effect on e-commerce customer relationship continuity

**H6:** E-commerce customer relationship commitment have positive effect on e-commerce brand equity

### 3. METHODOLOGY

This research is a quantitative research with a descriptive design and uses conclusive research design to test the hypotheses and identify the effects on the variables being researched. The primary data that will be used is obtained from respondents that are qualified to fill the questionnaire.

The population in this research are Indonesians who are users of e-commerce and have made a purchase in the last six months who have already seen the marketing activity of an e-commerce that uses celebrity endorser. The sampling technique used in this research is non-probability sampling with convenience sampling. The samples in this research were taken online with respondents that are located across Indonesia. This research does not focus on a specific location because e-commerce users can come from many places across Indonesia.

The questionnaire is distributed online and this research is conducted on October 2020 until November 2020. This research uses 40 questions for all the variables researched.

#### 3.1. Variables Measure

There are six variables that will be used in this research which are endorser credibility, brand credibility, brand trust, relationship commitment, relationship continuity expectations and brand equity. The steps and measures for this research is obtained from prior researches and literatures. Endorser credibility is used as a second-order construct, measured using three attributes dimensions which are attractiveness, expertise and trustworthiness [13]. Each of these attributes have five question indicators where a celebrity endorser is reliable and trustworthy. The question indicator for the variable attributes is adapted from the research of Wang, Kao and Ngamsiriudom (2017) [3] that they adapted from

McCracken (1989) [23] (1990) [24] and Peetz (2012) [25].

The brand credibility variable have eight question indicators that is adapted from Wang, Kao Ngamsiriudom (2017) [3] that they have adapted from Erdem and Swait (2004) [26]. The indicator from brand credibility states that consumers' belief over the reliability of a brand, whether the information and promises given will be fulfilled making the brand credible. Brand trust uses five question indicators on consumer trust toward a brand that is adapted from the research of Dwivedi & Johnson (2013) [11], Akrouf & Nagy (2018) [27] and Wiedmann et al. (2014) [28].

For the relationship commitment variable, there are five indicators where is defines the consumer commitment to a brand. The question is adapted from Dwivedi & Johnson (2013) [11] and Nadeem et al. (2020) [29] that also researched the consumer commitment toward a brand. The variable relationship continuity expectation is defined with four question indicators that is adapted from Dwivedi & Johnson (2013) [11] and Meyer & Allen (1997) [30]. Brand equity is defined with three question indicators that is adapted from Yasin, Noor and Mohamad (2012) [31] and Yoo, Donthu and Lee (2000) [32].

**3.2. Questionnaire Design**

The questionnaire used in this research is a structured data collection with fixed alternative questions. In the questionnaire, the sequence of the questions are predetermined and respondents have to answer based on the set of responses given [33]. There are three screening questions in the questionnaire to make sure that the respondents have met the criteria. After several screening questions, respondents are now set to answer the main questions. Respondents will answer using seven point likert scale where point 1 is strongly disagree, point 2 means disagree, point 3 means slightly disagree, point 4 means neutral, point 5 means slightly agree, point 6 means agree, and point 7 means strongly agree.

**3.3. Analysis Methods**

The result from the questionnaire will be analysed using structural equation model (SEM). The test using SEM will be done using two measurements which are measurement model (relationship between indicator and variable) and structural model (relationship between dependent and independent variable). For measurement mode, goodness-of-fit test and confirmatory factor analysis will be used to test the validity and reliability. Then, a structural model test will be used to measure

hypotheses test and relationship analysis to identify the relationship between every variable in this research.

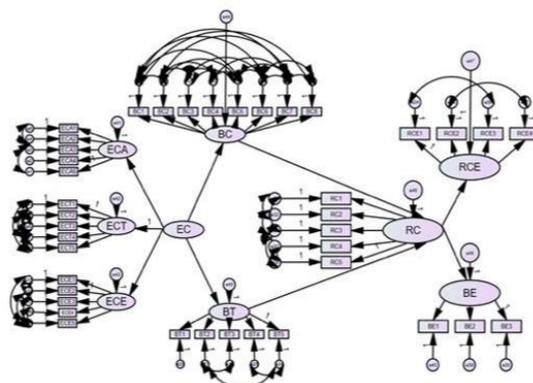
Goodness of fit test will be measured using absolute fit and incremental fit. Absolute fit measurement will use the measurement from Chi-Square (acceptance level  $\geq 0.05$ ), Goodness of Fit Index (GFI acceptance level  $\geq 0.90$ ), and Root Mean Square Error of Approximation (RMSEA acceptance level  $\leq 0.08$ ) [33]. Incremental fit measurement will use Normed Fit Index, Tucker-Lewis Index, Comparative Fit Index, Incremental Fit Index and Relative Fit Index will every acceptance level  $\geq 0.90$  [33].

Confirmatory factor analysis will use validity test and reliability test. For validity test, the variable indicator is valid when the value of standardized loading factor is  $\geq 0.5$  [34]. For reliability test, an indicator is reliable when CR  $\geq 0.7$ . For variance extracted (AVE), an indicator is reliable when  $\geq 0.5$  [33].

Hypothesis test is measured by looking at C.R. or critical ratio (t-value) and p-value. C.R. is acceptable when  $\geq 1.645$  and p- value is acceptable when  $\leq 0.05$  [33], the influence value and strength value between variable can be seen from the estimates result in AMOS. If the estimated influence value is positive, the influence will be positive, and vice versa.

**4. RESULTS**

A total of 421 respondents are used in this questionnaire. The respondents used are respondents that have underwent screening from incomplete and outlier data. Before testing the data any further, a normality test is conducted using normal probability plot using SPSS software. From the test result, it is found that all 421 respondents have been distributed normally with every dots closely scattered or around the diagonal line. Because the data have been normally distributed and the number of data is large, the testing in this research will use AMOS software.



**Figure 2. Structural Model**

**4.1. Goodness Of Fit**

Goodness of fit test is conducted to determine how well and suitable the model used with the data observed in this research. Table 1 refer to the tested goodness of fit measurement using 421 respondent data. It can be seen that the model used in this research have a good goodness of fit value with a Good Fit value of 4, Marginal Fit of 3 and Poor Fit value of 1.

**Table 1.** Goodness of Fit Result

Index	Acceptance Level	Goodness of Fit Result	Conclusion
<b>Absolute Fit Indices</b>			
Chi Square	P-value ≥ 0.05	0.00	Poor Fit
GFI	≥ 0.90	0.820	Marginal Fit
RMSEA	≤ 0.08	0.062	Good Fit
<b>Incremental Fit Indices</b>			
NFI	≥ 0.90	0.884	Marginal Fit
TLI	≥ 0.90	0.914	Good Fit
CFI	> 0.90	0.925	Good Fit
IFI	≥ 0.90	0.925	Good Fit
RFI	≥ 0.90	0.868	Marginal Fit

**4.2. Confirmatory Factor Analysis**

**4.2.1. Validity Test**

Validity test is conducted to measure the accuracy of every variable indicators in explaining a variable. Table 2 shows that every variable indicators have standardized loading factor value of 0.5 where every statement on the indicators meet the criteria and deemed valid to illustrate the variable.

**Table 2.** SEM Validity Test

Variable	Indicator	SLF
Endorser Credibility - Attractiveness	ECA1	0.785
	ECA2	0.756
	ECA3	0.711
	ECA4	0.751
	ECA5	0.747
Endorser Credibility - Trustworthiness	ECT1	0.872
	ECT2	0.779
	ECT3	0.811
	ECT4	0.729
	ECT5	0.823
Endorser Credibility - Expertise	ECE1	0.650
	ECE2	0.692
	ECE3	0.746
	ECE4	0.642
	ECE5	0.811
Brand Credibility	BC1	0.820
	BC2	0.822
	BC3	0.773
	BC4	0.790
	BC5	0.801
	BC6	0.804
	BC7	0.821
	BC8	0.806
BT1	0.829	

Variable	Indicator	SLF
Brand Trust	BT2	0.834
	BT3	0.854
	BT4	0.858
	BT5	0.907
Relationship Commitment	RC1	0.751
	RC2	0.817
	RC3	0.768
	RC4	0.838
	RC5	0.823
Relationship Continuity Expectations	RCE1	0.877
	RCE2	0.939
	RCE3	0.755
	RCE4	0.753
Brand Equity	BE1	0.955
	BE2	0.952
	BE3	0.927

**4.2.2. Reliability Test**

Reliability test is conducted to determine the reliability and consistency of every variable indicators. From table 3, it can be seen that every indicators in on the variables researched have a CR value of higher that 0.7 and AVE value higher that 0.5 therefore stating that every indicators have met the criteria and is deemed reliable.

**Table 3.** SEM Reliability Test

Variable	Indicator	SLF	SLF <sup>2</sup>	Error	CR	AVE
Endorser Credibility - Attractiveness	ECA1	0.785	0.616	0.383	0.87	0.56
	ECA2	0.756	0.571	0.428		
	ECA3	0.711	0.505	0.494		
	ECA4	0.751	0.564	0.435		
	ECA5	0.747	0.558	0.441		
Endorser Credibility - Trustworthiness	ECT1	0.872	0.76	0.239	0.90	0.65
	ECT2	0.779	0.606	0.393		
	ECT3	0.811	0.657	0.342		
	ECT4	0.729	0.531	0.468		
	ECT5	0.823	0.677	0.322		
Endorser Credibility - Expertise	ECE1	0.650	0.422	0.577	0.84	0.51
	ECE2	0.692	0.478	0.521		
	ECE3	0.746	0.556	0.443		
	ECE4	0.642	0.412	0.587		
	ECE5	0.811	0.657	0.342		
Brand Credibility	BC1	0.82	0.672	0.327	0.94	0.65
	BC2	0.822	0.675	0.324		
	BC3	0.773	0.597	0.402		
	BC4	0.790	0.624	0.375		
	BC5	0.801	0.641	0.358		
	BC6	0.804	0.646	0.353		
	BC7	0.821	0.674	0.325		
	BC8	0.806	0.649	0.350		
Brand Trust	BT1	0.829	0.687	0.312	0.93	0.73
	BT2	0.834	0.695	0.304		
	BT3	0.854	0.729	0.270		
	BT4	0.858	0.736	0.263		
	BT5	0.907	0.822	0.177		
Relationship Commitment	RC1	0.751	0.564	0.435	0.90	0.64
	RC2	0.817	0.667	0.332		
	RC3	0.768	0.589	0.410		
	RC4	0.838	0.702	0.297		
	RC5	0.823	0.677	0.322		
Relationship Continuity Expectations	RCE1	0.877	0.769	0.23	0.83	0.56
	RCE2	0.939	0.881	0.118		
	RCE3	0.755	0.57	0.429		
	RCE4	0.753	0.567	0.432		
Brand Equity	BE1	0.955	0.9120	0.10	0.78	0.54
	BE2	0.952	0.906	0.10		
	BE3	0.927	0.859	0.14		

### 4.3. Hypothesis Test

Hypothesis test is conducted using AMOS software. From the test result in table 4, it can be concluded that every hypotheses is acceptable and have significant relationship. Every hypotheses have met the criteria of CR value and p-value where every variable have a CR value higher than 1.645 and p-value lower than 0.05.

Hypothesis	C.R.	P	Estimates	Result
<b>H1:</b> Endorser credibility have positive effect toward e-commerce brand credibility	19,28	< 0,001	0,98	Hypothesis accepted
<b>H2:</b> Endorser credibility have positive effect toward e-commerce brand trust	19,07	< 0,001	0,86	Hypothesis accepted
<b>H3:</b> E-commerce brand credibility have positive effect toward e-commerce customer relationship commitment	2,426	0,015	0,18	Hypothesis accepted
<b>H4:</b> E-commerce brand trust have positive effect toward e-commerce customer relationship commitment	8,801	< 0,001	0,68	Hypothesis accepted
<b>H5:</b> E-commerce customer relationship commitment have positive effect on e-commerce consumer relationship continuity expectation	18,49	< 0,001	0,93	Hypothesis accepted
<b>H6:</b> E-commerce customer relationship commitment have positive effect on e-commerce brand equity	16,23	< 0,001	0,79	Hypothesis accepted

#### 4.3.1. H1: Endorser credibility toward e-commerce brand credibility

The result for H1 shows that the influence has a CR value of 19.283 and P-value < 0.01, meaning that H1 is accepted. The influence of endorser credibility to e-commerce brand credibility is significant and matches the initial hypothesis. This shows that if consumers have a good judgement on an endorser's credibility, it will influence the credibility and brand image of an e-commerce in the mind of the consumers.

#### 4.3.2. H2: Endorser credibility to e-commerce brand trust

The result for H2 shows that endorser credibility have positive significant influence to brand trust. The result for H2 show a CR value of 10.069 and p-value < 0.01. This indicates that endorser credibility is able to influence an e-commerce brand trust. It can be concluded that when a consumer trust a celebrity endorser, it is more likely for them to trust the message delivered by a celebrity endorser about an e-commerce and may influence the consumers' trust toward the e-commerce.

#### 4.3.3. H3: E-commerce brand credibility toward e-commerce customer relationship commitment

From the result, it is found that brand credibility have positive significant influence on e-commerce customer relationship commitment. The result showed a CR value of 2.426 and p-value of 0.015. it can be concluded that when a consumer trust and rely on the information given from a brand, it can increase the consumers' faith to commit to an e-commerce.

#### 4.3.4. H4: E-commerce brand trust toward e-commerce customer relationship commitment

The result for H4 show a CR value of 8.801 and p-value < 0.0001, meaning that H4 is accepted. The influence of brand trust toward e-commerce customer relationship commitment shows a positive significant influence. This indicates that when a consumer have trust on an e-commerce, the consumer may have a long term commitment toward the e-commerce.

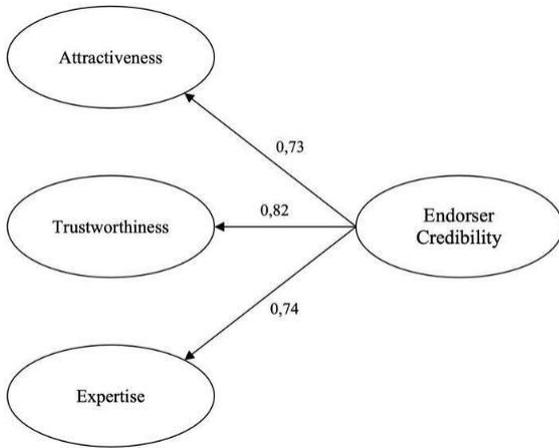
#### 4.3.5. H5: Relationship commitment toward e-commerce relationship continuity expectation consumers

This research found that relationship commitment of an e-commerce consumer is proven to have positive significant influence toward e-commerce relationship continuity expectation consumers. This is shown by a CR value of 18.847 and p-value < 0.0001. it can be said that when a consumer have positive relationship commitment on an e-commerce, the relationship continuity expectation will be higher.

#### 4.3.6. H6: Relationship commitment toward e-commerce brand equity

The result of this research shows a CR value of 16.231 and p-value < 0.0001, meaning H6 is accepted. This shows that when consumers have a good relationship commitment on an e-commerce, the e-commerce brand equity will be positive making the consumers' preferences on e-commerce and their purchase intention to increase [35].

In this research, endorser credibility is reflected by three other variables which are attractiveness, trustworthiness and expertise. This research uses second-order model factor to measure the endorser credibility concept.



**Figure 3.** Endorser Credibility Test Result

Figure 3 above shows the influence between attractiveness, trustworthiness and expertise variable toward endorser credibility. From the test result, it is found that the influence between variables toward endorser credibility is significantly positive. The variable with the highest score of influence is trustworthiness with estimates value of 0.82. This shows that trustworthiness have the strongest influence on endorser credibility. The second strongest variable is expertise and attractiveness have the least strongest influence of all the three variables. The value of attractiveness variable is not far off from the expertise variable, meaning that the influence of the variable is still significantly toward endorser credibility but not as strong as the other variables.

**5. CONCLUSIONS**

This research aim to analyse the influence of a celebrity endorser used by an e-commerce, measured using endorser credibility, toward e-commerce consumers relationship commitment. Relationship commitment then have influence on relationship continuity expectations and e-commerce brand equity. Based on the results, there are five conclusions.

First, the use of celebrity endorsement have positive influence on brand credibility. The positive influence on e-commerce brand credibility also have positive influence on e-commerce consumers relationship commitment. Second, the use of celebrity endorsement have positive influence on e-commerce brand trust. This positive influence also have positive

influence on e-commerce consumers relationship commitment. Third, the results showed that celebrity endorsement have positive influence on e-commerce consumers relationship commitment using the increase on brand credibility and e-commerce brand trust. Fourth, e-commerce consumers relationship commitment have positive influence on consumer relationship continuity expectation. Fifth, e-commerce consumers relationship commitment have positive influence on e-commerce brand trust.

**6. MANAGERIAL IMPLICATIONS**

A company definitely hopes to have a high relationship commitment and brand equity. Due to the increase, it will surely be profitable for the company. Therefore, it is important for companies to be able to build relationship commitment to maintain relationship with consumers for a long period of time. Companies have to put in extra effort to make sure that their consumers will not switch to other e-commerce brands. One way to increase this commitment is increasing the brand credibility and e-commerce brand trust.

To build brand credibility of an e-commerce, marketers can build a positive image and considers the message given using advertisements and endorsers. This can be used to build brand credibility of an e-commerce. From the result, it is found that the statement “this e-commerce have a positive image”, “this e-commerce have a trustworthy reputation” and “this e-commerce is committed to fulfil its claims” have a high score. Companies must be able to build a positive image and commits to fulfil its claims as much as possible.

Building brand trust of an e-commerce can be done by maintaining the service quality and safety of the service. This is supported with the results showing that statement “I believe with the service quality of this e-commerce”, Shopping in this e-commerce is a safe choice” and “I truly believe in this e-commerce” have a high score. In this case, a celebrity endorser can play a role as a messenger where for every message delivered, an endorser can give additional education and delivering positive information on the service quality and safety of the e-commerce.

One of the way to increase brand credibility and brand trust of an e-commerce is by the use of celebrity endorsement. Companies must be able to pick a celebrity endorser that is able to represent the company well. Marketers should choose celebrity endorsers who have a trustworthiness attribute and can be trusted by the consumers. The statements “This celebrity endorser is reliable” and “this celebrity endorser is trustworthy” have a high score. Therefore, a reliable and trustworthy

endorser should be chosen to represent an e-commerce. Aside from being trustworthy, marketers should also choose celebrity endorsers who have the proper expertise and knowledge that is suited for the company and a celebrity endorser that is well liked by the consumers and attractive.

## **AUTHORS' CONTRIBUTIONS**

First Author D.A, presented the idea, designed the model, and performed the whole research. Second author Y.A, supervised and give feedback on the process and the findings of this research. All authors discussed the results and contributed to the final version of the research paper.

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