The Influence Of Brand Ambassador

And E-Service Quality To Purchasing Decisions Through Testimonials

(Shopee User Case Study in Makassar)

Intan Hartina[1], Muh. Asdar[2], Abdul Razak Munir[3]

[1]Student of Master of Management, Faculty of Economics and Business, Hasanuddin University
qonitahintan@gmail.com
[2]Faculty of Economics and Business, Hasanuddin University,
[3]Faculty of Economics and Business, Hasanuddin University, arazak@fe.unhas.ac.id

Abstract

This research aims to explain the influence of Brand Ambassador and E-Service Quality on Purchasing Decisions through Testimonials in Makassar City. This study uses survey methods in data retrieval. The sample of this study was 154 shopee users domiciled in the city of Makassar. Data analysis uses Path analysis with the help of SPSS 25. The results of this study show that brand ambassador and E-service quality variables have a positive and significant effect on purchasing decisions through testimonials.

Keywords: *Brand Ambassador, E-Service Quality, Testimonials, Purchasing Decisions*

INTRODUCTION

Purchasing decisions are very basic in a transaction. In Indonesia the use of the internet is growing so rapidly. At the beginning of its development, the internet was only used for academics. But at this time many business people who began to use the internet to do promotions and trade. The businessman created a new e-commerce-based company called an online buying and selling site. Through online buying and selling sites, shopping patterns in the community, especially internet users, are starting to change. Without having to go directly to the shopping place, but simply by accessing the sites of online buying and selling providers consumers can already buy a product online.

In Indonesia, online shopping is familiar to the public has become the choice of many parties to obtain goods. The growing growth of e-commerce in Indonesia makes shopee enliven this industry. Shopee is a commercial electronics site headquartered in Singapore under the auspices of SEA Group, founded in 2009 by Forres Li. Shopee was first launched in 2015 in Singapore. Shopee began to enter the Indonesian market at the end of May 2015 and shopee only began operating at the end of June 5 in Indonesia. Shopee is a subsidiary of Singapore-based Garena. Shopee has a presence in several countries in the Southeast Asia region such as Singapore, Malaysia, Vietnam,

Taiwan, Thailand, Philippines and Indonesia. Shopee Indonesia is located at 77 Tower guesthouse. 2, Jalan Letjen, S. Parman, palmerah, special area of The Capital City of Jakarta 11410, Indonesia.

Shopee provides a wide range of complete product categories. There are 24 categories of goods offered, ranging from daily necessities to hobby-related items available at shopee. The various product categories in shopee are: Women's Shoes, Women's Bags, Muslim Fashion, Women's Clothing, Men's Clothing, Watches, Fashion Accessories, Men's Shoes, Men's Bags, Baby &Child Fashion, Care & Beauty, Health, Mother & Baby, Food & Beverage, Automotive, Home Supplies, Sports &outdoor, Books & Stationery, Souvenirs & Parties, Electronics, Computers & Accessories, Mobile Accessories, Photography, Hobbies & Collections (shopee.co.id).

Since the beginning of shopee present in Indonesia the popularity of shopee as the marketplace of choice of many people to shop online looks to increase from year to year. Recorded from Q4 2019 to Q3 2020, the number of Shopee visits continues to increase. From 55.9 million in Q2019 to 96.5 million in Q3 2020. A significant increase in the number of visits made Shopee skyrocket to the rankings (goodnewsfromindonesia.id-January 2021). With the Covid-19 pandemic in Indonesia in 2020-2021, making online shopping become increasingly popular for many people. Shopping becomes a necessity for every human being, the lifestyle of today's society is a consumptive lifestyle, meaning that people continue to shop and consume something they like and are in demand.

Many factors influence purchasing decisions, ranging from competition from similar companies, lifestyle, economic and social factors. In addition, internal factors are also very dominant influences such as brand ambassador variables, e-service quality and testimony. "The higher consumer confidence, the higher the level of consumer purchasing decisions" (Gafen and Straub, 2004). Low customer confidence in doing so is due to a feeling of doubt about the quality of the product purchased by the customer is afraid if the goods purchased do not match expectations, therefore the trust factor for online purchases is still a serious problem that online sellers need to consider. A marketing strategy in collaboration with a Brand Ambassador is not a new strategy. This strategy has long been used by many companies and is effective at introducing products to the public. Forms of communication to increase buying interest, thus influencing purchasing decisions. This shows that the use of brand ambassadors has the most positive effect. Brand ambassadors are instrumental in helping smooth marketing activities both locally and globally (Greenwood, 2012).

If Shopee e-commerce is able to provide the right service and in accordance with consumer expectations, then Shopee will have a good perception in the eyes of consumers. In providing appropriate and appropriate

services, companies are required to understand consumer expectations and provide satisfactory service. If consumers are satisfied with the services provided, then consumers tend to compare with services from other companies. Testimonials are records of customer or consumer expressions about products or services and services carried out by online stores that are recorded on web pages or social media. Testimony is considered so important enough to foster customer trust in the products offered. In addition, testimony can also be an attraction for new consumers because they see a lot of recognition of satisfaction with the products of the business that is run. Testimonials are one way that people believe, and can also be used as a running advertisement that can be used as a good way to do so.

LITERATURE REVIEW

Brand Ambassador

The use of brand ambassadors is currently one of the mainstay marketing strategies of companies to continue to grow and compete. Usually companies choose celebrities, expertise in their fields (such as singers, chefs, athletes or television broadcasters), as well as mascots and certain characters (e.g. famous cartoons) that are felt to attract consumers as brand ambassadors. Kotler and Armstrong (2014), stated that brand ambassadors are individuals who disseminate information about products from a company. Brand ambassador is a person who supports a brand from various popular public figures, apart from popular communities can also be supported by ordinary people and more often referred to as regular endorsers (Shimp, 2013). A brand ambassador is someone who has a passion for brands willing to introduce it (Doucett 2008).

E-Service Quality or also known as E-ServQual is a new version of Service Quality (ServQual). E-ServQual was developed to evaluate a service provided on an Internet network. E-Service Quality is defined as the expansion of a site's ability to facilitate shopping, purchasing, and distribution activities effectively and efficiently (Chase, Jacobs, &Aquilano, 2006). Based on Ho and Lee (2007), there are 5 dimensions of e-service quality measurement, namely: Information Quality, Security, Website Functionality, Customer Relationship, and Responsiveness and Fulfillment. Zeithalm and Bitner (2000:19).

Testimony

According to Andrew Gariffith (2014), testimonials are a way to build credibility, information published in the media must favor the crowd as opposed to personal interests. For online sellers who mean in the field of business, testimonials are very valuable, because they have a variety of benefits. For example as follows:

1. Sellers get trust: Trust from buyers, is important. A positive response, of course, will increase the trust of a seller.

2. Raise reputation: In business development, this is very important and beneficial. Through the number of testimonials, the seller's reputation will automatically increase as well.

3. Sellers get regular customers: If a customer gives a positive response, it is not impossible that they will later become a regular customer.

4. As a seller evaluation material: Sometimes not always a positive response, testimonials can also be one form of seller disappointment. But this can be the material of the seller's evaluation, to get better.

5. Free media marketing: Not infrequently for shoppers who give positive testimonials, also recommend our store to relatives.

6. Advertising materials: Testimonials can be used by sellers, as advertisements intended for other prospective buyers. In fact, you could say this method is very effective.

7. Speed of seller response: For some people, the seller's response when it is online is very important. This is not uncommon, written by buyers in the testimonial column.

Purchase Decision

According to Alma (2013: 96) a purchasing decision is a consumer decision influenced by financial economy, technology, politics, culture, products, prices, locations, promotions. According to Tjiptono (2014), the process of purchasing decisions to consumers can be broadly classified into 3 (three) main stages: pre-purchase, consumption, and after-purchase evacuation.

1. The pre-purchase stage includes all consumer activities that occur prior to the purchase and use of services. This stage includes three processes, namely need identification, information search and alternative evaluation.

2. The consumption stage is the stage of the consumer decision process where consumers buy and use products or services.

3. The after-purchase evaluation stage is the stage of the consumer's decision-making process when the consumer determines whether he or she has made the right purchasing decision. So the purchase decision is the process of formulating various alternative actions to drop the option on one particular alternative to make a purchase. A buying process is not just knowing the various factors that will affect the buyer, but based on the role in the purchase and the decision to buy.

physical evidence, people and, process. Thus forming an attitude on consumers to process all information and draw conclusions.

Based on several references and empirical studies obtained, a conceptual framework is compiled presented in Figure 1 :
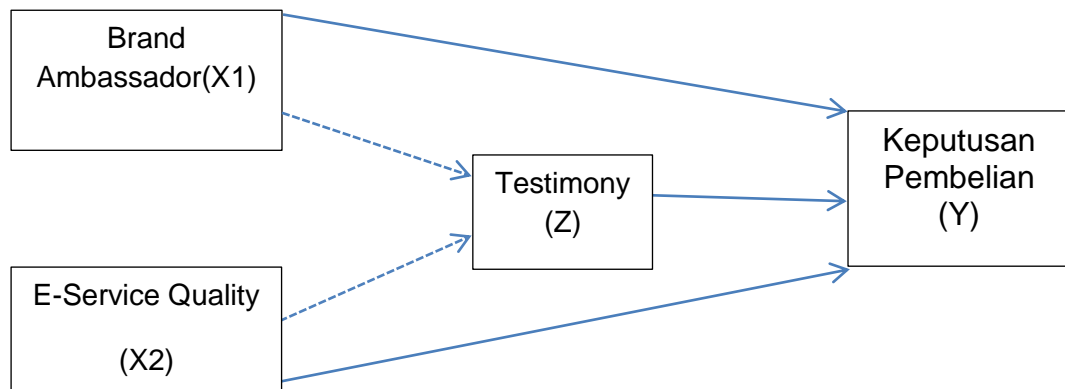

Figure 1 : The Conceptual Model

Hypothesis 1 = There is a direct positive influence of Brand Ambassador on Testimonials

Hypothesis 2 = There is a direct positive influence E-Service Quality on Testimonials

Hypothesis 3 = There is a direct positive influence of Brand Ambassador on Purchase Decision Hypothesis 4 = There is a direct positive influence E-Service Quality on Purchase Decision

Hypothesis 5 = There is a direct positive influence Testimonial on purchase decision

Hypothesis 6 = There is a positive influence indirectly Brand Ambassador on the purchase decision through Testimonials

Hypothesis 7 = There is an indirect positive influence of E-Service Quality on purchasing decisions through testimonials

RESEARCH METHOD AND RESEARCH DESIGN

Research Object

This research was conducted in the city of Makassar through data collection (online survey) on the people of Makassar city who had conducted

transactions in e-commerce shopee, the research was conducted in September-October 2021.

Research Method

This descriptive method is a method that aims to find out the nature and deeper relationship between two variables by observing certain aspects more specifically to obtain data that is in accordance with existing problems with the purpose of research, where the data is processed, analyzed, and further processed on the basis of theories that have been studied so that the data can be drawn to conclusions. The data sources used in the research are information data, images, numbers and a combination of data sources that will be research in this study is the primary data source. Primary data source is data derived from the original data source or the first source in general we refer to as the source. This data is obtained from directly from the filling out of questionnaires by shopee users in makassar city.

The study was used to test the variables X1 and X2 against Y through Z studied. Verifiative means testing a theory by submitting a hypothesis whether accepted or rejected. Using research methods will be known significant relationships between the variables studied so as to produce conclusions that clarify the picture of the object being studied. Sekaran & Bougie (2016) mentions that the sample is a subgroup or part of the population.

The sampling method in this study uses a non probability sampling sample selection method, in which sampling techniques that do not provide equal opportunities or opportunities for each element or member of the population are selected into a sample, given the large number of shopee users and due to time constraints, sample withdrawal uses convenience sampling methods. Convenience sampling is sampling based on the availability of elements and the ease of getting them. The sample is selected because the sample is at the right place and time. Thus the use of samples in this research as many as 154 respondents. Before testing the hypothesis, tests validity and reliability. The design of testing this hypothesis to test the influence between independent variables namely brand ambassador (X1) and E-Service Quality (X2) on Purchasing decisions (Y) as dependent variables through testimonials (Z) as

intervening variables, using path analysis, t test, coefficient of determination, and F test.

Results of Research Instrument Test

Data Validity

The validity test is used to measure the validity of the questionnaire, the questionnaire is said to be valid if the question in the questionnaire reveals something that will be measured by the questionnaire. (Sunyoto, 2011:72). . If the total value of pearson correlation > 0.30 then it is said to be valid and if the correlation value is below 0.30 then it is said to be invalid.

Table-1 validity Test

Variabel	Indicator	Corrected Item-Total Correlation	ʳtable	Information
Brand Ambassador	X1.1	0.578	0.158	Valid
	X1.2	0.729	0.158	Valid
	X1.3	0.626	0.158	Valid
	X1.4	0.664	0.158	Valid
	X1.5	0.622	0.158	Valid
	X1.6	0.622	0.158	Valid
	X1.7	0.668	0.158	Valid
	X1.8	0.539	0.158	Valid
	X1.9	0.696	0.158	Valid
	X1.10	0.675	0.158	Valid
	X1.11	0.778	0.158	Valid
	X1.12	0.691	0.158	Valid
	X1.13	0.723	0.158	Valid
	X1.14	0.627	0.158	Valid
	X1.15	0.717	0.158	Valid
	X1.16	0.658	0.158	Valid
E-Service Quality	X2.1	0.704	0.158	Valid
	X2.2	0.733	0.158	Valid
	X2.3	0.787	0.158	Valid
	X2.4	0.699	0.158	Valid
	X2.5	0.766	0.158	Valid
	X2.6	0.614	0.158	Valid
	X2.7	0.703	0.158	Valid
	X2.8	0.739	0.158	Valid
	X2.9	0.827	0.158	Valid
	X2.10	0.663	0.158	Valid

	X2.11	0.674	0.158	Valid
	X2.12	0.702	0.158	Valid
	X2.13	0.738	0.158	Valid
	X2.14	0.773	0.158	Valid
	X2.15	0.741	0.158	Valid
	X2.16	0.672	0.158	Valid
Testimoni	Z	0.766	0.158	Valid
	Z	0.673	0.158	Valid
	Z	0.726	0.158	Valid
	Z	0.724	0.158	Valid
	Z	0.756	0.158	Valid
	Z	0.609	0.158	Valid
Purchasing Decision	Y	0.689	0.158	Valid
	Y	0.390	0.158	Valid
	Y	0.482	0.158	Valid
	Y	0.731	0.158	Valid
	Y	0.645	0.158	Valid
	Y	0.721	0.158	Valid
	Y	0.712	0.158	Valid
	Y	0.636	0.158	Valid
	Y	0.658	0.158	Valid
	Y	0.640	0.158	Valid
	Y	0.681	0.158	Valid
	Y	0.769	0.158	Valid
	Y	0.751	0.158	Valid
	Y	0.718	0.158	Valid
	Y	0.639	0.158	Valid

Source : Primary Data Processed, 2021

Based on table 1, the value of r calculates greater than the value of the r table (0.158), so that all question items are declared valid and can be included in the reliability test. There is no statement that is declared invalid.

Data Reliability

Table-2 Reliability

Variabel	Jumlah Butir Pernyataan	Koefiesien Reliabilitas	Keterangan
X_1 : Pengaruh Brand Ambassador	16	0.914	Reliabel
X_2 : E-Service Quality	16	0.938	Reliabel
Z : Testimoni	6	0.801	Reliabel
Y : Purchasing Decision	15	0.904	Reliabel

Source : Primary Data Processed, 2021

From table 1 of the reliability test results above it can be known that cronbach's alpha value of all variables that have been tested is already above 0.60, it can be concluded that all variables in this study are declared reliable.

Data Analysis

Path model 1

In regression analysis model 1 the structure is: $Z = X_1 + X_2 + e_1$

Table-3 Uji T

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.439	1.284		1.900	.059
	Brand Ambassador	.075	.030	.176	2.506	.013
	E-Service Quality	.256	.027	.669	9.524	.000
Dependent Variable: Testimoni						

Source : Primary Data Processed, 2021

Stating that the brand ambassador's significant value (X1) to testimonials is 0.013 > 0.05, the significant value of E-Service (X2) to testimonials (Z) is 0.000 < 0.05.

Results of Model 1 Coefficient of Determination Test

Table-4 Uji R

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807[a]	.651	.646	2.26969
Predictors: (Constant), E-Service Quality, Brand Ambassador				

Source : Primary Data Processed, 2021

From the table above can be seen the value of R Square 0.651 or 65.1%. The figures show the large influence of Brand Ambassador and E-Service Quality on Testimonials combined, while the remaining 34.9% is influenced by other factors or error values. The effect of e1 = $\sqrt{(1-R)}$ is the value of e1 = $\sqrt{(1-0.651)}$ = 0.590.

Statistical Test F

Table-5 Uji F

ANOVA[a]						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1450.779	2	725.389	140.811	.000[b]
	Residual	777.877	151	5.152		
	Total	2228.656	153			
Dependent Variable: Testimoni						
b. Predictors: (Constant), E-Service Quality, Influence of Brand Ambassador						

Source : Primary Data Processed, 2021

Based on the results of the anova test or F test, the F count is 140,811 with a significance level of 0.000. Since the probability (0.000) is much smaller than 0.05 based on the results of the ABOVE SPSS test, the regression equations that reflect the variables in this study are :
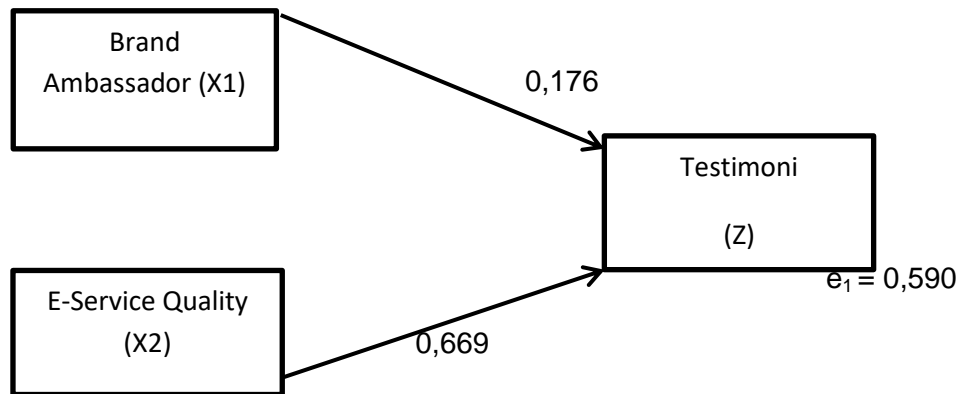
$$Z = 0{,}176 \ X_1 + 0{,}669 \ X_2 + e_1$$

Figure-2
Results of Path Analysis Brand Ambassador and
E-Service Quality Against Testimonials

Path model 2

Regression analysis model 2 is used to determine the strength of the relationship from the independent variable to the variable, and the mediation variable (intervening) in regression analysis model 2 of its structural equations are:

$$Y = X_1 + X_2 + Z + e2$$

Statistical Test Results T

Table-6 Uji T

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3.812	2.762		1.380	.169
Brand Ambassador	.177	.065	.171	2.714	.007
E-Service Quality	.277	.072	.299	3.835	.000
Testimoni	1.124	.173	.464	6.500	.000
a. Dependent Variable: Purchasing Decision					

Source : Primary Data Processed, 2021

Large significant value of Brand Ambassador (X1) of 0.007 < 0.05, significant value of E-Service Quality (X2) of 0.000 < 0.05, and significant value of Testimonials (Z) of 0.000 < 0.05.

Results of Model 1 Coefficient of Determination Test

Table-6 Uji R model 2

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.857[a]	.734	.728	4.82484
a. Predictors: (Constant), Testimoni, Brand Ambassador, E-Service Quality				
b. Dependent Variable: Purchasing Decision				

Source : Primary Data Processed, 2022

From the table above can be seen the value of R Square 0.734 or 73.4%. The figure shows the influence of Brand Ambassador (X1), E-Service Quality (X2), and Testimonial (Z) on Purchasing Decisions (Y) combined at 73.4%, while the remaining 26.6% is influenced by other factors or error values. The effect of $e2 = \sqrt{(1-R)}$ is the value of $e2 = \sqrt{(1-0.734)} = 0.515$. So, the sum of R Square total with the formula: R Square total = 1 – e1 x e2

R Square Total = 1 – 0.590 x 0.515 = 0.697.

Statistical Test F

Table-7 Uji F

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9621.183	3	3207.061	137.766	.000[b]
	Residual	3491.863	150	23.279		
	Total	13113.045	153			
a. Dependent Variable: Purchasing Decision						
b. b. Predictors: (Constant), Testimoni, Pengaruh Brand Ambassador, E-Service Quality						

Source : Primary Data Processed, 2021

Based on the results of the anova test or F test, the F count is 137,766 with a significance level of 0.000. Since the probability (0.000) is much smaller than 0.05;

Based on the results of the SPSS test above, the regression equations

that reflect the variables in this study are: **$Y = 0,171\ X_1 + 0,299\ X_2 + 0,464\ Z + e_2$**

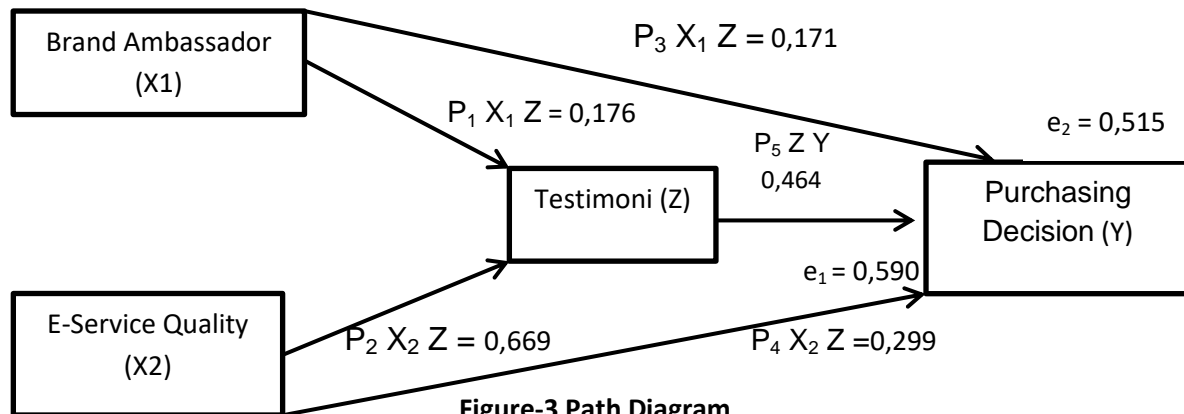**Hypothesis Test (Path Coefficient)**

Figure-3 Path Diagram

Based on the results of the above path analysis, it can be explained the analysis of hypotheses as follows:

Direct Influence

1. Influence of Brand Ambassador (X1) On Testimonials (Z) by 17.6%
2. Influence of E-Service Quality (X2) On Testimonials (Z) By 66.9%
3. Influence of Brand Ambassador (X1) On Purchasing Decisions (Y) Amounted to 17.1%
4. Influence of E-Service Quality (X2) On Purchasing Decisions (Y) by 29.9%
5. Effect of Testimonials (Z) On Purchasing Decisions (Y) by 46.4%

Indirect Influence

X1 → Z → Y = 25,26%

The Influence of a Brand Ambassador (X1) through Testimonials (Z) on Purchasing Decisions (Y) is the multiplication between the beta value of the Brand Ambassador (X1) on Testimonials (Z) and the beta value of Testimonials (Z) against Purchase Decisions (Y).

X1 → Z → Y = (0.176 x 0.464) = 0.0816 or 8.16%.
Then the value of indirect influence is obtained 8.16%.
So the total influence that X1 exerts on Y is;

Direct Influence + Indirect Influence = X1 → Y 17.1% + 8.16% = 25.26%

X2 → Z → Y = 60.94%

The effect of E-Service Quality (X2) through Testimonials (Z) on Purchase Decisions (Y) is the multiplication between the beta value of E-Service Quality (X2) on Testimonials (Y) and the beta value of Testimonials (Z) against Purchasing Decisions (Y).
X1 → Z → Y = (0.669 x 0.464) = 0.3104 or 31.04%.

Then the value of indirect influence is obtained 31.04%.
So the total influence that X2 exerts on Y is;

Direct Influence + Indirect Influence = X2 → Y 29.9% + 31.04% = 60.94%

The Result Of Research Hypothesis

Based on the reseach result, the hypothesis can be described as follows :

Table-8 hypothesis Result

	Hypothesis	Conclusion
H_1	There is a direct positive influence of Brand Ambassador on Testimonials	Hypothesis accepted
H_2	There is a direct positive influence E-Service Quality on Testimonials	Hypothesis accepted
H_3	There is a direct positive influence of Brand Ambassador on Purchase Decision Hypothesis	Hypothesis accepted
H_4	There is a direct positive influence E-Service Quality on Purchase Decision	Hypothesis accepted
H_5	There is a direct positive influence Testimonial on purchase decision	Hypothesis accepted
H_6	There is a positive influence indirectly Brand Ambassador on the purchase decision through Testimonials	Hypothesis accepted
H_7	There is an indirect positive influence of E-Service Quality on purchasing decisions through testimonials	Hypothesis accepted

Source : Primary Data Processed, 2021

DISCUSSION

1. Influence of Brand Ambassadors on Testimonials

If the company wants positive results, then the brand ambassador chosen by the company must be in accordance with the brand image formed by the company. Brand ambassadors chosen by the company in everyday life must also be in accordance with the brand of the product it represents so that prospective consumers who see it in everyday life feel close and indirectly the brand ambassador provides persuasion that is unwittingly by prospective consumers (Nindwalanju, 2013).

The hypothesis proposed partially is the influence of the Brand Ambassador on testimonials has a positive and significant effect on testimonials. The statistical results conducted have a significant value of Brand Ambassador (X1) of 0.013 < 0.05 means that H1 is accepted there is a direct and positive influence (constan value 0.75) Brand Ambassador (X1) to testimonials (Z), then the hypothesis is accepted.

2. The Effect of E-Service Quality on Testimonials

E-ServQual was developed to evaluate a service provided on an Internet network. E-Service Quality is defined as the expansion of a site's ability to purchase activities, and distribution effectively and efficiently (Chase, Jacobs, &Aquilano, 2006).

The hypothesis proposed partially is the effect of e-service quality on testimonials has a positive and significant effect. The statistical results that have been done have a significant value, Large significant value of E-Service Quality (X2) of 0.000 < 0.05 means that H2 is received there is a direct and positive influence (constan value 0.256) E-Service Quality (X2) Against testimonials (Y).

3. Influence of Brand Ambassadors on Purchasing Decisions

The hypothesis proposed partially is the influence of the Brand Ambassador on purchasing decisions has a positive and significant effect on testimonials. The statistical results conducted have a significant value of Brand Ambassador (X1) of 0.007 < 0.05 means that H3 is accepted there is a direct and positive influence (constan value 0.177) Brand Ambassador (X1) to the Purchase Decision (Y), then hypothesis is accepted.

4. The Effect of E-Service Quality on Purchasing Decisions

The partially proposed hypothesis is the effect of e-service quality on purchasing decisions has a positive and significant effect. The statistical results that have been done have a significant value, Large significant value of E-Service Quality (X2) of 0.000 < 0.05 means that H1 is received there is a direct and positive influence (constan value 0.277) E-Service Quality (X2) Against Purchasing Decision (Y).

5. Effect of Testimonials on Purchasing Decisions

According to Andrew Gariffith (2014), testimonials are a way for the credibility of information published in the media to be in favor of the crowd as opposed to personal interests.

The hypothesis proposed partially is testimony to the purchase decision has a positive and significant effect. The statistical results that have been done have a large value of significant testimonial value (Z) of 0.000 < 0.05 means that H1 is received there is a direct and positive influence (constan value 1.124) Testimonial (Z) Against The Purchase Decision (Y).

6. Influence of Brand Ambassadors on Purchasing Decisions with Testimonials as Intervening Variables

The influence of brand ambassadors in this research model is testimonial variables as intermediary variables that have an relationship to mediate variable Y, namely purchasing decisions in shopee e-commerce in community cities. This is shown from the indirect influence of brand ambassador variables and e-service quality on purchasing decisions through testimony X1 → Z → Y = (0.176 x 0.464) = 0.0816 or 8.16%. So the value of indirect influence is obtained 8.16%.

7. The Effect of E-Service Quality on Purchasing Decisions with Testimonials as Intervening Variables

The influence of e-service quality in this research model where testimonial variables as intermediary variables have a higher relationship to mediate variable Y purchasing decisions in e-commerce shopee in community cities. Service Quality (X2) to Testimonials (Y) with a testimonial beta value (Z) against a Purchase Decision (Y). X1 → Z → Y = (0.669 x 0.464) = 0.3104 or 31.04%. So the indirect influence value is obtained 31.04%.

CONCLUSION

Based on the results of research and analysis, it can be concluded that Brand Ambassador, E_service Quality, and testimonials have a positive and significant influence on purchasing decisions directly and indirectly. Among the three variables, E-Service has the greatest influence on purchasing decisions by shopee users in makassar city. In further research, it is advisable to examine other variables that influence the decision to buy products in e-commerce shopee and also pay attention to three variable brand ambassadors, e-service quality, and testimonials in developing local brand products among the millennial generation of Makassar City.

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