

## ANTECEDENTS AND CONSEQUENCES OF PURCHASE INTENTION ON THE SHOPEE MARKETPLACE IN DEPOK CITY

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### ABSTRACT

This research was conducted to analyze the implications of the influence of antecedents and consequences on purchase intention on the Shopee marketplace in Depok City. The research methodology used primary data collection through questionnaire distribution with 100 respondents as sample. The data analysis method used in this research study was Partial Least Squares-Structural Equation Modeling. The results indicate that brand ambassadors influence purchase decisions on Shopee, brand image influences purchase decisions on Shopee, brand ambassadors do not influence purchase intentions, brand image influences purchase intentions, purchase intentions influence purchase decisions on Shopee, and brand ambassadors do not influence purchase decisions on Shopee through purchase intentions as a mediating variable. Brand image influences purchase decisions on Shopee through purchase intentions as a mediating variable.

**Key words:** antecedents; consequences; purchase interest; shoope

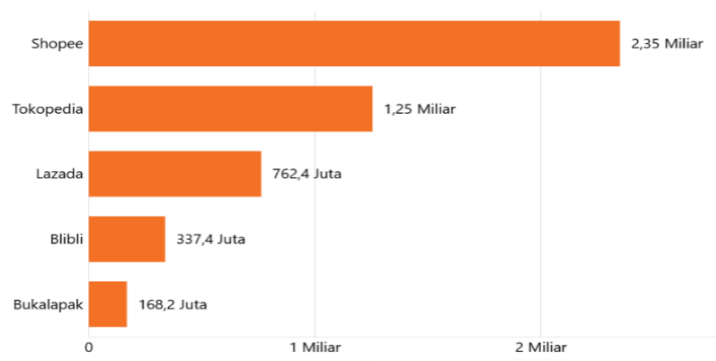
### INTRODUCTION

Digital technology is experiencing rapid development that is transforming aspects of human life, one of which is the development of information media in trade activities. There has been a paradigm shift from traditional trade systems to electronic commerce systems. This electronic commerce focuses on the online buying and selling of goods and services, commonly referred to as e-commerce (Nasution et al., 2020). Based on a survey by WeAreSosial, Indonesia is the country with the largest number of e-commerce users in the world and an estimated 80-85% of the Indonesian population shops online (<https://databoks.katadata.co.id/>) with transactions reaching IDR 500 trillion.

The highly promising e-commerce market prospects in Indonesia have given rise to various new e-commerce platforms offering various advantages. Companies are innovating and creating new promotional strategies, including brand ambassadors, who are increasingly popular and viral on social media (Diawati et al., 2021). Shopee, the largest e-commerce platform, was founded in 2015 and by 2018 had become one of the most popular e-commerce platforms in Southeast Asia, surpassing its competitors. The number of active users now exceeds 100 million.

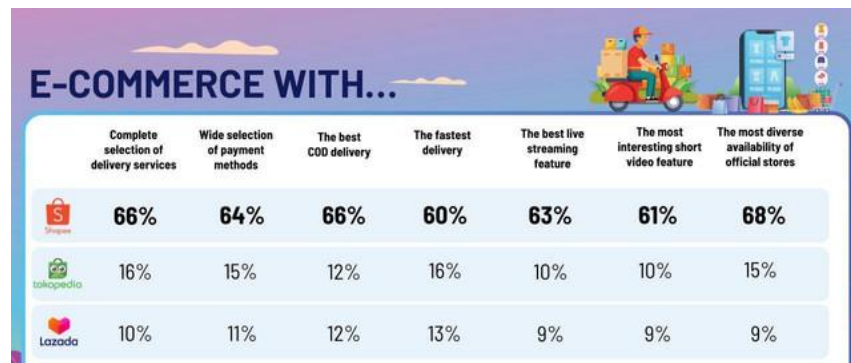
Brand ambassadors are used by companies as a tool to communicate with their audiences, aiming to increase sales. Nasri (2020) states that the chosen brand ambassador must be able to attract consumers' attention and align with the brand image created by the company. Many brands choose celebrities as brand ambassadors for their products (Martaputri et al., 2022), as well as Shopee using Blackpink as a brand ambassador from 2020 to the present.

**Figure 1. E-Commerce Visitor Data 2024**



The image quality of the chosen marketplace will be a consideration for consumers in their shopping decisions on that platform (Herawati & Putra, 2023). In 2023, Shopee topped the e-commerce sector with the largest number of monthly visits, reaching 2.15 billion, surpassing Tokopedia from the previous year. And based on a survey conducted by Ipsos, of the seven indicators used by Ipsos in the survey, namely Complete Selection of delivery services Wide selection of payment methods, The best COD delivery, The fastest delivery, The best live streaming feature, The most interesting short video feature, The most diverse availability of official stores, Shoope is ranked first compared to Tokopedia, Lazada and others.

Figure 1. Ipsos'survey, 2024



Purchasing decisions fall within the realm of consumer behavior, which describes the process by which individuals, groups, or organizations select, purchase, use, and utilize products, services, ideas, and experiences to satisfy their needs and desires (Kamanda, 2024). According to Kotler and Keller (2016) quoted in the journal (Pramarini et al., 2024), purchasing decisions are a series of stages in evaluating a number of alternative actions, which aim to determine the choice of a particular alternative and then carry out the purchase.

Generation Z is a generation that grew up in an era of rapidly developing digital technology. Therefore, they are naturally familiar with digital technology and the internet. Generation Z has consumerist behavior and a strong tendency to shop online (Simangunsong 2018). According to Katadata, the results of a March 2022 Alvara Research Center survey showed that Shopee is the most popular e-commerce service among Generation Z (Nur Afni et.al, 2024).

The belief and rationale in this study are the relevance to digital consumer trends, the impact of brand ambassadors, the importance of brand image and purchase interest as a bridge between promotion and purchasing decisions. Seeing the explanation that has been explained previously, the researcher feels the need to raise research on the antecedents of Brand Ambassador and Brand Image brand image in purchasing interest decisions in the Shopee marketplace, especially generation Z who live in Depok City.

## METHOD

This research uses a quantitative approach as the primary method, conducted systematically, structured, and planned from the design stage to implementation (Hair et al. 2022). This quantitative approach uses a causal research method to investigate the causal correlation between the independent variables of Brand Ambassador and Brand Image, hedonic shopping, and the dependent variables of Purchase Decision and Purchase Intention as a mediating variable. This research design was chosen because it can measure both direct and indirect influences between variables using statistically analyzed numerical data.

The research population includes all Shopee users in Generation Z who have shopped based on price discounts, hedonic shopping motivations, purchase intentions, and impulse purchases. The sample was selected using a non-probability sampling technique using a purposive sampling method based on the following criteria:

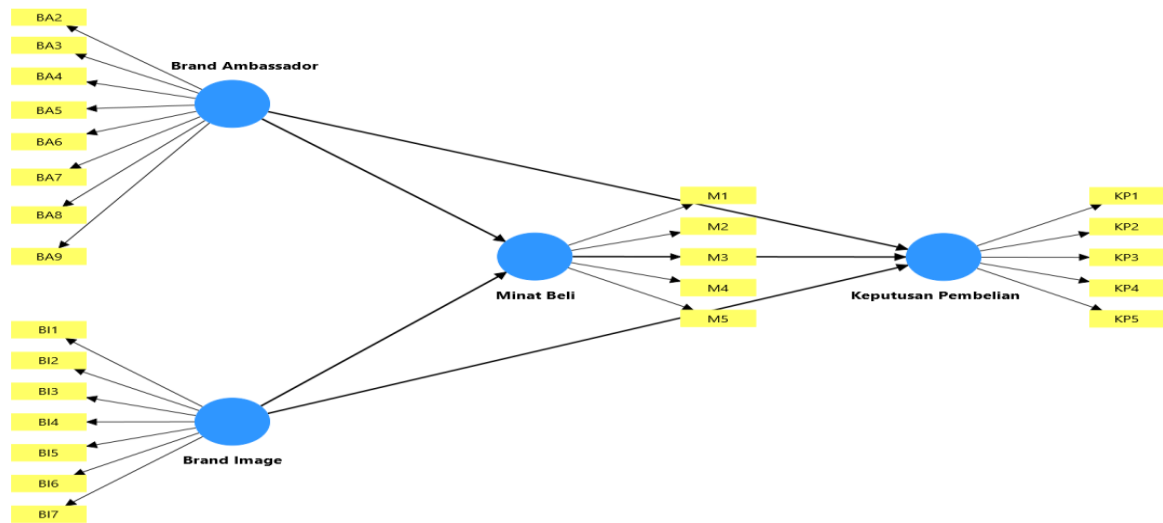
- a. Generation Z residing in Depok City and born between 1999 and 2007
- b. Have made a transaction on the Shopee marketplace

Based on the recommendations of Hair et al. (2022), the minimum total sample size is 5–10 times the number of indicators in the PLS-SEM model. With 17 indicators, a minimum of 100 respondents is required. Primary data was collected through a closed-ended questionnaire with a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) distributed online to respondents according to the criteria. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3, involving two stages:

1. Evaluation of the measurement model (outer model) to test convergent validity, discriminant validity, and composite reliability.
2. Evaluation of the structural model (inner model) to assess causal relationships between variables through path coefficients, t-statistics, p-values, and R-squared values.

## RESULTS AND DISCUSSION

In this research, hypothesis testing was conducted using the Partial Least Squares (PLS) method using SmartPLS software version 3.2.9. The PLS model that has passed the testing stage is visualized in the following diagram:



(Source: Processed Data from SmartPLS Program Version 4.0 (2025))

Based on the validity test using SEM-PLS, invalid questionnaire questions were deleted and not used in subsequent data analysis stages. All questions were considered valid if the convergent validity test found that the loading factors were greater than 0.7 ( $>0.7$ ). The discriminant validity test showed that the cross-loading values for each variable met the requirements, with a cross-loading value  $>0.70$ , confirming the validity of the data. From the data testing results, only one statement in the "Brand Ambassador" variable did not meet the validity test requirements, namely statement 1, coded BA1. Therefore, this statement was deleted and could not be included in the research process. The majority of valid statements demonstrated that the research data was suitable for further reliability testing.

Reliability testing aims to assess the extent to which a research instrument produces consistent results when used repeatedly under similar conditions. At this stage, the SEM-PLS method is used, taking into account Cronbach's alpha and composite reliability values. Based on the data in the table, all variables in the study showed reliable results. This is demonstrated by the fulfillment of all reliability testing criteria. Therefore, all variables are suitable for use in the next stage of research analysis.

**Table 1. Reliability Test Results**

Variabel	Cronbach's alpha	Composite reliability	Hasil
Brand Ambassador	0.933	0.937	Reliabel
Brand Image	0.937	0.939	Reliabel
Purchasing Decision	0.917	0.917	Reliabel
Purchase Intention	0.860	0.863	Reliabel

(Source: Processed Data from SmartPLS Program Version 4.0 (2025))

**Table 2. Significance Test Results (Two-tailed)**

Variabel	Original sample	T statistics	P values
Brand Ambassador -> Purchasing Decision	0.146	2.143	0.032
Brand Ambassador -> Purchase Intention	0.205	1.921	0.055
Brand Image -> Purchasing Decision	0.787	12.842	0.000
Brand Image -> Purchase Intention	0.653	6.107	0.000
Purchase Intention-> Purchasing Decision	0.314	2.982	0.003

(Source: Processed Data from SmartPLS Program Version 4.0 (2025))

In the significance test, it states that Brand Ambassador has a positive effect on Purchasing Decisions because the t-value is  $2.143 > 1.96$  and the p-value is  $0.032 < 0.05$ . Brand Ambassador does not affect Purchase Intention because the t-value is  $1.921 < 1.96$  and the p-value is  $0.055 > 0.05$ . Other results state that Brand Image affects Purchase Decisions because the t-value is  $12.842 > 1.96$  and the p-value is  $0.000 < 0.05$ . Brand Image also affects Purchase Intention because the t-value is  $6.107 > 1.96$  and the p-value is  $0.000 < 0.05$ . And other results state that Purchase Interest influences Purchase Decisions because the t-value is  $2.982 > 1.96$  and the p-value is  $0.003 < 0.05$ .

In addition to the results presented above, there are indirect significance test results through intermediary variables or so-called intervening variables which will be displayed and presented in the next table.

**Table 3. Indirect Significance Test Results**

Variabel	Original sample	T statistics	P values
Brand Ambassador -> Purchase Intention -> Purchasing Decison	0,064	1,537	0,124
Brand Image -> Purchase Intention-> Purchasing Decison	0,205	2,471	0,013

(Source: Processed Data from SmartPLS Program Version 4.0 (2025))

The results of the indirect significance test state that Brand Ambassador does not influence Purchasing Decisions through the intervening variable Purchase Intention because it can be seen that the t-value is  $1.532 < 1.96$  and the p-value is  $0.124 > 0.05$ . However, it is different from other results which state that Brand Image influences Purchasing Decisions through the intervening variable Purchase Intention because the t-value is  $2.471 > 1.96$  and the p-value is  $0.013 < 0.05$ .

One of the steps in the SEM-PLS approach to assess the extent to which exogenous constructs are able to explain endogenous constructs is through analysis of the R-square value.

**Table 4. R-Square Result**

Variabel	R-square	R-square adjusted
Purchasing Decison	0.822	0.816
Purchase Intention	0.638	0.631

(Source: Processed Data from SmartPLS Program Version 4.0 (2025))

The F-square test is used to assess effect size, namely the extent to which one variable influences another variable.

**Table 5. F-square Result**

Variabel	F-square
Brand Ambassador -> Purchasing Decison	0.021
Brand Ambassador -> Purchase Intention	0.070
Brand Image -> Purchasing Decison	0.668
Brand Image -> Purchase Intention	0.704
Purchase Intention -> Purchasing Decison	0.200

(Source: Processed Data from SmartPLS Program Version 4.0 (2025))

Based on the F-square value in the table above, the influence of Brand Ambassador on Purchasing Decision has an F-square value of 0.021, so it is included in the small category. The influence of Brand Ambassador on Purchase Intention has an F-square value of 0.070, so it is included in the small category. The influence of Brand Image on Purchasing Decision has an F-square value of 0.668, so it is included in the large category. The influence of Brand Image on Purchase Intention has an F-square value of 0.704, so it is included in the large category. The influence of Purchase Intention on Purchasing Decision has an F-square value of 0.200, so it is included in the medium category.

Brand Ambassadors have a positive and significant influence on Purchase Decisions on Shopee. From the results of this study, it can be concluded that Blackpink's presence as Brand Ambassadors positively contributes to consumer purchasing decisions. The selection of Blackpink as Brand Ambassadors has proven effective in attracting consumer interest, particularly among Generation Z. Brand Ambassadors have no influence on consumer purchase intention. Brand Image has a positive and significant influence on Purchase Decisions on Shopee. Brand Image has a positive impact on Purchase Intention. Purchase Intention has a positive and significant impact on Purchase Decisions on Shopee. Brand Ambassadors, whose influence is mediated by Purchase Intention, have no significant and tend to have a negative impact on Purchase Decisions on Shopee. Brand Image, through Purchase Intention as a mediating variable, has a positive and significant influence on Purchase Decisions on Shopee.

## CONCLUSION

Shopee is advised to continue optimizing the use of Brand Ambassadors such as Blackpink, which have proven effective in attracting Generation Z and positively contributing to Purchase Decisions. Furthermore, the company needs to maintain and enhance its Brand Image through service innovation, service quality, and

consistent communication strategies to strengthen positive perceptions in the eyes of consumers. Because Purchase Intention plays a crucial role in driving Purchase Decisions, Shopee should design a marketing strategy that can arouse consumer interest both emotionally and rationally. Based on the findings in this study, it is known that Brand Ambassadors do not have a direct influence on consumer purchase intention. Therefore, for further research, it is recommended to consider the use of other variables or add additional independent variables such as promotions, advertising campaigns, or service quality that have the potential to influence purchase intention more significantly.

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