

INFLUENTIAL CELEBRITIES IN SUSTAINABLE ONLINE SHOPPING: A THEORY OF REASONED ACTION INSIGHTS

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Abstract

Implementing lockdown in 2020 as a response to COVID-19 has led to significant behavioral changes, pushing society to adapt to online transactions. This research aims to analyze the influencing factors such as e-trust, e-wom, e-servqual, and celebrity endorsers on online purchase decisions and examine the moderating effect of celebrity endorsers on these decisions. The research methodology used is quantitative with stratified sampling techniques, employing the Structural Equation Model Partial Least Square (SEM-PLS) with WarpPLS 8.0 software. The study's results indicate that e-trust and e-WOM positively and significantly impact online purchase decisions. In contrast, e-service quality does not have a significant influence. Another finding is that celebrity endorsers can moderate e-trust, strengthen consumer trust in online transactions, and impact purchase decisions. However, celebrity endorsers are ineffective in moderating e-WOM and e-service quality in online purchase decisions. In this context, e-trust, e-WOM, and celebrity endorsers play crucial roles in influencing online purchase decisions, in line with the Theory of Reasoned Action. The practical implications of this research emphasize the importance of building consumer trust in online transactions and managing the wise use of celebrity endorsers to enhance purchase decisions. E-commerce companies and online platforms must provide high-quality services to strengthen consumer trust. Moreover, the role of e-WOM should also be considered to influence purchase decisions and improve online service quality according to consumer expectations. The policy recommendations from this research highlight the need for companies to focus on managing consumer trust and utilizing celebrity endorsers wisely to enhance sustainable online shopping.

Keywords: E-trust, E-WOM, E-Servqual, Celebrity Endorser

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Introduction

Implementing the lockdown on COVID-19 in 2020 has resulted in significant changes in the behavior of society (de Palma et al., 2022; Onyeaka et al., 2021). A lockdown is a policy restricting movement and social activity to reduce the spread of the COVID-19 virus (Füzéki et al., 2020; Kraaijeveld, 2021). During the lockdown period, many social and economic activities are limited or even discontinued, including store purchases and transactions. In this condition, society is forced to adapt to situations that are not normal (Gu et al., 2021). They have faced new challenges to fulfill their daily needs, like buying goods and services. With restrictions on stores' physical presence and closing businesses, many people switch to shopping online and doing online transactions (Pola et al., 2021).

Using an e-commerce platform is an option for many people because of the conveniences offered (Al Hamli & Sobaih, 2023; A. Srivastava et al., 2018; M. Srivastava & Fernandes, 2022). Through e-commerce, consumers can easily choose their desired product, compare brands and prices, and determine the time and method of payment that are most convenient for them (Alwan et al., 2023). In addition, online purchases also reduce the risk of exposure to the virus because consumers do not need to go out and interact with people. Its convenience drives the public to switch to online transactions during the lockdown period. This behavior is not only applied to purchasing goods and consuming them daily but also involves various types of products and services. This is because e-commerce is experiencing rapid enhancement during the lockdown period as a response to changing consumer behavior (Das et al., 2022).

Although online purchasing offers various advantages, like convenience, more product options, and saving time (Jadil et al., 2022), consumers still face some problems that can reduce trust in the online buying process. One of these problems is distrust of sellers: Consumers often feel they need to be more confident about trust in certain sellers or online shops. They possibly worry about the authenticity of the product, the sellers' reputation, or related issues related to secure transactions. A consumer wants to buy certain products from an online store that is not well-known. However, consumers become hesitant to shop online because of the lack of reliable information or reviews about these shops (Consumers, personal communication, 2023).

Online consumers can only directly view or check the products after buying them (Aghekyan-Simonian et al., 2012; Daroch et al., 2021; Rita et al., 2019). This can cause uncertainty about quality or product to be accepted (Kanani & Glavee-Geo, 2021; Kim & Krishnan, 2015), just

like consumers who want to buy clothes from an e-commerce site. Since they cannot taste or try the product directly, consumers are worried about quality, suitable material, and size (Consumers, personal communication, 2023).

Several products have no adequate descriptions or information on e-commerce sites, so consumers have difficulty understanding details about the product (Abdul Hussien et al., 2021; Daroch et al., 2021). Many consumers are interested in particular electronic appliances, but e-commerce sites only provide minimum descriptions and do not give exact specifications or features in detail (Wibowo et al., 2021). Furthermore, consumers feel overwhelmed when comparing products with other brands because of the need for more information provided (Wardhani et al., 2015).

The three problems above can cause uncertainty and doubt in decisions about online consumer purchases. Therefore, e-commerce platforms and sellers need to solve this problem by providing precise and accurate information about the product, guaranteeing the authenticity of the product, and building trust by giving responsive and quality service. In addition, reviews and testimonials from previous consumers can also help shape consumer confidence in the online buying process (Consumer, personal communication, 2023).

The Theory of Reasoned Action (ToRA) is a psychological model used to understand and explain connections between individual attitudes and the behavior shown. This theory was developed by Martin Fishbein and Icek Ajzen in 1967 and has been used in various fields, including in the study of consumer behavior (Ajzen, 1985, 1991, 2016, 2020). The ToRA theory focuses on the attitude of an individual to behavior. This attitude consists of two main components: the evaluation of affective or emotional and cognitive judgment of behavior (Fishbein & Ajzen, 2011a, 2011b). The evaluation of affective reflects individual feelings toward behavior, whether they like it or not. The evaluation of cognitive judgment reflects individuals' belief about the consequences of behavior, whether they believe that behavior will bring positive or negative impacts impact positive or negative (Mihartinah & Coryanata, 2019).

Besides the attitude, ToRA also considers subjective norms. Subjective norm is individuals' view about other people's views of these behaviors and to what extent they feel social pressure to do or not do something. Interaction between attitudes and subjective norms forms an individual intention to behave (Fishbein & Ajzen, 2011a, 2011b). This intention is a willingness for individuals to do or not do activities based on evaluating their attitudes and social norms. The intention is formed from the interaction between attitudes and subjective

norms and then influences individual behavior. (Ajzen, 2016, 2020). This behavior is a natural action done by individuals, like making a purchase online or deciding not to do it. (Godin, 1993; Mihartinah & Coryanata, 2019).

In the context of online purchases, e-trust factors (trust in online transactions), e-wom (electronic word of mouth), and e-service quality (quality online services) can influence consumer attitudes towards online purchases. The level of consumer confidence in online transactions will influence their attitude toward online purchases. If the consumer has a high level of trust in the safety and reliability of online transactions, they tend to have a positive attitude toward online purchases. A consumer confident that the e-commerce site they visit is safe and reliable in protecting their personal information will have a more positive attitude toward online purchases.

Reviews and testimonials from previous consumers' e-wom can influence consumer attitudes towards online purchases. If consumer gets a positive review from other users about specific products or online stores, they tend to have a positive attitude to online purchases from online sources. A consumer who reads positive reviews about particular products from other consumers will tend to have a positive attitude toward purchasing products online.

Online service quality provided by e-commerce platforms or sellers can influence consumer attitudes towards online purchases. If the consumer gets good, responsive, and satisfying service, they tend to have a positive attitude toward online purchases (Gulfraz et al., 2022; Tran & Nguyen, 2022). When consumers feel satisfied about the quality of the service from an e-commerce site, they tend to have a positive attitude towards online purchases from the site. With its positive attitude toward online purchases, consumers tend to intend to make online purchases (Bhat & Darzi, 2020; Gurung & Raja, 2016; Rita et al., 2019; Tran & Nguyen, 2022). Thus, factors such as e-trust, e-wom, and e-service quality play an important role in shaping consumer attitudes and behavior in making decisions in decisions online (Hidayah & Marlana, 2019).

Some previous research has tried to connect e-trust, e-wom, and e-service quality with online purchase decisions, involving celebrity endorsers as variable moderation (Arif, 2021; Bhat & Darzi, 2020; Gurung & Raja, 2016; Jadir et al., 2022; Kempa, 2022a; Pasa et al., 2020a, 2020b; Rita et al., 2019; Taddeo, 2009a; Tran & Nguyen, 2022; Wisnel et al., 2022; Yulindasari & Fikriyah, 2022). However, the study's results are only sometimes consistent, as there are different results between one study and another research. The incompatible results of this study show that consumer behavior in online purchase decisions is complex and can be

affected by various mutual factors. Therefore, more in-depth and comprehensive studies are required to understand the connection between e-trust, e-wom, e-service quality, and celebrity endorsers in online purchasing e-decisions. Additionally, using a consistent methodology and measuring adequate sampling is essential to get more research results.

Before research gaps, refer to weaknesses and gaps in previous research about online purchasing, e-trust, e-wom, e-service quality, and celebrity endorsers. As explained before, the results of previous studies about the connections between e-trust, e-women, e-service quality, celebrity endorsers, and online purchases are only sometimes consistent. Several studies have found a positive and significant connection, while others have not. This mismatch shows the need for further research to understand influencing factors in online purchases comprehensively.

Some previous researchers tend to focus on the direct effect of variables such as e-trust, e-wom, and e-service quality decisions online (Arif, 2021; Bhat & Darzi, 2020; Gurung & Raja, 2016; Jadir et al., 2022; Kempa, 2022a; Pasa et al., 2020a, 2020b; Rita et al., 2019; Taddeo, 2009a; Tran & Nguyen, 2022; Wisnel et al., 2022; Yulindasari & Fikriyah, 2022). However, online purchase decisions are influenced by interrelated complex factors, including the indirect influence of other variables. Therefore, research is needed to understand profoundly how variables interact and impact online purchase decisions. Then, in the context of online purchase decisions in countries with a majority of Muslims, like Indonesia, it is crucial to consider the view of Islam and halal labeling of products. However, previous research has not yet studied the view of Islam and halal labeling of online purchase decisions. Therefore, research linking this aspect with other variables is relevant for more comprehensive insight. The third gap above shows that the research field about online purchase decisions and the factors that influence it still needs further exploration. More research focus, by using appropriate methodology and measuring adequate samples, as well as considering aspects like view of Islam and halal labeling, will help to fill the knowledge gap and provide a more comprehensive understanding of consumer behaviors in terms of online shopping (Arif, 2021; Fitriani, 2019; Lidyawati et al., 2022).

This research aims to strengthen influence variables. The Theory of Reasoned Action (ToRA) considers the role of the moderator, namely the celebrity endorser, in the context of online purchases on e-commerce platforms. ToRA is a social psychology theory used to understand and explain the relationship between an individual's attitude and behavior (Godin, 1993). In the context of online purchases, ToRA states that consumer attitudes

toward a product or service will influence the trend they choose to purchase. Therefore, it is essential to do theory-related studies.

However, other factors can also influence consumer attitudes and behaviors in real life. One factor in this study is the celebrity endorser. Celebrity endorsers are famous people or artists companies use to promote products or services (Permana & Hayuningtias, 2022). The involvement of a celebrity endorser can influence consumer perceptions about the product and decisions (Felicia, 2022; Hidayah & Marlana, 2019; Kumar & Ramakrishnan, 2016; Salam & Abdiyanti, 2021).

In this study, the researchers want to find out whether the presence of a celebrity endorser as a moderator can strengthen the influence of the variables in the ToRA on online purchases on e-commerce platforms. That is to say; this study examines whether the celebrity endorser can improve influence from factors such as e-trust or trust in online transactions, e-women's influence on online consumer opinion, and e-service quality against consumer purchase behaviors. Suppose a celebrity endorser who is well-known and trusted by many people recommends a product on an e-commerce platform. In that case, consumer attitudes towards the product can be more positive. It can strengthen the effect of e-trust, e-wom, and e-service qualities on consumer purchases because the presence of celebrity endorsers increases consumer confidence and interest in products.

By identifying the role of the celebrity endorser as a moderator in ToRA, this study will give a more comprehensive insight into how psychological and social factors interact to form decisions about online purchases on e-commerce platforms. The results of this study can significantly contribute to understanding consumer behaviors and help companies develop more effective marketing strategies to increase sales of their products.

This research explores how celebrity endorsers can influence purchase decisions in the context of Sustainable Online Shopping in e-commerce that sells products with halal certification. Sustainable online shopping refers to environmentally friendly sustainable shopping patterns in which consumers consider the social and environmental impacts of the products.

In this research, celebrity endorsers are considered a moderator variable that can influence the connection between variables in The Theory of Reasoned Action (ToRA) and online purchases in Sustainable Online Shopping. ToRA is a social psychology theory stating that individuals' attitudes and subjective norms influence their behavior.

This research will use partial least squares structural equation modeling (PLS-SEM) to analyze the data that has been collected. This analysis method allows researchers to explore connections between variables simultaneously, including direct and indirect influences and interactions between variables.

By combining the celebrity endorser concept as a moderator variable in ToRA, this study aims to give new insights into how the role of celebrity endorsers can influence decisions in a sustainable and friendly online purchasing environment on e-commerce platforms that sell halal products. Thus, this research is expected to contribute to developing more effective marketing strategies to promote sustainable and halal products for online consumers. In addition, this research also tries to understand the importance of Islamic views and halal labeling in the context of sustainable online shopping.

Methods

This study adopts a quantitative method through a survey approach. This approach has a significant advantage because it allows one to describe the proposed model and see the influence of online purchasing decisions. Sampling was carried out using the Stratified technique of random sampling, where as many as 377 respondents were randomly selected from 10 tertiary institutions in the city of Padangsidempuan based on their characteristics that were relevant to the research objectives.

The model in this study is a path model involving several variables, and primary data is used to test the hypothesis. An instrumental test is used to analyze the data (Trianto, 2016). Instrumental tests were carried out to identify path models that allow the use of variables in the Structural analysis approach Partial Equation Model Least Square (SEM-PLS) using the Warp-PLS 8.0 Application (Sholihin & Ratmono, 2021). The analytical techniques used are validity convergent, validity and reliability constructs, and inner models.

Table 1.
Operational Definition

Dimensions	Definition	Indicators	Scale
Online Purchase Decision (Y)	Purchase decision is decision process stage where consumers are actual do purchase product. (Kotler, 2007) Purchase decision is a decision process student college who study and live in the city Padangsidempuan in doing purchase product in a manner online.	1. Choice Product 2. Brand Choice 3. Choice Distributor 4. Purchase Time 5. Amount Purchase	Ordinal

Dimensions	Definition	Indicators	Scale
Celebrities Endorser (Z)	Celebrity endorsers use a famous artist or someone as star advertisement to promote products. The media of products start from print media, social media, and television media. (Permana & Hayuningtias, 2022) The celebrity in question is a frequent celebrity exhibited and loved by college students who study and live in the city Padangsidempuan and financial capability to purchase independently.	6. Payment Method. (Permana & Hayuningtias, 2022) 1. Attractiveness 2. Trustworthiness 3. Expertise (Permana & Hayuningtias, 2022)	Ordinal
E-trust (X ₁)	E-trusts is the belief from a consumer about the quality and shape reliability from goods or services offered. (Anisah Dhia Anjarsari, 2021) E-trust in question is a belief that college students have, who study and live in the city of Padangsidempuan in buying products through online stores.	1. Trustworthy 2. Believe to claim products sold; 3. Reliable (Amadea & Herdinata, 2022)	Ordinal
E-WOM (X ₂)	Word of mouth is a way of communication from mouth to mouth. (Juhria et al., 2021). E- wom is a form of communication through online application between college students who study and live in the city of Padangsidempuan.	1. Information 2. Knowledge 3. Answer (Yulindasari & Fikriyah, 2022)	Ordinal
E-Servqual (X ₃)	E-service Quality is a service that provides performance and service quality in serving consumers to shop, buy, and also provide services on an ongoing basis. delivery of goods to consumers through the medium of electronic. E-service quality is an electronic service that the seller gave to college students who study and live in Padangsidempuan City via the application when making a purchase online.	1. Tangibles, 2. Reliability, 3. Responsiveness, 4. Assurance, and 5. Empathy (Fahira et al., 2022)	Ordinal

The hypothesis in this study is a temporary answer to the problems studied (Siregar & Hardana, 2021). Hypotheses are conjectural statements about the relationship between the variables being observed, and function as temporary truths that need to be tested (Suryani &

Hendriyani, 2014). Hypotheses are used to test the truth and gain further understanding of the phenomenon under this study.

- Hypothesis 1 : There is an influence of e-trust on purchase decisions through online transactions by students in the city of Padangsidempuan.
- Hypothesis 2 : There is an influence of e-wom on purchase decisions through online transactions for students in the city of Padangsidempuan.
- Hypothesis 3 : There is an influence of e-servqual on purchase decisions through online transactions for students in the city of Padangsidempuan.
- Hypothesis 4 : There is an influence on celebrity endorsers to purchase decisions through online transactions by students in the city of Padangsidempuan.
- Hypothesis 5 : Celebrity endorsers effectively moderate the influence of e-trust on purchase decisions through online transactions by students in the city of Padangsidempuan.
- Hypothesis 6 : Celebrity endorsers effectively moderate the influence of e-wom on purchase decisions through online transactions by students in the city of Padangsidempuan.
- Hypothesis 7 : Celebrity endorsers effectively moderate the influence e-servqual to purchase decisions through online transactions by students in the city of Padangsidempuan.

Adapted from the hypothesis, Figure 1 below illustrates the conceptual framework of this study:

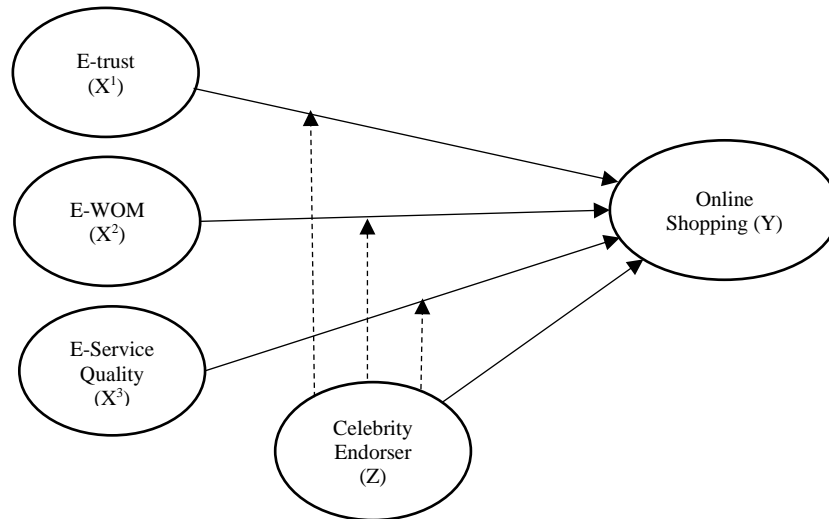


Figure 1. Conceptual Framework

Result and Discussion

Results

The path diagram presented in this study aligns with the hypotheses and models previously developed and discussed in the earlier chapters, with the primary objective of illustrating the predicted relationships and directions of influence between each variable. The results are as follows:

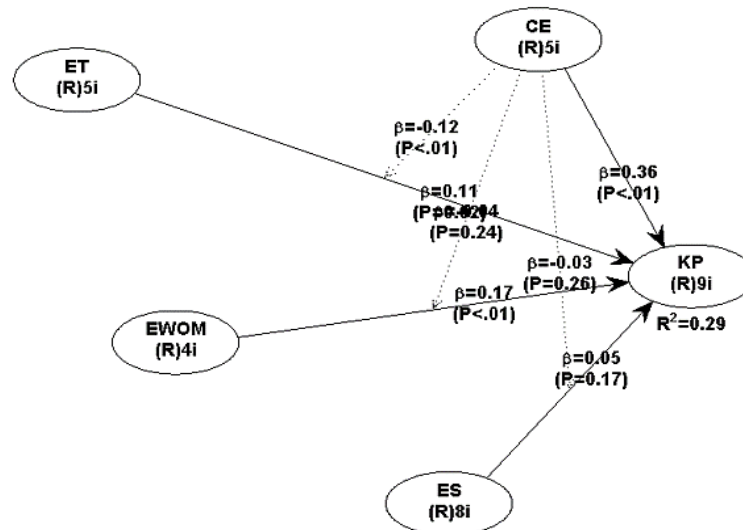


Figure 2. Path Coefficient

Indicators with outer loading values above 0.70 are considered valid based on the test results. (Khotimah, 2018), Furthermore, we examine the values of path coefficients, p-values, and R-squared (Supandi & S Mutmainatus, 2020)

Table 2. Path Coefficient

hypothesis	Influence Variable	Path Coefficient	P-Value	Decision
H1	E-trust → Online Shopping	0.107	0.018	Accepted
H2	E-WOM → Online Shopping	0.165	0.001	Accepted
H3	E- Servqual → Online Shopping	0.048	0.173	Rejected
H4	Celebrity Endorser → Online Shopping	0.356	0.001	Accepted
H5	CE × E-trust → Online Shopping	-0.121	0.009	Accepted
H6	CE × E-WOM → Online Shopping	-0.036	0.239	Rejected
H7	CE × E- Servqual → Online Shopping	-0.033	0.262	Rejected

Source: Data processed, 2023.

Discussion

The influence of e-trust on purchase decisions through online transactions by students in the city of Padangsidimpuan

E-trusts have positively and significantly contributed to online purchase decisions for students in Padangsidimpuan City because they provide a sense of security and trust during electronic transactions. The factors influencing e-trust are an excellent security system, seller reputation, transparent privacy policy, and customer service responsiveness (Taddeo, 2009b). Students will tend to purchase If they feel the website or e-commerce platform is safe, have a good reputation, and maintain privacy and consumer data protection.

The Theory of Reasoned Action explains that the behavior of somebody is influenced by the intention to do an action, which is determined by the individual's attitude to these actions and norms perceived subjectively (Fishbein & Ajzen, 2011a, 2011b). In the context of this research, the theory of reasoned action can explain the intention of students to make online purchases based on e-trust. This research can analyze the attitude of students to online purchases, which can be influenced by perceptions they have of e-trusts. For example, students with a positive attitude towards e-trust tend to have more intention to make online purchases. This research can dig into the subjective norm perceived by students in the context of online purchases. For example, peer review or social influence decides students to shop online based on their perceived level of e-trust.

Several previous studies have shown e-trust linkages with decisions online purchases, as research conducted by (Kempa, 2022; Pasa et al., 2020) shows that e-trust positively affects

online purchase decisions. Meanwhile, in research (Suaid & Maharan, 2022), no results show the influence of e-trust on the decision to purchase online.

The influence on e-wom to purchase decisions through online transactions by students in the city of Padangsidempuan

E-WOM positively and significantly influences online purchase decisions among students in Padangsidempuan City because of its credibility. Considered reviews and credible recommendations influence purchasing decisions (Agarwal & Singh, 2018). Students trust the experiences and opinions of other consumers. Relevant reviews and content also matter. The positive sentiment increases the positive perception of the product, and negative sentiment can affect adverse decisions. E-wom is becoming valuable information for students in choosing products or services online. Vendors and perpetrators, online businesses need to take advantage of e-wom as an effective marketing strategy for influencing the purchase decisions of students.

The Theory of Reasoned Action explains that the behavior of somebody is influenced by the intention to do action, which is determined by the attitude of the individual to these actions and norms perceived subjectively (Fishbein & Ajzen, 2011a, 2011b). In the context of this research, the theory of reasoned action can explain the intention of students to make online purchases based on e-wom. Students with a positive attitude toward e-wom tend to have more intention to make online purchases. Suppose the trust of their peer reviews and recommendations based on their attitude to online purchases is more positive. In that case, Subjective norm refers to students' perception of what others consider essential in online purchases. If e-wom gives a strong norm that a particular product or brand is a good choice, it can influence the intention of students to purchase online.

Before a study by Fitriani, 2019, research found that variable electronic word of mouth and trust positively influence variable purchase decisions. The higher the online purchase decision at the shop, the higher the confidence level of the consumer, and then the higher the decision level to make online purchases. Further research by (Lidyawati et al., 2022) found an influence between celebrity endorser variables, e-wom, and price. In this case, electronic word of mouth contains reviews or recommendations from other consumers and their positive or negative statements. Thus, it is likely to influence the purchase decisions of potential consumers.

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Influential Celebrities in Sustainable Online Shopping: A Theory of Reasoned Action Insights

There is no influence of e-servqual on purchase decisions through online transactions by students in the city of Padangsidempuan

E-service quality does not affect online purchasing decisions for students in Padangsidempuan City. Students also prioritize other factors like price, brand, quality of products, and promotions. Previous bad experiences with e-service quality also reduced the influence. Students often choose direct communication with the seller or interact directly in the physical stores or campus environment. In this context, e-service quality has little influence.

The Theory of Reasoned Action explains that the behavior of somebody is influenced by the intention to do action, which is determined by the attitude of the individual to these actions and norms perceived subjectively (Fishbein & Ajzen, 2011a, 2011b). In this case, this theory can explain that the intention of students to make online purchases is not affected by e-service quality but by other significant factors in perceptions and preferences (Santos, 2003). Suppose students have a solid attitude to factors, like brand or price, which affect their purchase decisions, and the subjective norm is influenced by recommendations from friends or influencers on social media. In that case, the e-service quality factor does not significantly influence their online purchase decisions.

Several previous studies have shown the linkage of e-wom to online purchase decisions. Research conducted by (Arif, 2021; Fitriani, 2019; Lidyawati et al., 2022) shows that variable electronic word of mouth positively and significantly affects online purchase decisions. Moreover, research (Fitriani, 2019) found that variable electronic word of mouth and trust positively affect variable decision purchase presumptions. the higher online purchase decisions and confidence, the higher online purchase decisions.

There is an influence of celebrity endorsers on purchase decisions through online transactions by students in the city of Padangsidempuan

Based on this study, celebrity endorsers positively and significantly affect the online purchase decisions of students in Padangsidempuan City. Celebrities in attractive online promotions inform students and influence their trust in the brand or product. Identification with celebrity endorsers also influences purchase decisions, and the viral effect of promotion can improve awareness and interest in the product. The selection of the right celebrity endorser and an effective marketing strategy play an important role in influencing the online purchase decisions of students

The Theory of Reasoned Action explains that the behavior of somebody is influenced by the intention to do action, which is determined by the attitude of the individual to these actions and norms perceived subjectively (Fishbein & Ajzen, 2011a, 2011b). In the context of celebrity endorsers, this theory can explain that exposure to celebrity endorsers can influence the attitude and intention of students to purchase online. Students can develop a positive attitude towards their celebrity endorsers. This positive attitude influences their intention to buy products or services endorsed by celebrities. If students in Padangsidempuan City have a positive attitude towards celebrities, they tend to buy products that celebrities endorse online. Subjective norms can also influence students if the celebrities endorse perceptions related to the products from others, such as friends or family. If students feel that their friends have a favorable view of products endorsed by celebrities, this can affect students' decision to purchase online.

Several studies have shown the relationship between celebrity endorsers and online purchase decisions, as research conducted by (Felicia, 2022; Hidayah & Marlana, 2019; Kumar & Ramakrishnan, 2016; Salam & Abdiyanti, 2021). These researchers found that celebrity endorsers have a positive effect on purchase decisions. In this case, it is an attachment between celebrity endorsers and online purchase decisions. This discussion is contained in research (Salam & Abdiyanti, 2021) that shows celebrity endorsers and brand trust significantly affect purchase decisions from different brand images. The presumption in this case is that the consumer purchase decisions do not consider the brand image itself. Another opinion is that service celebrities play a significant role in attracting consumers to purchase online.

Celebrity endorsers effectively moderate the influence of e-trust on purchase decisions through online transactions by students in the city of Padangsidempuan

In this study, celebrity endorsers can moderate e-trust and weaken its influence on online purchase decisions for students in Padangsidempuan City. If celebrity endorsers are considered not authentic or advertised products, then students tend to doubt the endorser and the credibility of the products. In addition, scandals or controversies involving celebrity endorsers can also influence consumer perceptions and beliefs toward advertised brands or products. Furthermore, if the image or values carried by the celebrity endorser are not in line with students' preferences, this can cause discord and distrust of particular brands. In this case, celebrity endorsers can moderate the influence of e-trust by weakening consumer

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confidence in endorsed brands or products. Therefore, selecting celebrity endorsers related to the preferences and values of the target market is essential for sellers and online businesses to ensure effective promotions and influence students' online purchase decisions in Padangsidempuan City.

The Theory of Reasoned Action explains that the behavior of somebody is influenced by the intention to do action, which is determined by the attitude of the individual to these actions and norms perceived subjectively (Fishbein & Ajzen, 2011a, 2011b). In the context of celebrity endorsers as e-trust moderators, this theory can explain that celebrity endorsers can influence students' attitudes and subjective norms regarding their online purchase decisions (Mihartinah & Coryanata, 2019). Students have a positive attitude towards celebrity endorsers that they like or admire. These attitudes can influence their online purchase intentions and decisions despite the negative influence of e-trust. Suppose students have a positive attitude toward celebrity endorsers who promote specific products. In that case, they are still more likely to buy the product despite having concerns about trust in platforms or online sellers. Students perceive subjective norms that influence their online purchase decisions. This norm can be influenced by the social influence of celebrity endorsers and reduce the negative influence of e-trust. Suppose students perceive that their peers or family have a positive attitude towards brands or products endorsed by celebrities. In that case, this can moderate the negative influence of e-trust and influence their online purchase decisions.

According to Dellarocas, consumers need more knowledge about the quality of online products, so many depend on information generated by previous consumers rather than advertisements. This is because they think the information from previous consumers is more factual than the advertisement (Xu et al., 2022). Prior research has shown that using e-wom is mediating and impacts product sales. Therefore, positive e-wom produce more attitude and intention on purchase than negative e-woms.

Celebrity endorsers do not effectively moderate the influence of e-wom on purchase decisions through online transactions by students in the city of Padangsidempuan

This research highlights the role of the celebrity endorser as an influencer in the moderator interaction between e-WOM and student decisions to purchase online in Padangsidempuan City. Understanding this role can help sellers and perpetrators optimize online business. Relevant and credible celebrity endorsers can be powerful agents of influence through their attitude and intention to purchase through e-WOM. However, there are cases where the

celebrity endorser is not practical in moderating e-WOM that is not influential, negative, or significant to the purchase decision. This is due to relevance, credibility, overexposure, mismatch, and controversy. Therefore, selecting celebrity endorsers that match the brand and values of the target market, as well as ensuring credibility and a good reputation, is the key to success in a digital marketing strategy to influence the online purchase decisions of students.

The Theory of Reasoned Action explains that the behavior of somebody is influenced by the intention to do action, which is determined by the attitude of the individual to these actions and norms perceived subjectively (Fishbein & Ajzen, 2011a, 2011b). In the context of celebrity endorsers who are ineffective in moderating e-WOM, students in Padangsidempuan City have a neutral or negative attitude toward celebrity endorsers used in advertisements or promotions. If this attitude is not changed, celebrity endorsers will not be effective in moderating e-WOM which is not influential on the purchase decision. Suppose students in Padangsidempuan City have a negative attitude toward celebrity endorsers because of controversy or actions they disapprove of. In that case, the influence of celebrities in moderating e-WOM, which is insignificant, will be minimal. Students in Padangsidempuan City do not feel normatively vital to consider the influence of celebrity endorsers in moderating e-WOM, which is not influentially negative on the decision to purchase. If they do not feel any encouragement from their environment to pay attention to celebrity endorsers, then the influence of celebrity endorsers would not be effective. Suppose social students in Padangsidempuan City do not emphasize the role of celebrity endorsers or have not considered them an essential factor in online shopping decisions. In that case, e-WOM moderation that is not significant will affect their decision to purchase online.

According to Dellarocas, consumers need more knowledge about the quality of online products, so many depend on information generated by previous consumers rather than advertisements. This is because they think the information from previous consumers is more factual than the advertisement (Xu et al., 2022). Previous research has shown that the use of e-commerce plays a role in mediation and has an impact on sales. Therefore, e-wom produces more positive attitudes and intentions to purchase products than e-wom negatives.

Celebrity endorsers do not effectively moderate the influence e-servqual on purchase decisions through online transactions by students in the city of Padangsidempuan

This research highlights the role of the celebrity endorser as an influencer in the moderator interaction between e-service quality and students' online purchases. Understanding this role can help sellers and perpetrators of online business increase the influence of e-service quality and influence student purchase decisions. Relevant and credible celebrity endorsers can be powerful agents to influence attitudes and intentions to purchase through e-service quality. However, there are cases where the celebrity endorser could be more effective in moderating e-service quality, which is not influential, negative, or significant to the purchase decision. This is due to several factors like perception, low credibility, a lack of connection, emotion, or identification, and other factors like price, brand, or user review in the retrieval decision to purchase. Therefore, choosing a celebrity endorser that suits your target market and understands its preferences and more factors dominant in decision-purchase decisions among students in Padangsidempuan City is the key to success in a digital marketing strategy to influence decision-purchase decisions online.

The Theory of Reasoned Action explains that the behavior of somebody is influenced by the intention to do action, which is determined by the attitude of the individual to these actions and norms perceived subjectively (Fishbein & Ajzen, 2011a, 2011b) in the context of celebrity endorsers who are not effective in moderating e-service quality. Students in Padangsidempuan City have a neutral or negative attitude toward celebrity endorsers used in advertisements or promotions. If this attitude does not change, the influence of celebrity endorsers in moderating e-service quality will be limited. Suppose students in Padangsidempuan City have a neutral attitude toward celebrity endorsers and do not consider them an essential factor in purchasing. In that case, the influence of the endorser in moderating e-service quality is insignificant. Students in Padangsidempuan City do not feel pressured enough to consider the influence of celebrity endorsers in moderating e-service quality. If the norm is subjective to the social environment and there is no support for the influence of endorsers in moderating e-service quality, then influence becomes ineffective. Suppose social students in Padangsidempuan City do not emphasize the celebrity endorser's role in making decisions to purchase online. In that case, e-service quality moderation will not influence their decision to purchase.

According to Dellarocas, consumers need more knowledge about the quality of online products, so many depend on information generated by previous consumers rather than

advertisements. This is because they think the information from previous consumers is more factual than the advertisement (Xu et al., 2022). Previous research has shown that use of e-wom play role mediation and impact on sales. Therefore, e-wom positively produce more attitude and purchase intention on the product rather than negative e- woms.

ToRA Insights

In the context of Sustainable Online Shopping in e-commerce that sells certified halal products, celebrity endorsers can influence purchase decisions somehow.

Improve Awareness Environmental and Social: Celebrity endorsers can serve as role models for supportive campaigns or promotions that promote friendly products or the environment and are Halal certified, which can improve consumer awareness about the importance of choosing impactful products that are positive for the environment and society (Ansu-Mensah, 2021; Barbu et al., 2022; Joshi & Rahman, 2015; Lubis, 2020; Tanady & Firdausy, 2022).

Improve Credibility Products: Celebrity endorsers involved in Sustainable Online Shopping can improve the credibility of their product or brand support. Consumers tend to trust recommendations from celebrities they know and like. (Kwiatek et al., 2021; Min et al., 2019). Thus, a supporting celebrity endorser-friendly product environment and Halal certification can strengthen consumer confidence in choosing the product.

Pushing Identification with the Brand: If the celebrity endorser has values and patterns of spending in line with Sustainable Online Shopping, identifying consumers who admire the celebrities will increase the chance of buying the endorsed products (Al Mamun et al., 2023; Aljasir, 2019; Shi et al., 2021). This identification can influence online purchase decisions, especially if consumers feel the brand reflects their values and principles (Al Hamli & Sobaih, 2023; Chen et al., 2022; Rita et al., 2019).

Although celebrity endorsers can influence purchasing decisions in the context of Sustainable Online Shopping, the research results show that they effectively moderate e-trust and strengthen consumer confidence in online transactions. E-trust, or trust in the security and integrity of online transactions, can be improved through the presence of a celebrity endorser who is credible and relevant to the advertised product or brand. As a result, consumers feel more confident about making purchases online. However, celebrity endorsers have yet to moderate e-WOM and e-service quality against online purchase decisions effectively. E-WOM, or reviews and recommendations from other users, and e-service quality, or quality

service electronics, are not significantly affected by the presence of a celebrity endorser. In this case, more consumers consider other factors like prices, brands, and reviews in their purchase decisions. To utilize celebrity endorser potential in influencing purchase decisions in Sustainable Online Shopping, sellers and actors in online businesses need to choose celebrity endorsers that confirm the values and principles of sustainable online shopping. In addition, they also need to make sure that the presence of the celebrity endorser pays attention to other critical factors that are important to consumers in making decisions about purchases, like price and quality.

In Islam, the final objective of law guards benefits and sustainability (Bsoul et al., 2022; El-Bassiouny et al., 2020; Firdaus, 2021; Harahap et al., 2023). In this context, celebrity endorsers could support sustainable products, and halal can contribute to reaching this goal. It can be done by increasing awareness and influencing consumer purchases to choose an eco-friendly product that benefits society and the environment. Besides, the concept of Maqhashid Sharia also emphasized the importance of fairness and equality in transactions. In e-commerce that sells halal products, celebrity endorsers can help ensure fairness in online transactions by giving credible and relevant recommendations. Thus, consumers feel more confident in online purchases that comply with Islamic values (Lubis, 2020; Lubis et al., 2023).

In addition, Islamic views and halal labeling also play an essential role in the context of sustainable online purchases. Celebrity endorsers with solid Islamic beliefs and values can help promote halal and sustainable products to online consumers. Thus, the celebrity endorser can function as an effective intermediary between products, and consumers are looking for products that conform to Islamic views and principles.

In developing more effective marketing strategies, sellers and actors in online businesses need to understand the importance of Islamic values in the context of sustainable online purchases. Choose a celebrity endorser that aligns with your values; it can improve the attractiveness and credibility of the product offered. In addition, using celebrity endorsers products that are sustainable and halal can help build emotional connections between shared brands and consumers with the same values. In conclusion, the concept of Maqhashid Sharia can provide new insights into how celebrity endorsers can play a role as moderator variables in ToRA to influence sustainable and halal online purchasing decisions. By understanding the importance of Islam and halal labeling, as well as choosing a celebrity endorser relevant to the values mentioned, the seller and the perpetrator of online businesses can develop more

effective marketing strategies to promote sustainable and halal products for online consumers.

Conclusion

Research shows that in online purchasing, e-trust and e-WOM positively and significantly influence decision-making. In contrast, e-service quality does not have a significant influence. However, celebrity endorsers have a role as moderator variables that can strengthen consumer confidence in online transactions and impact purchase decisions. They are effective in moderating e-trust and strengthening consumer confidence; however, they are not effective in moderating e-WOM and e-service quality. The results of this study highlight the importance of building consumer confidence in online transactions and the management-wise use of celebrity endorsers to increase purchase decisions. E-commerce companies need to provide high-quality service to strengthen consumer trust. In addition, the role of e-WOM must also be considered to influence decision-making and upgrade quality online services according to consumer expectations. The recommendation policy based on this research emphasizes the necessity of a company's focus on managing consumer trust and wise use by celebrity endorsers to increase sustainable online purchases. Besides that, understanding Islamic values and halal labeling in the context of online purchases is also essential. Vendors and perpetrators of online businesses must choose a celebrity endorser that fits their values and principles for sustainable and halal online purchasing. This can help to increase consumer trust and build stronger emotional connections between shared brands and consumers with the same values. To utilize celebrity endorser potential in influencing sustainable online purchasing decisions, companies need to pay attention to consumer trust, the proper management of celebrity endorsers, and quality online services that meet consumer expectations. By doing this case, companies can develop more marketing strategies effective for promoting sustainable and halal products for online consumers.

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