

The Role of Online Social Media Marketing, Celebrity Endorsers, and E-Wom in Increasing Purchasing Decisions in Balinese Fashion

Pande Ketut Ribek¹, Ni Putu Siska Darayani¹, Ida Ayu Nyoman Yulastuti¹

¹Universitas Mahasarakswati Denpasar, Indonesia

*) Corresponding Email: pandeketutribek@unmas.ac.id

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ABSTRACT

Purchasing decisions are how consumers purchase a product. Factors influencing consumer purchase decisions include quality, price, and product quality. Factors such as marketing activities on social media, public figures as endorsers, Information dissemination through digital media, digital Word of Mouth are perceived as influencing purchasing decisions. This research is conducted to assess the role of social media marketing in affecting, celebrity endorsers, and electronic the impact of word of mouth on consumers' buying decisions. The quantitative methodology used in this study a sample of 85 consumers who made purchases at fashion stores in Denpasar, Bali. Data analysis techniques used validity tests, reliability tests, classical statistical assumption testing multivariate linear regression analysis, Correlation Coefficient Analysis tests, Data

analysis also included of determination coefficient, F-test, and t-test. The results indicate that social media marketing can positively significantly impact purchasing decisions, and that electronic consumer recommendations from public figure endorsers also positively and significantly influences to purchasing decisions.

A. INTRODUCTION

Competitive advantage makes entrepreneurs create strategies to increase competitiveness. One trending business for the younger generation is the fashion business in Denpasar, Bali. This generation will observe trends and meet their needs, especially in the fashion sector, to appear more attractive and enhance their self-image by consuming products with various contemporary models. This is often found on social media with a variety of fashion models, especially in clothing, which leads them to make purchasing decisions. Decisions are greatly influenced by the internal and external environment, thereby shaping consumers' attitudes toward interpreting information and forming conclusions that lead to specific responses regarding the products expected to be purchased. Many carry out product marketing activities on social media, especially through Instagram, and have begun to implement social media marketing such as conducting product promotions, conducting interactions and also utilizing social media as a communication tool with consumers, such as when offering discounts or other attractive promotions. Based on the gap research found by Sudirjo, (2023), Razali, et al. (2023), Fathin, et al. (2023), Bonaldy, et al. (2023), Frimayasa et al. (2022) stated that social media marketing has a significant positive impact on influence consumer purchasing decisions in online shopping. However, findings by Muslim (2018), Welsa et al. (2023), and Rahayu (2022) found no positive and meaningful influence of social media marketing on consumer purchasing decisions. The differences in previous research findings provide a reason to reexamine the impact of social media marketing on consumer purchase decisions. In addition to using marketing through social media platforms, increasing purchasing decisions on crucial for measuring consumer trust in product selection. Therefore,



entrepreneurs also use celebrity endorsers, who tend to attract consumers, thus influencing purchasing decisions. Findings by Tarigan et al. (2022), Audrey et al. (2022), Nurjamad et al. (2023), Andryani et al. (2023), and Kinasih et al. (2023) stated that celebrity endorsements have a significant and positive influence on consumer buying decisions. However, research by Rawi et al. (2020) found that celebrity endorsements were unable to influence purchasing decisions.

Some factors that are considered in making purchasing decisions are the spread of issues or information that someone does after using the product and uploaded on social media to influence consumers such as E-WOM. The findings of Kietzmann and Canhoto (2013) state that online consumer reviews and recommendations can be neutral, favorable, or unfavorable experience in a service, product, brand or company that is used in spreading information through internet media. The findings by Muis (2020) that E-WOM can be defined as favorable or unfavorable comments made by potential, existing, or previous customers about a company or its products, disseminated to numerous individuals and organizations via online platforms. The findings of Apriani et al. (2017), Mamoto (2023), Mukayati, et al. (2022), Budiman, et al. (2023) & Putry, et al. (2024) research results state that Electronic Word of Mouth influences Purchasing Decisions. However, different findings by research by Wijaya, et al. (2022), Amin (2021) and Rohman & Pramesti (2022), that no significant effect exists between electronic recommendations on consumer purchase decisions.

B. THEORETICAL STUDY

This study uses TPB by Ajzen (1991), this theory is a development based on the Theory of Reasoned Action developed by Fishbein and Ajzen (1980) used to predict individual behavior in detail. Ajzen (1988), suggests that an individual's behavior is determined by the desire to behave consisting of three key elements: attitudes, subjective norms, and perceived behavioral control. According to the Theory of Planned Behavior is a theory individual behavior when they do not have control of their own will. A person has obstacles that prevent his behavior from being as he desires.

Social Media Marketing

Latief's (2019) findings suggest that social media marketing is a gathering place for people who want to share information, find new friends, and interact with others online. Findings by Mileva (2018) state that social media is a service provided for various activities, from sharing information, collaborating, and expanding networks through the internet. According to Mileva & Fauzi (2018), the social media marketing indicators used in this study include several important indicators in social media marketing. These indicators include the dimensions of a) creating content, b) sharing content, and c) establishing connections d) Community.

Celebrity Endorser

Celebrity endorsement is a form of promotion that utilizes celebrities advertising endorsers appearing across various channels, such as print media, television, radio, and social networking platforms (Arindani & Loisa, 2019). Celebrity endorsement is the most popular marketing method, as using celebrities with popularity and a positive image will increase the awareness and demand of the promoted product (Setyaningsih & Sugiyanto, 2021). Celebrities are individuals with a substantial following or audience, wielding strong influence over their followers and positively impacting them. According to Anas and Sudarwanto (2020), celebrity endorsers can demonstrate their support by personally providing testimonials, encouragement, and reinforcement to consumers, or by acting as actors or actresses in advertisements or speaking on behalf of the company. This study uses indicators according to Anas and Sudarwanto (2020) there are 5 indicators of Celebrity Endorser to facilitate communication effectiveness explained by the acronym TEARS is defined as: a) Trustworthiness, b) Expertise, c) physical attractiveness, d) valued qualities, e) similarity with the target audience).

Digital Word-of-Mouth Communication

Based on findings of Tommi and Eristia (2014), while similar to the spread of information from one person to another, e-WOM facilitates information exchange through various online channels, much of the information is exchanged in an anonymous and private manner. According to Immanuel and Maharaja (2020), e-WOM facilitates the exchange of product- and service-related information among consumers who have no previous relationship or face-to-face interaction. Immanuel and Maharaja (2020) found that Four indicators are used to measure electronic word of mouth (e-WOM): positive reviews of as product or brand, product or brand recommendations, frequently reading online reviews about other people's impressions of a product, and confidence in purchasing a product when seeing positive online reviews from others.

Purchasing Decision

Maulana & Asra (2019), Purchasing decisions are consumer choices shaped by a range of internal and external environment, in forming consumer attitudes to obtain information and make decisions to purchase a product. According to Sriyanto & Kuncoro (2019), the consumer purchasing decision process can be broadly classified into four main stages: The pre-purchase stage encompasses consumer activities before purchasing a product. This stage includes three processes: recognition of needs, information search, and assessment of alternatives. The second stage is the consumer decision-making process for determining whether to buy a product or service. The concluding stage is post-purchase evaluation, is defined as the consumer decision-making process after the consumer has made the right purchase decision. Findings by Tresmiana et al. (2020) indicate that purchasing decisions occur when choosing a product to meet consumer expectations. Some indicators of purchasing decisions include: Product consistency, Product purchasing habits, Recommending others, Repeat purchases.

Research Hypothesis

A hypothesis represents a provisional explanation for a research problem derived from a conceptual framework, a provisional response to a research question whose validity must be further tested empirically through analysis (Sugiyono, 2018). Considering the problem and the theory used, the research hypothesis study are as outlined below:

1. The Effect of Social Media Marketing on Consumer Purchase Decisions.
Marketing on social networking platforms is expected to target the right market segment and generate consumer purchasing interest. Research conducted by Sudirjo (2023), Razali et al. (2023), Fathin et al. (2023), Bonaldy et al. (2023), Frimayasa et al. (2022) explained that marketing on social media contributes positively and significantly to influence on the decision to purchase. Meanwhile findings by Muslim (2018), Welsa et al. (2023), and Rahayu (2022) found no influence between social media marketing and purchasing decisions. According to the results these thoughts, the following hypothesis is used formulated:
H1: Social Media Marketing is positively and significantly associated with Purchasing Decisions.
2. The Impact of Celebrity Endorsers on Purchasing Decisions
Research carried out by Tarigan et al. (2022), Audrey et al. (2022), Nurjamad et al. (2023), Andryani et al. (2023), and Kinasih et al. (2023) found that there is a positive and significant influence of celebrity endorsements on purchasing decisions. Meanwhile, the empirical study by Rawi et al. (2020), Wibowo (2024), and Yeni et al. (2023) found no influence between celebrity endorsers and consumer purchasing decisions. According to this the results, these considerations, the following hypothesis can be derived:
H2: Celebrity endorsements have a positive and significant influence on purchasing decisions.
3. The Influence of Digital Word-of-Mouth Communication on Purchasing Decisions
According to study conducted by Apriani et al. (2017), Mamoto (2023), Mukayati et al. (2022), Budiman et al. (2023), and Putry et al. (2024), Based on the results of the study,



electronic word of mouth has been proven to influence purchasing decisions. Meanwhile, the results of research conducted by Wijaya et al. (2022), Amin (2021), and Rohman & Pramesti (2022) obtained no influence between electronic word of mouth and Consumer decisions in making purchases. Given these considerations, the following hypothesis can be derived:

H3: Electronic Word-Of-Mouth demonstrates a positive and significant effect on consumers' purchasing decisions.

Based on the hypothesis used by researchers, the research model is as shown in Figure 1 below.

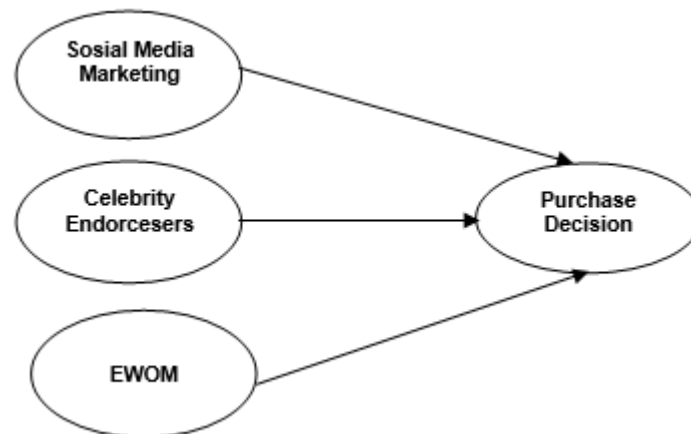


Figure Research Model
Source: Researcher, 2026

C. RESEARCH METHODS

The research location is in the city of Denpasar with the object of research The Role of Social Media Marketing, Celebrity Endorsers, and Electronic Word of Mouth in Enhancing Consumer Purchasing Decisions at Fashion Bali Denpasar. Social Media Marketing (SMM), Celebrity Endorser (CE), and Electronic Word of Mouth (EWM) are the independent variables, while Purchase Decision (PD) is the dependent variable. This study uses quantitative and qualitative data derived from primary and secondary sources. Population in this study is all consumers who make purchases at Fashion in Denpasar Bali whose number is unknown. From sample determination, the sample determination method in this study uses the Hair et al., (2010) sample determination formula where the minimum The required sample size is 5–10 times the amount of indicators used. So the indicators used in this study amount to $17 \times 5 = 85$ respondents. The sample selection criteria are as follows: 1) Consumers at 17 years old and above, who are qualified to make purchases. 2) Consumers or members of the public who have purchased products at least twice or more at Fashion Bali Denpasar. Data collection was carried out using observation, interviews, and questionnaire techniques.

D. RESULTS AND DISCUSSION

Validity Test

According to Sugiyono (2018), validity means the instrument can be used to measure what it is supposed to measure. To determine the level of validity of a question item, the correlation between the score for each question and the item score (the calculated r value) is examined. The decision rule for the validity test indicates that an item is valid when the calculated r -value is greater than 0.30 as the critical r -table value (r -calculated $>$ r -table). The results of the validity test are summarized in table.

Table Results from the Validity Analysis

No	Variable	Item Statement	Correlation Item Total	Description
1	Social Media Marketing (SMM)	SMM.1	0.887	Valid
		SMM.2	0.916	Valid
		SMM.3	0.884	Valid
		SMM.4	0.848	Valid
2	Celebrity Endorser (CE)	CE.1	0.860	Valid
		CE.2	0.874	Valid
		CE.3	0.821	Valid
		CE.4	0.845	Valid
		CE.5	0.857	Valid
3	Electronic Word Of Mouth (EWM)	EWM.1	0.956	Valid
		EWM.2	0.929	Valid
		EWM.3	0.908	Valid
		EWM.4	0.927	Valid
4	Purchase Decision (PD)	PD.1	0.906	Valid
		PD.2	0.879	Valid
		PD.3	0.875	Valid
		PD.4	0.791	Valid

Source: Data Processed, 2026

The results in table indicate that all indicator correlation values are higher than 0.30, thus all indicators are considered valid.

Reliability Testing

Ghozali (2021) explains that reliability is used to test the consistency of a questionnaire as a measuring device for research. The variables or constructs in this study were measured through a questionnaire. Reliability is indicated when respondents' responses remain consistent across different time periods. Ghozali (2019) states that a construct is considered reliable when the Cronbach's Alpha value exceeds 0.70. The results of the reliability analysis are shown in table.

Table Results from the Reliability Analysis

Variable	Cronbach's Alpha	Description
Social Media Marketing (SMM)	0.906	Reliabel
Celebrity Endorser (CE)	0.901	Reliabel
Electronic Word Of Mouth (EWM)	0.947	Reliabel
Purchase Decision (PD)	0.886	Reliabel

Source: Data Processed, 2026

Table indicates that the Cronbach's Alpha value for each instrument exceeds 0.70 (Cronbach's Alpha > 0.70), demonstrating that all instruments are reliable.

Normality Test

According to Ghozali (2019), A normality test is conducted to verify whether the residuals of a regression model conform to a normal distribution. The model is regarded as reliable when the residuals exhibit normality. will have a normal distribution, A normal or near-normal distribution of residuals indicates that the normality assumption is fulfilled. The hypothesis is accepted if the significance level (Sig.) > 0.05. The outcomes of the normality test are shown in table.



Table Normality Test Results

		Unstandardized Residual
N		85
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.12157631
Most Extreme Differences	Absolute	.070
	Positive	.051
	Negative	-.070
Test Statistic		.070
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Data Processed, 2026**Multicollinearity Test**

The multicollinearity assessment was conducted by analyzing the Tolerance and Variance Inflation Factor (VIF) values produced by SPSS. As stated by Ghozali (2019), multicollinearity is present when the tolerance value is < 0.10 or the VIF value is > 10 . The outcomes of the multicollinearity test are presented below.

Table Result From the Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.751	1.491		1.174	.244		
Social media marketing	.319	.098	.300	3.263	.002	.698	1.433
Celebrity endorser	.164	.070	.213	2.352	.021	.715	1.398
Electronic word of mouth	.373	.087	.387	4.300	.000	.728	1.374

Source: Data Processed, 2026**Heteroscedasticity Test**

The assumption of homoscedasticity is an important requirement of a good regression model. This assumption is met when the variance of residuals remains stable across observations. When the residual variance is changes between observations, the model is said to suffer from heteroscedasticity (Ghozali, 2019). Based on the criterion proposed by Ghozali (2019), a regression model is free from heteroscedasticity when the independent variables are statistically insignificant in explaining the dependent variable, indicated by a significance value (Sig.) > 0.05 . The results of the heteroscedasticity analysis are presented in table.

Table Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	2.138	.969		2.206	.030
Social Media Marketing	.025	.063	.052	.395	.694
Celebrity Endorser	.019	.045	.054	.416	.679
Electronic Word Of Mouth	-.084	.056	-.191	-1.485	.141

Source: Data Processed, 2026

Multiple Linear Regression Analysis

This multiple regression analysis helps to examine the influence of the independent variables in this study, namely Social Media Marketing (SMM), Celebrity Endorser (CE), and Electronic Word of Mouth (EWM) on the dependent variable, Purchase Decision (PD). The results of the multiple linear regression analysis can be seen in table below.

Table Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.751	1.491		1.174	.244
Social Media Marketing	.319	.098	.300	3.263	.002
Celebrity Endorser	.164	.070	.213	2.352	.021
Electronic Word Of Mouth	.373	.087	.387	4.300	.000

Source: Data Processed, 2026

F-Test Results

Based on the research results, the F-test results are as follows:

Table ANOVA F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	415.156	3	138.385	29.647	.000 ^b
Residual	378.091	81	4.668		
Total	793.247	84			

Source: Data Processed, 2026

Based on the F-test in table, a significance value of $0.000 < 0.05$ is shown. Therefore, it can be concluded that Social Media Marketing (SMM), Celebrity Endorser (CE), and Electronic Word of Mouth (EWM) have a significant influence on Purchase Decision (PD). Therefore, the research model is considered feasible, and hypothesis testing can proceed.

Results of Multiple Correlation Analysis

Correlation is an important factor in its influence or relationship with other variables (Hasanah, 2016). The results of the multiple correlation analysis can be seen in Table 8 below:

Table Results of Multiple Correlation Analysis: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723 ^a	.523	.506	2.161

Source: Data Processed, 2026

Based on Table 8, the R-value is 0.723, which falls between 0.600 and 0.799 and is considered a strong correlation. This indicates that the variables social media marketing, celebrity endorsers, and electronic word of mouth have a strong relationship to purchasing decisions.

Coefficient of Determination Test Results

The R-squared value represents the proportion of variation in the dependent variable that is explained by the independent variables. The results of this test are shown in Table 9 below:



Table Coefficient of Determination Test Results: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723 ^a	.523	.506	2.161

Source: Data Processed, 2026

Based on table, the Adjusted R Square value is 0.506. This means that 50.6% of the variation in the purchasing decision variable can be explained by variations in the three independent variables are Social Media Marketing (SMM), Celebrity Endorser (CE), and Electronic Word of Mouth (EWM). The remaining 49.4% (100% - 50.6% = 49.4%) is explained by other variables not included in this research.

t-Test Results

To determine the level of partial significance of the influence between each independent variable and the dependent variable, t-test was conducted. The results of the t-test are as follows:

Table Partial Test Results (t-Test)
Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.751	1.491		1.174	.244
	<i>Social media marketing</i>	.319	.098	.300	3.263	.002
	<i>Celebrity endorser</i>	.164	.070	.213	2.352	.021
	<i>Electronic word of mouth</i>	.373	.087	.387	4.300	.000

Source: Data Processed, 2026

E. CONCLUSION AND SUGGESTIONS

The Contribution of Social Media Marketing to Purchasing Consumer decisions in Fashion in Denpasar, Bali. The regression coefficient was recorded at 0.391, accompanied by a t-value of 3.263 and a significance value of 0.002. The findings confirm that enhanced social media marketing activities contribute to an increase in consumers' purchasing decisions. Through effective targeting and engagement strategies, social media marketing can attract potential customers and encourage buying behavior. Furthermore, the findings support earlier studies by Sudirjo (2023), Razali et al. (2023), Raniya et al. (2023), Bonaldy et al. (2023), and Frimayasa et al. (2022), which reported a positive and statistically meaningful relationship between social media marketing and purchasing decisions.

The findings indicate that celebrity endorsers significantly and positively affect fashion purchasing decisions in Denpasar, Bali. The regression coefficient was 0.164, accompanied by a t-value of 2.352 and a significance value of 0.021. These results demonstrate that celebrity endorsement plays an important role in influencing consumer behavior. As the credibility, attractiveness, and effectiveness of celebrity endorsers increase, consumers are more likely to make purchasing decisions regarding fashion products. Therefore, celebrity endorsers contribute positively to enhancing purchasing decisions among consumers in Denpasar, Bali. Arindani & Loisa (2019) said that celebrity endorsers are a form of promotion through the use of celebrities as advertising stars in various media, ranging from print media, television, radio, and social media. Using celebrity endorsers is one of the promotional strategies currently often carried out by brand owners because the influence or popularity of celebrities makes consumers more trusting of a brand. The results of this study are in line with previous research conducted by Tarigan et al. (2022), Audrey et al. (2022), Nurjamad et al. (2023), Andryani et

al. (2023), Kinasih et al. (2023) stated that celebrity endorsers have a positive and significant influence on purchasing decisions.

The results indicate that electronic word of mouth (e-WOM) has a statistically significant positive effect on purchasing decisions in fashion industry in Denpasar, Bali. The regression coefficient was found to be 0.373, accompanied by a t-statistic of 4.300 and a significance value of 0.000. Since the significance level is below 0.05, the relationship is statistically significant. This finding suggests that positive online reviews, recommendations, and consumer discussions can enhance customers' confidence and encourage purchasing decisions. Therefore, stronger electronic word of mouth contributes to higher purchasing decisions among fashion consumers in Denpasar, Bali. Study Tommi and Eristia (2014), While electronic word of mouth resembles conventional word-of-mouth communication, it facilitates information exchange through multiple platforms, often enabling anonymous or private interactions. The more positive consumer reviews of the products or services we offer, the more it will influence the trust of other potential consumers, so that it will indirectly increase product purchases. The research results are in line with previous research conducted by Apriani, et al. (2017), Mamoto (2023), Mukayati, et al. (2022), Budiman, et al. (2023) and Putry, et al. (2024 which concluded that electronic word of mouth has a statistically significant positive influence on purchasing decisions.

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