

The Effect of Celebrity Endorser and Service Quality on Purchase Decisions in the Shopee Application in Makassar Students

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ABSTRACT

Shopee is a subsidiary of Sea Group, the first time launched in 2015 simultaneously in 7 countries, namely Singapore, Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines. Sea Group has a mission to improve the quality of the lives of consumers and small entrepreneurs for the better with technology. The purpose of this study was to determine the effect of celebrity endorsers and service quality on purchasing decisions on the Shopee application in Makassar City among students. The method in this study uses a descriptive method quantitative. The results of the study found that some celebrity endorsers and service quality have a positive and significant effect on purchasing decisions in the Shopee application. Celebrity variable endorser and service quality have a simultaneous effect of 43.6% of purchasing decisions in the Shopee application while 56.4% are influenced by variables not examined.

Keywords: Celebrity Endorser; Quality Service; Buying Decision.

Introduction

Shopee started to enter the Indonesian market at the end of May 2015 and Shopee only started operating at the end of June 2015. Shopee is an online Marketplace application for buying and selling on smartphones easily and quickly (Fadhillah et al, 2021). Shopee offers a variety of products ranging from fashion products to daily necessities and the latest is Shopee food, a feature that provides food with various tantalizing promos that attract many buyers. Shopee is here in the form of a mobile application to make it easier for users to do 28 online shopping activities without having to open the website through a computer device. Shopee is here in Indonesia to bring a new shopping experience (Mbeté & Tanamal, 2020).

Shopee facilitates sellers to sell easily and provides buyers with a secure payment process and integrated logistics arrangement. Currently, the number of Shopee downloads has reached more than one hundred million downloads on the Google play store (Rahmi & Amalia, 2018). Shopee's target users are people who are now accustomed to doing activities with the help of gadgets, including shopping activities. For this reason, Shopee is present in the form of a mobile application to support easy and fast shopping activities (Rohwiyati & Praptiestrini, 2019). The products offered by Shopee are more focused on fashion products and household goods. On the home page, users will be greeted with categories available on Shopee, namely women's shoes,

women's bags, Muslim clothing, women's clothing, women's clothing, watches, fashion accessories, men's shoes, men's bags, children's and baby's fashion, care and beauty (Wijayanti et al, 2021). In addition, several medical devices, mothers and babies, food and beverages, hobbies and collectibles, automotive, and household items are also available in the Shopee application (Ardianti & Widiartanto, 2019).

During the Covid-19 pandemic, within 2 years from the end of 2019-2021, consumer behavior changed. Especially in shopping for daily necessities for anyone to fulfill their needs (Hasniati et al, 2022). Limitations in doing face-to-face shopping make people shop for their daily needs more through e-commerce. This indirectly makes the e-commerce business increase significantly. Not only that, the e-commerce business competition map is increasingly competitive (Karim et al, 2021). The tight competition is reflected in the number of website visits and e-commerce application users in Indonesia. Citing data obtained from the digital analysis site iPrice, in the second quarter of 2021, the Tokopedia website had an average of 147.79 million visitors per month (Kurniati & Junaida, 2019). While the 2nd order was filled by Shopee with a total of 126.99 million website visits per month. When compared to 2019 Shopee with 2,973,300 visits per month, while Tokopedia with 67,900,000 visits means that this year the number

of Shopee application visits has been shifted by Tokopedia (Putri & Iriani, 2019). This is a factor that can provide purchasing decisions including celebrity endorsers and service quality.

Purchasing decisions are also influenced by quality service. Service is a form of system and procedure provided by the company in this case so that the needs of the customer can be fulfilled and in accordance with expectations or customer desires with their level of perception (Wahyuni, 2021). In meet consumer satisfaction, but in fact, even though Shopee ranks first as the most popular mobile shopping application, popular on iOS Store and Google play many Shopee consumers who regret the services provided by Shopee through applications that are less than optimal, as researchers took from some Shopee app user reviews. Shopee is one of the international online shops that operating in Southeast Asia (Putri & Pujani, 2019). Shopee in Indonesia is in officially in early 2016 and growing very rapidly to become the top 10 best

online stores in Indonesia with 100 million application downloads in October 2021.

The existence of Shopee in Indonesia cannot be separated from the various promotions carried out by Shopee. Shopee conducts a "Single" promotional strategy day, where Shopee consumers get various discounts on attractive items provided by Shopee in just 1 day. Shopee also carries out many profitable promotions for Shopee consumers, including Shopee quizzes, free shipping, and flash sales (Pandiangan et al, 2021). Shopee also chose a South Korean black pink girl group as their brand ambassador to attract millennial consumers as a promotional strategy. Shopee also implements the "Cheapest Price Guarantee" which is a very effective strategy to attract many consumers (Syukur et al, 2021). Promotions carried out by Shopee have proven to be effective in making Shopee the first most popular marketplace on the iOS mobile shopping app Store and Google play in Indonesia in 2017.

Literature Review

1. Celebrity Endorser

An endorser is an ad supporter or who is also known as an advertisement star to support a product. Meanwhile, celebrity is a character (actor, entertainer or athletes) who are known for their achievements in fields different from the product it supports. Celebrities are seen as individuals who are liked by society and have advantages attractiveness that distinguishes him from other individuals (Shimp, 2018).

Celebrity endorsers are using artists as advertising stars in the media, ranging from print media, social media, and television media. In addition, celebrities are used because of their celebrity attributes including good looks, courage, talent, grace, strength, and sexual attractiveness which often represent the attractiveness desired by the brands they advertise. Consumers today easily identify with these stars, often by viewing them as heroes for their accomplishments, personality, and physical attractiveness (Horison et al, 2022). Probably as much as 1/4 of all advertisements use celebrities in marketing each product marketed.

More formally, Celebrity Endorser is those who symbolize the main characteristics of the product that describe consumers' perceptions of the celebrity's expertise and knowledge about the advertised product (Karim et al, 2021). That is why advertisers often use celebrities as spokespersons for their products. There are four indicators that must be owned by Celebrity Endorser (Kotler & Keller, 2008), namely: (1) expertise, (2) trustworthiness or trustworthiness, (3) likability or obligation, and (4) beauty or beauty.

2. Quality Service

Basically every human being needs service, even in extreme it can be said that service is not can be separated. Service in the general Indonesian dictionary namely helping, providing everything that others need such as guests or purchases (Maddatuang et al, 2021). Services are activities or results that can be offered by an institution to other parties that are usually invisible, and the results cannot be owned by the other party. Service can be interpreted as an effort to fulfill the needs and desires of consumers and the accuracy

of their delivery in balancing consumer expectations. The quality of service can be known by comparing consumers' perceptions of the services they actually receive with the services they actually expect on the service attributes of a company (Aptaguna & Pitaloka, 2016).

Service is an activity which has some element of intangible associated with it which involves some interaction with the consumer or with the property in his possession and does not result in a transfer of ownership (Maddatuang et al, 2021). In this case, the customer's needs can be met in accordance with the expectations or desires of customers with their level of perception. To meet customer satisfaction, the company really pays attention to things that are important factors that the company really pays attention to. The concept of service quality that embodies a customer satisfaction within the company due to various indicators of service quality. These are the factors that can affect the form of consumer satisfaction to be realized. Service quality is seen as one of the

components that need to be realized by the company because it has the influence to bring in new consumers and can reduce the possibility of old customers to move to other companies (Syahrudin & Karim, 2021).

In a buying process, consumers usually consider in advance what products to buy, what are the advantages, what are the advantages of a product, so that consumers have the confidence to take it, buying decision (Saidani et al, 2019). Many factors can influence purchasing decisions by consumers, such as promotion, price, service, and location. Based on this theory, it can be seen that the frame of mind that describes the relationship of the independent variables, in this case is celebrity endorser (X^1), service quality (X^2), and purchasing decisions (Y) made by consumers. These variables will be analyzed in the study so that it is known how much influence each of these variables has in influencing consumer purchasing decisions.

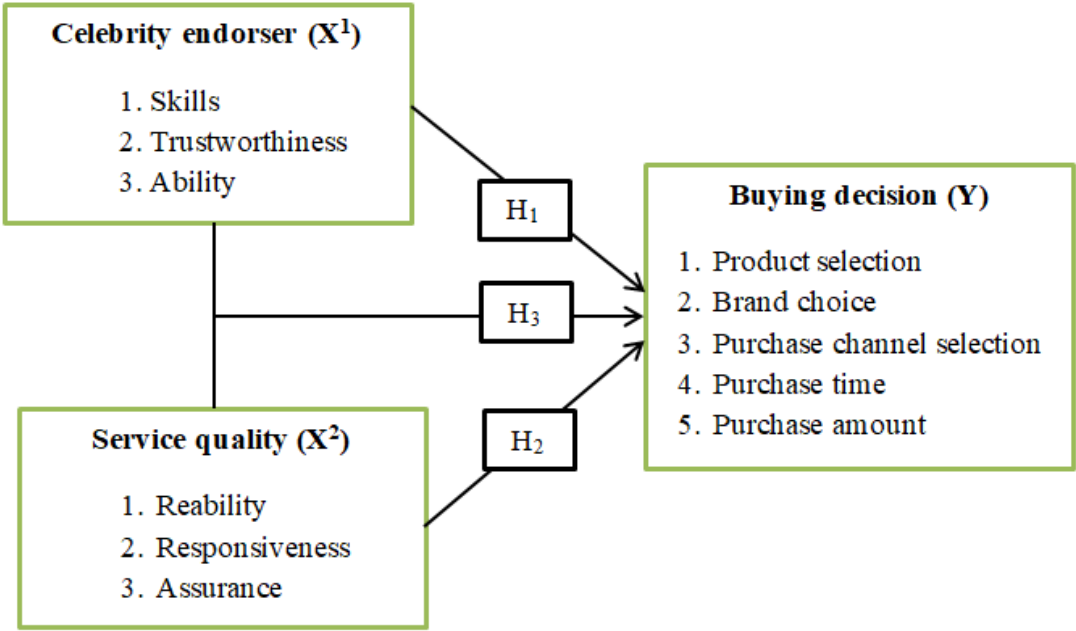


Figure 1. Conceptual framework

Methods

Survey method, namely research conducted on large and small populations, but the data studied are sample data taken from the population and use questionnaires as the main tool in terms of data collection. The survey method was used to obtain

data from distributing questionnaires. The type of research used is a survey method which is included in quantitative methods, where quantitative research methods can be interpreted as a systematic method of parts and phenomena

and their relationships, this method is used to examine certain populations or samples, data collection uses research instruments, data analysis is descriptive quantitative or statistical, with the aim of testing predetermined hypotheses in order to find out information about purchasing decisions in the Shopee application (Sugiyono, 2017).

This study uses student respondents who use the Shopee application in making purchases of goods. Data was collected by distributing questionnaires to representative respondents, namely students in Makassar City who used the Shopee application. The populations used in this study were Shopee application consumers, namely students in Makassar City class 2017 - 2019 totaling 1496 students. The sample is part of the number and characteristics possessed by the sample population. The sampling technique used in this study was purposive sampling with certain considerations aimed at making the data obtained more representative. The use of this technique makes it easier to determine the sample that is determined according to the wishes of the researcher.

The sample criteria are:

- a. Respondents are at least 16 years old
- b. Purchased Shopee app more than 1 time

Result

1. Research description

Descriptive research is one type of research whose purpose is to present a complete picture of social conditions intended for exploration and clarification of a phenomenon or social reality by describing several variables relating to the problem and the unit under study between the phenomena being tested. The respondents of this

c. Student status in Makassar City

To determine the number of samples are as follows:

$$n = \frac{n}{1 + Nd^2}$$

$$n = \frac{1496}{1 + 1496(10\%)^2}$$

$$n = 94$$

Description:

n = Total of samples

N = Population size

d = Specified precision or percentage of slack

This research uses multiple linear analysis method. This analysis method was conducted to determine how much influence between celebrity endorser (X^1) and service quality (X^2) on purchasing decisions (Y), the regression equation is: $Y = \beta_0 + \beta_1 X^1 + \beta_2 X^2 + \epsilon$

Description:

Y = Buying decision

β_0 = Constant

β_1, β_2 = Independent variable regression coefficient

X^1 = Celebrity endorser

X^2 = Service quality

ϵ = Error

study were students of the accounting study program and the management study program in Makassar City. In the respondent's characteristics section, there is personal bio data filled in by the respondent including age, gender, class, and major. While the description can be seen from the table of respondents as follows.

Table 1. Characteristics of respondents

Characteristics of respondents	Description	Total	Percentage
Gender	Woman	52	55%
	Man	42	45%
Age	19 – 24	87	87%
	25 – 30	6	11%
	30 ≥	1	2%
Study program	Accounting	31	35%
	Management	63	65%
Period	2017	55	57%
	2018	27	31%

2019 12 17%

Source: Author finding's

2. Research instrument test

A validity test shows the extent to which the measuring instrument used to measure can measure what you want to measure. The method is to correlate the scores obtained on each question item with the individual's total score. Calculation of validity is done by tabulation using Microsoft excel and processed through SPSS version 26; the questions were tested on 94 respondents, which

were grouped into 1 part of the dependent variable, namely purchasing decisions, and 2 parts of the independent variable, namely: celebrity endorser and service quality. Decision making is based on the value of r arithmetic $> r$ table of 0.2007 for $DF = 94-2; = 0.1$. If r count $> r$ table is calculated, then the statement item is considered valid and vice versa.

Table 2. Celebrity endorser variable questionnaire validity test results

Point	Corrected item-total correlation	Description
X ¹ .1	0.841	Valid
X ¹ .2	0.828	Valid
X ¹ .3	0.796	Valid

Source: Processed data, 2021.

Table 3. Results of the validity test of the service quality variable questionnaire

Point	Corrected item-total correlation	Description
X ² .1	0.776	Valid
X ² .2	0.870	Valid
X ² .3	0.792	Valid

Source: Processed data, 2021.

Table 4. Results of the validity test of the purchasing decision variable questionnaire

Point	Corrected item-total correlation	Description
Y.1	0.702	Valid
Y.2	0.778	Valid
Y.3	0.774	Valid
Y.4	0.697	Valid
Y.5	0.664	Valid

Source: Processed data, 2021.

This study analyzes the factors that influence purchasing decisions, with 2 independent variables, namely: celebrity endorser and service quality, while 1 dependent variable is purchasing decisions. The data used in this study is the result of a questionnaire test from 94 respondents. The data processing tool used in this research is SPSS version 226 software with multiple linear regression analysis methods. Therefore, researchers want to see the factors that influence student purchasing decisions in Makassar City in the Shopee application.

3. Multicollinearity test

The multicollinearity test aims to test whether the regression model is found to correlate with the independent variables. The multicollinearity test was carried out by looking at the significance value of 10% or 0.1. If the VIF value is 10 then the regression model rejects. A good regression model is a regression that is free from multicollinearity. The results of the calculation of the data obtained by the VIF value are as follows:

Table 5. Multicollinearity test

Variable	VIF	Description
Celebrity endorser	1.079	There are no symptoms of multicollinearity
Service quality	1.079	There are no symptoms of multicollinearity

Source: Processed data, 2021.

The table above shows that the multicollinearity test with tolerance and variance inflation factor (VIF) is known to have a tolerance value, indicating that there is no independent variable that has a tolerance value of less than 0.10. The results of the calculation of the value of the variance inflation factor (VIF) also show that there is no independent variable that has a value (VIF) of more than 10. So it can be concluded that there are no symptoms of multicollinearity between the independent variables in the regression model.

4. Multiple regression analysis test

Regression analysis is a study of the dependence of the dependent variable with one or more independent variables. Multiple linear regression analysis was used to analyze the effect of the independent variable celebrity endorser (X^1), service quality (X^2), the dependent variable, namely the purchase decision (Y) in the Shopee application for students in Makassar City. The results of multiple linear regression analysis can be seen as follows:

Discussions

The results of the research above state that simultaneously each independent variable has a simultaneous influence on the dependent variable. This means that the independent variables of celebrity endorser knowledge (X^1) and service quality (X^2) have a significant influence on student purchasing decisions in Makassar City in the Shopee application. In addition to testing the coefficient of determination R Square of 0.436 or 43.6%. Thus it can be said that the magnitude of the influence of the celebrity endorser variable and service quality is 43.6% while the remaining

Table 6. Multiple regression analysis tests

Model	Variable	Coefficient
X^1	Celebrity endorser	0.203
X^2	Service quality	0.576

Source: Processed data, 2021.

Based on table 6 above the results of the regression analysis equation, multiple linear regressions can be arranged as follows:

$$Y = 0.203X_1 + 0.576X_2 + e_i$$

Y = Purchase decision

X^1 = Celebrity endorser

X^2 = Service quality

Based on the regression above, it can be implemented as follows:

- The multiple linear regression coefficients of the celebrity endorser variable have a positive value of 0.203. These results show that every change in 1 celebrity endorser unit will increase purchasing decisions in the Shopee application by 0.203 units.
- The multiple linear regression coefficients of the service quality variable have a positive value of 0.576. These results show that every 1 unit change in purchasing decisions will increase purchasing decisions in the Shopee application by 0.576 units.

56.4% is influenced by other variables outside the study. Researchers will discuss the results of research that has been carried out based on the results of data analysis obtained by research respondents, namely as follows:

- Celebrity endorser variable on purchasing decisions

The celebrity endorser variable on the celebrity endorser purchase decision is using the artist as an advertisement star in various media. Today many consumers often identify with celebrities, often by

seeing them as heroes for their achievements, personality, and physical attractiveness. The results of the research above explain that partially the celebrity endorser variable has a positive and significant effect on the purchasing decisions of 94 students in Makassar City on the Shopee application. This can be seen from the partial test on the celebrity endorser variable which has a t count of 2.487 with a significance of 0.015. This means that t count $> t$ table ($2.487 > 1.985$) and the significance level is less than 0.05 ($0.015 > 0.05$), this indicates that celebrity endorsers influence purchasing decisions on the Shopee Application. This means that the material about celebrity endorsers has an influence and becomes a consideration for students to make purchases on the Shopee application.

2. Service quality variables on purchasing decisions

Service quality is a determinant of customer satisfaction. While satisfaction is a determining factor for brand trust. Likewise, with customer trust, the more customers believe, the higher their loyalty will be. Thus, the higher the quality of service, the more satisfied customers will be, their trust and loyalty will be higher. Therefore, mobile e-commerce applications need to always maintain and improve service quality, customer satisfaction to maintain trust and increase customer loyalty. From the results of the research above, it is explained that partially the service quality variable has a positive and significant effect on the purchasing decisions of 94 students in Makassar City in the Shopee application. This can be seen from the partial test on the service quality variable

Conclusion

Shopee is a fairly popular marketplace in Indonesia, achieving a surge in users during 2021, which is 267% compared to before the Corona-19 pandemic. The current number of users in Indonesia has reached 10 million per month during the fourth quarter of 2021. The Shopee application is also present in 500 cities in 34 provinces in Indonesia. Indeed, the Shopee marketplace provides several features that make people interested in shopping through Shopee, for example, discounts on some items, free shipping, and several other promos. In addition, Shopee also

which has a t count of 7.040 with a significance of 0.000. This means that t count $> t$ table ($7.040 > 1.985$) and the significance level is less than 0.05 ($0.000 > 0.05$), this indicates that service quality influences purchasing decisions in the Shopee application. This means that material regarding service quality has an influence and is considered by students to make purchases on the Shopee application (Ibrahim & Thawil, 2019).

3. Celebrity endorser variable and service quality to buying decision

The F test or simultaneous test is known that the significant value for celebrity endorser (X^1) and service quality (X^2) on purchasing decisions (Y) is f count 35.197 $> f$ table 3.09 and the significance value is 0.000.

The impact of Covid-19 on the MSME sector is also not without threats, so the presence of various Shopee applications has become part of the transaction cycle in meeting consumer needs from home. MSME actors who still market their products conventionally have been forced to switch to the digital world/internet in marketing their products (Mane et al, 2022). One of them is by utilizing e-commerce. E-commerce allows sellers to market their products quickly, easily, and for free. By uploading photos and describing products that are supported by recent updates of advertisements that have appeared, the availability of contact links and the availability of quality control on advertisements for goods and services offerings, free advertisements for users, and coverage of advertising areas throughout Indonesia and many others.

offers an online shop feature for those who want to open a shop at Shopee and market products/services at Shopee, opening a shop at Shopee can be done via a cellphone or PC (computer).

You can take advantage of the opportunity to sell on Shopee considering that many use the Shopee application for shopping. Some of the advantages of Shopee are: (1) Selling goods fairly quickly and can be done in just 30 seconds; (2) Make it easier for sellers to market their products with photo and

video features. In this training, participants are required to bring at least 5 photos of products that will be marketed on the Shopee application; (3) there is a notification feature about the payment system until the completion of the transaction. Making it easier for sellers to check online buying and selling transactions; (4) Presenting a Live Chat feature that makes it easy for buyers to directly talk to the seller to be able to transact or negotiate. This feature makes it very easy for Shopee users because they remember that on e-

commerce sites or other applications, they must save the phone number first when they want to transact; (5) Has complete sharing features to easily spread info to various social media sites or messenger applications, such as Facebook, Instagram, Twitter, Line, Pinterest, Whatsapp; and (6) Shopee integrates social media features that include the hash tag function, to make it easier for users to find items or products that are currently popular or to easily follow the latest product trends.

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