Factors Influencing the Buying Interest of Muslim Teenagers in the City of Tegal of the Shopee Application Users

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ABSTRACT

This research aims to determine the influence of digital marketing and celebrity endorsers on application users' purchasing interest. This research uses a type of field research that uses quantitative methods or approaches that use data sources from questionnaires, journals, books and articles related to research. The data used through questionnaires and documentation was then collected and analyzed using multiple regression. Based on the descriptions presented in the previous chapters, it is proven that digital marketing has a positive influence on the buying interest of Shopee application users. This is proven by the calculated t value of 6.037 which is greater than the t table of 1.660 with a sig value equal to 0.000 < 0.05 (significant). Celebrity endorsers have a positive influence on the buying interest of Shopee application users. This is proven by the calculated t value of 16.284, which is greater than the t table, namely 1.660 with a sig value equal to 0.000 < 0.05 (significant)
INTRODUCTION

Nowadays, technology and information are experiencing very rapid progress, one of which is the development of internet technology. Conditions like this require entrepreneurs to use digital means in carrying out their business, because if they cannot keep up with the current digital era, they will definitely be left behind. One use that can be utilized on the internet is business carried out in e-commerce. E-commerce (electronic commerce) or electronic commerce applies to buying and selling products or services through electronic systems and the internet and other device networks. This e-commerce can reduce marketing, transportation and operational budgets so that prices can be reduced to be cheaper. This low price is expected to increase sales volume. The development of the e-commerce business at this time has changed the views of many people, one of which is that the habit of shopping in shopping centers or traditional stores is now starting to shift to using online media.

Every company or individual is advised to know in advance about digital marketing and everything contained in digital marketing, so that they can move into the world of e-commerce business. Because the e-commerce business is closely related to the digital world, it is hoped that the company's goals can be achieved as expected.

One e-commerce that has developed rapidly is Shopee. Shopee is an application for buying and selling on cellphones easily and quickly. Shopee offers various products ranging from fashion products to daily necessities. Shopee is available in the form of a mobile application to make it easier for users to carry out online shopping activities without having to open the website via a computer device. Shopee is present in Indonesia to bring a new shopping experience. Shopee facilitates sellers to sell easily and equips buyers with a secure payment process and integrated logistics arrangements (Maghfira, 2019).

Online shopping in Indonesia has become the people's choice to get the goods they want. The ever-increasing growth of e-commerce in Indonesia has made Shopee help revive this online industry. Shopee is the first consumer-to-consumer (C2C) mobile marketplace application that is easy, fun, safe and practical for buying and selling. Shopee is one of the online buying and selling media sites that has made changes to attract customers' interest in making more transactions through Shopee. Shopee focuses more on the mobile platform so that it is easier for people to search, shop and sell directly on their cellphones (Widyanita, 2018).

The presence of mass media in modern society is definitely unavoidable. The internet is an important communication medium. This can be seen from the characteristics of the internet itself which are different compared to other communication media such as letters, newspapers, radio and television. Therefore, people's lifestyles are currently changing due to the influence of technological developments. One of the most striking aspects of these technological developments is gadgets and the tendency to engage in activities in cyberspace such as shopping online or more often referred to as online shopping. In this era of globalization, the use of technology and information is increasing in the world of trade. High human mobility requires the world of
commerce to be able to provide services or goods instantly and quickly according to user requests. This information and communication technology can help with social and economic problems (Awallia, 2018).

Table 1. Largest Number of E-Commerce Visitors

<table>
<thead>
<tr>
<th>Source: <a href="https://investor.id">https://investor.id</a></th>
</tr>
</thead>
</table>

It can be seen from the data above that Shopee is at the top with total website and application visits of 961.51 million visitors per month in Indonesia. This is because Shopee has various campaigns and discounts to increase sales. Apart from that, as an e-commerce application, Shopee also presents various promotions through games and live streaming which can be done on the application (Suhartadi, 2022).

Shopee is an online marketplace application that was present in Indonesia at the end of May 2015 and only launched at the end of June 2015 (Thidi, 2022). Shopee functions to carry out buying and selling transactions which can be done via handheld cellphone so that it is easier and faster. Shopee has many features provided for users to make transactions, apart from that, Shopee also provides game features with coin prizes that can be obtained in the Shopee Shake and Shopee Plant games. Then the coins you have obtained can be used to buy products in the Shopee application. Below are some of the advantages found in Shopee, namely buying and selling products in a short time, it has an attractive visual appearance and is easy to understand for new users, there is a chat feature with sellers directly to make it easier to carry out transactions and negotiations, it has complete features so that Users can quickly disseminate information via various social media, namely Line, Facebook, Instagram, Whatsapp, and others. Shopee can also collect social media features such as tags, with a high probability that users will search for the most popular products to make it easier to find current product trends. Very extensive and complete product offerings. Equipped with free shipping services from sellers to consumers (Burhanuddin, 2018).
With the many program offerings that Shopee offers, this is Shopee’s main choice to become the e-commerce site with the most visitors in 2021. This cannot be separated from the marketing methods that Shopee has carried out. Currently, technology and the internet are increasingly advanced, meaning that traditional marketing is no longer effective in carrying out marketing activities, because people usually promote their products or services using advertising media. For example newspapers, magazines, brochures, posters, banners, etc. Therefore, new marketing is needed through online media, namely digital marketing.

Digital marketing is a way of marketing by utilizing technology using digital media. The main thing in this form of digital marketing is using electronic media or the internet, namely internet marketing (e-marketing). E-Marketing is a marketing method that uses electronic communication technology, especially the internet. Digital marketing strategy is the most important thing in fostering the development of digital technology and developing plans to attract consumers and direct them to a combination of electronic communication and traditional communication (Febriyantoro and Arisandi, 2018). Research conducted by Suryopratomo (2022), shows that there is a positive influence of digital marketing on purchasing interest decisions. Research conducted by Algiffary et a (2020), shows that celebrity endorsers have a positive and significant influence on consumer buying interest. In contrast to research by Saputro and Laura S (2020) that digital marketing has no significant effect on purchases.

![Digital Marketing channels' effectiveness (B2B & B2C)](image)

**Figure 1. The Most Effective Type of Digital Marketing**

_Sumber : www.liputan6.com_

Dari grafik 1 shows that social media users are the most effective in using digital marketing, because they can interact with anyone from friends they know or don't even know to celebrities. People can choose which type of digital marketing is most effective and which influences purchasing interest to find information on what products potential consumers and sellers want. With social media, the general public can use celebrity marketing services to promote...
something that can attract potential consumers, this service is called celebrity endorsement.

Figure 2. Celebrity Endorsement of the Company
Source: www.gilabola.com

According to the author, nowadays quite a few people use smartphones to send pictures or videos, making it a potential field for online transactions. It is certain that most teenagers have the Shopee application and they are definitely familiar with Indonesian artists such as Prilly Latuconsina, even foreign sports stars, namely, Christiano Ronaldo. Shopee uses their services in promoting their company to attract visitors to the application to buy the necessities we need, they are celebrity endorsers.

Celebrity endorsers are individuals who are known to the public for achievements other than the products they endorse (Rosendorff, 2003). The endorsement systems offered vary from free (free endorsement) and paid (paid endorsement). In the Free Endorse system, online shops distribute products for free to endorsers without being charged a fee (commission or reward). In the Paid Endorse system, the online shop distributes products for free to endorsers along with a fee (commission or reward) that has been agreed upon at the beginning of the collaboration agreement. Endorsers are figures (actors, entertainers or athletes) who are known to the public because of their achievements in fields different from the product group being supported (Terence, 2003).

Based on differences in research and the phenomenon that occurs, the role of digital marketing and celebrity endorsers is not very significant in increasing teenagers' purchases, this research will raise the title "THE INFLUENCE OF DIGITAL MARKETING AND CELEBRITY ENDORSERS ON BUYING INTEREST OF SHOPEE APPLICATION USERS."
LITERATURE REVIEW
1. Digital Marketing

According to Ridwan Sanjaya and Josua Tarigan, digital marketing is a marketing activity including branding (brand recognition) that uses various web-based media such as blogs, websites, e-mail, AdWords, or social networks. And of course digital marketing doesn't just talk about internet marketing but more than that (Sanjaya and Tarigan, 2009). Meanwhile, Dave Chaffey's complete explanation of digital marketing or digital marketing has almost the same meaning as electronic marketing (emarketing), both of which describe the management and implementation of marketing using electronic media, so what is meant by digital marketing is the application of digital technology that forms online channels (online channels) to markets (websites, e-mail, databases, digital TV and through various other latest innovations including blogs, feeds, podcasts and social networks) which contribute to marketing activities aimed at making profits as well as building and developing relationships with customers in addition to it develops a planned approach to increase knowledge about consumers (towards the company, behavior, values and level of loyalty to its product brand), then combines targeted communications with online services according to the needs of each individual or specific customer. In short, digital marketing is achieving marketing goals through the application of technology and digital media (Chaffey, 2015).

Digital Marketing in an Islamic Economic Perspective

The Islamic view of promotion has existed since the time of the Prophet Muhammad. The Prophet Muhammad SAW also used promotions for trade. The principles used by the Prophet Muhammad SAW are different from current promotions. His concept cannot be separated from moral values and is in accordance with Islamic ethics and aesthetics. Currently, to build an effective company, a company uses effective promotional mix variables, both goods and services companies. Promotions are intended to influence potential consumers to buy a product, by offering certain benefits on a product and making certain promises. In Islam it is strictly forbidden to do things like fraud, not following the facts and breaking promises. Therefore, in carrying out promotions, Muslim entrepreneurs are obliged to avoid dishonest actions, making false promises, pornographic advertisements (indecent illusions), as well as product publications that justify any means. Islam is the religion of rahmatan lil alam, which does not condone capitalizing wealth, even in ways that it should not. So, every promotion delivered comes from the truth and does not trap consumers. In this way, a healthy and quality business world can be created in the future.

All activities need to be carried out based on good planning, namely by utilizing "God's gifts" systematically to achieve certain goals. As the command in the Qur’an is stated in QS. Al-Jumu’ah verse 10:

فَإِذَا قُضِيَتِ الصَّلَاةُ فَِٱنتَشِرُوا فِى ٱلْأَرْضِ وَِٱبُتَغُوا مِن فَضْلِِ ٱللَّهَ وَِٱذْكُرُوا ٱللَّهَ كَثِيرًا لَّعَلَّكُم أَتُفَآوَلُونَ
Means: “When you have finished your prayer then spread out on the face of the earth, and seek the grace of Allah and remember Allah a lot so that you may be successful.”

It can be explained that the meaning of the words "seek the grace of Allah" used in it is intended for all halal efforts involving humans to fulfill their needs.

2. Celebrity Endorser

According to Shimp, a celebrity is a figure (actor, entertainer, or athlete) who is known to the public because of his achievements in a field that is different from the class of product being endorsed. Advertisers and advertising agencies are willing to pay a premium for celebrities who are liked and respected by the target market who are expected to influence favorable consumer attitudes and behavior for the product being endorsed (Shimp, 2010).

A celebrity endorser is a well-known person who is included in the position of entertainer, athlete, film actor/actress, and television star who can influence other people to inspire their trust in understanding and being interested in what the celebrity has said (Algiffary et al., 2020).

Celebrity Endorser Indicator

According to Rahardian et al (2019), there are five indicators as follows:
1. Trust
2. Expertise
3. Attraction
4. Respect
5. Similarity

3. Purchase Interest

Consumer purchasing interest is a behavior to make a decision in purchasing products and services which is the respondent's initiative thought. Consumer behavior has a detailed model defining that marketing stimuli consist of the marketing mix as variables, namely price, promotion, place, and product as marketing has the main components. For companies, consumers are an important party who need to maintain good relationships with existing consumers. Apart from this work, the company also wants to attract new consumers (Simak, 2017).

Buying Interest Indicators

According to Algiffary et al (2020) stated that buying interest is identified by four indicators as follows:
1. Transactional Interest
   Thoughts of willingness to buy a product based on someone's desires.
2. Referential Interest
   Other people get recommendations or referrals about a product based on someone's wishes.
3. Preferential Interest
   With an encouragement to the behavior of someone who describes a product as having a primary preference. If there is a preference for a product, then the preference will be replaced.
4. Exploratory Interest
An intention that drives a person's behavior for the purpose of seeking information about a product that has positive characteristics.

METHODOLOGY
The research method used in this research is quantitative. Quantitative data is a type of statistical data obtained from a sample or population in the form of numeric or numerical data (Quantitative) (Yuliardi and Nuraeni, 2010). Quantitative research has the advantage that the use of numbers allows better accuracy or precision in reporting research results (Morissan, 2006). This research was used to determine the influence of digital marketing and celebrity endorsement variables on the buying interest of teenage Shopee application users. In general, in this research there are two types of data sources that can be used as research data sources, namely primary sources and secondary sources. Primary sources are data sources that directly provide data to data collectors, while secondary sources are sources that do not directly provide data to data collectors. The sampling technique from the population in this study used a purposive sampling technique.

Data collection can be done in various settings, various sources, and various ways. If you look at the setting, data can be collected in a natural setting. If you look at the data source, data collection can use primary sources and secondary sources.
1. Primary sources are data sources that directly provide data to data collectors.
2. Secondary sources are data sources that do not directly provide data to data collectors, for example through other people or documents.

Furthermore, if we look at it in terms of data collection methods or techniques, data collection techniques can be carried out using interviews, questionnaires, observations, etc. (Sugiyono, 2018).

Based on the object of the research and also the research methods used, therefore the researcher will reveal the operation of the research variables:
Data analysis using multiple regression analysis functions as a measuring tool for the magnitude of the influence of the independent variable on the dependent variable. The multiple regression equation model used in this research is as follows:

The formula for the linear regression analysis equation is as follows:

\[ Y = a + \beta X_1 + \beta X_2 + e \]

**Explanation:**
- **Y** = Purchase Interest
- **B** = Regression Coefficient for X1, X2, Y1
- **X1** = Digital marketing
- **X2** = Celebrity Endorse
- **e** = error
RESULTS
1. General Description of Research Objects
   A. General Description of Respondents

   This research carries the title of analyzing the influence of digital marketing and celebrity endorsers on the buying interest of Shopee application users among Muslim teenagers in Tegal City. In this research, the number of Muslim teenagers in Tegal City is unknown. Determining the sample using accidental sampling technique, the sample taken was 112 respondents.

   To obtain data about members' responses to the influence of digital marketing and celebrity endorsers on the buying interest of Shopee application users, researchers distributed a questionnaire in the form of a statement sheet containing statements about digital marketing, celebrity endorsers and the buying interest of Shopee application users. Following are the answer options.

   Based on the results of collecting or compiling data through questionnaires, information was obtained that the majority of respondents were female, namely 63.4%. This is in accordance with the results of Indonesian data research (2021) that more and more women are interested in shopping online after the Covid-19 pandemic. In fact, the percentage of consumers who shop online is now dominated by women compared to men. Based on iPrice research results, consumers who shop online were dominated by men with a percentage of 54% in 2019. Meanwhile, only 47% of consumers who shop online are women. This composition has begun to change since the Covid-19 pandemic hit in 2020. The proportion of male consumers who shop online has fallen to 51%. On the other hand, female consumers shopping online increased to 49%. In 2021, consumers who shop online will be dominated by women with a percentage reaching 54%. Meanwhile, only 46% of consumers who shop online are men. Not only that, the iPrive report also shows that women shop most online during sales during the month of Ramadan or Ramadan sales. The percentage was recorded at 52%. On the other hand, the 11.11 promo period was mostly attended by men with a percentage of 51%. For the 12.12 promo period, the proportion between male and female consumers is equal. Furthermore, iPrice research results note that the majority of Indonesians access online marketplaces or e-commerce at night. The time most people use to access e-commerce is around 18.00 to 21.00. (https://dataindonesia.id -2021).

   Based on the age of the respondents above, respondents aged 19 years dominate in online purchases. This is in accordance with information from gembank.com, 2022, that the reason many young people shop is because e-commerce offers various attractive promotions, including discounts, cashback, points, and free shipping. Another reason is the time factor, where shopping online can save time. Before the existence of e-commerce, generally when they wanted to buy a certain product, consumers needed to come directly to the shop that sells the goods in question, had to give up wasted time traveling, plus the goods usually ran out of stock. These problems will not be encountered when shopping via e-commerce. So you can save time, and you can find out the stock of goods and the form of goods just via your smartphone. Thus, it is not surprising that shopping via e-commerce is the choice of some consumers. Next, because of the free shipping discount factor, many products and brands are
available, you can see other consumers' ratings of certain items. Another advantage you get when shopping on e-commerce is that there are reviews for the goods. So that smart consumers can consider purchasing decisions carefully, because the review is also a reference for the trust value of the shop. This experience is part of the benefits of shopping on e-commerce.

2. Data Analysis

The data analysis applied is quantitative analysis which functions to analyze data in the form of numbers through statistical analysis. This analysis utilizes the following statistical tests:

a. Instrument Test

This test aims to determine the quality of the data through validity and reliability tests.

1). Validity Test

Paying attention to the validity test results table, we get the information that each one has rcount > rtable. This indicates that the questionnaire for measuring digital marketing variables, celebrity endorsers and purchasing interest of Shopee application users is valid.

2). Reliability Test

Paying attention to the test results, information was obtained that all research variables had a Cronbach's alpha coefficient of > 0.7. This indicates that the instrument is declared reliable.

b. Model Feasibility Test

This test functions to determine the suitability of the regression model when applied. This feasibility test includes the R2 test and T test.

1). Coefficient of Determination (adjusted R2)

The R2 test functions to determine the model's ability to represent variations in variables. The coefficient of determination is in the range 0 to 1. If the coefficient of determination is closer to 1, the ability of the independent variable to represent various variations of the dependent variable is greater. This law also applies in reverse. The following are the results of the R2 test:

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1.882a</td>
<td>.778</td>
<td>.774</td>
<td>.91718</td>
</tr>
</tbody>
</table>

Source: Primary Data Processed in 2024

From the data above, it shows that the Adjusted R square value is 0.774, this means that changes in the independent variables consisting of digital marketing and celebrity endorsers will influence 77.4% of changes in the buying interest variable for Shopee application users. Meanwhile, 22.6% was influenced by variables outside the model.
2). F test

This test functions to determine whether or not there is a simultaneous influence of the independent variable on the dependent variable if the independent variable is substituted into the model. The following are the test result criteria:

- If $F_{\text{count}} > F_{\text{table}}$, it is declared significant, and if $F_{\text{count}} < F_{\text{table}}$, it is declared not significant.
- If $\text{sig} < \alpha = 0.05$, it is declared significant, and if $\text{sig} > 0.05$, it is declared not significant.

The following are the results of the F test:

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>322,226</td>
<td>2</td>
<td>161.113</td>
<td>191.522</td>
<td>.000</td>
</tr>
<tr>
<td>Residual</td>
<td>91,693</td>
<td>109</td>
<td>.841</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>413,920</td>
<td>111</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data Processed in 2024

Based on Anova analysis, it shows that the calculated F value is 191.522 > 3.07 ($n-k-1 = 112-2-1 = 109$, $\alpha = 0.05$) with a significant number of 0.000 < 0.05, meaning that the digital marketing and celebrity endorser variables are simultaneously has a significant effect on the buying interest of Shopee application users, thus the multiple regression model is suitable for use in the analysis.

3. Hypothesis Test (t Test)

Hypothesis testing is intended to test the significance of the influence of each independent variable on the dependent variable. The method used is the t test with the following criteria:

- $t_{\text{count}} > t_{\text{table}}$.
- Significance value < $\alpha = 0.05$.

The results of the hypothesis test can be seen from the table as follows:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital marketing</td>
<td>.283</td>
<td>6.037</td>
<td>.000</td>
</tr>
<tr>
<td>Celebrity endorser</td>
<td>.763</td>
<td>16.284</td>
<td>.000</td>
</tr>
</tbody>
</table>

Source: Primary Data processed 2024
Based on the table above, it can be concluded:


Based on the table above, the calculated t value of 6.037 is greater than the t table of 1.660 (df=n-k-1=112-2-1=109), with a sig value. amounting to 0.005 < 0.05 (significant), thus hypothesis 1 (H1) which states that digital marketing has a positive and significant effect on the buying interest of Shopee application users is proven.


Based on the table above, the calculated t value of 16.284 is greater than the t table of 1.660 (df=n-k-1=112-2-1=109), with a sig value. amounting to 0.005 < 0.05 (significant), thus hypothesis 2 (H2) which states that celebrity endorsers have a positive and significant influence on the buying interest of Shopee application users is proven.

4. Multiple Regression Analysis

Multiple regression analysis is used to measure the magnitude of the influence of two or more independent variables on the dependent variable. The multiple regression equation model used in this research is (Ghozali, 2011).

\[ Y = \beta_1X_1 + \beta_2 X_2 + e \]

Where:

Y = Purchase interest of Shopee application users
X1 = Digital marketing
X2 = Celebrity endorser
\( \beta \) = Regression coefficient
e = Error/residue

Following are the acquisition data:

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>-.112</td>
<td>.960</td>
</tr>
<tr>
<td>X1</td>
<td>.296</td>
<td>.049</td>
</tr>
<tr>
<td>X2</td>
<td>.567</td>
<td>.035</td>
</tr>
</tbody>
</table>

Source: Primary Data Processed in 2024

\[ Y = 0.283X_1 + 0.763X_2 + e \]

1. The value of \( \beta_1 = 0.283 \) (positive sign) with a significance of 0.000, meaning that the better the digital marketing, the higher the buying interest of Shopee application users.

2. The value of \( \beta_2 = 0.763 \) (positive sign) with a significance of 0.000, meaning that the better the celebrity endorser, the higher the buying interest of Shopee application users.

4. Of these two variables, the celebrity endorser variable has a stronger influence than the digital marketing variable.
DISCUSSION

a. The Influence of Digital Marketing on Shopee Application Users' Purchase Interest

The research results show that digital marketing has a positive effect on the buying interest of Shopee application users. This is proven by the calculated t value of 6.037 which is greater than the t table of 1.660 with a sig value equal to 0.000 < 0.05 (significant).

It is noted that there are several main reasons why digital marketing can increase purchasing interest, namely:

1. No need to leave the house

   Some of the underlying reasons why online shopping is preferred by many people are because consumers no longer bother going to a shop in person. With this online shopping system, someone can make purchases by opening their cellphone and can choose the items they want. From product selection activities to regular products arriving at home, consumers do not need to pick them up because the goods or products purchased will be delivered to their homes and consumers can wait for them. Shopping from home is a safe step in minimizing someone's exposure to the Corona virus. By using a cellphone, someone at home can make purchases of goods or products and can pay for the products they buy using m-banking, can choose product delivery services and all the convenience of online shopping can be obtained without traveling.

2. Lots of promotions

   Promotions are one of the reasons why consumers are interested in making purchases online. Shopee offers various promos that can make everyone who sees them tempted. The promotions it runs are very diverse. There are discounts, cashback, voucher codes and so on. Especially for some events, for example National Celebration, where at this event there are several things that everyone can use to hunt for products with various types of attractive promos. This trend regarding online shopping has occurred in recent years. However, the Covid-19 virus is able to make the online shopping system improve very quickly. There are several new consumers who found out about the online shopping system during the pandemic. The reason behind this action is because there is an assumption that if you shop at a physical store directly, you may be exposed to the Corona virus. Therefore, every entrepreneur tries and tries to accommodate people's concerns by presenting an online shop. Therefore, customers' desire to avoid exposure to the Corona virus is encouraged by every entrepreneur who creates online access. Therefore, consumers can shop and avoid the threat of the Corona virus.

3. Relatively Cheaper

   The reason why online shopping is more popular with consumers is because online shopping is more effective and easier, some of the products sold are also considered cheaper than those in physical stores. For example, if we want to buy electronic products in a physical shop, we can see that the price of the product in a physical shop is more expensive compared to buying online. There are various online shops that offer products or goods that are cheap and good to buy.
4. Many Choices

When shopping directly at a physical store, consumers often do not find or find the products and goods they are looking for. This could be because the stock is out of stock or the product they are looking for is not available in the shop. This is one of the problems that is an appropriate answer when shopping online. Where consumers can search for goods with various choices. for example, when consumers want to buy a laptop mouse, if they shop directly at the store, there are probably only a few good types of mice available. However, if we look for the mouse in an online shop, we can search for it by typing in the search field and then several types of mice will appear. There we can see various mice with various prices, uses, colors and sizes. Apart from the previous reasons for buying goods online, this aspect is something that is worth reviewing in depth. The security factor is one of the main advantages of online shopping. Some time ago it went viral regarding an incident of rejection of COD goods where these goods were rejected by buyers. Of course, this can cause some novice entrepreneurs to feel sad and worried. However, in general e-commerce is a safe buying and selling medium.

In online buying and selling, if we are not careful and thorough in running the business then of course this can cause the sellers to suffer losses. Because there are often cases or acts of fraud, namely shopping using counterfeit money, this can of course cause big losses for sellers.

Therefore, all the data we enter will be protected by e-commerce, meaning our data will be safe and can be protected from theft. If we are worried about the COD system, we can deactivate it.

In accordance with previous research carried out by (Savitri, 2017) it was explained that advertising can have a positive influence on customer interest in purchasing a product. Currently, every company displays a variety of advertisements, where diversity and creativity in delivering these advertisements can stimulate consumers to make purchases. The attractiveness of this advertisement can be created independently if the advertisement has a clear and targeted message about an item or product so that it can increase purchasing interest.

b. The Influence of Celebrity Endorsers on Shopee Application Users' Purchase Interest

The results of the research show that celebrity endorsers have a positive influence on the buying interest of Shopee application users. This is proven by the calculated t value of 16.284, which is greater than the t table, namely 1.660 with a sig value. equal to 0.000 < 0.05 (significant).

Consumer buying interest can be influenced by celebrities, if the celebrity has a good story in the public's opinion, this celebrity can attract consumers which can generate interest in purchasing a product in e-commerce. It is understandable that e-commerce that uses celebrities or artists who have good personalities and appearances can certainly make every consumer or customer have the desire to purchase the product being promoted.
Celebrity endorsers are individuals who are known to the public for achievements other than the products they endorse. The endorsement systems offered vary from free (free endorsement) and paid (paid endorsement). In the Free Endorse system, online shops distribute products for free to endorsers without being charged a fee (commission or reward). In the Paid Endorse system, the online shop distributes products for free to endorsers along with a fee (commission or reward) that has been agreed upon at the beginning of the collaboration agreement. Endorsers are figures (actors, entertainers or athletes) who are known to the public because of their achievements in fields that are different from the product group being supported. The research results are in line with the results conducted by Algiffary et al, which showed that celebrity endorsers had a positive effect on users' buying interest.

CONCLUSIONS
Based on the description presented in the previous chapters, then:
1. Digital marketing has proven to have a positive effect on purchasing interest of Shopee application users. This is proven by the calculated t value of 6.037 which is greater than the t table of 1.660 with a sig value. equal to 0.000 < 0.05 (significant).
2. Celebrity endorsers have a positive influence on the buying interest of Shopee application users. This is proven by the calculated t value of 16.284, which is greater than the t table, namely 1.660 with a sig value. equal to 0.000 < 0.05 (significant).

RECOMMENDATIONS
Based on the research results, it is recommended that Shopee management:
1. Because the celebrity endorser variable has a strong influence, to increase buying interest of Shopee application users, Shopee should improve and add existing celebrity endorsers to make them more attractive and in line with user wishes.
2. Improve digital marketing by providing services that make it easier and pamper users.

FURTHER STUDY
This research still has limitations, so it is necessary to carry out further research related to the topic Factors Influencing the Buying Interest of Muslim Teenagers Application Users in order to improve this research and add insight to readers.
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