

The Influence of E-Service Quality and Brand Ambassador on Consumer Trust and Purchase Intention: A Case Study of Somethinc Products on Shopee

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Abstract

This study examines the effect of electronic service quality and brand ambassador on consumer trust and its subsequent influence on the purchase intention of Somethinc products on the Shopee platform. In the contemporary digital landscape, E-Service Quality has emerged as a crucial element in the shopping experience. The study methodology employed is a survey conducted through the distribution of questionnaires to 209 respondents who utilize the Shopee application. The data were examined via SEM-PLS to evaluate the hypothesis. The findings indicate that E-Service Quality significantly influences consumer trust and underscores the importance of service quality. In contrast, Brand Ambassador does not significantly influence trust but positively affects purchase intention. Moderated regression analysis indicates that E-Service Quality positively influences purchase intention via consumer trust. The findings indicate that Somethinc should prioritize the enhancement of E-Service Quality to bolster trust and purchasing interest, while also increasing consumer knowledge of the Brand Ambassador employed.

Keywords: E-Service Quality, Brand Ambassador, Consumer Trust, Purchase Intention, Shopee

Introduction

With the advancement of technology, competition in the business world has also intensified. Business actors must have strategies, innovations, and creative ideas to maintain their company's existence (Aprianti & Krismawati, 2020). Various methods are implemented to ensure consumer comfort and quality service. Technological changes and adjustments are also made to align with current market conditions and trends. The choice of a sales platform is also crucial, as it significantly affects the product's sales level (Seilvia Prasindhi Ningrum &

Rudy P. Tobing, 2022). In the era of digitalization, e-commerce has become the most popular choice among business people to increase trust and purchase interest in products.

E-commerce generally refers to online buying and selling transactions (Utomo et al., 2023). It is also understood as a business process that utilizes electronic technology to connect companies, consumers, and society in electronic transactions and exchanges or sales of goods, services, and information. E-commerce is a favourite choice for most people because of its ease of use, allowing buyers and sellers to conduct transactions online, anytime and anywhere (Ningrum & Tobing, 2022). This development facilitates transactions, removing space and time limitations.

One of the most popular and in-demand e-commerce platforms in Indonesia is Shopee. According to Data.ai, Shopee was the leading online shopping platform in Indonesia in 2022, achieving the highest overall downloads on both Google Play and the Apple Store, as well as the most monthly active users. Based on a study by Kompas.co.id, Shopee recorded sales of IDR 3.2 trillion or a 64.2% market share in Indonesia as of February 2024. This indicates a high interest in purchasing among Indonesians on the Shopee e-commerce platform.

Purchase interest is the stage in which individuals act before deciding to purchase (Agustin & Hasyim, 2019). As cited by (Savitri & Savitri, 2023; Shahnaz & Wahyono, 2016), purchase intention is influenced by multiple factors, with the first being Brand Ambassador. In brand marketing, marketers can influence consumer perceptions via opinion leaders. Opinion leaders serve to inform others, shape perceptions, and distribute knowledge. Using Brand Ambassadors and leveraging current trends can shape brand image, ultimately encouraging consumer interest in purchasing. (Shahnaz & Wahyono, 2016) it is stated that a company's intention to use a Brand Ambassador as part of its marketing strategy can significantly influence customer purchase preferences. It is acknowledged that incorporating Brand Ambassadors in a company's marketing initiatives can enhance its competitive edge (Singh & Banerjee, 2018).

Each company must appoint a suitable Brand Ambassador to effectively communicate the desired advertising message to its target audience, ensuring the message reaches customers, influences opinions, and is disseminated based on their perceptions. This is anticipated to enhance brand recognition. The skincare and cosmetics firm Somethinc has collaborated with numerous domestic and international artists and influencers. This local brand employs K-pop stars as Brand Ambassadors, recognizing their ability to enhance consumer engagement by accessing a wider audience.

Consumer purchase interest is influenced by trust. To attract purchase interest, online sellers must build and enhance consumer trust. Trust is a critical factor in driving online purchase interest. Trust in an e-commerce site is essential in encouraging consumers to shop. Various factors can cause a decline in consumer purchase interest. Poor product quality, such as defective or unsatisfactory products, can damage the brand's reputation and make consumers hesitant to repurchase. High prices without corresponding quality improvements also lead consumers to prefer similar products from competitors at more affordable prices. A lack of innovation also contributes, as products without new developments or features quickly become unappealing. Intense competition with more attractive offerings from competitors can divert consumer attention. Shifting tastes, especially in fast-changing

industries like fashion, can also reduce the appeal of certain products. Furthermore, a poor shopping experience can lessen consumer interest, from unsatisfactory customer service to a complicated purchasing process. An uncertain economic situation makes consumers more cautious with their spending, and a lack of adequate promotion or marketing leaves consumers less interested due to limited information about new products or offers.

According to previous research (Ashoer, 2019), E-Service Quality can influence purchase interest through consumer trust. A Brand Ambassador can also increase purchase interest, as a well-suited Brand Ambassador enhances consumer trust. If the E-Service Quality provided to consumers is consistently improved, and Brand Ambassadors are chosen in alignment with brand identity, consumer trust will naturally increase, impacting purchase interest.

In contrast, a study conducted by (Agustina et al., 2023) found no influence of Brand Ambassadors on e-commerce customers' purchase intention, as purchase intention arises based on the customer's need for the product. Secondly, brand image affects e-commerce customers' purchase intention, as e-commerce sites that frequently offer promotions or attractive deals generate purchase intention. Thirdly, brand origin impacts e-commerce customers' purchase intention, as purchase intention is driven by the variety of products offered on the e-commerce platform.



Figure 1. Cosmetic Sales Trends

<https://compas.co.id/article/tren-penjualan-paket-kecantikan-periode-q1-2024/>

According to market research, beauty package sales sharply declined at the beginning of Q1 2024 but showed an increasing trend starting in February 2024.

This research mainly focuses on analyzing the relationship between these variables and identifying whether there is a significant effect in shaping consumer trust, ultimately affecting purchase interest.

Literature Review

E-Service Quality

E-Service Quality is defined as the degree to which a website efficiently enables shopping, purchasing, and the delivery of products or services (Ulum & Muchtar, 2018). Measurement is assessing the service experienced by clients and comparing it with their expected service, based on specific attributes of service quality. (Ashoer, 2019) contends that the execution of superior E-Service Quality improves customer convenience and promotes e-satisfaction, hence influencing behavioral intentions. E-Service Quality, as highlighted by (Ashoer, 2019) and Khotimah & Febriansyah (2018a), distinguishes itself from traditional service systems by

prioritizing the accessibility of information interchange between consumers and service providers. E-Service Quality refers to a company's capacity to efficiently provide services to clients online, hence fulfilling their service needs. The quality of electronic services can be evaluated by several dimensions identified in numerous studies. The primary dimensions of E-Service Quality, as delineated by Tjiptono (2015), are Efficiency, Reliability, Satisfaction, Confidentiality, Responsiveness, Remuneration, and Communication.

Brand Ambassador

A Brand Ambassador is a mechanism employed by firms to interact with the public, with the objective of enhancing sales (Lea-Greenwood, 2013b). A Brand Ambassador can influence consumers' overall evaluation and perception of a brand (Mudzakir, 2018b). As stated by (Savitri & Savitri, 2023), a Brand Ambassador is crucial to both a brand and a company's marketing efforts. Brand Ambassadors are persons whom companies designate as the representative or "face" of a brand or product. Brand Ambassadors are frequently prominent figures, such as renowned celebrities, who may influence society. This effect motivates individuals to attempt to acquire products endorsed by the Brand Ambassador. The attributes of Brand Ambassadors include multiple factors that can affect their efficacy in brand promotion. The following are key dimensions as per (Saiga & Situmorang, 2018): Appeal, Prominence, Trustworthiness, Authority.

Consumer Trust

Consumer trust is defined as a consumer's conviction that others exhibit honesty, are reliable, and will meet their responsibilities in a transaction as anticipated (Sagia & Situmorang, 2018; Savitri & Savitri, 2023). Trust, as defined by (Anjani & Ambarwati, 2023), is an evaluation of a relationship with an individual anticipated to execute a certain transaction inside an unknown context. (Rosdiana & Haris, 2018b) Consumer trust in online vendors is contingent upon seller reliability, encompassing transaction security and the assurance that the goods will be delivered after payment and corresponds to the provided information. (Sutrisno & Haryani, 2017) State that factors influencing trust include willingness, benevolence, and integrity. According to (Rosdiana & Haris, 2018b), consumer trust dimensions are as follows Reliability, Honesty, Concern, Credibility.

Purchase Intention

(Savitri & Savitri, 2023) Purchase intention is a consumer's desire for a product that arises from observation and learning about the product. In a study by (Rosdiana & Haris, 2018b), purchase intention is described as the behaviour consumers feel in response to an object, reflecting their desire to purchase it. Purchase intention can be comprehended through four dimensions: exploratory interest, preferred interest, transactional interest, and referential interest (Sutrisno & Haryani, 2017). Factors influencing purchase intention include attitudes of others and unanticipated attitudes (Sutrisno & Haryani, 2017).

The primary dimensions of purchase intention, according to (Seilvia Prasindhi Ningrum & Rudy P. Tobing, 2022; Singh & Banerjee, 2018), include: Transactional Intention, Referential Intention, Preferential Intention, Exploratory Intention.

The Influence of E-Service Quality on Consumer Trust

According to (Ashoer, 2019), there is a relationship between electronic service quality and consumer trust. Good service can enhance confidence in making purchase decisions. The

study (Agustina et al., 2023) also indicates that trust is significantly influenced by E-Service Quality. This means that consumers will trust a product or service by considering its quality first, one of which is E-Service Quality. If the service quality is deemed suitable, it will foster consumer trust and influence their decision-making.

H1: E-Service Quality has a positive impact on Consumer Trust.

The Influence of Brand Ambassadors on Consumer Trust

As stated by (Agustina et al., 2023), a Brand Ambassador plays a crucial role in establishing consumer trust, leading corporations to employ prominent celebrities to promote their products or services. This strategy can enhance trust, hence bolstering consumer confidence in their purchase choices. (Mardiani & Wardhana, 2018) assert that the employment of a Brand Ambassador is a significant aspect in capturing consumer attention. Companies often choose renowned celebrities as brand ambassadors, as their public admiration can increase consumer faith in the associated products. This corresponds with the results of (Ambarwati et al., 2023), who examined the influence of Brand Ambassadors on consumer trust at the Starcross Yogyakarta shop, demonstrating a favorable and significant effect.

H2: Brand Ambassadors have a positive impact on Consumer Trust.

The Influence of Brand Ambassadors on Consumer Purchase Intention

According to (Ambarwati et al., 2023), Brand Ambassadors play a significant role in a brand's identity and the company's marketing. Brand Ambassadors are individuals companies invite to serve as the face or "icon" of a brand or product. (Mardiani & Wardhana, 2018) mention that advertisers effectively utilize celebrity power as brand ambassadors to communicate with their market. Celebrities can be influential in generating interest or actions related to purchasing or using selected goods and services. (Agustina et al., 2023) Indicate that Brand Ambassadors positively and significantly influence purchase intention, showing a close relationship with consumer purchase interest. The better a Brand Ambassador's reputation for a product, the higher the consumer purchase intention. Conversely, a lower Brand Ambassador reputation leads to reduced consumer purchase intention.

H3: Brand Ambassadors have a positive impact on Consumer Purchase Intention.

The Influence of E-Service Quality on Purchase Intention Through Consumer Trust

(Raza et al., 2020) suggest that service quality and consumer trust have a favorable and significant impact on online purchasing decisions. This suggests that increased service quality and trust enhance the probability of consumer purchasing decisions. Consequently, consumer trust is contingent upon the quality of the service offered, which might enhance consumer purchase intention. Simultaneously, ((Agustin & Hasyim, 2019; Khotimah & Febriansyah, 2018b) propose that a high-quality online store website can bolster consumer trust, hence augmenting buy intention.

H4: E-Service Quality has a positive impact on Purchase Intention through Consumer Trust.

Research Methodology

This research employs a quantitative methodology, characterized by its systematic and scientific nature, utilizing numerically acquired data subjected to statistical analysis (Sugiyono, 2018). This study encompasses independent, dependent, and intervening variables. The independent variables are E-Service Quality and Brand Ambassador, the

mediating variable is Consumer Trust, and the dependent variable is Purchase Intention. This research aims to analyze the correlations between these variables.

The employed data collection approach is a survey utilizing a questionnaire. The questionnaire has 40 statements utilizing a 5-point Likert scale, from strongly disagree to strongly agree (Sugiyono, 2018). The questionnaire was disseminated online via Google Forms to participants, and the data gathered is primary data acquired directly from the respondents. The study population comprises Shopee app users in Jakarta and West Java. The sample was chosen by purposive sampling, which entails selecting participants based on criteria pertinent to the research aims (Sugiyono, 2018). The sample criteria encompass Shopee users located in the Greater Jakarta area and Bandung, aged 18 to 35, who possess familiarity with Somethinc skincare products. The total number of responses is 2,019. This study's data will be examined utilizing the Partial Least Squares (PLS) - Structural Equation Modeling (SEM) method in SmartPLS 3.0 software. This study used SEM-PLS to evaluate the predictive correlations among variables by analyzing the effects present in their interrelations. SEM-PLS analysis has two sub-models: the measurement model, known as the outer model, and the structural model, referred to as the inner model. The outer model comprises validity and reliability assessments. The validity assessments in PLS encompass convergent validity and discriminant validity.

Partial Least Squares (PLS) use a three-step iterative method, generating the following estimates at each stage:

1. Generates weight estimates.
2. Generates estimates for the inner model and outer model.

Results

This study involved 209 respondents, consumers of Somethinc on the Shopee e-commerce platform, with diverse demographics.

Tabel 1

Demographic Characteristics

		Frequency	Percentage (%)
Gender	Male	26	12,4
	Female	183	87,6
Usia	18 - 23 Years	85	40,7
	24 - 29 Years	99	47,4
	30 - 35 Years	25	12,0
Residence	Bandung	91	43,5
	Jabodetabek	118	56,5
Those Who Shopped for Somethinc Products	Yes	209	100,0
	Total	209	100,0

Source: Processed Data Results

The data reveals that Somethinc products are most popular among female consumers, with 183 female respondents (87.6%) compared to 26 male respondents (12.4%). In terms of age, the largest group of respondents is between 24-29 years (47.4%), followed by those aged 18-23 years (40.7%), and 30-35 years (12.0%), indicating that the brand resonates most with

young adults. Geographically, the majority of respondents are from Greater Jakarta (56.5%), while 43.5% are from Bandung, highlighting Somethinc's stronger presence in urban areas where access to e-commerce is more prevalent. Additionally, all respondents (100%) have purchased Somethinc products through the Shopee platform, demonstrating the brand's effective reach through e-commerce.

Validity and Reliability Analysis

The evaluation of convergent validity for reflective indicators can be performed by analyzing the loading factor values of each construct indicator. A common criterion for assessing convergent validity dictates that the loading factor should surpass 0.7 in confirmatory research, whereas a loading factor between 0.6 and 0.7 may be acceptable in exploratory research. The average variance extracted (AVE) value must surpass 0.5. In preliminary scale development studies, a loading factor between 0.5 and 0.6 is considered adequate (Ghozali & Lantan, 2015).

Table 2

Convergent Validity Analysis

	BA	ESQ	KK	MB	Rel- alpha	Rel- composite
BA_01	0,731				0,940	0,951
BA_02	0,771					
BA_03	0,551					
BA_04	0,789					
BA_05	0,866					
BA_06	0,821					
BA_07	0,806					
BA_08	0,916					
BA_09	0,919					
BA_10	0,877					
ESQ_01		0,609			0,938	0,942
ESQ_02		0,693				
ESQ_03		0,69				
ESQ_04		0,627				
ESQ_05		0,744				
ESQ_06		0,564				
ESQ_07		0,67				
ESQ_08		0,677				
ESQ_09		0,584				
ESQ_10		0,722				
ESQ_11		0,663				
ESQ_12		0,641				
ESQ_13		0,659				
ESQ_14		0,788				
ESQ_15		0,754				
ESQ_16		0,741				
ESQ_17		0,75				
ESQ_18		0,743				

ESQ_19		0,649				
ESQ_20		0,643				
KK_01			0,821		0,905	0,906
KK_02			0,785			
KK_03			0,788			
KK_04			0,72			
KK_05			0,733			
KK_06			0,79			
KK_07			0,748			
KK_08			0,779			
KK_09			0,578			
MB_01				0,846	0,891	0,901
MB_02				0,84		
MB_03				0,836		
MB_04				0,652		
MB_05				0,827		
MB_06				0,668		
MB_07				0,767		

Source: Processed Data Results

In this study, all examined items possess an outside loading value over 0.500. This signifies that these items accurately embody the intended constructions. The reliability test findings indicate that all constructs possess Cronbach's alpha and composite reliability scores beyond the minimum threshold of 0.700. The Brand Ambassador construct exhibits a Cronbach's alpha of 0.940 and a composite reliability of 0.951, signifying an exceptionally high degree of reliability. Likewise, E-Service Quality demonstrates great consistency, evidenced by a Cronbach's alpha of 0.938 and a composite dependability of 0.942. The Consumer Trust construct exhibits strong reliability, indicated by a Cronbach's alpha of 0.905 and a composite reliability of 0.906. Finally, Purchase Intention has a Cronbach's alpha of 0.891 and a composite reliability of 0.901, both exceeding the established criterion. Consequently, it may be inferred that all constructs in this study exhibit strong reliability, signifying that the measurements undertaken are trustworthy.

Inner Model Testing

Direct Hypothesis Test (t-test)

A partial regression coefficient test (t-test) is employed to evaluate the influence of independent factors on the dependent variable by comparing the computed t-value with the t-table. The regression equation is deemed significant if the p-value is less than or equal to 0.05. The criteria employed are as follows: the hypothesis is rejected if the t-calculated value is less than 1.96 or the p-value exceeds 0.05, and the hypothesis is accepted if the t-calculated value exceeds 1.96 or the p-value is less than 0.05.

The hypotheses tested are:

- **H1:** E-Service Quality has a positive effect on Consumer Trust.
- **H2:** Brand Ambassador has a positive effect on Consumer Trust.
- **H3:** Brand Ambassador has a positive effect on Purchase Intention.

Table 5

Direct Hypothesis Test (t-test)

	Coefficient	t-value	p-value
ESQ on Consumer Trust	0,807	11,437	0,000
Brand Ambassador on Consumer Trust	-0,002	0,023	0,981
Brand Ambassador on Purchase Intention	0,417	3,971	0,000

Source: Data Analysis Results

The partial regression coefficient test results reveal significant findings regarding the effect of the independent variables on the dependent variable. From the above test:

1. **E-Service Quality's (ESQ) effect on Consumer Trust** has a t-value of 11.437 and a p-value of 0.000. Since the p-value is less than 0.05, this indicates a significant effect, and with a t-value much greater than 1.96, H1 is accepted. This means E-Service Quality has a positive effect on Consumer Trust. The coefficient value of 0.807 shows that a one-unit increase in ESQ will increase Consumer Trust by 80.7%, indicating a strong positive influence.
2. **Brand Ambassador's effect on Consumer Trust** shows a t-value of 0.023 with a p-value of 0.981. Since the p-value is far greater than 0.05 and the t-value is < 1.96, H2 is rejected, meaning Brand Ambassador has no significant effect on Consumer Trust.
3. **Brand Ambassador's effect on Purchase Intention** shows a t-value of 3.971 and a p-value of 0.000, indicating that H3 is accepted. This means there is a significant effect of Brand Ambassador on Purchase Intention, with a coefficient of 0.417, indicating that Brand Ambassador influences Purchase Intention by 41.7%.

Moderation Hypothesis Test

Moderation hypothesis testing was performed with moderation regression analysis (MRA) computed through SEM-PLS (Ghozali & Lantan, 2015). A variable qualifies as a moderating variable if the p-value is less than or equal to 0.05. The criteria employed are as follows: the hypothesis is rejected if t-calculated < 1.96 or p-value > 0.05, and accepted if t-calculated > 1.96 or p-value < 0.05.

The hypothesis tested is:

- **H4:** E-Service Quality positively affects Purchase Intention through Consumer Trust.

Table 6

Moderation Hypothesis Test

	Coefficient t	t-value	p-value
E-Service Quality on Purchase Intention Mediated by Consumer Trust	0,363	3,689	0,000

Source: Data Analysis Results

The results of the moderation hypothesis test from the moderation regression analysis (MRA) indicate a substantial impact of E-Service Quality on Purchase Intention, mediated by Consumer Trust. The t-value of 3.689 and p-value of 0.000 demonstrate that the influence of E-Service Quality, mediated by Consumer Trust, is considerable. Given that the p-value is below 0.05 and the t-value exceeds 1.96, we reject H0 and accept H1, indicating a strong moderating impact. The correlation of 0.363 signifies that a one-unit increase in E-Service

Quality will elevate Purchase Intention by 36.3% when Consumer Trust acts as a mediator. This indicates a significant beneficial impact, wherein the enhancement of electronic service quality might elevate purchase intention by fostering greater consumer trust.

Correlation Analysis

Table 7

Correlation Analysis

Variable	Statement	Correlation Value
BA	The availability status information (readystock or pre-order) helps consumers estimate the product shipping duration	0.916
	There is a chat feature in the Shopee app that makes it easier for consumers to inquire about Somethinc products	0.551
ESQ	The ease of refund process through Digital Bank in the Shopee app provides diverse services to consumers	0.677
	The availability of customer service in the Shopee app can enhance service quality in responding to questions, complaints, criticisms, and suggestions from consumers	0.584
KK	Product and service conformity with the information provided by the seller can increase consumer trust	0.821
	Somethinc products offered in the Shopee app meet my needs and desires	0.578
MB	I feel confident in wanting to use Somethinc products because of their good quality	0.846
	I first compare it with other skincare products in terms of price and quality similar to Somethinc products	0.652

Source: Data Analysis Results

For the Brand Ambassador variable, the item with the highest correlation is BA_08, which states that "The availability status information (readystock or pre-order) helps consumers estimate the product shipping duration," with a correlation value of 0.916. This shows that clear product availability information strongly influences consumer purchase interest. In contrast, the lowest correlation is BA_03, which mentions the chat feature in the Shopee app for inquiries about Somethinc products, with a correlation of 0.551. This suggests that, while the chat feature is useful, its impact on purchase interest is less significant. For the E-Service Quality variable, the highest correlation is with ESQ_08, which states, "The ease of refund process through Digital Bank in the Shopee app provides diverse services to consumers," with a correlation of 0.677, highlighting the importance of a simple refund process in enhancing consumer experience. The lowest correlation in this variable is ESQ_09, regarding customer service in the Shopee app, with a correlation of 0.584, suggesting that while customer service is valuable, its influence on satisfaction is somewhat weaker than other aspects. In the Consumer Trust variable, the highest correlation is with KK_01, which states, "Product and service conformity with the information provided by the seller can increase consumer trust," with a correlation of 0.821, indicating that consistency of information is vital in building trust. The lowest correlation here is KK_09, which states, "Somethinc products offered in the Shopee app meet my needs and desires," with a correlation of 0.578, implying that while this factor is important, it has a lesser influence on trust compared to others. Finally, for the

Purchase Interest variable, the highest correlation is with MB_01, which states, "I feel confident in wanting to use Somethinc products because of their good quality," with a correlation of 0.846, showing that confidence in product quality is a major driver of purchase interest. The lowest correlation is with MB_04, which mentions comparing Somethinc products with similar skincare items in terms of price and quality, with a correlation of 0.652, suggesting that while comparison plays a role, it has a smaller impact on purchase interest than confidence in product quality.

Discussion

The Effect of E-Service Quality on Consumer Trust

The study results show that E-Service Quality significantly influences consumer trust, particularly for Somethinc users shopping on the Shopee e-commerce platform. This finding aligns with (Ulum & Muchtar, 2018), which emphasizes the importance of service quality in online shopping processes. High E-Service Quality creates an effective and efficient shopping experience, which, in turn, can build consumer trust. This trust is critical because consumers tend to prefer transactions on platforms they trust, especially in uncertain environments. This is in line with (Ashoer, 2019), stating that implementing quality E-Service Quality will make customers feel comfortable and achieve e-satisfaction, influencing future behavioral intentions.

The Effect of Brand Ambassador on Consumer Trust

Unlike E-Service Quality, this study finds that the Brand Ambassador does not significantly influence Somethinc consumers' trust on Shopee. This indicates that although Brand Ambassadors play a role in communication and promotion, their presence is insufficient to influence consumers' beliefs in the product's integrity and reliability. (Mudzakir, 2018b) explains that the Brand Ambassador serves as a reference for consumers; however, in this context, consumers prioritize other aspects, such as service quality and the e-commerce platform's reputation.

The Brand Ambassador does not significantly influence consumer trust for several reasons. One reason is the lack of alignment with the target market, where consumers feel that the Brand Ambassador does not represent the values or characteristics of the products they use, thus reducing their trust. Lastly, overexposure or excessive use of the Brand Ambassador in various campaigns can make consumers feel saturated or skeptical, thereby reducing their effectiveness in building trust. Contrary to the findings, Brand Ambassadors can be a reference point for consumer assessment and perception of a brand (Mudzakir, 2018b).

The Effect of Brand Ambassador on Purchase Interest

The study results show that the Brand Ambassador significantly influences consumer purchase interest. This supports the argument (Lea-Greenwood, 2013b) that Brand Ambassadors can increase awareness and interest in the product. In the context of Somethinc on Shopee, the presence of an attractive and relevant Brand Ambassador can encourage consumers to become more interested and eventually make purchases. This indicates that promotional strategies involving Brand Ambassadors are effective in attracting attention and purchase interest, even if they do not directly impact consumer trust. This corresponds with (Anjani & Ambarwati, 2023), defining trust as an evaluation of an

individual's relationship with another party engaged in a particular transaction within a context of uncertainty, which may stimulate purchasing desire.

The Effect of E-Service Quality on Purchase Interest through Consumer Trust Mediation

Moderated regression analysis in this study shows that E-Service Quality positively affects purchase interest through consumer trust mediation. This finding confirms that improving service quality not only helps build trust but also plays a role in increasing purchase interest. This concept aligns with (Ashoer, 2019), which states that high-quality E-Service Quality can lead to e-satisfaction and, in this context, foster consumer purchase interest in Somethinc on Shopee. This is consistent with the study (Fernos & Alfadino, 2021), where the confidence that arises in consumers consistently influences purchase preferences for the purchase. Increased consumer trust in an online shopping website correlates with heightened desire in utilizing that website for purchases (Prasetya & Azizah, 2022; Rosdiana & Haris, 2018a)

Conclusion

The conclusions derived from data processing reveal that E-Service Quality significantly impacts Consumer Trust, emphasizing the importance of service quality in building trust among Somethinc consumers shopping on the Shopee e-commerce platform. Brand Ambassador does not significantly affect Consumer Trust, indicating that the presence of a Brand Ambassador does not enhance consumer trust in Somethinc on the Shopee platform. There is, however, a significant influence of Brand Ambassador on Purchase Intention, suggesting that promotional strategies involving a Brand Ambassador are effective in attracting purchase interest for Somethinc on Shopee. Moderated regression analysis results show that E-Service Quality positively affects Purchase Intention through the mediation of Consumer Trust, which means that for Somethinc consumers shopping on Shopee, improving service quality not only builds trust but also enhances purchase interest.

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