

***The Influence Of Celebrity Endorsers, Brand Image, and Service Quality on Tokopedia  
Customer Loyalty***

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***Abstract***

*This research is a quantitative study that aims to analyse the influence of celebrity endorsers, brand image, and service quality on customer loyalty on the Tokopedia e-commerce platform. The research respondents consisted of 100 active Tokopedia customers in Jakarta who had made at least two transactions. The sample was selected using purposive sampling technique with calculations based on Lemeshow's formula. Data were analysed using the Partial Least Square (PLS) method, including validity testing, reliability, and R-Square analysis, with the help of Smart PLS 4.0 software. The results showed that: (1) the use of celebrity endorsers has an influence on customer loyalty, (2) brand image does not show a significant influence on customer loyalty, and (3) service quality has a significant influence on customer loyalty. This research provides valuable insights for e-commerce businesses, especially Tokopedia, to increase customer loyalty through optimising service quality and effective use of celebrity endorsers.*

***Keywords :*** *Brand Image, celebrity endorsers, customer loyalty, and service quality*

# **Pengaruh Celebrity Endorser, Brand Image, dan Service Quality Terhadap Customer Loyalty Tokopedia**

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## **Abstrak**

Penelitian ini adalah penelitian kuantitatif yang memiliki tujuan melakukan analisis pengaruh *celebrity endorser*, *brand image*, dan *service quality* terhadap *customer loyalty* pada platform e-commerce Tokopedia. Responden penelitian terdiri dari 100 pelanggan aktif Tokopedia di Jakarta yang telah melakukan transaksi minimal dua kali. Sampel dipilih menggunakan teknik purposive sampling dengan perhitungan berdasarkan rumus Lemeshow. Data dianalisis menggunakan metode Partial Least Square (PLS), mencakup pengujian validitas, reliabilitas, dan analisis R-Square, dengan bantuan perangkat lunak Smart PLS 4.0. Hasil penelitian menunjukkan bahwa: (1) penggunaan *celebrity endorser* memiliki pengaruh terhadap loyalitas pelanggan, (2) *brand image* tidak menunjukkan pengaruh signifikan terhadap loyalitas pelanggan, dan (3) *service quality* memiliki pengaruh signifikan terhadap *customer loyalty*. Penelitian ini memberikan wawasan berharga bagi pelaku bisnis e-commerce, khususnya Tokopedia, untuk meningkatkan loyalitas pelanggan melalui optimalisasi kualitas layanan dan pemanfaatan *celebrity endorser* yang efektif.

**Kata Kunci :** Citra merek, kualitas layanan, loyalitas pelanggan, dan pendukung selebriti