

E-Service Quality, Islamic Branding, and Islamic Advertising Ethics on Product Purchase Decisions with Celebrity Endorsers as Intervening Variables (Case of UIN Postgraduate Student Shopee Customer)

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Abstract

This study aims to determine the Influence of E-Service Quality, Islamic Branding, Islamic Advertising Ethics on Product Purchase Decisions with Celebrity Endorsers as an Intervening Variable (Case of UIN Postgraduate Students Shopee Customers). The research method uses a quantitative approach with the research object of UIN Alauddin Makassar Postgraduate Students, with a total of 87 research samples. The SmartPLS method was used to analyze the data, and the study's findings indicate that E-Service Quality, Islamic Branding, and Islamic Advertising Ethics all significantly and favorably influence consumers' decisions to buy. The relationship of indirect influence through celebrity endorsers, the Electronic While the Islamic branding variable demonstrates that the celebrity endorser variable can mediate the purchase decision, and the Islamic advertising ethics variable has a positive and significant impact on the purchase decision through celebrity endorsers, the service quality variable has a positive and significant impact on purchase decisions.

Keywords: *E-Service Quality, Islamic Branding, Islamic Advertising Ethics, Purchase decision, celebrity endorser*

1. INTRODUCTION

The development of digital technology has significantly changed the way consumers interact with brands and make purchases. E-commerce, such as Shopee, has become a major platform for consumers to meet their daily needs. In this context, electronic service quality (e-service quality) is a crucial factor that affects consumer

purchasing decisions. E-service quality includes aspects such as response speed, ease of navigation, transaction security, and customer service quality. Studies show that good e-service quality can increase customer satisfaction and loyalty, which ultimately has an impact on purchase decisions (Cahyani et al., 2024).

On the other hand, in an increasingly competitive market, Islamic branding is starting to stand out as a differentiation strategy. Islamic branding not only reflects Islamic values in products or services, but also creates an emotional bond with Muslim consumers. This phenomenon is even more relevant given the ever-increasing global Muslim population, with Indonesia as one of the largest markets. However, challenges arise when Islamic brands must ensure that their advertising practices (Islamic advertising ethics) are in accordance with sharia principles, such as honesty, transparency, and avoidance of misleading practices (Kirana & Sabbar, 2025).

In addition, the use of celebrity endorsers in marketing strategies has become a popular trend. Celebrity endorsers are considered to increase brand appeal and influence consumer purchasing decisions. However, in the context of Islamic branding, the selection of celebrity endorsers must be done carefully to ensure that they reflect Islamic values and do not conflict with Islamic advertising ethics. This is a challenge for Islamic brands that want to take advantage of celebrity popularity without sacrificing their brand integrity (Yusiara, 2022).

The problem that arises is how e-service quality, Islamic branding, and Islamic advertising ethics can jointly influence consumer purchasing decisions, with celebrity endorsers as intervening variables. Previous studies have explored these factors separately, but no studies have integrated the four variables in a single model. In fact, this integration is important to understand more complex dynamics in the context of e-commerce and Islamic markets (Sembiring & Sinaga, 2020).

The latest data shows that Shopee, as one of the largest e-commerce platforms in Indonesia, has a significant user base, including UIN graduate students who are the focus of this research. UIN postgraduate students are a unique consumer segment because they

are not only looking for quality products, but also products that are in accordance with Islamic values. Therefore, this study has a high urgency to understand how e-service quality, Islamic branding, and Islamic advertising ethics can influence their purchasing decisions, with celebrity endorsers as the mediating factors of the relationship.

Thus, this study aims to fill the literature gap by integrating these four variables and provide a deeper insight into the dynamics of Muslim consumer purchasing decisions in the context of e-commerce. The results of this study are expected to provide strategic recommendations for Islamic brands and e-commerce platforms such as Shopee to improve service quality, strengthen branding, and ensure advertising ethics in accordance with Islamic principles, so as to maximize consumer purchasing decisions.

2. METHOD

This study aims to investigate the degree to which celebrity endorsers mediate influence on e-service quality, Islamic branding, and Islamic advertising ethics on product purchase decisions. It is quantitative research, which refers to a research method based on the philosophy of positivism by using a certain population or sample. Sampling techniques are typically done randomly, data collection using research instruments, and quantitative/statistical data analysis with the aim of testing the determined hypothesis. The location of the research was carried out in Gowa Regency, precisely on UIN Alauddin Postgraduate students, Shopee customers. The research time will be carried out for 3 (three) months. The total population in this study is all UIN Alauddin Postgraduate Students, Shopee customers as many as 87 people. However, in this study, the population is saturated or less than 100 people, so the entire population is used as a sample.

A questionnaire was employed in this study as the data gathering tool. This method involves distributing a series of statements to respondents that are relevant to the research topic. These statements relate to the subject of the study, including E-Service Quality, Islamic Branding, and Islamic Advertising Ethics on product purchase decisions. Responses to questionnaires are evaluated using a specific scoring system. Hypothesis testing in this study was carried out using the Structural Equation Model (SEM) approach,

by utilizing SmartPLS (Partial Least Square) version 3.0. PLS is a variation-based structural equation modeling method that emphasizes component analysis

3. RESULTS AND DISCUSSION

The respondents collected in this study amounted to 87 random male and female students, who were graduate students of UIN Alauddin who were customers of the *Shopee e-commerce* application .

Hypothesis Testing

The basis for hypothesis testing in this study is to use the values contained in the output *path coefficients*. The estimated output table for the structural model testing in this study is as follows:

Table 1. Direct Influence

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 -> Y	0.380	0.288	0.181	2.098	0.010
X2 -> Y	0.184	0.018	0.092	2.001	0.007
X3 -> Y	0.372	0.271	0.180	2.067	0.036
X1 -> Z	0.538	0.341	0.261	2.061	0.040
X2 -> Z	0.465	0.224	0.202	2.230	0.008
X3 -> Z	0.250	0.105	0.108	2.321	0.009
Z -> Y	0.246	0.100	0.120	2.051	0.013

Source : data processed by SmartPLS, 2025

Table 2. Indirect Influence

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 -> Z -> Y	0.189	0.194	0.122	2.362	0.000
X2 -> Z -> Y	0.116	0.096	0.048	2.417	0.008
X3 -> Z -> Y	0.129	0.076	0.061	2.110	0.009

Source : data processed by SmartPLS, 2025

Discussion

The influence of e-service quality on purchasing decisions

E-service quality, also known as electronic service quality, is the ability of a website or application to efficiently and successfully support customer activities such as shopping, purchasing, and the delivery of goods and services. E-service quality aims to make customers feel more efficient in making transactions in terms of cost and time. This is the motivation of entrepreneurs or companies in facilitating the availability of information, the smooth transaction process for consumer purchasing activities (Setyowati & Suryoko, 2020). Zeithaml and Bitner define The degree to which a website can efficiently and successfully support customer activities such as shopping, purchasing, and product and service delivery is known as e-service quality. That way customers will be more efficient in making transactions in terms of time and cost. Similarly, the availability and completeness of information as well as the ease of conducting transactions are also the choice of customers in using the services of a company (Tampubolon et al., 2024). The process of consumer decisions in buying or consuming products or services will be influenced by the activities of marketers and other institutions as well as the perception and perception of consumers themselves. The purchase decision process will consist of problem identification, information search, alternative evaluation, purchase, and consumer satisfaction. An understanding of the factors that influence consumer decisions will provide marketers with knowledge on how to devise better marketing strategies and communications. Consumer perception will have a purchase decision because people have different preferences and habits according to consumer conditions, especially supported by a person's ability to get a good or service.

The influence of Islamic branding on purchasing decisions

Islamic branding is needed because not only the mindset change that used to be often centered on the west, but also people's awareness of religion and applying it in their daily lives. Islamic branding offers a philosophy as well as the way of life which leads to one concept, namely obedience to God Almighty or in other words Divine Tauhid and his feelings will be in accordance with the guidance of Allah SWT. The increasing interest in Islamic branding and marketing is due to convincing arguments given by the sheer size of the market and the growing awareness of Islamic consumption and the greater

differentiation of Islamic consumers. In making decisions for the purchase of a product or service, consumers may be influenced by family, culture, social class, lifestyle, advertising, brands, beliefs and others. Jumani and Shiddique stated that a Muslim's perception of a brand with Islamic characteristics greatly influences their decision to buy and trust the product (Asiyah & Hariri, 2021). Baker even stated that society is very sensitive to what producers do to Muslims. For example, when the United States and Israel attack Palestine, Muslim consumers will immediately boycott products originating from that country in protest against the policies of the United States and Israel that attack Muslim brothers and sisters (Rahmawati et al., 2020). It follows that their choice of goods is influenced by the usage of Islamic branding. Islamic branding of a product involves more than just using the Islamic name to draw in customers; it also involves choosing the right raw materials, production methods, and other factors to build public trust, which will ultimately lead to loyalty.

The influence of Islamic advertising ethics on purchasing decisions

Islamic advertising ethics is a communication process that aims to persuade and guide people to take actions that are beneficial to the advertiser in accordance with the ethics contained in Islamic business (Mulati & Utomo, 2021). With Islamic advertising ethics, consumers can know the product well so that they finally make a decision to buy the product. Advertising is one of the ways for people to get more information about a product being sold, so it can give confidence to the public that the product will meet their needs. Islamic advertising ethics found that Indonesian Muslims have different priorities. This means that we still pay attention to factors related to Islamic advertising ethics. Because display ads on e-commerce for "fashion products" will be relevant to the target market, therefore customers can like it and not worry about display ads. Based on the results of the study, this study shows that Islamic advertising ethics influence purchase decisions. Thus, the purchase decision in this study is due to Islamic advertising ethics. The purchase decision in this study is caused by Islamic advertising ethics. The higher the consumer understanding of Islamic advertising ethics, the higher the consumer interest in shopping on e-commerce. This shows from the various advertisements displayed on the Shopee online shopping site in accordance with customer expectations and needs.

The Influence of E-service Quality on Celebrity Endorsers

The fulfillment of customer expectations without face-to-face interaction in the services rendered is known as e-service quality (Fiqri & Octavia, 2022). E-service quality has become increasingly known as an important channel through which customer needs can be automatically provided through the internet throughout the entire consumption life cycle (Gupron, 2020). With the rise of e-commerce, e-service quality has lately gained popularity as a research issue, and several published studies have provided a range of conceptual definitions. The degree to which a website efficiently and successfully enables customers, purchases, and deliveries is known as e-service quality (Kusnanto & Karawang, 2023). The success of a marketing communication is inseparable from a celebrity endorser in promoting a product brand, especially if the marketing communication is a television advertisement. The use of brand supporters in a television media is an alternative strategy that is the right to introduce products to consumers. A Celebrity Endorser is a figure (actor, entertainer, or athlete) who is known to the public for his achievements in different fields from the supported product class (Riva'i, 2022). An endorser is also often referred to as a direct source, which is a speaker who delivers a message and/or demonstrates a product or service. A Celebrity Endorser is an individual who is known by the public for his or her achievements apart from the products he or she supports (Alatas & Tabrani, 2018). Celebrities are believed to be more attractive and evocative than the use of ordinary people in influencing potential consumers. Many factors will be considered by companies that will use celebrities in their product advertisements. The use of celebrities is sometimes able to increase sales, but sometimes it fails to E-Word Of Mouth products. Celebrities will benefit the company because celebrities have popularity, talent, charisma, and credibility. Of these four elements, credibility is the most important element for consumers. High credibility reflects the consumer's perception of the celebrity expertise and knowledge of the product.

The influence of Islamic Branding on celebrity endorsers

Manufacturers must have a marketing strategy that may pique consumers' interest in making a purchase due to the rise of fiercer commercial competition. Manufacturers are expected to meet consumer needs by providing various types of products according to consumer needs and desires. Business competition in the development in the current

era of globalization indirectly causes a huge influence on the economic field. As time goes by, there are more and more new products on the market, so companies have to create their own characteristics of their products to be able to compete. Companies must focus on brand competition, in order to compete competitively. With a brand, the product will be easier to recognize and easier to market because consumers will buy a product because of the brand. Referring to the results of the respondents' data, the Islamic branding variable empirically turned out to have an effect on celebrity endorsers. The value of the path coefficient found between the two variables is statistically significant. The direct contribution of Islamic branding variables to celebrity endorsers is a good predictor for consumers in deciding on their product choices. The better the consumer's understanding of Islamic branding from Shopee, the stronger and more satisfied consumers will be and give rise to attitudes such as providing a positive image of excellence for Shopee. A product can attract consumers if it has a brand. Branding has a place in the minds of consumers, not in the real world. According to Nasrullah, Islamic Branding can be interpreted as the use of names related to Islam or showing halal identity for a product. For example: sharia hotels, Islamic hospitals, Wardah, KFC, and others (Nasrullah, 2015). Islamic branding is a product brand that has a positive value on consumer confidence in buying and consuming halal-labeled food (Safira et al., 2022).

The Influence of Islamic Advertising Ethics on Celebrity Endorsers

Islamic business ethics is a set of principles, norms or rules where business people must be committed to the rules that have been set both in terms of management and operations. Ethics in the Qur'an has not yet shown itself as a structure that stands alone and is separate from other structures, as understood from science and morals (Mulyawan & Koesmawan, 2023). If *Islamic advertising ethics* is able to provide appropriate information and does not violate a norm or basic values of something, *then Islamic advertising ethics* will be able to influence customers in shopping at Shopee. Anggraini and Dharmayanti stated that advertising is proven to increase customer interest. As much as 73.4% of advertising is able to build a person's sensitivity (Prabawa et al., 2017). Advertising can build a person's sensitivity because advertising contains assumptions or ideas about a product where it will indirectly and continuously affect a person so that it can build awareness of a person. To get greater profits, a company needs to carefully

consider effective and efficient marketing methods, one of the instruments that can attract consumers is advertising. By advertising, consumers will be introduced to the products we offer. reveals that advertising gives encouragement to consumers who are still hesitant about a brand or product, so that with advertising it can reduce these doubts and make consumers buy the product.

The influence of celebrity endorsers on purchasing decisions.

Celebrity endorsers are defined as or groups that are widely known by the public (television stars, youtubers with millions of subscribers, Instagram accounts with millions of followers, etc.) that can influence consumer attitudes and behaviors in getting to know the products they support (Rohman & Rakhmawati, 2024). Referring to the results of the respondents' data, the celebrity endorser variable empirically turns out to have an effect on the purchase decision. The value of the path coefficient found between the two variables is statistically significant. The direct contribution of celebrity endorser variables to purchase decisions is a good predictor for consumers in deciding on their preferred products. The better celebrity endorsers carry out their duties by continuing to display the latest innovations from Shopee, it will strengthen and make consumers satisfied and give rise to attitudes such as providing a positive image of excellence for Shopee. Celebrity endorsers have positive or significant benefits and functions because they have popularity, talent, charisma, and credibility. Of these four elements, credibility is the most important element for consumers. High credibility describes the consumer's perception of the celebrity's expertise, and knowledge about the advertised product and the celebrity's trust in the product. In general, the reason why companies choose to use the role of celebrity endorsers is none other than because the message conveyed has an appeal and will be easily remembered and entered into the minds of target consumers in their marketing, on the other hand, if the selection of the celebrity endorser is not in accordance with the product image, the celebrity will actually be a destroyer for the brand of a product (Anas, 2020). The attractiveness of the celebrities used does not mean only physical attractiveness, although physical attractiveness is very important but there are several other supporting things including the level of popularity, achievements, image of celebrities, and the ability of celebrities to promote products. Consumers tend to form a positive impression, and trust celebrities more as advertising stars because of the

attractiveness possessed by the celebrities, so that they can influence consumer purchase decisions.

The influence of e-service quality on product purchase decisions through Celebrity endorsers

E-service quality is defined as "the extent to which a website facilitates the shopping, purchase and delivery of products and services effectively and efficiently" (Tobagus, 2018). The quality of service in general is different from the quality of electronic services. Service quality is measured directly through activities between sellers and buyers, while electronic service quality is measured through the services provided by companies through websites. Referring to the results of the respondents' data, the e-service quality variable empirically turned out to have a positive effect on the purchase decision as well as on celebrity endorsers. The value of the path coefficient found between the three variables is statistically significant. The indirect contribution of the e-service quality variable to the purchase decision is also to the celebrity endorser positively, so that e-service quality is the best predictor for the purchase decision as well as the celebrity endorser. There is a difference in purchasing behavior between online purchases and direct purchases. Purchases via the internet are influenced by the quality of service through the internet (e-service) that is felt by customers. Research on purchasing through internet services has produced a number of important findings that are useful for marketers to increase people's attractiveness in online shopping and satisfaction of buying online.

The influence of Islamic branding on product purchase decisions through Celebrity endorsers

Islamic branding is a name, term, symbol, symbol, or other thing that can be an identity of a product or service, clearly able to distinguish it from another product or service. Indonesia with a majority Muslim population makes a good opportunity to attract consumers by introducing halal products and halal labels with Islamic characteristics will be more in demand by consumers. As Islamic sharia requires using, utilizing, or consuming something that has been guaranteed to be halal and safe, not just labeled with sharia, quality also needs to be considered because there are some businessmen who just

run a business without paying attention to the quality and Islamic values of a product or service. Referring to the results of respondents' data, the Islamic branding variable empirically turned out to have a positive effect on purchasing decisions as well as on celebrity endorsers. The value of the path coefficient found between the three variables is statistically significant. The indirect contribution of Islamic branding variables to purchasing decisions is also positive for celebrity endorsers, so that e-service quality is the best predictor for purchasing decisions and celebrity endorsers. Purchase decisions are consumer tendencies related to the object of goods and attributes that play an important role before making a purchase at a time. The activity began with the search for information on the product to be purchased to be owned and used. In relation to purchasing products on Shopee, the factors that affect consumer purchase decisions where each product sold has different advantages in terms of price, raw materials, product quality, halal labeling, especially in Indonesia, the majority of Muslims are highly recommended for prospective consumers who will buy and use products are required to find out in advance the product information to be used.

The Influence of Islamic Advertising Ethics on Product Purchase Decisions through Celebrity Endorsers

Advertising is one of the marketing tactics. This tactic, which companies must use to succeed in the e-commerce industry. Your customers' buying choices will help if you use good ads. This claim was made by Akhter, Abassi, and Umar (Shiratina et al., 2020). Islamic advertising ethics have an impact on purchasing decisions. Due to the use of inappropriate language, the use of photos without clothing, which is an advertising violation that can affect consumers' religious understanding, if Islamic advertising ethics are carried out properly, will affect the desire to buy, as well as in consumer purchase decisions. Referring to the results of the respondents' data, the e-service quality variable empirically turned out to have a positive effect on the purchase decision as well as on celebrity endorsers. The value of the path coefficient found between the three variables is statistically significant. The indirect contribution of the e-service quality variable to the purchase decision is also to the celebrity endorser positively, so that e-service quality is the best predictor for the purchase decision as well as the celebrity endorser. As a result of Islamic Advertising Ethics, customers are better prepared to make informed purchasing

choices by learning more about the product before making a purchase. Advertising is one of the ways for people to get more information about a product being sold, so it can give confidence to the public that the product will meet their needs.

4. CONCLUSION

1. The e-service quality offered by e-commerce platforms such as Shopee has a positive and significant influence on the purchase decision of UIN graduate students. Aspects such as transaction speed, ease of navigation, security, and responsiveness of customer service are key factors that increase consumer satisfaction and trust, thus encouraging them to make a purchase.
2. Islamic branding, which reflects Islamic values in a product or service, has been proven to have a positive influence on purchasing decisions. UIN graduate students as Muslim consumers tend to choose brands that are in line with Islamic principles, such as halal, transparency, and integrity. This shows that Islamic branding is not only a brand differentiation, but also builds an emotional bond with Muslim consumers.
3. Islamic advertising ethics also have a significant influence on purchasing decisions. Muslim consumers, including UIN graduate students, prefer advertisements that are honest, not misleading, and in accordance with sharia values. Ethical advertising practices can increase consumer trust in brands and encourage them to make purchases.
4. Celebrity endorsers act as intervening variables that mediate the relationship between e-service quality, Islamic branding, and Islamic advertising ethics on purchase decisions. The use of celebrity endorsers who are in accordance with Islamic values and have a positive image can strengthen the influence of these three variables on purchase decisions. However, the selection of celebrity endorsers that are not in accordance with Islamic principles can reduce the effectiveness of marketing strategies.

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