



ANALYSIS OF CELEBRITY ENDORSEMENTS IN SOCIAL MEDIA ON CONSUMER SATISFACTION THROUGH PURCHASE DECISIONS FOR SCARLETT WHITENING PRODUCTS (CASE STUDY IN BEKASI CITY)

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Abstract: The purpose of this study was to determine the effect of the Celebrity Endorsement promotion strategy on social media used by the Scralett Whitening brand on consumer satisfaction through purchasing decisions. In this study using quantitative research methods and in obtaining a sample the author uses the Purposive Sampling method. The number of samples used in this study were 144 respondents, where the focus of this respondent was the Scarlett Whitening consumer. The results of the research that has been done there are variables that influence each other and some do not, as in the following brief explanation: 1). In the Celebrity Endorsement variable on Consumer Satisfaction there is a positive and significant influence with the value of $T_{Statistics} 2,329 > T_{table} 1,96$. 2) In the Celebrity Endorsement variable on the Purchase Decision, there is a positive and significant effect with the $T_{Statistic}$ value of $6.376 > T_{table} 1.96$. 3) The Purchase Decision variable on Consumer Satisfaction is stated to have a positive and significant effect with a $T_{Statistic}$ value of $6.134 > T_{table} 1.96$. 4) The indirect effect of the Celebrity Endorsement variable on Consumer Satisfaction through the Purchasing Decision variable is proven to be significant and is declared fully mediated with the value of $T_{Statistic} 4.494 > T_{table} 1.96$.

Keywords: Celebrity Endorsement, Consumer Satisfaction, Purchase Decision

INTRODUCTION

In this digital era, the development of technology and information in Indonesia is growing very rapidly so that the internet is created as one of the media that is now being favored by the public compared to other media (Erly Noviana and Eka Danta Jaya Ginting, 2020). The internet makes it easy for people to help their various needs such as finding information, communicating and even shopping can be done using the internet. Thanks to the high existence of the internet in Indonesia, internet users have also increased in recent years.

The increase in internet users in Indonesia opens up great opportunities for business actors to expand market share and to boost sales and increase brand awareness by conducting promotions. Promoting a product aims to seduce or invite people to take action to purchase the product that the manufacturer offers. There are many ways to do promotions such as

online advertising through social media which is currently a trend because it makes it easier to get potential customers. The number of social media users in Indonesia continues to increase every year when viewed from the trends that occur.

One of the trends that drive the increase in social media users is the beauty trend. Based on the Zap Beauty Index survey in 2020 it was stated that Indonesian women cannot be separated by beauty trends where 82.5% of Indonesian women think that being beautiful means having bright and glowing skin. This is what creates a lot of brands that offer treatments for both the face and body, one of which is the Scarlett whitening brand. Not only Scarlett Whitening is taking advantage of the current beauty trend, but many other brands such as Msglow, Emina, Avoskin, and SomeThinc are taking advantage of this beauty trend, causing intense competition between competitors.

The high level of competition for both similar and different products causes consumers to act selectively in making purchasing decisions. For this reason, companies must be able to understand consumers in determining purchasing decisions. Therefore, Scarlett Whitening implements the Celebrity Endorsement strategy as one of its promotional strategies on social media in order to be able to compete with its competitors and also Celebrity endorsements can be used by consumers as a source of information related to product details and become a consideration tool before consumers make purchasing decisions on a product.

Purchase decisions are declared successful when consumers see their needs can be met by the products offered by the seller. When consumers realize that the products they buy are able to meet their needs and desires, consumers will feel satisfied with their purchase decisions (Wira Atma & Rahma Nio, 2018). If the performance given by the celebrity endorsement is as expected, the consumer will be satisfied with the purchase decision he made on a product.

Identification Of Problems

Based on the background described above, the following problems can be identified:

- 1) Tight competition between competitors makes the Scarlett Whitening brand have to carry out the best strategy in winning the hearts of potential customers.
- 2) Celebrity Endorsement is a step taken by the Scarlett Whitening brand as a promotional strategy to attract attention and win the hearts of potential customers.
- 3) Celebrity Endorsement promotion strategies can have an influence on consumer satisfaction through purchasing decisions made by consumers.

Formulation Of The Problem

- 1) Does Celebrity Endorsement affect consumer satisfaction for Scarlett Whitening products in Bekasi City?
- 2) Does Celebrity Endorsement have an effect on consumer purchasing decisions for Scarlett Whitening products in Bekasi City?
- 3) Does the Purchase Decision affect the Consumer Satisfaction of Scarlett Whitening products in Bekasi City?
- 4) Is there any influence of Celebrity Endorsement on Consumer Satisfaction through the Decision to Purchase Scarlett Whitening products in Bekasi City?

LITERATURE REVIEW

Purchase Decision

The purchase decision is a consumer decision in sorting out one of the several options after buying a product that is highly preferred from other alternatives, but there are two aspects between the desire to buy and the purchase decision (Angkasa et al., 2017).

According to the above understanding, it can be concluded that purchasing decisions are a process where consumers consider their decision making in buying or using a product until they are at the stage of being sure and then buying or using the product.

Purchase Decision Indicators

According to (Hadita et al., 2020) Purchasing decisions have several supporting indicators, namely:

- Needs and wants for a product,
- Willingness to try,
- The stability of the quality of a product,
- Repurchase decisions.

Consumer Satisfaction

According to Kotler and Keller (2009:138) in research (Novia et al., 2020) satisfaction is a person's good or bad feelings that arise because of comparing the performance presented by the product (or results) against their expectations. If performance cannot meet expectations, consumers will feel dissatisfied. If the performance is in line with expectations, the consumer will be satisfied. If the performance exceeds what is expected, the consumer will feel very satisfied or happy.

According to Schnaars in the book (Tjiptono, 2019:79) basically the purpose of a business is to create satisfied customers. The creation of customer satisfaction can provide several benefits, including a harmonious relationship between business people and their customers, providing a good basis for repeat purchases and forming positive positive recommendations that are profitable for business actors.

Consumer Satisfaction Indicators

According to (Avianty & Waloejo, 2019) explains the indicators related to consumer satisfaction, namely: Re-purchase: consumers make repeat purchases of the same product; Creating Word Of Mouth: good responses given by consumers to the product; Creating brand image: brand characteristics so that consumers do not pay attention to even leave competing brands.

Celebrity Endorsement

Celebrity endorsement is a promotional strategy brought or presented by celebrities about a brand, product, or service to the community. Therefore, usually the endorser is someone who is known by the public or also called a celebrity (Takaya, 2019). From the above explanation Celebrity Endorsement is a promotional strategy that uses celebrities as carriers of information related to the usefulness and benefits of a brand or product to fans and the public (public). Celebrities who do this are called celebrity endorsers.

Celebrity Endorsement Indicators

Shimp (2007) in his research (Bimantoro, 2017), classifies five specific dimensions of advertising endorsers to facilitate communication effectiveness. The five endorser-specific dimensions are described by the acronym TEARS. TEARS stands for; Trustworthiness; Expertise; Attractiveness; Respect (Quality is Appreciated); Similarity (Similarity to the Target Audience

First Introduction

Table 1. First Introduction

No.	Title/research	variable	Research result
1.	Effect of celebrity endorser and brand image on purchasing decisions of Scarlett Whitening on Instagram social media. (Gebiola Siregar & Simajuntak, 2021)	Independent variable: • Celebrity endorsers • Brand Image Dependent variable: Buying decision	Celebrity endorsers have a positive and significant influence on purchasing decisions.
2.	The influence of Celebrity Endorser on purchasing decisions through brand image (Pratiwiningsih, 2018)	Independent Variable: <i>Celebrity endorser</i> Dependent Variabel: purchasing decisions	Celebrity endorsers have a direct and significant effect on brand image. This shows that, if the celebrity endorser used is of higher quality and more attractive, it will be followed by an increase in brand image and if there is a decrease in quality
3.	The influence of celebrity endorser credibility on purchasing decisions and consumer satisfaction You-c 1000 vitamin c in the city of Pekanbaru (Eryck Simon Bolivar Pakpahan, 2017)	Independent Variable: Credibility Celebrity endorser Dependent Variabel: • Consumer Satisfaction • Buying decision	Celebrity endorsers directly affect consumer satisfaction. This is because the promotion that is delivered is very compatible with its credibility so that it creates the impression of satisfaction for consumers.

Framework

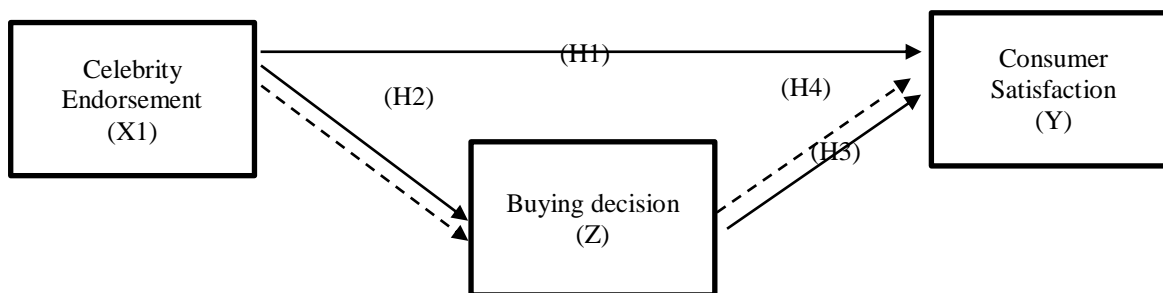


Figure 1. Framework

Research Hypothesis:

- H1: Effect of Celebrity Endorsement on consumer satisfaction
- H2: The effect of celebrity endorsement on purchasing decisions
- H3: The effect of purchasing decisions on consumer satisfaction
- H4: The effect of celebrity endorsement on consumer satisfaction through purchasing decision

RESEARCH METHOD

The research method that the writer uses in this research is quantitative method and the writer uses purposive sampling method in determining the sampling. The basis of the study used 144 respondents to be used as samples in the study, which in this study used

primary data obtained by distributing questionnaires to Scarlett Whitening consumers and the data collected would be processed using the PLS (Partial Least Square) program.

In this study, the authors used a Likert scale to determine the effect of celebrity endorsement on social media on consumer satisfaction through purchasing decisions for Scarlett Whitening products in Bekasi City. According to V.Wiratna (2018: 100) the Likert scale is a question that shows the level of agreement or disagreement of the respondent.

FINDINGS AND DISCUSSION

Description of respondents by age

Characteristics of respondents based on age <16, 16-22, 23-29, and >30 years as in table 1.2

Table 2. Characteristics by Age

Age	Respondent	Percentage
<16	10	6,9%
16-22	89	61,8%
23-29	37	25,7%
>30	8	5,6%
Total	144	100%

Source: Questionnaire via Gform 2022

Description of respondents by gender

Characteristics of respondents based on male and female gender, as shown in table

Table 3. Characteristics by Gender

Gender	Respondent	Percentage
Girl	113	78,5%
Boy	31	21,5%
Total	144	100%

Source: Questionnaire via Gform 2022

Description of respondents by occupation

Characteristics of respondents based on occupations consisting of students/students, teachers/lecturers, employees/PNS, and others as shown in table 4.

Table 4 Characteristics by Occupation

Occupation	Respondent	Percentage
Students/Students	108	75%
Teachers/Lecturers	1	0,7%
Employees/PNS	22	15,3%
others	13	9%
Total	144	100%

Source: Questionnaire via Gform 2022

Validity and Reliability Test Results

Testing the Measurement Model (Outer Model)

It starts with testing on the outer model and in this research it is done by testing the outer loading or loading factor where the data on the loading factor has been processed using the SMARTPLS 3.0 program.

Table 5. Outer Loading Result

	Celebrity Endorsement	Consumer Satisfaction	Buying Decision
CE1	0,780		
CE2	0,761		
CE3	0,755		
CE4	0,765		
CE5	0,786		
CE6	0,775		
CE7	0,716		
KK1		0,771	
KK2		0,879	
KK3		0,837	
KK4		0,894	
KK5		0,864	
KP1			0,758
KP2			0,762
KP3			0,710
KP4			0,813

Source: Data has been processed with SmartPLS 3.0 (2022)

It can be seen from the table above that the outer loading value of each indicator of the Celebrity Endorsement, Purchase Decision and Consumer Satisfaction variables has a loading factor value of > 0.7 , therefore each indicator has met the minimum limit. This makes all indicators in this study declared valid (Latan & Ghozali, 2015).

Structural Model Testing (Inner Model)

At this measurement stage, it describes the relationship between latent variables based on substantive theory. This measurement uses a structural model, namely the R square, Q square and Path Coefficient test stages (Sarstedt et al., 2017). Measurement analysis using Smart PLS.

R Square Test

In this study, the next stage is for analysis to assess how much the endogenous construct or Y variable can represent or can be explained by the exogenous variable or X variable from the test results that have been tested. This is done at the R-Square or R^2 Test stage. If the R Square is getting closer to 1, then the model is getting better. Normal if R Square > 0.5 the model is declared good.

Table 6. Results of R Square (R^2)

Variable	R Square (R^2)
Consumer Satisfaction	0,553
Buying decision	0,522

Source: Data has been processed with SmartPLS 3.0 (2022)

Based on the table above, it shows the Consumer Satisfaction variable with a value of 0.553 meaning $0.553 \times 100 = 55.3\%$ and $100\% - 55.3\% = 44.7\%$ or 0.447. These results indicate that the Consumer Satisfaction variable is influenced by Celebrity Endorsements and

Customer Reviews with a value of 55.3% or 0.553 and there are 44.7% or 0.447 which may be influenced by other variables not discussed in this study. But secondly, there is a Purchase Decision variable with a value of 0.522 meaning $0.522 \times 100 = 52.2\%$ and $100\% - 52.2\% = 47.8\%$ or 0.478 This result shows that the Purchasing Decision variable is influenced by Celebrity Endorsements and Customer Reviews with a value of of 47.8% or 0.478 and there are 52.2% or 0.522 which may be influenced by other variables not discussed in this study.

Q square test

The Q Square test refers to the Goodness of Fit (GoF) Index value, based on the Stone Geisser Q² Value criteria. If the Q-square value is above 0, it can be said that the research model built has predictive relevance, while if the Q-square value is < 0 (zero), it indicates that the model lacks predictive relevance (Ghozali & Hengky, 2015).

Table 7. Results of Q-square Predictive Relevance

Variable	Q ²	ΣSSE	ΣSSO
Consumer Satisfaction	0,312	495.080	720.000
Buying decision	0,289	409.648	576.000

Source: Data has been processed with SmartPLS 3.0 (2022)

Based on the data processed and presented, it can be analyzed that there is a value in Q² on the Consumer Satisfaction variable of 0.312 and the Purchase Decision variable of 0.289 which is measured by the measurement results processed using Smart PLS 3.0, the Q-square value is obtained as follows:

$$Q\text{-Square} = 1 - (\Sigma\text{SSE} / \text{SSO})$$

$$Q^2 \text{ Customer Satisfaction:}$$

$$= 1 - (495,080/720,000)$$

$$= 1 - 0.688$$

$$= 0.312$$

$$Q^2 \text{ Purchase Decision:}$$

$$= 1 - (409,684 / 576,000)$$

$$= 1 - 0.711$$

$$= 0.289$$

Based on the results of these calculations, it is known that the Q Square value of the Consumer Satisfaction variable is 0.312. These results indicate the percentage of this study is 31.2%. While the other 68.8% results are not discussed in this study. Thus, it can be stated that this research has a good goodness of fit. However, the next Q-square of the Purchasing Decision variable shows the results of 0.289 with a percentage of 28.9%. While the other 71.1% results are not discussed in this study. Thus, it can be stated that this research has a good goodness of fit.

Path Coefficient and Hypothesis Testing

Path coefficient testing and hypotheses were tested on the basis of the results of the Inner Model test which included r-square output, parameter coefficients and Tstatistics. To find out whether a hypothesis can be accepted or rejected is to pay attention to the significance value between constructs, statistics, and p-values. The rule of thumb used in this study is T-statistic > 1.96 . with a significance level of p-value 0.05 (5%) and the beta coefficient is positive and significant.

Table 8. Path Coefficient Results (Path Coefficient)

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Celebrity Endorsement - > Consumer Satisfaction	0,214	0,092	2,329	0,021
Celebrity Endorsement - > Buying decision	0,456	0,072	6,376	0,000
Buying decision -> Consumer Satisfaction	0,544	0,089	6,134	0,000

Source: Data has been processed with SmartPLS 3.0 (2022)

The explanation based on the table above shows that the influence of Celebrity Endorsement (CE) on Consumer Satisfaction (KK) is significant at 0.214 ($T_{\text{Statistic}} 2,329 > T_{\text{table}} 1.96$), which means the better Celebrity Endorsement, the better the Consumer Satisfaction. The effect of Celebrity Endorsements (CE) on Purchase Decisions (KP) is significant at 0.456 ($T_{\text{Statistic}} 6,376 > T_{\text{table}} 1.96$), which means that the better the Celebrity Endorsement, the greater the Purchase Decision. Based on the table, the influence of the Purchasing Decision (KP) variable on Consumer Satisfaction (KK) is stated to be significant at 0.544 ($T_{\text{Statistic}} 6.134 > T_{\text{table}} 1.96$), which means the better the Purchase Decision taken, the greater the perceived Consumer Satisfaction.

Mediation Analysis

Table 9. Mediation Results (Specific Indirect Effect)

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Information
Celebrity Endorsement-> Buying decision -> Consumer Satisfaction	0,248	0,055	4,494	0,000	Fully mediated

Source: Data has been processed with SmartPLS 3.0 (2022)

Based on the table, it can be seen that the significant role of mediation in the Purchase Decision variable in the relationship between Celebrity Endorsements and Consumer Satisfaction with a value of ($T_{\text{Statistic}} 4.494 > T_{\text{table}} 1.96$) and (P value $0.000 < 0.05$), so that the indirect effect between the Celebrity Endorsement (CE) variable The Consumer Satisfaction (KK) through the Purchase Decision (KP) variable is proven to be significant and is declared fully mediated, which means that it shows that the Purchase Decision mediates Celebrity Endorsement on Consumer Satisfaction.

Hypothesis Test Results

The results of the analysis using SmartPLS in knowing the relationship between direct and indirect variables indicate that all hypotheses are appropriate. The following is an explanation of the results of hypothesis testing:

Celebrity Endorsements on Consumer Satisfaction (H1)

The first hypothesis testing was conducted to determine the direct effect generated between the Celebrity Endorsement variables on Consumer Satisfaction. The results show that Celebrity Endorsement has a significant effect on Consumer Satisfaction with a

coefficient value of 0.214 and T_Statistic 2.329 > 1.96 and a p-value of 0.000 <0.05 so that the first hypothesis is accepted. With such results, it can be stated that Celebrity Endorsement has a positive and significant effect on Consumer Satisfaction (H1 is accepted).

Celebrity Endorsement on Purchase Decision (H2)

The second hypothesis testing was conducted to determine the direct effect of the Celebrity Endorsement variable on the Purchase Decision. The results show that Celebrity Endorsements have a significant effect on Purchase Decisions with a coefficient value of 0.456 and T_Statistik 6.376 > 1.96 and a p-value of 0.000 <0.05 so that the second hypothesis is accepted. With such results, it can be stated that Celebrity Endorsements have a positive and significant effect on Purchase Decisions (H2 is accepted).

Purchase Decision on Consumer Satisfaction (H3)

The fifth hypothesis testing was conducted to determine the direct effect generated between the variables of Purchase Decision on Consumer Satisfaction. The results show that the purchase decision has a significant effect on consumer satisfaction with a coefficient value of 0.544 and T_Statistik 6.134 > 1.96 and a p-value of 0.000 <0.05 so that the fourth hypothesis is accepted. With such results, it can be stated that the Purchase Decision has a positive and significant effect on Consumer Satisfaction (H3 is accepted).

Celebrity Endorsements on Consumer Satisfaction through Purchase Decisions (H4)

The sixth hypothesis testing was conducted to determine the indirect effect of the Celebrity Endorsement variable on Consumer Satisfaction through Purchase Decisions. The results show that the coefficient value of Celebrity Endorsement on Consumer Satisfaction through Purchase Decision is 0.248 and T_Statistik 4.494 > 1.96 and p-value is 0.000 < 0.05 so that the sixth hypothesis is accepted. With such results it can be stated that Purchase Decisions have a positive and significant role and are proven to be able to mediate Celebrity Endorsements on Consumer Satisfaction and are declared fully mediated, which means Purchase Decisions mediate Celebrity Endorsements on Consumer Satisfaction (H4 is accepted).

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of research and discussion in which the author analyzes related to Celebrity Endorsement as variable X1, Consumer Satisfaction as variable Y and Purchase Decision as variable Z so that the authors draw the following conclusions: Celebrity Endorsement has a positive and significant effect on Consumer Satisfaction.; Celebrity Endorsements have a positive and significant effect on Purchase Decisions; Purchase decisions have a positive and significant impact on consumer satisfaction; Purchase decisions are able to significantly mediate Celebrity Endorsements on Consumer Satisfaction.

Recommendations

The author realizes that this research has shortcomings and limitations, even though the author hopes that this research can be useful for related parties, including:

- 1) For the Scarlett Whitening brand, the results of this study are expected to be used as material for consideration and evaluation of the motivations, opportunities, processes, problems, and promotional performance applied to Scarlett Whitening products. As well as the importance of increasing consumer confidence in the product so that the brand can continue to develop following the flow of competition between competitors.

- 2) For academics, it is hoped that this research can be used to enrich knowledge and complement the literature on the analysis of Celebrity Endorsements and Customer Reviews on social media on Consumer Satisfaction through Purchase Decisions on Scarlett Whitening products.

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