

The Effect of Ambassador's Brand, and Brand Image on Purchase Decision Process in E-Commerce Tokopedia

Annisa Sulihandini¹, Eka Askafi², Sumarji³

^{1,2,3}Universitas Islam Kadiri, Kediri, Indonesia

Email: nisasuli15@gmail.com

Abstract

The purpose of this study is to discover and explain the effects of Brand Ambassador and Brand Image on the Purchase Decision Process, as well as to discover and explain that the Brand Ambassador variable has a partial effect on the Purchase Decision Process. An explanatory research type and a quantitative approach are used in this study. A total of three variables were examined in this research: Brand Ambassadors (X1), Brand Image (X2), and the Purchase Decision Process (PDP) (Y). Tokopedia customers were asked to fill out an online survey as a means of obtaining data. The sample used in this study amounted to 116 respondents with the respondent's criteria, namely respondents knew E-Commerce Tokopedia and had shopped online through E-Commerce Tokopedia. Descriptive and multiple linear regression analysis are utilized as sampling methods. The results demonstrated that the purchase decision process (Y) was highly influenced by both the Brand Ambassador (X1) and Brand Image (X2) variables at the same time. Then, the influence of Brand Ambassador (X1) and Brand Image (X2) variables on the Purchase Decision Process is partial and significant (Y).

Keywords: Brand Ambassador, Brand Image, Purchase Decision Process.

A. INTRODUCTION

E-commerce is a very interesting phenomenon to study because of its extraordinary development and potential. Its existence brought significant changes in the way of conducting trade transactions. The convenience and advantages offered make e-commerce a new alternative in conducting trade in a more efficient and targeted way (Prasetio, 2021).

Tokopedia, Shopee, Bukalapak, Lazada, and many other e-commerce businesses are available in Indonesia. It is estimated that Tokopedia is the country's largest online retailer, employs celebrities or K-Pop Brand Ambassadors as one of their promotional techniques in order to enhance the company's brand image. Tokopedia announced the appointment of two global mega stars from South Korea, BTS and BLACKPINK. as a Tokopedia Brand Ambassador. The presence of BTS and BLACKPINK can present Tokopedia as a company that can be recognized in various countries because of the popularity and worldwide presentation of BTS and BLACKPINK. In Indonesia, as well as nearly everywhere else, BTS and BLACKPINK

have millions of supporters, with the majority of those admirers being young people. As a result, Tokopedia stands a very good chance of gaining new customers.

It is the job of a brand ambassador to promote and publicize products or services, according to Nofiauwaty et al. (2020). Additionally, a brand ambassador is a representative of an organization, institution, or company that best exemplifies the product. The choice of celebrities can be done through sharing considerations that will affect the company's brand image. As defined by Kotler and Keller (2016), a company's "brand image" is anything that identifies and distinguishes a company's goods and services from those of its competitors and other vendors. As a part of consumer behavior (the study of how individuals, groups and organizations make purchasing decisions), purchase decision process is referred to as the "purchase decision process" (Kotler & Armstrong, 2003; 2018).

Based on previous research conducted by Fachri Mudzakir (2018) with the results that the Visibility and Credibility indicators are the most influential dimensions on Brand Ambassadors. Meanwhile, according to Shaila Wida Raharja (2020) The results of the study show that the indicators of Credibility, Attraction, and Power are indicators that affect Brand Ambassadors. but the Visibility indicator has no significant effect on purchasing decisions. Sterie (2019) According to the findings of this study, Brand Ambassador and Brand Image have a negative and negligible effect on purchasing decisions. Meanwhile, according to Rifqoh Andini (2020) with research results showing that Brand Image and Brand Ambassador partially influence purchasing decisions. Based on previous research that has a gap, researchers are interested in conducting research to see if researchers find the same results in BTS and BLACKPINK research as Brand Ambassadors and Brand Image on Tokopedia purchasing decisions so that the title of this research is "The Influence of Brand Ambassador and Brand Image on Purchase Decision Process in Tokopedia E-Commerce".

B. LITERATURE REVIEW

1. E-Commerce

According to Turban in (Agency, 2014), e-commerce is the process of purchasing and selling or transferring goods, services, or data through the Internet. E-commerce is the use of the Internet and the World Wide Web for business transactions, or, more properly, e-commerce is defined as digitally enabled trade transactions between organizations and individuals and between individuals.

2. Brand Ambassador

According to Kotler and Keller (2009) explains that brand ambassadors are advertising supporters or also called product spokespersons who are selected from famous people or unknown people who have attractive appearances to attract consumers' attention and memories.

According to (Kertamukti 2015) the use of celebrities in advertising is better evaluated using the VisCap model (presenter effects in advertising). The VisCap

model is used to align characteristics with objective communication and evaluate potential based on the audience's perception of the brand ambassador. According to Kertamukti (2015: 70) said that the VisCap model from John R. consists of four elements, namely:

- a. **Visibility**
Visibility is how far the celebrity's popularity. If it is related to popularity, it can be determined how many fans or fans the brand ambassador has (popularity) from how often celebrities usually appear in public (appearances).
- b. **Credibility**
Credibility is the level of expertise and objectivity of a celebrity. Credibility is concerned with celebrity knowledge about the product being promoted, while objectivity refers to the celebrity's ability to convince consumers of a product.
- c. **Attraction**
Attraction is how much the level of liking and similarity of the audience, with the personality desired by product users.
- d. **Power**
Power is a representation of a celebrity used in advertising, where the celebrity must have the power to persuade the audience to buy a product.

3. Brand Image

As stated by Ginting in (Firmansyah, 2019). A company's brand image is the name, phrase, symbol, sign, and design it uses to distinguish its products from those of its competitors. Brand Image is the perception or opinion that people have while contemplating a brand of a specific product.

According to Ginting in (Firmansyah, 2019) brand image has the following elements:

- a. **Favorability Of Brand Association**
Favorability Of Brand Association is the benefit of brand associations that can convince customers that the features and benefits supplied by a brand can satisfy their needs and desires, hence fostering a favorable attitude toward the brand.
- b. **Strength Of Brand Association**
The strength of brand associations depends on how the information reaches the consumer's memory and how that information is processed by sensory input in the brain as part of the consumer's memory brand picture.
- c. **Uniqueness Of Brand Association**
Originality Of Brand Association A brand must be distinctive and appealing so that the product has a distinct identity and is difficult to copy by competitors.
- d. **Purchase Decision Process**
The purchase decision process according to (Kotler & Keller, 2016) consists of five stages. The stages of the purchase decision or the purchase decision process are:

- 1). Problem recognition, namely consumers know the problem or need that must be met first.
- 2). Information search, namely a consumer who is moved by stimuli will try to search for more information to obtain additional information, the value he gives to additional information and the satisfaction that consumers get from searching. By knowing the competing brands and the features of each brand.
- 3). Alternative evaluation can be done by looking at how consumers process information about competing brands and making final value judgments.
- 4). Purchase decisions usually consumers form a purchase intention to buy the most preferred brand.
- 5). After acquiring a product, buyers will exhibit a certain level of contentment or discontentment.

C. METHOD

This is an example of explanation research. This study employed a quantitative research methodology. Quantitative analysis is an analysis used on data in the form of numbers and the way of discussion in this study using the SPSS v25 program. This study's demographic consists of Tokopedia users that recognize BTS and BLACKPINK as Brand Ambassadors. However, the exact population size for this study is unknown. A questionnaire was used to collect data from 116 respondents, which was then analyzed using multiple linear regression. The non-probability sampling technique that the author uses is purposive sampling. This study uses a descriptive research approach. In primary data research, questionnaires and data sources gathered from respondents, i.e. persons who respond to or answer research questions through surveys, are used.

D. RESULTS AND DISCUSSION

1. Correlation and Determination Coefficient Test

**Table 1. Correlation and Determination Coefficient
Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.904 ^a	.817	.813	2.734	.817	251.510

a. Dependent Variable: Purchase Decision Process

b. All requested variables entered.

Source: Primary Data Processed, 2022

According to Table 1's correlation coefficient and coefficient of determination, the modified R² value (Coefficient of Determination) is 0.813. This demonstrates that 81.3% of the Purchase Decision Process (Y) variables are influenced by the independent factors, specifically the Brand Ambassador variable (X1) and the Brand Image variable

(X2) (X2). While the remaining 18.7 percent of Purchase Decision Process (Y) factors will be affected by variables not covered in this study.

A correlation coefficient (R value of 0.904 percent) is included in the table 4.12 along with the coefficient of determination, which shows how strongly the independent variables — namely, the Brand Ambassador (X1) and the Brand Image (X2) — and the Purchase Decision Process (Y) are linked. Coefficients of 0.80 to 1.00 suggest an unusually strong relationship between two independent factors, the Brand Ambassador (X1) and the Brand Image - X2 variables, and the Purchase Decision Process (Y).

On the basis of these data, it may be concluded that the independent variable is positively correlated with the dependent variable. This indicates that the Bills of the Brand Ambassador variable (X1) and the Brand Image variable (X2) are increasing, and that the Purchase Decision Process variable (Y) will likewise increase.

Table 2. F Test Results

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3758.638	2	1879.319	251.510	.000 ^b
Residual	844.354	113	7.472		
Total	4602.991	115			

a. Dependent Variable: Purchase Decision Process

b. Predictors: (Constant), Brand Image, Brand Ambassador

Source: Primary Data, 2022

2. The joint influence of Brand Ambassador Variable (X1) and Brand Image Variable (X2) on Purchase Decision Process (Y)

The results of the Simultaneous or Joint Test (Test F) indicate that Brand Ambassador (X¹) and Brand Image (X²) have a statistically significant effect on the dependent variable, Purchase Decision Process (Y). This is evident from the results of the value of sig. F (0.000) < sig. (0.05) and the results of the coefficient of determination (Adjusted R Square) of 0.813 or equivalent to 81.3%, which indicates that the independent variable can influence the dependent variable by 81.3% while the other variable influences the remaining 18.7% variables not considered in the present study.

**Table 3. T-Test Results
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.911	1.712		1.116	.267
Brand Ambassador	.526	.070	.491	7.483	.000
Brand Image	.525	.074	.465	7.093	.000

a. Dependent Variable: Y

Source: Primary Data Processed, 2022

3. Effect of Brand Ambassador Variable (X1) on Purchase Decision Process (Y)

According to the results of the t-test between the Brand Ambassador variable (X1) and the Purchase Decision Process variable (Y), the t-value is 7.483 and the significance level is $t(0.000) 0.05$, indicating that the effect of the Brand Ambassador variable (X1) on the Purchase Decision Process variable (Y) is statistically significant. This indicates that H_0 is rejected and H_2 is accepted. Based on these findings, it can be concluded that the Purchase Decision Process (Y) variable is significantly influenced by the Brand Ambassador variable (X1), such that if the Brand Ambassador variable (X1) is improving, the Purchase Decision Process (Y) variable is also improving. Y will grow as well.

4. The Effect of Brand Image Variable (X2) on Purchase Decision Process (Y)

According to the results of the t-test between the Brand Image (X2) variable and the Purchase Decision Process (Y) variable, the t-value is 7.093, and the significance level is $t(0.000) 0.05$, indicating that the effect of the Brand Image (X2) variable on the Purchase variable Decision Process (Y) is statistically significant. This indicates that H_0 is rejected and H_3 is accepted. Based on these results, it can be concluded that the Purchase Decision Process (Y) variable is significantly influenced by the Brand Image (X2) variable; therefore, if the Brand Image (X2) variable is improving, the Purchase Decision Process (Y) variable is also improving. Y will grow as well.

**Table 4. Multicollinearity Test Results
Coefficients^a**

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Brand Ambassador	.378	2.647
Brand Image	.378	2.647

a. Dependent Variable: Purchase Decision Process

According to Table 4, there was no linear association between the independent variables in this study. To determine the presence or lack of multicollinearity, one must examine the tolerance value and the VIF (Variance Inflation Factor). If the tolerance value is more than 0.1, it can be stated that the independent variables are not multicollinear. Each variable's tolerance value is calculated as follows.

- a. 0.380 is the tolerance for the Brand Ambassador variable.
- b. 0.380 is the Brand Image variable's tolerance.

The VIF (Variance Inflation Factor) can also be compared to 10 as a test for multicollinearity. There is no multicollinearity if the VIF is less than 10. The test findings for each independent variable are as follows:

- a. 2,647 is the VIF for Brand Ambassador
- b. Brand Image VIF is 2,647

Assumption test for absence of multicollinearity has been met by the test findings, as there is no correlation between the independent variables.

Table 5. Results of Multiple Linear Regression Analysis
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.911	1.712		1.116	.267
Brand Ambassador	.526	.070	.491	7.483	.000
Brand Image	.525	.074	.465	7.093	.000

Source: Primary Data Processed, 2022

Information:

X₁: Brand Ambassador

X₂: Brand Image

$$Y = 1,911 + 0,526 X_1 + 0,525 X_2$$

Brand Ambassador (X₁) and Brand Image (X₂) both have a significant impact on the purchase decision process (Y), as shown by the multiple linear regression equation:

- a. Value X₁ = 0,526

Brand Ambassador (X₁) significant and positive effect on the Purchase Decision Process (Y) with a regression coefficient of 0.526. This means that if the Brand Ambassador variable (X₁) increases, it can also increase the Purchase Decision Process (Y) variable.

- b. Value X₂ = 0,525

Brand Image (X₂) significant and positive effect on the Purchase Decision Process (Y) with a regression coefficient of 0.525. This can be interpreted if the Brand Image variable (X₂) increases, it can also increase the Purchase Decision Process (Y) variable.

Based on the above description of the multiple linear equation, it can be concluded that Brand Ambassador (X₁) and Brand Image (X₂) have a positive

effect on the dependent variable, Purchase Decision Process (Y). If the independent variable rises, then the dependent variable will also increase. The contribution of each independent variable is 0.526 for the Brand Ambassador (X_1) variable and 0.525 for the Brand Image (X_2) variable.

5. The Effect of Brand Ambassador and Brand Image on Purchase Decision Process in E-commerce Tokopedia Together

The Brand Ambassador and Brand Image variables have a significant effect on the Purchase Decision Process, as determined by the F test. The findings of this study support the claim that Brand Ambassadors and Brand Image have an impact on the Purchase Decision Process. Based on the preceding definitions, it can be inferred that Brand Ambassadors are companies' attempts to increase brand awareness among consumers to convey or promote their product brands through a celebrity who is well-known as a spokesperson to present the best image of a product, with the aim that the advertised brand is easily accepted by consumers and invites consumers to want to use the product (Wisnblit, 2015).

The Brand Image, according to Setiadi (2013), represents the brand's overall perception and is molded by the brand's prior knowledge and experiences. The image of a brand is linked to consumer attitudes, such as their thoughts and wishes about the brand. Customers are more likely to make a purchase when they have a positive opinion of the brand. Brand Ambassador and Brand Image variables may have a significant impact on the purchase decision process, according to previous research conducted by Andhini in 2021.

6. Partial Effect of Brand Ambassador and Brand Image on Purchase Decision Process in E-commerce Tokopedia

The findings of the multiple linear regression test indicate that the Brand Ambassador Variable (X_1) has a significant and positive influence on the Purchase Decision Process. This indicates that a positive Brand Ambassador variable (X_1) can have a favorable impact on the Purchase Decision Process. The findings of the Partial Test (t test) indicate that the impact of Brand Ambassador (X_1) on the Purchase Decision Process (Y) is statistically significant. It was concluded that the results of the Multiple Linear Analysis Test and t-test showed that the Brand Ambassador (X_1) had a significant and positive effect on the Purchase Decision Process (Y). These results support the theory that the Purchase Decision Process (Y) According to Kotler and Keller (2009) explains that brand ambassadors are advertising supporters or also called product spokespersons who are chosen from famous people or unknown people who have attractive appearances to attract consumers' attention and memories. Thus, simplifying the process of consumers in deciding to buy something. This is also supported by research conducted by Shaila in 2020 which shows that Brand Ambassadors influence purchasing decisions.

Based on the multiple linear analysis test that has been carried out, the results show that the Brand Image Variable (X_2) has a significant and positive effect on the

Purchase Decision Process. This means that if the Brand Image variable (X.2) is positive, it can have a good effect on the Purchase Decision Process (Y). Then, the results of the Partial Test (t test) show that the effect of Brand Image (X.2) on the Purchase Decision Process (Y) is significant. It was concluded that the results of the Multiple Linear Analysis Test and t-test showed that Brand Image (X.2) had a significant and positive effect on the Purchase Decision Process (Y). These results support the theory that Purchase Decision Process (Y) Meanwhile, according to Setiadi (2013), Brand Image is a representation of the overall perception of the brand and is formed from information and past experiences of the brand. The image of the brand is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand are more likely to make a purchase. This is also supported by research conducted by Wua Gloria Sterie, James D. D Massie, and Djurwati Soepono in 2019 which showed that Brand Image had an effect on purchasing decisions.

E. CONCLUSION

First, Brand Ambassador and Brand Image jointly impact the E-commerce Purchase Decision Process of Tokopedia. Next Brand Ambassador has some effect on the variable Tokopedia E-Commerce Purchase Decision Process. Lastly, Brand Image has some effect on the variable Tokopedia E-Commerce Purchase Decision Process.

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