



THE INFLUENCE OF BRAND AMBASSADOR AND BRAND IMAGE ON PURCHASE DECISIONS IN TOKOPEDIA E-COMMERCE

Gracela Sarah Fanuel¹, Supriyono^{2*}

^{1,2}University of Pembangunan Nasional "Veteran" Jawa Timur, Indonesia

Email: gracelasarah2@gmail.com¹, supriyono.ma@upnjatim.ac.id^{2*}

Abstract

In the digital era and advances in information technology, e-commerce has become a form of trade that is very popular and dominates the market. Consumers are increasingly turning to e-commerce platforms to purchase products and services online. In the increasingly fierce competition in the e-commerce market, companies must build a strong brand image and influence consumer purchasing decisions. This study explores the influence of brand ambassadors and brand image on purchasing decisions on the Tokopedia e-commerce platform. This study used a quantitative approach to collect the required data. Questionnaires were distributed to 100 respondents to collect the data needed in this study.

The results of the study show that the brand ambassador variable has a significant impact on the respondents' purchasing decisions. In this context, transference from brand ambassadors has the most decisive influence among the other indicators considered. It shows that when consumers see brand ambassadors they like or trust, they are more likely to make profitable purchasing decisions for Tokopedia.

Keywords: Brand Ambassador: Brand Image: Buying Decision

INTRODUCTION

Brand or brand image is also vital in influencing consumer purchasing decisions. The brand image reflects consumers' perceptions and associations with a brand. A positive and strong brand image can build consumer trust, attract attention, and differentiate the brand from competitors in the market. Consumers prefer products or services with a positive brand image relevant to their needs and preferences.

Given the importance of brand ambassadors and brand image in influencing consumer purchasing decisions, this research is focused on Tokopedia e-commerce. Tokopedia is one of the largest e-commerce platforms in Indonesia, with a significant number of users. This study aims to identify and analyze the influence of brand ambassadors and brand image on consumer purchasing decisions at Tokopedia. The results of this research are expected to provide valuable insights for Tokopedia in developing marketing strategies and strengthening its brand image to improve consumer purchasing decisions.

According to the Indonesian Internet Service Providers Association, internet users in Indonesia reached 196.7 million in 2019. This technological development aligns with the growth of internet media or online media as a business center or often associated with an online business (e-commerce).

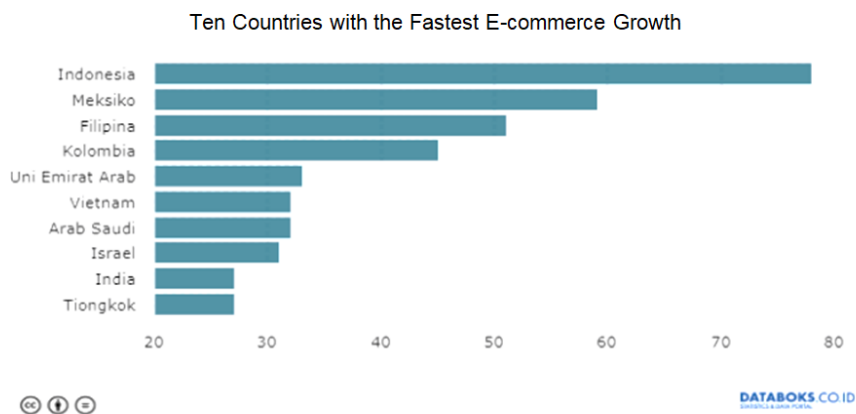


Figure 1. List of Ten Countries with the Fastest E-commerce Growth

Source: Databooks.co.id (2018)

Using internet technology or online media allows sales to be no longer made face-to-face. Marketing through online media is quite profitable for producers because the payment system is efficient, practical, and fast in distributing goods and services.

Table 1. E-commerce Top Brand Index

No	Brand Name	Top Brand Index		
		2020	2021	2022
1.	Shopee.co.id	20,00	41,80	43,70
2.	Tokopedia.com	15,80	16,70	14,90
3.	Blibli.com	8,40	8,10	10,10

Source: Top Brand Index (2022)

After Shopee, Tokopedia is an e-commerce site in great demand by the public. According to data from the Top Brand Index, the covid-19 outbreak has impacted changes in Tokopedia's performance in 2020, 2021, and 2022. Covid-19 peaked in Indonesia in 2020, so the government imposed social restrictions. People prefer to shop online because there are fewer opportunities to shop in person. Tokopedia will earn a profit of 0.9% in 2020-2021.

The Korean Wave phenomenon is widely used as a marketing strategy by companies. Companies like Tokopedia often use the Korean Wave phenomenon as a marketing strategy. Korean dramas, movies, and music compositions are used as a new trend and started this fashion. Korean wave products, including clothing, accessories, and cosmetic products, have a large fan base or worldwide following. The Korean Wave can improve a company's reputation or brand image by convincing the Indonesian public that Tokopedia sells reliable, high-quality goods.

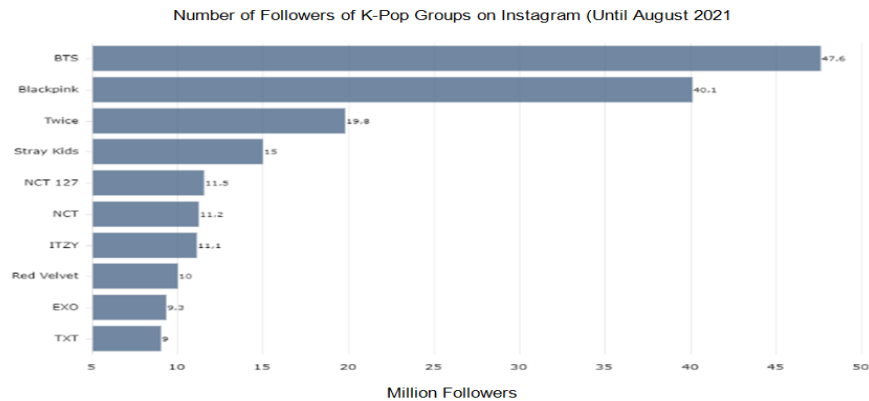


Figure 2. Number of K-Pop Followers on Instagram

Source: Databooks.co.id (2021)

Utilizing Brand Ambassadors from Korea is the best strategy to increase sales because fans want to buy goods related to their idols (Az-Zahra and Sudrajat, 2021). Blackpink and BTS, each with many fans in Indonesia, dominate the K-pop music scene. As e-commerce, Tokopedia wants to strengthen its modern and innovative brand image through the presence of Blackpink and BTS as brand ambassadors. The collaboration with Blackpink and BTS also allows Tokopedia to establish relationships with loyal and dedicated K-pop fans. It can result in positive business growth through purchasing decisions.

Based on the description above, this study aims to discover "The influence of brand ambassadors and brand image on purchasing decisions on Tokopedia e-commerce." Thus the formulation of the problem in this study is, first, do brand ambassadors influence purchasing decisions on e-commerce Tokopedia? Second, does brand image affect purchasing decisions on Tokopedia e-commerce?

LITERATURE REVIEW

Marketing

According to Kotler and Armstrong (1994), marketing has several meanings. Most people view marketing as a means of product promotion and consider it a business transaction. After all, they are both components of the more extensive marketing mix or separate marketing tools that must be used to make the most significant impact in the marketplace. The main goal of any marketing is to expand the market to meet the maximum sales objective.

Brand Ambassadors

Brand or brand ambassadors are individuals chosen by business actors to increase product profits (Lea Greenwood, 2012). According to Lea-Greenwood (2013), Brand ambassadors exhibit the following three characteristics:

1. Transference: when an individual with popularity endorses a brand related to his work.

2. Attractiveness: Good looking to support a product.
3. Congruence: Conformity between the brand and the brand ambassador.

Brand Image

According to Fitrianna & Aurinawati and Schiffman & Kanuk (2008), brand image is consumer opinion on a product brand they identify when evaluating it. In Fauzana, S., & Budiman (2020), Keller (2013:78) lists three brand image factors, including:

1. Strength of Brand Associations: The resulting brand associations will be stronger when someone considers and associates a product with an existing brand.
2. Favorability of Brand Associations: Having related features and advantages that satisfy consumer requirements and wants and help them build a favorable opinion about a brand.
3. The uniqueness of Brand Associations: Superior and competitive "unique selling proposition" that can attract consumers.

Buying decision

The stage of determining a decision by consumers in making a purchase transaction of a product. Factors influencing purchase choice:

1. The desire to buy a product
2. Priority in buying products
3. Recommendations from people around
4. Consideration of product needs

METHOD

The research method used in this study is quantitative. Data was collected through the use of a questionnaire as a research instrument. The research sample consisted of 100 respondents in the Surabaya area who were selected using a purposive sampling strategy. An ordinal scale in the form of a Likert scale is used as a measurement scale in this study.

The collected data were analyzed using the Structural Equation Modeling (SEM) method based on the component with the least squares Partial Least Square (PLS). The component-based SEM method compares the dependent variable with the independent variable using an analytical tool known as partial least squares (PLS). PLS is used to examine the relationship between the variables in this study. This study can holistically analyze the influence of brand ambassadors and brand image on purchasing decisions and see the relationship between these variables. The SEM method with PLS provides a powerful approach to testing complex models and variables, thereby providing a deeper understanding of the relationships between variables in this study.

RESEARCH RESULTS AND DISCUSSION

1. Outer Model (Measurement Model and Indicator Validity)

Validity is fulfilled if the factor loading is > 0.5 and is fulfilled significantly if the T-statistic value is > 1.96 .

Table 2. Outer Loadings (Mean, STDEV, T-Values)

	<i>Sample Original (O)</i>	<i>Sampel Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>Standar Error (STERR)</i>	<i>T Statistics (O/STERR)</i>
$X_{1.1} <- X_1$	0,886092	0,877800	0,044764	0,044764	19,794839
$X_{1.2} <- X_1$	0,795703	0,774616	0,081160	0,081160	9,804106
$X_{1.3} <- X_1$	0,901346	0,898700	0,025870	0,025870	34,841589
$X_{2.1} <- X_2$	0,865570	0,857761	0,036626	0,036626	23,632820
$X_{2.2} <- X_2$	0,870091	0,870166	0,032731	0,032731	26,583130
$X_{2.3} <- (X_2)$	0,879940	0,879780	0,025925	0,025925	33,941708
$Y_{.1} <- (Y)$	0,846150	0,846553	0,030045	0,030045	28,162661
$Y_{.2} <- (Y)$	0,881895	0,878665	0,030612	0,030612	28,808348
$Y_{.3} <- (Y)$	0,842698	0,837678	0,061067	0,061067	13,799646
$Y_{.4} <- (Y)$	0,884703	0,884748	0,023423	0,023423	37,770013

Source: Results of Data Processing

Statistically, all reflective indicators have a factor loading (original sample) > 0.50 and are significant (the T-statistic value is more than the Z value $\alpha = 0.05$ (5%) = 1.96). It shows that the assessment results of all indicators are convergent or well-validated. The cross-loading table can also be used to determine the validity of the indicator. Factor loading is considered valid if the loading factor value $>$ factor loading for each indicator for all other variables. But the factor loading value is considered invalid if it is lower than the other indicator variables.

Table 3. Cross Loading

	X_1	X_2	Y
$X_{1.1}$	0,886092	0,438759	0,585485
$X_{1.2}$	0,795703	0,317603	0,492812
$X_{1.3}$	0,901346	0,306176	0,575232
$X_{2.1}$	0,380515	0,865570	0,536679
$X_{2.2}$	0,329032	0,870091	0,648373
$X_{2.3}$	0,375328	0,879940	0,540008
Y_1	0,576974	0,578921	0,846150
Y_2	0,529113	0,557197	0,881895
Y_3	0,583920	0,486843	0,842698

Y₄	0,528318	0,664567	0,884703
----------------------	----------	----------	----------

Source: Results of Data Processing

The overall load factor value for each indicator (shaded) is above the load factor value for indicators of other variables. This finding supports the finding that all research indicators are well-validated.

2. Average Variance Extracted (AVE)

Table 4. AVE

	AVE
X₁	0,743575
X₂	0,760188
Y	0,746637

Source: Results of Data Processing

Average Variance Extracted (AVE) is a number that represents the significant variation of the indication on the latent variable. Figures on AVE convergence > 0.5 which means sufficient validity for latent variables. The number of the three variables is > 0.5 , indicating that the variable has good overall validity.

3. Composite Reliability

Table 5. Composite Reliability

	Composite Reliability
X₁	0,896629
X₂	0,904847
Y	0,921763

Source: Results of Data Processing

It is declared reliable if the measured construct reliability is > 0.70 . In this case, the indicator is called consistent in measuring latent variables. The three variables have Composite Reliability with a number > 0.70 , so all variables are said to be reliable.

4. Latent Variable Correlations

Table 6. Latent Variable Correlations

	X₁	X₂	Y
X₁	1,000000		
X₂	0,412428	1,000000	
Y	0,641208	0,664973	1,000000

Source: Results of Data Processing

The highest correlation value between other variables is 1; the closer to 1, the better the correlation. According to the latent variable correlation table, the average correlation value is moderate to moderate. Variables (X₂) and (Y) have the strongest correlation, with a value of

0.664973. It was also found that the variables (X_2) and (Y) showed a stronger correlation between the research model variables. It means that apart from the relationship between other variables, the brand image variable in this research model has a more substantial effect.

5. PLS Model Analysis

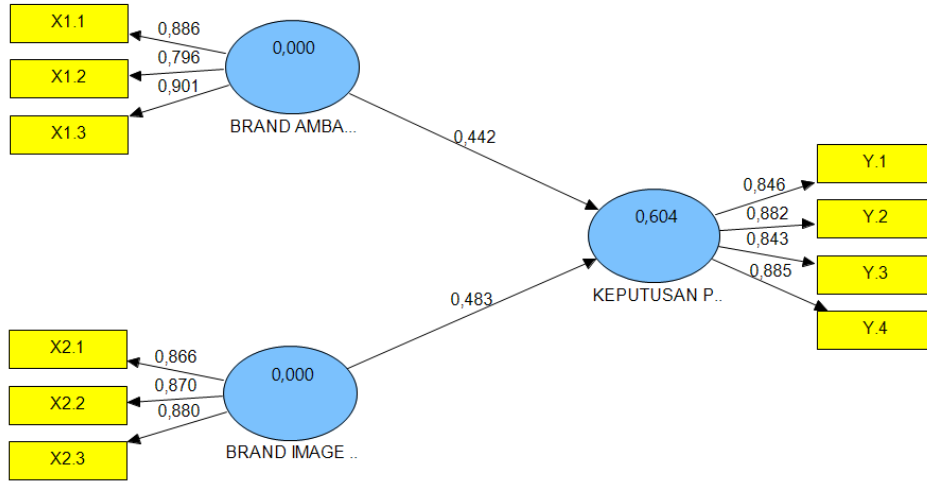


Figure 3. Outer Model

Source: Data Processing, SmartPLS output

6. Inner Model (Structural Model Testing)

Table 7. R-square

	R Square
X₁	
X₂	
Y	0,604444

Source: Data Processing Results

The value of $R^2 = 0.604444$ indicates that the model can explain the independent variable with a variance of 60.44% influencing the purchase decision. At the same time, the remaining 39.56% can be factors outside the research (besides Diversity and Brand Image).

The magnitude of Q^2 or Q-Square, predictive relevance for structural models, can be used to determine the suitability of the research model in addition to knowing the value of R^2 . When the Q-Square number > 0 indicates that the model is predictively relevant, when the Q-Square value ≤ 0 , it is not. The formula for Q-Square:

$Q^2 = 1 - [1 - R1^2] [1 - R2^2] \dots [1 - Rp^2]$ Where $R1^2, R2^2 \dots Rp^2$ are the R-square endogenous variables in the equation model. The Q^2 value has a value range of $0 < Q^2 < 1$, where the model is said to be getting better when it gets closer to number 1.

In this study, the value of Q_2 is equal to

$$Q_2 = 1 - [1 - 0.604444] = 0.604444.$$

The results of Q_2 calculations with a result of 0.604444 indicate that the research model meets predictive relevance.

7. Hypothesis Testing

Table 12. Path Coefficients (Mean, STDEV, T-Values, P-Values)

	Distance Coefficient (O)	Sample Mean (M)	Standard Deviasi (STDEV)	T Statistic ((O/STERR))	P Values
X₁ -> (Y)	0,442166	0,440875	0,101848	4,341429	0,000
X₂ -> (Y)	0,482611	0,487021	0,110251	4,377389	0,000

Hypothesis 1: It is suspected that the variable (X_1) has a positive effect on purchasing decisions on Tokopedia e-commerce is acceptable, with a path coefficient of 0.442166 and a T-statistic value of 4.341429 > 1.96 (from table value $Z\alpha = 0.05$) or P-Value 0.000 < 0.05, with a significant (positive) result.

Hypothesis 2: It is suspected that the variable (X_2) has a positive effect on purchasing decisions on Tokopedia e-commerce is acceptable, with a distance coefficient (O) of 0.482611 and a T-statistic value of 4.377389 > 1.96 (from table value $Z\alpha = 0.05$) or P-Value 0.000 < 0.05, indicating that the results are acceptable and significant (positive).

CONCLUSION

Based on the results of research on Tokopedia e-commerce, there are findings that brand ambassadors have a substantial impact on purchasing decisions. Transference is the indicator with the highest percentage. Brand image variable has a significant effect on purchasing decisions. The strength of Brand Associations is an indicator with the highest percentage. The brand ambassador variable significantly impacts the respondents' purchasing decisions. In this context, transference from brand ambassadors has the most decisive influence among the other indicators considered. It shows that when consumers see brand ambassadors they like or trust, they are more likely to make profitable purchasing decisions for Tokopedia.

As for the suggestions from the results of this study related to brand ambassadors, Tokopedia has good brand ambassadors. Therefore, it must be maintained and improved again, especially in the suitability of the celebrity profession. Regarding the brand image, Tokopedia has a positive image in the eyes of consumers. Therefore, it must be maintained and improved again, especially in brand strength.

REFERENCES

Amstrong, G. (2003). *Dasar-dasar Pemasaran* (Philip Kotler, Gary Amstrong); alih bahasa, Alexander Sindoro. Jakarta: Indeks.

- Arikunto, P. D. (2010). *Prosedur Penelitian*. Rineka Cipta.
- Arista, K. C. (2022). Pengaruh Label Halal, Harga dan Song Joong Ki Sebagai Brand Ambassador Terhadap Keputusan Pembelian Produk Scarlett Whitening di Kabupaten Sidoarjo. *Jurnal Ekonomi Syariah Teori dan Terapan*, 453-466.
- Garaika Darmanah, (2019). *Metodologi Penelitian*. Lampung: CV. Hira Tech.
- Fauzana, S. (2020). Pengaruh Brand Ambassador, Brand Image, dan Harga Terhadap Keputusan Pembelian Sampo Sunsilk. *Jurnal Ekonomi dan Bisnis*, 1-14.
- Ilham Ramadhan, M. E. (2021). Pengaruh Cristiano Ronaldo Sebagai Brand Ambassador Terhadap Keputusan Pembelian Pada E-Commerce Shopee. *Banking & Management Review*, 6.
- Jaya, I. G. (2008). *Pemodelan Persamaan Structural dengan Partial Least Square*. Semnas Matematika dan Pendidikan Matematika 2008, 118-132.
- Khairani, D. A. (2021). Pengaruh Harga, Kualitas Produk dan Promosi Terhadap Keputusan Pembelian pada PT Sirkah Purbantara Utama. *Jurnal Ilmu dan Riset Manajemen* e-ISSN: 2461-0593, 1-18.
- Kotler, P. A. (2009). *Manajemen pemasaran* (Philip Kotler, Kevin Lane Keller); penerjemah, Bob Sabran; editor, Adi Maulana, Wibi Hardani. Jakarta: Erlangga.
- Larasati, T. A. (2022). Pengaruh Idol Kpop Sebagai Brand Ambassador, Brand Image Dan Brand Awareness Terhadap Keputusan Pembelian Mie. *Jurnal Ilmiah Bidang Ilmu Ekonomi* Vol., 403-413.
- M. Anang Firmansyah, (2019). *Pemasaran Produk Dan Merek*. CV. Penerbit Qiara Media.
- Mahfud Sholihin, (2021). *Analisis SEM-PLS dengan WarpPLS 7.0 untuk Hubungan Nonlinier dalam Penelitian Sosial dan Bisnis*. 320: Penerbit Andi.
- Muhadjir Anwar, E. P. (2017). Loyalitas, Analisis Di, Pelanggan E-commerce Manajemen, Prodi Ekonomi, Fakultas. *EKUITAS: Jurnal Ekonomi dan Keuangan*, 82-89.
- Puteri, H. E. (2020). *Menentukan Populasi dan Sampel. Riset Ekonomi dan Perbankan Islam*, 16.
- Rosita, D. (2021). Pengaruh Celebrity Endorser dan Brand Image Terhadap Keputusan Pembelian Produk Wardah pada Konsumen Mahasiswa. *INOBISS: Jurnal Inovasi Bisnis dan Manajemen Indonesia*, 494-505.
- Sugiyono, P. D. (2010). *Metodologi Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta, 26-33.
- _____, (2017). *Metode Penelitian Bisnis*. Yogyakarta: Alfabeta.
- Sulistyowati, H. L. (2020). Pengaruh Brand Ambassador Dan Iklan Terhadap Keputusan Pembelian Konsumen Pada Marketplacetokopedia. *Jurnal Pendidikan Tata Niaga (JPTN)*, 904-910.
- Tokopedia. (2023). Profil Tokopedia. Retrieved from Crunchbase: <https://www.crunchbase.com/organization/tokopedia>
- Tokopedia. (n.d.). Profil Tokopedia. Retrieved from Bloomberg: <https://www.bloomberg.com/profile/company/8802566Z:IJ>
- Tokopedia. (n.d.). Situs resmi Tokopedia. Retrieved from 2009-2023: <https://www.tokopedia.com/about/>