Brand Ambassadors' Influence on Brand Image and Consumer Purchasing Decisions

[1]Silvia Betrice Situmorang, [2]Haris Herdiansyah
[1]Communication Studies, Faculty of Humanities, President University, Indonesia
[2]Communication Studies, Faculty of Humanities, President University, Indonesia
e-mail: haris.herdiansyah@president.ac.id

Abstract. E-commerce has recently grown in popularity, particularly in Indonesia. Indonesia has the highest number of e-commerce visitors in Southeast Asia. Shopee and Tokopedia are currently Indonesia's two largest e-commerce platforms. Tokopedia is an Indonesian company, and Shopee is a Singaporean company. Both are currently using a brand ambassador to expand their market, Shopee with Didi Kempot and Tokopedia with BTS. Therefore, the researchers conducted this study to determine the influence of those brand ambassadors on brand image and consumer purchasing decisions, and they compared Shopee and Tokopedia to determine which one influenced them the most. This study included 222 respondents drawn from a population of young Indonesian higher education students using convenience sampling. To test the hypothesis, a simple linear regression analysis was used. This study discovered that Brand Ambassador *Didi Kempot* had an influence on Brand Image (sig. 2-tailed = 0.000 with R2 = 0.124) and Shopee Consumer Buying Decision (sig. 2-tailed = 0.000 with R2 = 0.062) and Brand Ambassador BTS had an influence on Brand Image (sig. 2-tailed = 0.000 with R2 = 0.243) and Tokopedia Consumer Buying Decision (sig. 2-tailed = 0.000 with R2 = 0.059). Furthermore, all independent variables had a positive influence on all dependent variables. The source of R2 demonstrated that all dependent variables were positive.

Keywords: *Brand Ambassador; Brand Image; Consumer Buying Decision; Didi Kempot; BTS*

Introduction

The advancement of information technology has resulted in a significant change in the commerce sector through the creation of e-commerce (electronic commerce). E-commerce is a new way of trading that is more convenient and less expensive. E-commerce is a trading business that makes use of information technology. Nanehkaran (2013) defines e-commerce as a virtual market in which stores do not need to have a physical location because market circulation and access can be done from anywhere. People can select and purchase goods displayed in virtual shop windows in unspecified parts of the world and promoted on virtual networks, with payment made via electronic services.

E-commerce is also aided by the use of the internet. According to Statistics Indonesia, there are over 107 million internet users, with an annual increase from 95.2 million users in 2018 to 84 million users in 2017. It demonstrates that the internet is now widely used for a variety of purposes because it makes everything easier and faster (Statistics Indonesia, 2019).

With that many internet users, any information posted on the internet will quickly spread to a large number of Indonesians who use the internet. This is how e-commerce benefits business development. E-commerce is entirely dependent on the internet because it requires internet access. As the internet has made many things easier, e-commerce has been affected, and it is now easier to build a business through e-commerce, easier for people to market their products, and e-commerce allows people to sell whatever they want to sell as long as it does not violate the law (iPrice Group, 2019).

According to Nanehkaran, e-commerce has several advantages, including: 1) the ability to access it 24 hours a day, 2) the reduction of transaction costs, and 3) the ability

to conduct business easily because there is no need for a physical store in e-commerce, and 4) Price comparison. However, there are several disadvantages to e-commerce, which are as follows: 1) e-commerce can be easily accessed by both good and bad people; and 2) there is no guarantee that people will receive the good quality that they expected. People may receive a product that is slightly different in color or size, and so on; 3) E-commerce allows people to interact in a different location without restriction, but this method reduces direct contact, which reduces social contact (Nanehkaran, 2013).

However, e-commerce survives and even grows significantly. These advantages are compelling enough to persuade many people to open an e-commerce store, and therefore, many people are now more interested in shopping via e-commerce rather than the traditional market, because there are many stores and products that can be easily found on e-commerce. (Wijaya, V. A., & Oktavianti, 2019).

According to Statistics Indonesia' listing of 3.504 census blocks in Indonesia, 15.08% of them use the internet for e-commerce. Furthermore, 45,30% of them started using the internet for e-commerce around the year 2017-2018, which was higher than the year before and after. In comparison, only 28,06% of people began to use e-commerce between 2010 and 2016, 1,53% in 2010 and older, and 25,11% in 2019 (Statistics Indonesia, 2019).

According to Iprice, Indonesia is the top country in Southeast Asia in terms of e-commerce website visits. In addition, according to Databoks data, Indonesia is now the world's fastest growing e-commerce country, as shown in Figure 1 (iPrice Group, 2019).
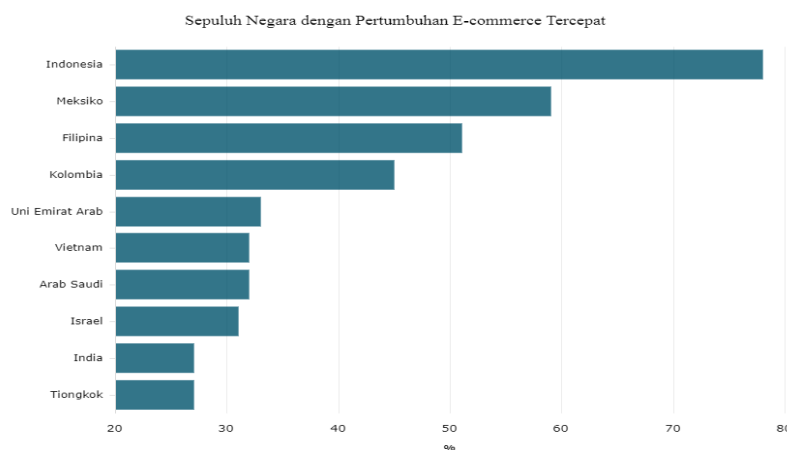
Figure 1. Countries With the Fastest E-Commerce Growth in The World
Source: Databoks 2019

Increased e-commerce growth is also accompanied by increased competition among e-commerce. In Indonesia, e-commerce is available not only locally but also regionally. Tokopedia and Shopee are two Indonesian e-commerce platforms. Tokopedia is a local e-commerce site that launched in Indonesia in 2009. Meanwhile, Shopee is a regional e-commerce platform that debuted in Indonesia in 2015. Shopee is originally from Singapore, whereas Tokopedia is from Indonesia. Tokopedia is now Indonesia's number one e-commerce site. However, despite the fact that Shopee only began operations in Indonesia in 2015, making it younger than Tokopedia, by 2017, Shopee had caught up to other major e-commerce players in Indonesia, including Tokopedia.

The researchers chose Shopee and Tokopedia to be researched over the other e-commerce because they are currently the top two e-commerce in Indonesia. They both compete with other e-commerce sites in Indonesia. Tokopedia was first, and Shopee was second, in terms of e-commerce in Indonesia in 2019. Their positions were obtained through a variety of marketing strategies that were very similar to one another, such as

discounts, coupons, brand ambassadors, and so on. Therefore, they must develop their brand in order to stand out and make a difference. According to Wijaya (2013), the American Marketing Association/AMA defines brand as "a name, term, sign, symbol, design, or a combination of them, designed to identify the products of one seller or group of sellers and also to differentiate them from other competitors".

Shopee and Tokopedia are not only e-commerce platform names but also brands. It provides a distinct identity and positioning for the target consumer. However, if a brand's name is not built and promoted strategically, it may be nothing more than a name. According to Wijaya and Oktavianti's (2019) research, a well-known brand is more reliable, frequently accessible, and easy to find, and has a consistency that no doubt makes a well-known brand more likely to be preferred by customers than an unknown brand. One strategy for developing a strong brand is through its brand image. Rosengren defines brand image as how customers perceive the brand, and it is an important factor in how customers make decisions after gathering information about specific brands and alternatives (Rosengren, 2010).

In other words, the image of a brand influences customers to buy a product. Customers are more likely to be interested in a brand with a positive image because the brand is perceived to be well-maintained and trustworthy. A strong brand image can make it easier for a company to reach its target market. There are many ways to build a brand image, one of which is through brand ambassadors. Brand ambassadors work as both image builders and advertising agents for a company. A brand ambassador is someone who knows the product and is used to promoting and advertising it, such as a celebrity or public figure (Sadrabadia, A. N., and M. K. Sarajib, 2018).

Chelsea Islan, Isyana Sarasvati, and BTS/Bangtan Boys have all served as brand ambassadors for Tokopedia. BTS is a South Korean regional boy band made up of several men. According to Tokopedia, BTS has a long list of extraordinary achievements, including being named one of TIME Magazine's most influential people in 2019, becoming a UNICEF Goodwill Ambassador, and delivering a speech in front of the UN General Assembly. BTS is the ideal partner to represent the Tokopedia brand persona because of these positive influences (Tokopedia, 2019).

Shopee is also concerned about falling behind. Shopee even employs more brand ambassadors than Tokopedia. Via Vallen, Rizky Febian, Prilly Latuconsina, Christiano Ronaldo, Slank, Syahrini, Black Pink, and Didi Kempot are some of Shopee's current brand ambassadors. Didi Kempot was an Indonesian celebrity and the face of Campursari, a type of traditional Javanese music. Didi Kempot, the brand ambassador, was being used to help preserve the richness of Indonesian culture. The director of Shopee Indonesia, Tirto.id, hopes that through this collaboration, they will be able to reach all generations and raise public awareness about the importance of Indonesian cultural diversity.

The use of brand ambassadors has become more common in recent years. A brand ambassador could potentially influence consumer purchasing decisions for e-commerce sites like Tokopedia and Shopee. This is because a brand promoted by a well-known person will make a favourable impression on the consumer.

According to Victor et al. (2018), a consumer's purchasing decision is the culmination of a search for evaluating two or more alternative behaviors and selecting one of them. Consumer purchases, according to Jha (2014), are a reaction to a problem, whereas decision-making is the process of gathering and processing information, followed by evaluating and selecting the best possible option to make a purchasing decision. Meanwhile, according to Rook et al. (as cited in Dinesh, 2014), consumer purchasing decisions can be seen as a combination of attributes such as a sudden and unexpected desire to achieve, a state of psychological instability, the emergence of

psychological tension reflecting an inner war of mind, a decline in the rational assessment of product attributes, and a lack of regard or rejection for the outcomes of actions.

Consumer purchasing decisions are classified into three categories, each influenced by the following five factors: 1) the number of alternatives, 2) the price of the good or service, 3) the level of consumer involvement, 4) the extent of information search, and 5) the time required to make a decision (Dinesh, 2014). The three categories influenced by those factors are as follows: "Extensive decision-making" is the first category. Dinesh (2014) defines extensive decision-making as the most complicated category of consumer purchasing decisions. It is associated with high consumer involvement and requires a high level of information search and evaluation. Consumers in this category will gather as much information as possible, both from outside sources (external search) and from memory (internal search) and will spend more time and effort deciding. This is due to the fact that they are dealing with very expensive products or products that are rarely purchased and involve a high level of risk and uncertainty (Dinesh, 2014).

The second category is "limited decision-making." Based on the research of Lamb et al., Levy and Weitz, and Salomon, Dinesh (2014) explains that this category occurs when the consumer has had several previous experiences with the product or service. Unlike the first, this category has a moderate risk of making an incorrect decision. Therefore, because consumers will spend some time and effort in this process searching for information or considering alternatives, this category is associated with lower levels of involvement. This category is simpler than the previous one, which requires extensive decision-making (Dinesh, 2014).

The third category is "routine decision making." This category occurs when consumers deal with frequently purchased goods or services, according to Lamb et al.., Sheth and Mittal, and Salomon's research (in Dinesh, 2014). The consumer is already familiar with a variety of brands in the product category, but they are loyal to one, so the risk of making a bad decision is also low. Consumers who engage in routine response behavior usually have no trouble recognizing a product until they are prompted by advertising or see it on the store shelf. They will buy first, then evaluate.

Tokopedia and Shopee may use brand ambassadors to promote their e-commerce because a customer's impression will indirectly influence the consumer's purchasing decision. Not only that, but the choice of a brand ambassador influences the brand ambassador's impact later on. Therefore, researchers discuss brand ambassadors, brand image, and consumer purchasing decisions. The goal of this study is to determine the impact of local and regional brand ambassadors on brand image and consumer purchasing decisions based on the problems stated above.

This study raises the following research questions: To begin, do Didi Kempot and BTS influence brand image on Shopee and Tokopedia? Second, do Didi Kempot and BTS have any impact on consumer purchasing decisions on Shopee and Tokopedia?

There are two hypotheses in this study as well: H01: Brand ambassadors have no impact on brand perception or consumer purchasing decisions. H1: Brand ambassadors have an impact on brand perception. H02: Brand ambassadors influence consumer purchasing decisions. H2: Brand ambassadors influence consumer purchasing decisions.

Research Method

This is a quantitative research approach with a comparative causal research design. The quantitative approach, according to Apuke (2017), entails the quantification and examination of variables to obtain results, as well as the use and study of numerical data using specific statistical techniques to answer questions such as what, who, where, when, how many, and how much. According to Herdiansyah (2019), quantitative research

is "the explanation of a problem or event by collecting data in numerical form and evaluating it using mathematical methods, specifically statistics." In addition to a descriptive comparative with a quantitative approach, this study employs positivism as its research paradigm.

One independent variable (Brand Ambassador (X), one dependent variable (Brand Image (Y1), and one dependent variable (Consumer Buying Decision) are present (Y2). The researcher used brand ambassador (15 items), brand image (9 items), and consumer purchasing decision (13 items) as research instruments, with a Likert scale and five preferences: strongly agree, agree, neutral, disagree, strongly disagree.

In this study, the population is infinite. While the sample population was made up of higher education students in their early twenties who had never used Shopee or Tokopedia, the researchers chose this sample because Shopee and Tokopedia both cater to millennials, or young people, as customers, and the brand ambassadors they employ are also young. Convenience sampling was a sampling technique distinguished by the fact that people were sampled solely because they were "convenient" data sources for researchers. The sample size for this technique was 222 students.

Researchers used validity and reliability testing to ensure the instrument's eligibility and accuracy. The SPSS (Statistical Package for Social Science) testing application was used to determine whether all items were appropriate or not. Bivariate Pearson Correlation was used (Pearson Moment Product). Dewi (2018) also stated that the validity test will be conducted by correlating each item's score with the total score, and the r-count will be compared with the r-table at a significance level of 5%. The r-count > r-table is used to determine whether an item is valid or not. Cronbach's Alpha was used to assess the reliability of the scale or questionnaire because Dewi (2018) stated that the Cronbach's Alpha method is the most commonly used method in research. The researchers also used SPSS to determine the Cronbach's Alpha. According to Ghozali (2011), the research instrument is reliable if the Cronbach's Alpha is greater than 0.6. If the Cronbach's Alpha is less than 0.6, the instrument is untrustworthy.

The researchers also measured the classical assumption test. The classical assumption test, according to Hanaysha (2018), should be performed prior to the regression analysis to ensure that the processed data sample accurately represents the population as a whole. The classical assumption test has two tests: the normality test and the heteroscedasticity scatterplot. In this study, simple linear regression was used to test hypotheses. For both the classical assumption test and the hypothesis test, IBM SPSS version 25 was used.

Results and Discussions

The researchers completed the pilot test first, which included validity and reliability tests. The first is validity, which is concerned with finding the right instrument to measure what was supposed to be measured. The researchers measured the instrument in the pilot test using the formula if r-count > r-table, where r-table was at a significant level of 5%, indicating that the instrument was valid and usable. The validity result is displayed below.

Table 1 Validity Test for Shopee and Didi Kempot

Variables	Item Number	r_{count}	r_{table} 5%	Result
Consumer Buying Decision	1	.497	.276	VALID
	2	.557	.276	VALID
	3	.583	.276	VALID
	4	.097	.276	NOT VALID

Variables				
	5	.320	.276	VALID
	6	.275	.276	NOT VALID
	7	.522	.276	VALID
	8	.698	.276	VALID
	9	.556	.276	VALID
	10	.548	.276	VALID
	11	.707	.276	VALID
	12	.709	.276	VALID
	13	.583	.276	VALID
	14	.462	.276	VALID
	15	.506	.276	VALID
Brand Image	1	.730	.276	VALID
	2	.628	.276	VALID
	3	.482	.276	VALID
	4	.635	.276	VALID
	5	.659	.276	VALID
	6	.682	.276	VALID
	7	.533	.276	VALID
	8	.528	.276	VALID
	9	.435	.276	VALID
Brand Ambassador	1	.577	.276	VALID
	2	.461	.276	VALID
	3	.399	.276	VALID
	4	.779	.276	VALID
	5	.757	.276	VALID
	6	.403	.276	VALID
	7	.707	.276	VALID
	8	.729	.276	VALID
	9	.615	.276	VALID
	10	.554	.276	VALID
	11	.424	.276	VALID
	12	.652	.276	VALID
	13	.617	.276	VALID
	14	.688	.276	VALID
	15	.604	.276	VALID

Source: Processed Data, 2020

The validity of Brand Ambassador Didi Kempot (X), Shopee Brand Image (Y1), and Shopee Consumer Buying Decision (Y2) were found to be invalid because they were less than the r-table of 0.276. 37 items, however, were valid because they exceeded the r-table. The researchers deleted and removed two invalid items, leaving 37 for the field study.

Table 2 Validity Test for Tokopedia and BTS

Variables	Item Number	r_{count}	r_{table} 5%	Result
Consumer Buying	1	.417	.276	VALID
Decision	2	.745	.276	VALID

	3	.313	.276	VALID
	4	.574	.276	VALID
	5	.425	.276	VALID
	6	.350	.276	VALID
	7	.346	.276	VALID
	8	.477	.276	VALID
	9	.443	.276	VALID
	10	.528	.276	VALID
	11	.727	.276	VALID
	12	.553	.276	VALID
	13	.619	.276	VALID
	14	.542	.276	VALID
	15	.628	.276	VALID
Brand Image	16	.737	.276	VALID
	17	.528	.276	VALID
	18	.430	.276	VALID
	19	.721	.276	VALID
	20	.573	.276	VALID
	21	.707	.276	VALID
	22	.726	.276	VALID
	23	.569	.276	VALID
	24	.431	.276	VALID
Brand Ambassador	25	.693	.276	VALID
	26	.519	.276	VALID
	27	.793	.276	VALID
	28	.853	.276	VALID
	29	.797	.276	VALID
	30	.745	.276	VALID
	31	.875	.276	VALID
	32	.809	.276	VALID
	33	.452	.276	VALID
	34	.768	.276	VALID
	35	.444	.276	VALID
	36	.648	.276	VALID
	37	.741	.276	VALID
	38	.682	.276	VALID
	39	.554	.276	VALID

Source: Processed Data, 2020

The validity for Brand Ambassador BTS (X), Tokopedia Brand Image (Y1), and Tokopedia Consumer Buying Decision (Y2) was discovered to be valid because all items were greater than the r-table, which is 0.276. Therefore, all items were used.

The researchers used SPSS to calculate the Cronbach's alpha, because a Cronbach's alpha greater than 0.6 indicates that the item is reliable. Cronbach's Alpha is a measurement used in research to test reliability, with a standard value of 0.6. The results of the reliability testing are shown below.

Table 4 Reliability Test for Shopee and Didi Kempot

Variables	Cronbach's Alpha	N of Items	Remarks
Consumer Buying Decision	.795	15	RELIABLE
Brand Image	.745	9	RELIABLE

Brand Ambassador	.861	15	RELIABLE

Source: Processed Data, 2020

The reliability test of Brand Ambassador Didi Kempot (X), Shopee Brand Image (Y1), and Shopee Consumer Buying Decision (Y2) revealed that all of the data above were reliable because the Cronbach's alpha was greater than 0.6. The data are reliable if the Cronbach's alpha is greater than 0.6. Because the Cronbach's alpha was greater than 0.6, the items could be used repeatedly and still produce the same results.

Table 4 Reliability Test for Tokopedia and BTS

Variables	Cronbach's Alpha	N of Items	Remarks
Consumer Buying Decision	.793	15	RELIABLE
Brand Image	.774	9	RELIABLE
Brand Ambassador	.915	15	RELIABLE

Source: Processed Data, 2020

All of the instruments of Brand Ambassador BTS (X), Brand Image of Tokopedia (Y1), and Consumer Buying Decision of Tokopedia (Y2), like Shopee, were reliable because their Cronbach's alpha was greater than 0.6. Because the Cronbach's alpha was greater than 0.6, the items could be used repeatedly and still produce the same results.

Here is the outcome of the traditional assumption test. The results of the normality and heteroscedasticity tests are shown below.

Table 5 & 6 Normality Test Brand Ambassador Didi Kempot to Brand Image & Consumer Buying Decision Shopee

One-Sample Kolmogorov-Smirnov Test

N		222
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.50430028
Most Extreme Differences	Absolute	.041
	Positive	.029
	Negative	-.041
Test Statistic		.041
Asymp. Sig (2-tailed)		.200[c,d]

    a.   Test distribution is Normal

    b.   Calculated from data

    c.   Lilliefors Significance Correction

    d.   This is a lower bound of the true significance

One-Sample Kolmogorov-Smirnov Test

N		222
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	6.93911355
Most Extreme Differences	Absolute	.051
	Positive	.028
	Negative	-.051
Test Statistic		.051

Asymp. Sig (2-tailed)	.200[c,d]

e.   Test distribution is Normal
f.   Calculated from data
g.   Lilliefors Significance Correction
h.   This is a lower bound of the true significance

Source: Processed Data, 2020

The graphs above depict the outcomes of normality tests conducted by Brand Ambassador Didi Kempot (X), Shopee's Brand Image (Y1), and Shopee's Consumer Buying Decision (Y2) (Y2). The first graph shows the result of Brand Ambassador Didi Kempot's normality test to Brand Image Shopee, with the result being normally distributed because the significant was 0.200 > 0.05. The same can be said for Brand Ambassador Didi Kempot's normality test on Consumer Buying Decision Shopee, which showed that the outcome was normally distributed because the significant was 0.200 > 0.05. This implies that the researcher's data or sample results already represented the entire population.

Table 7 & 8 Normality Test Brand Ambassador BTS to Brand Image & Consumer Buying Decision Tokopedia

One-Sample Kolmogorov-Smirnov Test

		XY2 Unstandardized Residual
N		218
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.37899348
Most Extreme Differences	Absolute	.058
	Positive	.058
	Negative	-.046
Test Statistic		.058
Asymp. Sig (2-tailed)		.072[c]

a.   Test distribution is Normal
b.   Calculated from data
c.   Lilliefors Significance Correction

One-Sample Kolmogorov-Smirnov Test

|		XY2 Unstandardized Residual
N		218
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	7.27640732
Most Extreme Differences	Absolute	.055
	Positive	.026
	Negative	-.055
Test Statistic		.055

Asymp. Sig (2-tailed)	.200c,d

    d.   Test distribution is Normal
    e.   Calculated from data
    f.   Lilliefors Significance Correction
    g.   This is a lower bound of the true significance

Source: Processed Data, 2020

The graphs above show the outcomes of normality tests on Brand Ambassador BTS (X), Tokopedia Brand Image (Y1), and Tokopedia Consumer Buying Decision (Y1) (Y2). The first graph depicts the normality test of Brand Ambassador BTS to Brand Image Tokopedia, with the result being normally distributed because the significant is 0.072 > 0.05. The normality test of Brand Ambassador BTS to Consumer Buying Decision Tokopedia demonstrated that the results were normally distributed because the significant is 0.200 > 0.05. This implies that the researcher's data or sample results already represented the entire population. In order to have the linear regression test, this study required one more test, the heteroscedasticity scatterplot test.

Figure 2 & 3 Heteroscedasticity Test Brand Ambassador Didi Kempot to Brand Image & Consumer Buying Decision Shopee
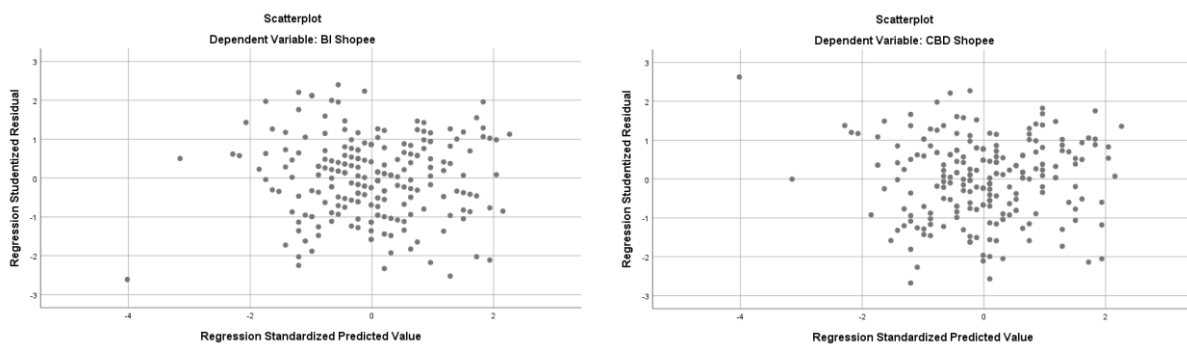
Source: Processed Data, 2020

It was claimed that if the residuals are distributed freely or randomly along the horizontal line at 0, heteroscedasticity does not exist. In addition, as illustrated in the figures above, both figures, the first of which is Brand Ambassador Didi Kempot on Brand Image Shopee and the second of which is Brand Ambassador Didi Kempot on Consumer Buying Decision Shopee, meet the homoscedasticity or heteroscedasticity requirements because the residuals are distributed randomly.

Finally, the researchers used SSPS to test the analysis hypothesis. However, because simple regression analysis on SPSS can only analyze one independent and one dependent variable, this study conducted the analysis one at a time, starting with Brand Ambassador to Brand Image and then moving on to Brand Ambassador to Consumer Buying Decision. An independent t-test was used to compare the mean of two groups to determine the p-value or significance level. In other words, the independent sample t-test aims to test the hypothesis and determine which hypothesis is accepted and which is rejected. To find out, the researchers had to use SPSS to find the result of sig. (2-tailed). If the significance of the independent sample t-test is greater than 0.05, H0 is rejected, and Ha is accepted.

Table 9 Independent T-test Brand Ambassador Didi Kempot to Brand Image Shopee

		Levene's Test for Equality of variances				
		F	Sig.	t	df	Sig (2-tailed)
BA BI Shopee	Equal Variances assumed	57.965	.000	30.006	442	.000
	Equal Variances not assumed			30.006	332.884	.000

Source: Processed Data, 2020

Table 10 Independent T-test Brand Ambassador Didi Kempot to Shopee

		Levene's Test for Equality of variances				
		F	Sig.	t	df	Sig (2-tailed)
BA CBD Shopee	Equal Variances assumed	7.298	.007	5.674	442	.000
	Equal Variances not assumed			5.674	416.368	.000

Source: Processed Data, 2020

Table 11 Independent T-test Brand Ambassador BTS to Brand Image Tokopedia

		Levene's Test for Equality of variances				
		F	Sig.	t	df	Sig (2-tailed)
BA BI Tokopedia	Equal Variances assumed	131.202	.000	29.863	434	.000
	Equal Variances not assumed			29.863	299.447	.000

Source: Processed Data, 2020

Table 12 Independent T-test Brand Ambassador BTS to Consumer Buying Decision Tokopedia

		Levene's Test for Equality of variances				
		F	Sig.	t	df	Sig (2-tailed)
BA CBD Tokopedia	Equal Variances assumed	43.074	.000	13.736	434	.000
	Equal Variances not assumed			13.736	376.576	.000

Source: Processed Data, 2020

All of the figures above show that all variables have the same sig (2-tailed) of.000. This is the p-value, or level of significance, required for this study. All H0s were rejected because the p-value or significance level was 0.000 0.05, whereas H1 and H2 were accepted. This affected both Shopee-Didi Kempot and Tokopedia-BTS.

After determining that both H1 and H2 were acceptable, the researchers employed SPSS to calculate the total correlation between the independent and dependent variables using the coefficient of determination, or R^2. The outcomes are listed below.

Table 13 & 14 r2 Brand Ambassador Didi Kempot to Brand Image & Consumer Buying Decision Shopee

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.353ᵃ	.124	.120	4.515

a. Predictors: (Constant), BA Didi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.250ᵃ	.062	.058	6.955

b. Predictors: (Constant), BA Didi

Source: Processed Data, 2020

The first figure is the R2 of Brand Ambassador Didi Kempot to Brand Image Shopee from the figures above. The R2 score is 0.124, indicating that the regression or maximum effectiveness influence of Brand Ambassador on Brand Image is 12.4%. Meanwhile, the R2 Brand Ambassador Didi Kempot to Consumer Buying Decision Shopee has an R2 of 0.062, indicating that the regression or maximum effectiveness of a brand ambassador toward consumer buying decisions is 6.2 percent. Furthermore, because the R2 score is negative, the influence of Brand Ambassador Didi Kempot on Shopee's brand image and consumer purchasing decisions is positive. In other words, brand ambassador Didi Kempot has positively influenced Shopee's brand image and consumer purchasing decisions.

Table 15 & 16 r2 Brand Ambassador BTS to Brand Image & Consumer Buying Decision Tokopedia

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.493ᵃ	.243	.239	4.389

a. Predictors: (Constant), BA BTS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.242ᵃ	.059	.054	7.293

b. Predictors: (Constant), BA BTS

Source: Processed Data, 2020

The R2 of Brand Ambassador BTS to Brand Image Tokopedia is depicted in the first figure in the figures above. The R2 score is 0.243, indicating that the brand ambassador has a 24.3% regression or maximum effectiveness influence on brand image. Meanwhile, R2 Brand Ambassador BTS to Consumer Buying Decision Tokopedia has an R2 score of 0.059, indicating that a brand ambassador's regression or maximum effectiveness influence on consumer purchasing decisions is 5.9 percent. Furthermore, because the R2 score was positive, Brand Ambassador BTS had a positive influence on Tokopedia's brand

image and consumer purchasing decisions. To put it another way, brand ambassador BTS had a positive impact on Tokopedia's brand image and consumer purchasing decisions.

Shopee and Tokopedia, two of Indonesia's largest e-commerce platforms, are still using brand ambassadors as part of their marketing strategies. Both compete by using their own brand ambassadors, with Shopee using the local brand ambassador, Didi Kempot, and Tokopedia using the regional brand ambassador, BTS. The results are discussed below, along with the accepted hypotheses and a comparison of Shopee-Didi Kempot and Tokopedia-BTS.

Shopee H1: Brand ambassadors had a positive impact on brand image.

According to the independent sample t-test, the first hypothesis states that Brand Ambassador Didi Kempot has an influence on the brand image Shopee. The result of the independent sample t-test showed that the sig. 0.000 (2-tailed) was 0.000, which was less than 0.05, indicating that the H1 was accepted. If this hypothesis was accepted, it means Didi Kempot met the criteria for a brand ambassador, which are transference, attractiveness, congruence, credibility, and power. Didi Kempot influenced the Shopee brand image indicators of strength of brand association, uniqueness of brand associations, and favorability of brand associations using these indicators. In other words, Didi Kempot was able to make Shopee memorable to consumers, distinguish Shopee from other e-commerce, and possibly persuade consumers that Shopee met their needs.

Didi Kempot's popularity skyrocketed after Shopee named him a brand ambassador, and he was adored by many people, especially young people. Didik Kempot's momentum and popularity at the right time made him effective in influencing a specific product's brand image. According to Rosengren (2010), the company's figures' momentum and popularity can be very effective in raising public awareness of the advertisements. Rosengren (2010) further contend that Didi Kempot's public awareness was very high, which had an impact on the brand image. Creating awareness is an important step in creating a brand image (Putra, 2014). In this context, public awareness of Didi Kempot and Shopee has emerged, and this awareness has proven to be extremely effective in forming a positive brand image.

However, according to R2, Didi Kempot had a 12.4% influence on Shopee's brand image, implying that the remaining 87.6% was influenced by factors not discussed in this study, but this is irrelevant because the goal of this study is to determine whether or not Brand Ambassador Didi Kempot influenced Brand Image Shopee. According to many other studies, brand ambassadors have only a minor impact on brand image.

Shopee H2 Brand ambassadors influence consumer purchasing decisions.

According to the independent sample t-test, the second hypothesis states that Brand Ambassador Didi Kempot had an influence on Consumer Buying Decision Shopee. As with the first hypothesis, an independent sample t-test has shown that the sig (2-tailed) was 0.000, which was less than 0.05, so H2 was accepted. When this hypothesis, like the first, was accepted, it means Didi Kempot had met the indicators of a brand ambassador. In addition to meeting the indicators, Didi was able to guide the consumer through the five stages of the purchasing decision process, which are need/problem recognition, information search, alternative evaluation, purchase decision, and post-purchase.

According to R2, Didi Kempot influenced 6.2% of shopper purchasing decisions, implying that other factors influenced 93.8% of shopper purchasing decisions. These findings are intriguing because, despite his popularity, Didi Kempot did not always have a significant influence on consumer purchasing decisions. According to Wijaya (2013), individual figures are significantly correlated with popularity; however, in the business world, popularity does not always correlate with an increase in sales or success in

marketing certain products that can be accepted by the market. Wijaya (2013) states that even though Didi Kempot was popular, popularity did not necessarily influence Shopee consumer purchasing decisions. Consumers perceived Didi Kempot as a celebrity who was currently popular because his songs were popular among young people, but he had no direct influence on their decision to purchase goods on Shopee.

Another consideration is the factors that can directly influence consumer purchasing decisions. Three factors influence consumer purchasing decisions, according to Victor, Thoppan, Nathan, and Maria (2018): the availability of goods, competitive prices, and appealing promotions such as discounts or bonuses. Aside from these three factors, it is thought that they have no direct influence on consumer purchasing decisions. Victor, Thoppan, Nathan, and Maria (2018) argue that brand ambassadors are not one of the three factors that directly influence a consumer's decision to purchase a product, and thus their effect is negligible. Although the effect score was small, it did not matter because it still met the hypothesis that brand ambassadors had a 6.2% influence on consumer purchasing decisions. According to this finding, Didi Kempot had a greater influence on Shopee's brand image (12.4 percent) than he did on consumer purchasing decisions (6.2 percent). This result was also consistent with Shopee's goal of using Didi Kempot as their brand ambassador. Shopee collaborated with Didi Kempot to protect Indonesian culture. Therefore, working with Didi Kempot aided Shopee's brand image, which aimed to be more local by preserving Indonesian culture through Didi Kempot.

Tokopedia H1: Brand ambassadors help to improve brand image.

In essence, Shopee and Tokopedia produce comparable results and differ only in price. Therefore, their analysis methods are quite similar. According to the independent sample t-test, the first hypothesis stated that Brand Ambassador BTS had an impact on Brand Image Tokopedia as well. An independent sample t-test has a sig (2-tailed) of 0.000, which is less than 0.05, indicating that H1 was accepted. We can conclude that BTS met the criteria for a positive brand ambassador if we accept this hypothesis. As a result, BTS had an impact on Tokopedia's brand image indicators, which include the strength, uniqueness, and favorability of brand associations. In other words, BTS could help consumers remember Tokopedia, distinguish it from other e-commerce sites, and possibly persuade them that Tokopedia can meet their needs. However, as with Shopee, the r2 result indicated that BTS had a 24.3% influence on Tokopedia's brand image, implying that the remaining 75.7% was influenced by factors not discussed in this study. A similar study discovered that brand ambassadors had a minor impact on brand image. Rosengren (2010) investigated the impact of Shopee's Brand Ambassador Blackpink on the company's brand image. According to this study, Blackpink had a 17.0% influence on Shopee's brand image. Despite the fact that both Blackpink and BTS are South Korean regional brand ambassadors, this result is lower than the one found in this study, which found that BTS had a 24.3% influence on Tokopedia's brand image.

Tokopedia H2: Brand ambassadors influence consumer purchasing decisions.

The second hypothesis, which was tested using the independent sample t-test, stated that Brand Ambassador BTS influences Tokopedia consumer purchasing decisions. H2 was accepted after an independent sample t-test yielded a sig (2-tailed) of 0.000, which was less than 0.05. BTS met the brand ambassador indicators and influenced the consumer buying decision indicators (need/problem recognition, information search, alternative evaluation, purchase decision, and post-purchase). Alternatively, BTS could guide the consumer through the five stages of the purchasing decision.

Despite this, BTS had a lower influence on consumer purchasing decisions than Tokopedia, accounting for only 5.9% of the total, with the remaining 94.1% influenced by factors not covered in this study. This conclusion was reached by the researchers based on the R2 of the brand ambassador and the consumer purchasing decision. The goal of this study is to determine whether Brand Ambassador Didi Kempot influenced consumer purchasing decisions in Tokopedia, regardless of how minor the influence was. Furthermore, as BTS has a long history of doing so, this result was consistent with Tokopedia's goal of collaborating with BTS to spread a positive message. BTS's total influence on Tokopedia's brand image was 24.3% greater than its influence on consumer purchasing decisions, implying that BTS was capable of creating Tokopedia's positive brand image, which is always spreading a positive message.

When Shopee and Tokopedia are compared, it is clear that both companies frequently use the same marketing strategy. As an example, they use a brand ambassador. The difference is in the goal for which they intend to deliver. Although Shopee is based in Singapore, the company's strategy for tapping into the Indonesian youth market is to select characters whose works are popular among young Indonesians.

According to Wijaya and Oktavianti (2019), one of the sure-fire strategies for embracing the market is to go into something that potential customers like or prefer. According to this statement, whether Didi Kempot was a local or a foreign artist, this is not a distinguishable problem. It is worth noting that both figures are popular among young people, who are the captive market of online shopping platforms.

Meanwhile, Tokopedia is collaborating with BTS to attract more young people by stating that they want everyone, especially young people, to spread a positive message, as BTS has a long history of doing so. In addition, according to the data analysis, particularly the coefficient of determination or R2 test, Didi Kempot and BTS both had the ability to influence the brand image and consumer purchasing decisions of Shopee and Tokopedia. However, each had a different R2 value. This R2 will be compared and used to determine which variable has the most influence on which brand ambassador.

The first is the impact of a brand ambassador on brand image. In this case, BTS was more influential than Didi Kempot in terms of Brand Ambassador BTS's influence on Tokopedia's brand image, with a total of 24.3 percent, compared to Didi Kempot's influence on Shopee's brand image, with a total of 12.4 percent, indicating that BTS had the most influence. This is possible because BTS is well-known throughout the world, and the majority of their fans are young. Therefore, BTS had the greatest influence on brand image when compared to Didi Kempot. Didi Kempot, on the other hand, had the highest value for the influence of brand ambassadors on consumer buying decisions, with a value of 6.2% towards Shopee's consumer buying decisions compared to BTS, with a value of 5.9% towards Tokopedia's consumer buying decisions. This means that Didi Kempot had a greater influence on consumer purchasing decisions than BTS. Furthermore, the researchers discovered that local brand ambassadors influenced consumer purchasing decisions more than brand image. Regional brand ambassadors, on the other hand, had a greater influence on brand image than on consumer purchasing decisions.

Conclusions

Based on the findings and discussions above, the researchers arrive at the following conclusion, which also answers the research questions in this study. The first research question concerns whether or not brand ambassadors Didi Kempot and BTS have influenced brand image at Shopee and Tokopedia. The second research question concerns whether or not brand ambassador Didi Kempot and BTS influence consumer purchasing decisions on Shopee and Tokopedia.

The results and discussions addressed the first research question. Both brand ambassadors are said to have had an impact on the brand's image. Brand Ambassador Didi Kempot had a 12.4% influence on Shopee's brand image, and Brand Ambassador BTS had a 4.3% influence on Tokopedia's brand image. Furthermore, it worked better on BTS and Tokopedia in terms of influencing brand image because, as Saloranta (2017) stated, when a brand ambassador has a good reputation, it has a positive impact on the brand image. That statement is consistent with the fact that BTS has a long list of accomplishments, which has a positive impact on Tokopedia's brand image.

The second research question was addressed by the findings and discussions. According to the report, both brand ambassadors influenced consumer purchasing decisions. Brand Ambassador Didi Kempot influenced consumer purchasing decisions on Shopee by 6.2 percent, and Brand Ambassador BTS influenced consumer purchasing decisions on Tokopedia by 5.9 percent. Furthermore, it worked better on Didi Kempot and Shopee in terms of influencing consumer purchasing decisions because Solomon (in Hanaysha, 2018) stated that a brand ambassador is responsible for leading consumers through all stages of the decision-making process and, according to Luh Putu Eka Prasanti Rutha and Bakhtiar (2019), a brand ambassador can influence and persuade customers to use the brand. Those statements are consistent with Didi Kempot's persuasiveness, as he was a well-known Indonesian traditional artist whose works were widely admired by Indonesians. He was also known as "Lord Didi" because all of his songs dealt with broken hearts.

Recommendations

The researchers investigated the impact of brand ambassadors on brand image and consumer purchasing decisions in this study. Therefore, brand ambassadors had an impact on both brand image and consumer purchasing decisions. However, both brand ambassadors had a minor impact on brand image and consumer purchasing decisions. This study does not address other factors that influenced brand image and consumer purchasing decisions. As a result, the researchers recommend that other researchers conduct research on factors other than brand ambassadors that influence brand image and consumer purchasing decisions.

The researchers hope that Shopee and Tokopedia will use the findings of this study to inform and evaluate their brand ambassador programs. However, this study is not limited to Shopee and Tokopedia. This study can be used to guide the planning and evaluation of other companies or organizations that want to start a brand ambassador program.

References
Apuke, O. D (2017). Quantitative Research Methods : A Synopsis Approach. *Kuwait Chapter of Arabian Journal of Business and Management Review*, *6*(11), 40–47.

Dewi, D. A. N. N (2018). *Uji Validitas dan Reliabilitas.* Pustaka Inti.

Dinesh, J (2014). *A study of buying decision process in Malls.* fragrance publishing.

Ghozali, I (2011). *Aplikasi analisis multivariate dengan program IBM SPSS 20,00.* Universitas Diponegoro Press.

Hanaysha, J. R (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, *2*(1), 7–23.

Herdiansyah, H (2019). *Metodologi Penelitian Kualitatif untuk Ilmu Sosial - Perspektif Konvensional dan Kontemporer*. Salemba Humanika.

iPrice Group (2019). *The Map of Southeast Asian E-Commerce Q3 2019.* https://iprice.sg/insights/mapofecommerce/

Jha, M. K (2014). Consumer buying decisions models: A descriptive study. *International Journal of Innovation and Applied Studies*, *6*(3), 2028–2034.

Luhputuekaprasantirutha, N., Bakhtiar, T., & K (2019). The Brand Ambassador Effectivenesson Brandimage Andpurchasing Decision For Oppo Fseries Smartphone. *International Journal of Business and Management Invention*, *8*(3), 44–50.

Nanehkaran, Y. A (2013). *Introduction to Electronic Commerce* (No. 2; 4, Vol. 2).

Putra, M (2014). Pengaruh Brand Ambassador Terhadap Brand Image Serta Dampaknya Terhadap Keputusan Pembelian (Survey pada pengguna LINE di Asia). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, *12*(1), 83–95.

Rosengren, R (2010). *Brand Management – A theoretical and Practical Approach.* Pearson Education Limited.

Sadrabadia, A. N, M. K. Sarajib, M. M (2018). Evaluating the Role of Brand Ambassadors in Social Media. *Journal of Marketing Management and Consumer Behavior.*, *2*(3), 54–70.

Saloranta, M (2017). *Brand Image.* cassade press.

Statistik, B. P (2019). *Statistik E-Commerce 2019.* https://ntt.bps.go.id/statictable/2020/11/26/786/persentase-usaha-e-commerce-2019.html

Tirto.id (2019). *Perjalanan Karier BTS dari Debut 2013 Hingga Dapat Trofi BBMAs 2019.* https://tirto.id/perjalanan-karier-bts-dari-debut-2013-hingga-dapat-trofi-bbmas-2019-dnvL

Tokopedia (2019). *Tokopedia x BTS.* https://www.tokopedia.com/about/our-story#bts-section

Victor, V., Thoppan, J. J., Nathan, R. J., & Maria, F. F (2018). Factors influencing consumer behavior and prospective purchase decisions in a dynamic pricing environment-an exploratory factor analysis approach. *Journal of Social Sciences*, *7*(9), 69–80.

Wijaya, V. A., & Oktavianti, R (2019). Pengaruh Brand Image E-Commerce Terhadap Minat Beli Konsumen (Survei Pada Pelanggan Tokopedia). *Prologia*, *2*(2), 531–540.

Wijaya, B. S (2013). Dimensions of Brand Image: A Conceptual Review from the Perspective of Brand Communication. *European Journal of Business and Management*, *5*(7), 55–65.