

The Influence Of Ambassador's Brand On Brand Image And Their Impact On Buying Interest Of Tokopedia Consumers

Firsan Nova

Case Study on Students at Darma Persada University

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ABSTRACT

This study aimed to determine the effect of brand ambassadors on buying interest through the brand image in Tokopedia e-commerce and using primary data from the distribution of questionnaires from 210 respondents domiciled in East Jakarta who uses Tokopedia. Samples were taken using purposive sampling and determining the number of samples using quota sampling. The analysis test was carried out using Structural Equation Modeling (SEM) and processing using LISREL ver. 8.8. The results showed that the influence of brand ambassadors through the brand image on buying interest in e-commerce Tokopedia was positive, or there was a significant relationship. Based on these results, it can be said that brand image as an intervening variable has a positive influence or has a significant relationship.

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Corresponding Author:

Firsan Nova,

Case Study on Students at Darma Persada University

Email: firsannova@yahoo.com

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INTRODUCTION

As time goes by, technology is also growing. In 2019, based on data from the Indonesian Internet Service Providers Association or APJII, there were 171.17 million people who used the service in Indonesia. This also encourages people to shop through e-commerce [1]. Tokopedia is an e-commerce company in Indonesia engaged in technology to achieve economic equality digitally. Tokopedia was founded in 2009. Apart from Indonesia, Tokopedia has also become a unicorn in Southeast Asia [2]. According to Rakhmat in Devi and Retno, 2016 [3], an image is formed based on our Information, In increasing brand awareness used as the basis

of a company's brand image, companies compete to convey information as effectively and as best as possible to potential consumers [4]. One strategy that can be used is communicating product information through brand ambassadors [5]. The selection of brand ambassadors is usually from famous artists in both national and international entertainment [6]. To improve its consumers' brand image and to buy interest, Tokopedia also uses a strategy of using brand ambassadors [7]. Tokopedia's brand ambassador is a boy group from South Korea, namely BTS. The following table 1 shows the 2019 South Korean boy group popularity rankings [8].

Table 1. K-pop Boygroup Brand Reputation Ranking 2019


No.	Boy Group	Brand Reputation
1.	BTS	18.6M
2.	AB6IX	4.3M
3.	EXO	4.0M
4.	NCT	3.3M
5.	NUEST	3.1M

Source: Korea Business Research Institute (2019)

It can be seen from the [table 1](#) above that BTS is the most popular boy group in South Korea. Based on data obtained from The Map of E-commerce Indonesia made by iPrice Group,

Tokopedia experienced a decline in the mobile application ranking category, especially for Playstore users. The data can be seen in the [table 2](#) below.

Table 2. Mobile Application Ranking

<i>Ranking Appstore</i>			<i>Ranking Playstore</i>		
2017	2018	2019	2017	2018	2019
					
					
					

Source: iPrice Group

According to the data above, even though Tokopedia has changed its local brand ambassador to become an international brand ambassador, Tokopedia continues to experience a decline in top of mind and the ranking of mobile applications (android users). According to Gultom, et all [9] , marketing management is the process of planning and implementing the realization, pricing, promotion, and distribution of products, services, or ideas to realize the organization's business goals . Dinnie in Sukanta, et all [10] stated that Brand Ambassadors are people who know deeply about the company and can explain the value of the company's brand to its customers. According to Utomo, et all [11] brand ambassadors for companies have their roles and functions, namely to provide testimonials (testimonials), provide support and strengthen (endorsement), act as agents of the subject (advertising) they represent, and act as spokespersons for the company. Tjiptono, 2015 [12] expressed his opinion about brand image, namely a description of consumer groups and beliefs about specific brands. According to Tjiptono in Priansa, et all [13], the benefits of the brand image are a tool for companies to facilitate producing products, especially in organizing and

recording accounting records, a form of legal protection for distinctive features. Kotler and Keller in Siahaan [14] expressed their opinion that buying interest is buyer behavior where there is a buyer's desire to choose or buy a product based on the experience of selecting, using, or wanting an outcome [15] [16].

RESEARCH METHODS

The type of research used is quantitative associative. Consumers can find the population in the Jakarta area who use the Tokopedia e-commerce application. Using a non-probability sampling method and then selecting purposive sampling for the sampling technique, the researcher will use the guidelines according to David, et all [17], which uses > 200 samples, which is a sample of 210 samples. The analysis test was carried out using Structural Equation Modeling and processing using LISREL ver. 8.8 [18].

RESULTS AND DISCUSSION

Validity and Reliability Test

The following are the results of the validity test on the brand ambassador variable.

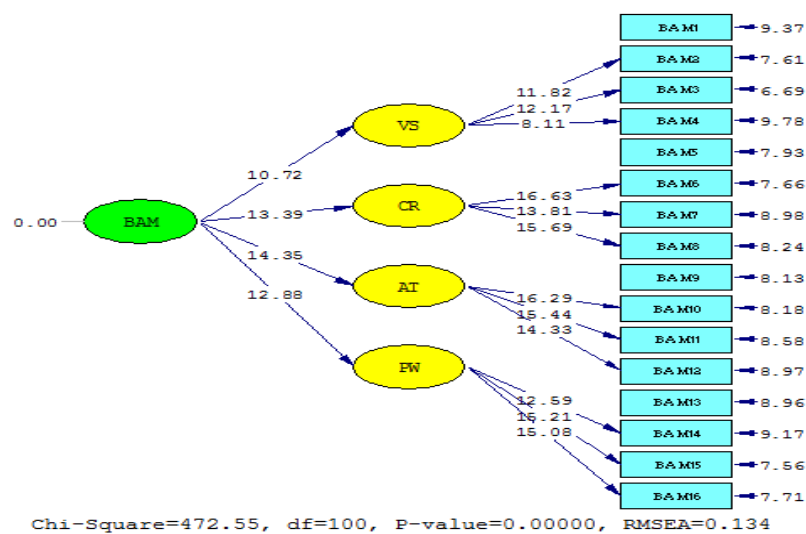


Figure 1. Brand Ambassador (t – value)

Figure 1. this shows that the statement on the brand ambassador variable has a loading factor of 1.96 ($\alpha = 5\%$). Then the brand

ambassador variable has met the validity test in figure 2.

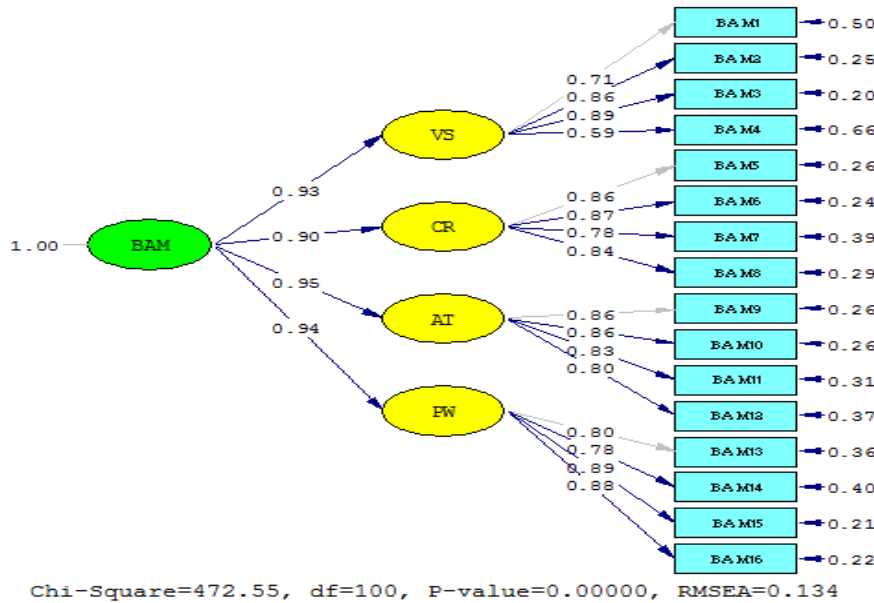


Figure 2. Brand Ambassador (Standard Solution)

Meanwhile, to measure reliability, the results of the calculation of the reliability of the brand ambassador variable are obtained as shown in the following table 3. In table 3 the value of CR is 0.97, and VE is 0.89. From the value obtained, it can be said that the brand ambassador variable has met the validity and

reliability tests. Confirmatory Factor Analysis (CFA) Brand Image Variable The following are the results of the validity test on the brand image variable.

Table 3. Brand Ambassador Variable Reliability

Variabel	Dimensi	Std. Loading	Error	Std. Loading 2	CR	VE
Brand ambassador	VS	0.93	0.12	0.86	0.97	0.89
	CR	0.90	0.14	0.81		
	AT	0.95	0.076	0.90		
	PW	0.94	0.11	0.88		
TOTAL		3.72	0.446	3.45		

Meanwhile, to measure reliability, the results of the calculation of brand image reliability variables are obtained, among others. Table 4 this shows that the CR value is 0.97 and VE

is 0.91. From the values above, it can be concluded that the validity and reliability tests have been fulfilled on the brand image variable.

Table 4. Brand Image Variable Reliability

Variabel	Dimensi	Std. Loading	Error	Std. Loading2	CR	VE
Brand Image	SBA	0.88	0.10	0.77	0.97	0.91
	FBA	0.98	0.022	0.96		
	UBA	0.86	0.13	0.74		
	Total	2.72	0.252	2.47		

Confirmatory Factor Analysis (CFA) Variable Purchase Interest, The following are the

results of the validity test on the buying interest variable in [figure 3](#).

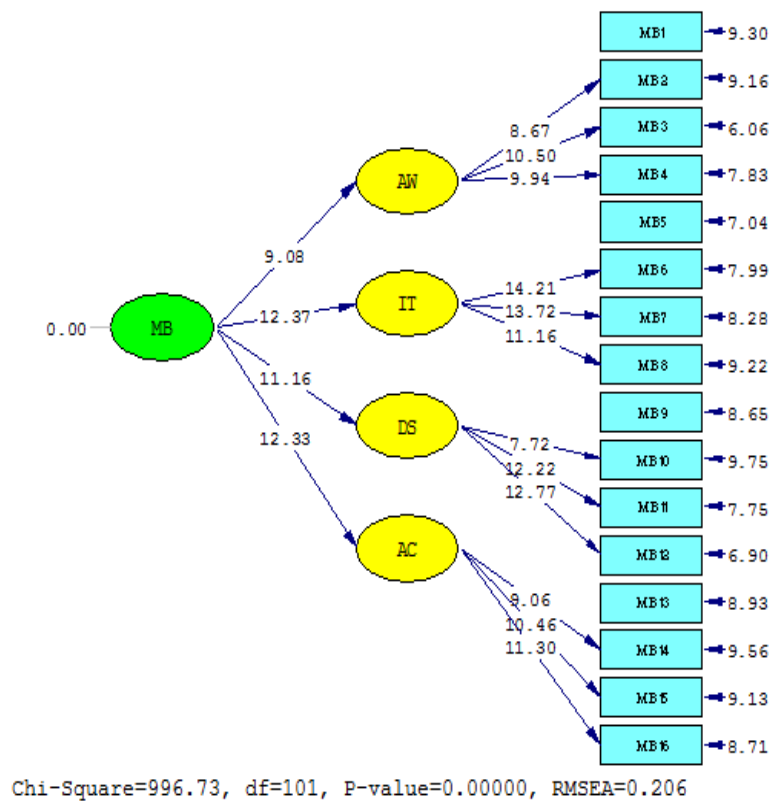


Figure 3. Buying Interest (t – value)

[Figure 3](#) this shows that the statement on the buying interest variable has a loading factor of 1.96 ($\alpha = 5\%$), which means that the validity test on the buying interest variable has been fulfilled. Meanwhile, to measure reliability, the results of the calculation of the reliability of the buying interest variable are obtained as shown in the following [table 5](#). [Table 5](#)

explains that the CR values are 0.97 and VE 0.87. The value above shows that the buying interest variable has fulfilled the validity and reliability tests.

Table 5. Buying Interest Reliability Variables

Variabel	Dimenssi	Std. Loading	Error	Std. Loading 2	CR	VE
<i>Buying interest</i>	AW	0.84	0.15	0.71	0.97	0.87
	IT	0.86	0.23	0.74		
	DS	0.89	0.083	0.79		
	AC	1.00	0.0010	1.00		
TOTAL		3.59	0.464	3.24		

Structural Model Analysis

Overall Model Fit Test

After Confirmatory Factor Analysis (CFA) was carried out by testing the validity and

reliability, the overall Structural Equation Modeling was carried out by placing all models using the fit test criteria. Here's the conclusion can be seen in [table 6.](#)

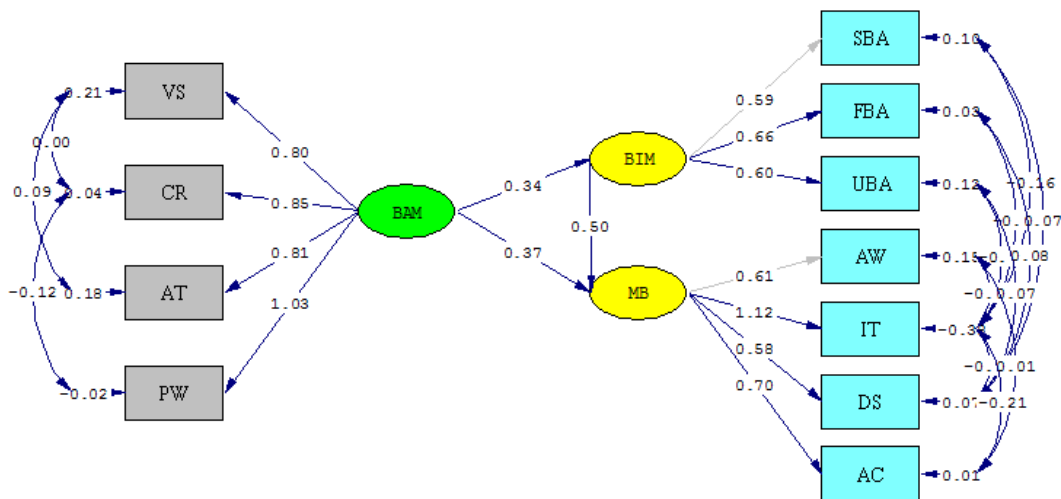
Table 6. Overall Model Fitment Test Results

Measures of Goodness of Fit (GOF)	Criteria for Matching	the Result of Model Estimation
Absolute Fit Size		
GFI	≥ 0,90	0,96 (<i>good fit</i>)
RMSEA	0,05 – 0,08	0,078 (<i>good fit</i>)
RMR	≤ 0,05	0,031 (<i>good fit</i>)
Incremental Fit Size		
NFI	≥ 0,90	0,99 (<i>good fit</i>)
AGFI	≥ 0,90	0,88 (<i>marginal fit</i>)
RFI	≥ 0,90	0,97 (<i>good fit</i>)
CFI	≥ 0,90	0,99 (<i>good fit</i>)
IFI	≥ 0,90	0,99 (<i>good fit</i>)
Parsimony Fit Size		
CAIC	< CAIC Saturated Independence Model	dan 329,24 (<i>good fit</i>)
ECVI	< ECVI Saturated Independence Model	dan 0,66 (<i>marginal fit</i>)
PGFI	>0,60	0,32 (<i>marginal fit</i>)

Influence Analysis

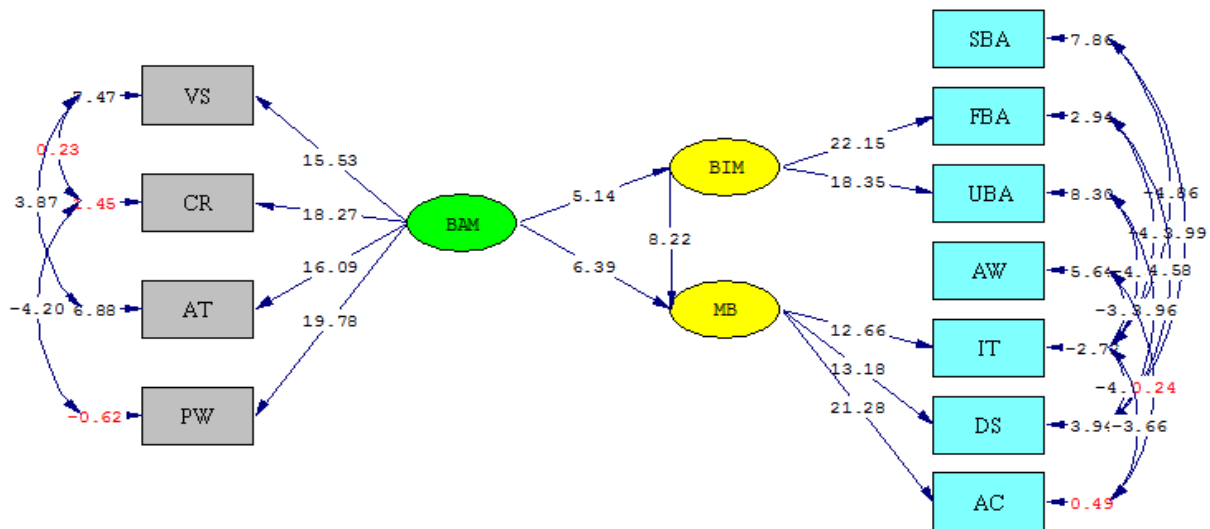
This analysis examines the value of t, estimates, and parameters or coefficients, as

well as the coefficient of determination. The t-values and assessments can be seen in the following [figure 4.](#)



Chi-Square=49.97, df=22, P-value=0.00059, RMSEA=0.078

Figure 4. Structural Model (Estimated)



Chi-Square=49.97, df=22, P-value=0.00059, RMSEA=0.078

Figure 5. Structural Model (t-values)

In [figure 5](#) a number in red means the corresponding estimated number is equal to zero or not significant. The two pictures above show information about the estimation results and structural equations. The structural equation obtained is:
 $BIM = 0.34 * BAM$, Errorvar.= 0.88 , $R^2 = 0.12$ (0.067) (0.11)
 5.14, 7.97
 $MB = 0.50 * BIM + 0.37 * BAM$, Errorvar.= 0.49 , $R^2 = 0.51$

(0.061) (0.058) (0.077)
 8.22, 6.39, 6.30

Evaluation of the structural model is as follows in [table 7](#).

- t value of parameter or coefficient
- A. Brand ambassadors positively influence the brand image because t-values > 1.96 ($\alpha = 5\%$), which is 5.14.

B. Brand image positively influences purchase intention because t-values > from 1.96 ($\alpha = 5\%$), which is 8.22.

C. The brand ambassador has a positive influence on purchase intention because t-values are > from 1.96 ($\alpha = 5\%$), which is 6.39.

2. Parameter or Coefficient Value

This value is an estimated value for comparing t-values for hypothesis testing. The following table presents the summary evaluation results.

Table 7. Evaluation of the Structural Coefficient Model and its Relation to the Research Hypothesis

Hipotesis	Path	Estimation	t-values	Conclusion
1.	BAM → BIM	0,34	5,14	Significant
2.	BIM → MB	0,50	8,22	Significant
3.	BAM → MB	0,37	6,39	Significant

The structural equation analysis that has been carried out shows a positive relationship between each hypothesis made by the researcher. The results of the hypothesis analysis are as follows.

1. Hypothesis 1

The analysis results revealed a significant relationship or positive influence of the brand ambassador variable on the brand image variable. This is shown from the t-values, which are 5.14 > 1.96 ($\alpha = 5\%$). Then H1 is accepted, which means that brand ambassadors influence the brand image.

2. Hypothesis 2

The brand image variable analysis results have a significant relationship or a positive influence on the buying interest variable. This is shown from the results of the t-values, namely 8.22 > 1.96 ($\alpha = 5\%$). Then H2 is accepted, which means there is an influence between the brand image on buying interest.

3. Hypothesis 3

The brand ambassador variable analysis results have a significant relationship or a positive influence on the buying interest variable. This is shown from the results of the t-values, namely 6.39 > 1.96 ($\alpha = 5\%$). Then H3

is accepted, which means there is an influence between brand ambassadors on buying interest.

4. Hypothesis 4

In testing hypothesis 4 for testing the indirect influence of brand ambassadors on buying interest through brand image, namely by knowing in advance the results of testing the influence of brand ambassadors and brand image on buying interest. The influence test results obtained the t-values of 5.14 and 8.22, respectively, where the value was > 1.96 ($\alpha = 5\%$). Testing the influence of the intervention variable is carried out using the Sobel formula, which is as follows:

$$Sat = a^2 + b^2 + c^2$$

Source: Ghozali in Hidayah (2019)

A summary of the two tests carried out includes:

$$a = 0.88$$

$$Sa = 0.11$$

$$b = 0.49$$

$$Sb = 0.077$$

The large indirect influence of the brand ambassador on buying interest is the relationship of the influence of brand image on buying interest, so the results obtained are as follows.

$$a \times b = 0.88 \times 0.49 \\ = 0.4312$$

The size of the standard error of the indirect effect of brand ambassadors on buying interest is the similarity of the influence of brand ambassadors on brand image with brand image on buying interest, then the calculations obtained include:

$$=(0.49)^2(0.11)^2+(0.88)^2(0.0777)^2+(0.11)^2(0.0777)^2(0.2401)(0.0121)+(0.7744)(0.005929) \\ +(0.0121)(0.005929)=0.0029 \\ +0.0046+0.000007 = 0.00757 = 0.087$$

So the value obtained: $= 0.4312 \times 0.087 = 4.96$

Thus, brand ambassadors have a positive effect or have a significant relationship on buying interest with the brand image as a variable that has a significant relationship. This can be seen from the results of the t-values, which are $4.96 > 1.96$ ($\alpha = 5\%$).

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Therefore, H4 is accepted because there is an influence between brand ambassadors through the brand image on buying interest.

CONCLUSION





Based on what has been done, it can be concluded that Brand Ambassadors have a positive or significant relationship with brand image. Brand Ambassadors have a significant or positive effect on buying interest and have the value of a brand. 1.96 ($\alpha = 5\%$). Furthermore, Brand Ambassador has a positive influence or significant relationship through the brand image on buying interest. Referring to the results of this study, Tokopedia is expected to be able to improve or add promotional content by using its brand ambassador and be more careful in choosing its brand ambassador.

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BIOGRAPHIES OF AUTHORS

Author 1



Firsan Nova     is a Doctoral Degree Holder on Strategic Management, graduated from Padjadjaran University, Bandung. His expertise is in strategic management, marketing communication, political campaign, issue management and crisis public relations.

As Director, Firsan will be responsible for proactively and reactively strengthening, enhancing and protecting The Company's image and reputation worldwide, and among its key audiences, including customers and Stakeholders. Nexus designed to proactively minimize or eliminate negative consequences, helping you to handle a wide variety of negative events, including lawsuits, community and governmental challenges, delayed product availability, product flaws, accidents and recalls, acquisitions, customer defections, labor relations issues, key executive attrition, and other potentially inflammatory issues.

Besides, Firsan is one of most productive PR writer in Indonesia, he has written several articles in International Journal and published books related to crisis management and public relations namely "Crisis Public Relations", "PR WAR" and "Republic Relations". He is currently also teaching in several universities in Jakarta, including Universitas Indonesia, Darma Persada University, Al-Azhar Indonesia, and London School of Public Relations (LSPR)