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THE ROLE OF BRAND AMBASSADOR AND BRAND IMAGE ON CONSUMER PURCHASE DECISIONS AT TOKOPEDIA

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Keywords :	Abstract
	The research objective was to determine the influence of brand ambassadors and brand image on consumer purchasing decisions. The method used in this research is a quantitative descriptive method. In determining the number of samples using non-probability sampling techniques with sampling techniques using purposive sampling. 115 respondents as research objects as Tokopedia consumers and BTS fans. Data processing uses the SPSS version 26 program to carry out validity tests, reliability tests, descriptive tests, coefficient of determination tests, multiple linear analysis tests. Research data collection was carried out by dividing questionnaires consisting of 23 servers using a Likert scale with five scores online using Google Form. The results of this study partially show that brand ambassadors and brand image have a significant effect on consumer purchasing decisions at Tokopedia.

INTRODUCTION

Along with the development of the times and increasingly advanced technology, there has been a change in consumer behavior. One of the changing consumer behavior is shopping through online applications. Buying and selling transactions that were originally only in person or face to face, have now changed. Besides being considered practical, online shopping is considered easy and safe. The online shopping business is predicted to continue to grow not only in the world but also in Indonesia. According to Septriana Tangkary as the Director of Informatics Empowerment, Directorate General of Informatics Applications of the Ministry of Communication and Information, reported that the growth in the value of electronic commerce (e-commerce) in Indonesia reached 78 percent, Indonesia is in the highest position in the world. With the increase in the number of people

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who continue to make purchases online, of course there will be competition from various e-commerce companies in Indonesia, one of which is Tokopedia. Tokopedia is one of the online sales companies in Indonesia. Tokopedia was established and officially launched on 17 August 2009. Since then, Tokopedia has turned into a unicorn that is influential not only in Indonesia but also in Southeast Asia. Until now, Tokopedia has become one of the online-based e-commerce markets most visited by Indonesians.

Tokopedia utilizes public figures who can attract attention to become brand ambassadors. Brand ambassadors are tools that companies use to communicate and connect with the public about how they actually increase sales (Lea-Greenwood, 2012).

On October 7, 2019, Tokopedia officially announced a joint collaboration with the South Korean group, BTS. The announcement succeeded in becoming the first trending topic on Twitter social media with the hashtag #TokopediaXBTS. According to the Co-Founder and CEO of Tokopedia, William Tanuwijaya, stated that the journey and vision of BTS is in line with visitTokopedia and the messages that BTS consistently conveys to the public. So that BTS is the right partner to convey and spread Tokopedia's messages throughout the world. After successfully collaborating with BTS, Tokopedia released BTS-themed merchandise, namely photocards. Tokopedia's goal of issuing an exclusive BTS photocard is to attract the attention of A.R.M.Y or the name for BTS fans and other Tokopedia users. For now, Tokopedia has also managed to partner with the brand ambassador of the South Korean group Blackpink.

A brand ambassador is someone who has a passion for a brand and can influence and invite consumers to buy or use a product (Firmansyah, 2019). The brand ambassador indicators consist of: (1) Transparent, when a public figure supports a brand related to their work or profession; (2) Conformity, namely ensuring that there is compatibility between brands and celebrities; (3) Credibility, where consumers see ambassadors as having experience, expertise, knowledge, and accuracy in conveying objective information; (4) Appeal that supports a

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product or service in an advertisement, which consists of similarity, familiarity, and liking; (5) Power, the charisma displayed by brand ambassadors can influence consumers so that consumers are influenced to make purchases or use products.

Brand image is a perception that arises in the minds of consumers when considering a brand of a particular product (Firmansyah, 2019). Consumers will assume that a brand that has a good image has goods or services with reliable quality (Venessa & Arifin, 2017). A brand must have a competitive advantage which is the reason for consumers to choose a particular brand (Amilia & Nst, 2017). Brand advantage is the success of a marketing process that often depends on the process of creating profitable brand associations, where consumers can believe in the attributes provided they can satisfy consumer needs and wants, if consumers already have trust in a brand, this will be an advantage for the brand (Miati, 2020).

Purchasing decisions are a process where consumers go through five stages, namely problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior, which will start long before the actual purchase is made and have a long impact after that (Amrullah et al, 2022) . decision-making behavior by consumers to purchase products or services driven by awareness of the fulfillment of needs ordesire and are aware of further problems, the consumer will carry out several stages which eventually arrive at the post-purchase evaluation stage (Nurbaeti et al, 2023).

RESEARCH METHOD

The methodology used in this research is a quantitative descriptive methodology. According to Hair, et.al (2014) that the number of samples as respondents must be adjusted to the number of statement indicators used in the questionnaire. So it is recommended that the minimum sample size is 5-10 observations for each parameter estimated. In this study, the number of samples was 115 from Tokopedia consumers. With a total of 23 indicators and multiplied by 5, the result is 115. The purposive sampling method was used in sampling, with the conditions that: (1) consumers have accessed Tokopedia at least once; (2) the maximum period of accessing Tokopedia is in the last three months. Data collection was obtained from distributing questionnaires using the Google form.

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RESULT AND DISCUSSION

Table 1. Validity Test

Variable	Quisioner	r-count	r-tabel
Brand Ambassador	X 1.1	0,822	0,195
	X 1.2	0.855	0,195
	X 1.3	0.877	0,195
	X 1.4	0.855	0,195
	X 1.5	0.641	0,195
	X 1.6	0.686	0,195
Brand Image	X 2.1	0.844	0,195
	X 2.2	0.758	0,195
	X 2.3	0.764	0,195
	X 2.4	0.850	0,195
	X 2.5	0.856	0,195
Purchase Decision	Y 1.1	0.608	0,195
	Y 1.2	0.568	0,195
	Y 1.3	0.735	0,195
	Y 1.4	0.677	0,195
	Y 1.5	0.648	0,195
	Y 1.6	0.744	0,195
	Y 1.7	0.798	0,195
	Y 1.8	0.680	0,195

Source: Data processed with SPSS (2023)

Based on the table above, all attributes of brand ambassador variables, brand image and consumer purchasing decisions are declared valid, because they have r-count > r-table.

Table 2. Reliability Test

Variabel	Cronbach's Alpha
Brand Ambassador	0,911
Brand Image	0,761
Purchase Decision	0,899

Source: Data processed with SPSS (2023)

Based on the table above brand ambassadors, brand image and consumer purchasing decisions have a Cronbach's alpha value > 0.60, it can be said that all variables in this study are declared reliable.

Table 3. Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731[a]	.534	.526	4.160

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Source: Data processed with SPSS (2023)

Based on the above, the coefficient of determination on the relationship between brand ambassadors and brand image on consumer purchasing decisions is 0.534. This shows that consumer purchasing decisions are influenced by brand ambassadors and brand image by 53.4% while the remaining 46.6% are influenced by other factors not examined in this study.

Table 4. F-Test Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	2224.919	2	1112.460	64.282	.000[b]
Residual	1938.263	112	17.306		
Total	4163.183	114			

Source: Data processed with SPSS (2023)

Based on the table above, it shows a significant value of 0.00 <0.05, meaning that there is an influence of brand ambassadors and brand image together on consumer purchasing decisions. This is supported by the results of Budi & Khuzaini's research (2019) showing that brand ambassador and brand image variables have a positive and significant impact on purchasing decisions together.

Tabel 5. Hasil Uji T

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	26.375	3.252		8.109	.000
BrandAmbassador	.648	.092	.554	7.079	.000
CitraMerek	2.443	.240	.692	10.195	.000

Source: Data processed with SPSS (2023)

The results of the t test on the brand ambassador variable show a significance value of 0.00 which is less than 0.05, it can be stated that brand ambassadors significantly influence purchasing decisions. This is supported by the results of previous research entitled "The Influence of Brand Ambassadors on Purchase Decisions for OPPO F3 Smartphones in Samarinda" by Wulandari (2018), the results of the study show that the brand ambassador variable has a significant positive effect on purchasing decisions.

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The results of the t test on the brand image variable show a significance value of 0.00 which is less than 0.05, so it can be stated that brand image has a significant effect on purchasing decisions. This is in line with the results of previous research entitled "The Influence of Brand Image and Products on Millennial Generation Online Purchasing Decisions in Market Places With Purchase Motivation as an Intervening Variable (Case Study of Shopee, Tokopedia, Lazada and Bukalapak)" by Susbiyantoro & Ofeser (2021), The results of the study show that the brand image variable has a positive and significant effect on purchasing decisions.

CONCLUSIONS AND SUGGESTION

Brand ambassadors influence consumer purchasing decisions. The lifestyle of BTS has something in common with the lifestyle of today's youth. BTS as brand ambassadors have works that can inspire today's youth and also Tokopedia can create attractive advertisements that can attract consumer interest. Brand image influences consumer purchasing decisions. Tokopedia has an eye-catching corporate color. Consumers can find differences between Tokopedia and other e-commerce competitors. Green is a cool color because it has a shorter wavelength. Brand ambassador and brand image influence consumer purchasing decisions together. Consumers choose to use Tokopedia because of the variety of products sold. Tokopedia is able to innovate products so consumers have the desire to continue using Tokopedia.

For future researchers, it is hoped that they can further develop this research by using other variables that can influence Consumer Purchase Decisions so that the results of the research are more complete and even better. Because the results of this study are not completely perfect and need to be developed to get more satisfying and varied results.

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