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The Influence of Brand Ambassadors and Advertising on Purchasing Decisions at *E-commerce* Tokopedia

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Abstract

The goal of this study isbyo evaluate the advertisement and brand ambassadors impact to the purchasing decision on Tokopedia e-commerce. The method used is quantitative using non-probability sampling, namely purposive sampling. The population studied in this study were followers of the @7bts.update2 Instagram fanbase account. The sample consisted of 100 respondents selected implementing the formula slovin technique from the number of followers of the fanbase. The data were analyzed using SPSS 29 software, with descriptive techniques and multiple linear analysis to test hyphotesis. Results proves that 1) Brand ambassadors or commonly known through brand ambassadors provide a signficant and positive impact to the aspects of purchasing decision in Tokopedia e-commerce; 2) Advertising also provide a signficant and good impact to theaspects of purchasing decisions in Tokopedia e-commerce; 3) Simultaneously, brand ambassadors and the advertisement provide a signficant and good impact to the aspects of purchasing decisions in Tokopedia e-commerce. Both have an influence of 58.8%, when the 41.2% is impacted from some other factors not examined here.

Keywords: Brand ambassador, Advertising, Purchase decision, E-commerce, Tokopedia

INTRODUCTION

In the current era of globalization, Indonesian technology has not stopped developing, especially in the field of marketing. One of them is electronic media which is relied upon by every company to communicate and do business. Many small, medium,

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and large entrepreneurs are currently utilizing new technologies to develop and market their businesses. In the world of marketing, where competition is getting tougher, all companies are looking for ways to stay competitive with other companies. One of the internet technologies used by companies to build and run their business in the marketing world is by establishing e-commerce.

With the competition between e-commerce platforms getting tougher in Indonesia, every company is trying hard to capture the attention of consumers. A commonly used strategy is to find trustworthy brand ambassadors to promote their products. Brand ambassadors are included in the strategy used by companies in order to convey to the public about how they can increase sales (Lea-Greenwood in Amelia Ghadani et al., 2022). In addition, advertising is also an important tool in communicating messages to the public through print media. Tokopedia is one of the e-commerce platforms in Indonesia, which uses promotional strategies involving brand ambassadors and advertisements. They also take the initiative to support Micro, Small and Medium Enterprises (MSMEs) by helping to expand market reach and develop businesses through promotional media.

Observing the high interest of people in Indonesia towards South Korean culture, there is an interesting phenomenon where local e-commerce is en masse luring artists and celebrities from South Korea to become their brand ambassadors. This was triggered by the Korean wave that swept Indonesia, giving many people an interest in learning about music, as well as language, culture, and other aspects related to South Korea. In this context, Tokopedia took a step to collaborate with one of the South Korean boy bands, BTS, who became its brand ambassador in October 2019.

With BTS being the brand ambassador of Tokopedia, there is an expectation that customer interest in using Tokopedia as an online shopping platform will increase. This is supported by research by Kuncoro & Windyasari, (2022) which explains that the presence of a famous artist in becoming a brand ambassador can influence consumers so that they can follow what the artist does and influence purchasing decisions. The definition of a purchase decision is the stage where the customer determines in carrying out his purchase decision. According to Arianty & Chandra's explanation (in Nei Arianty and Ari Andira, 2021), purchasing decisions are steps taken to solve problems or achieve goals in a cost and time efficient manner.

BTS (Bangtan Sonyeondan) is a famous K-pop boy group from South Korea that has gained global popularity in recent years. Besides being active in the music scene,

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BTS is also a frequent brand ambassador for various products and services that have a significant impact among their fans. BTS' reputation is strong in various industries such as music, entertainment, and brand reputation with a huge impact around the world. Some of the famous brands that have worked with BTS as brand ambassadors include Hyundai, Puma, FILA, LG Electronics, Samsung, and others.

In 2021, Tokopedia launched an event called "BTS Exclusive Photocard" to attract BTS fans. In this event, consumers are given the opportunity to get a free BTS photocard with every purchase of products with the extra free shipping logo, with a minimum purchase requirement of fifty thousand rupiah at a certain time. Each purchase of a product with the logo would earn an exclusive photocard containing a free BTS image on a single transaction. This event was repeated in Tokopedia's 12th anniversary celebration with the same conditions but with individual photos of each BTS member. Tokopedia pioneered e-commerce in Indonesia in organizing this kind of event to introduce their platform and this event successfully attracted the attention of various BTS fans. This partnership managed to increase Tokopedia's sales significantly which shows that the message conveyed by BTS through the advertisement was well received by the customers.

This research conducted by R. A. Safitri et al., (2021) explained about the brand ambassadors signficantly impacting the purchase decision owned by Tokopedia e-commerce. Furthermore, in the research conducted by Setiawan and Celesta (2019) it is also known that advertising give a signficant and positive influence to the purchasing decision. However, the opposite results were found in the research of F. Edrin and N. Fhatiyah (2022) where the use of brand ambassadors had no substantial impact to the aspects of Tokopedia's purchasing decisions.

As maintained before, the researcher here try to explore the influence that advertisement and brand ambassadors have to the purchasing decision aspect in Tokopedia e-commerce. So that the formulation of problems that will be observed in this study is obtained in the form of: 1) Does the BTS brand ambassador or BA impact the purchasing decision on Tokopedia e-commerce? 2) Does BTS advertising influence purchasing decisions in Tokopedia e-commerce?

LITERATURE REVIEW

AIDDA Theory

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AIDDA theory is an important concept in marketing that is used as steps in the sales stage of products and services. Can be described for AIDDA theory which means (Rohmatin et al., 2018):

1. Attention, at this stage is a very important but often overlooked stage, because the promotion used must have a strong allure in order to have an influence on consumer purchases and achieve the desired sales (Maulidasari et al., 2018).
2. Interest, after creating attention, the next step is to build interest or interest. This occurs when potential customers begin to search for ongoing information about the products and services provided to them.
3. Desire, this stage is the desire that arises after a strong interest in a product or service, triggering the urge to know more about it or even get it.
4. Decision, in this stage, the customer decides whether to buy or not. Companies must provide clear and detailed information to facilitate decision making.
5. Action, at this stage, previous beliefs and interests are realized through product purchases, driven by consumers' strong desires.

Marketing

Marketing strategy is management structured to address marketing issues and decisions that are strategic in nature. Although companies have limited supervisor at external area or environment, the marketing function positioned as a key role on Strategy development because it has extensive contact with the external environment.

According to Kurtz (in M. G. Haque et al., 2021) marketing strategy is a program that sets market targets and ensures customer satisfaction through a combination of elements of the marketing mix, for example, products, distribution, then there are promotions, along with tariffs. company programs that set target markets and satisfy consumers through a combination of elements of the marketing mix such as products, distribution, promotion, and prices. Meanwhile, according to Philip Kotler (in M. G. Haque et al., 2021) marketing strategy is a work plan that includes target markets, product positioning, marketing mix, and marketing budget to achieve marketing objectives.

Brand ambassador

Brand ambassadors are some people who are determined to represent companies in promoting their products or services in marketing activities. According to Fitrianingsih et al., (2020) marketing strategy through the use of brand ambassadors is not a new

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problem. Ads with support from attractive figures, for example, celebrities, tend to get attention and are more easily remembered by consumers, so brand ambassadors can influence brand image because their characters can influence brand identity. Savitri (in Lismawati, 2021) outlines several indicators as follows:

1. Reputation, an opinion that has been embedded in a person's mind about something. A good and positive reputation is very important for a brand ambassador in capturing the attention of its customers.
2. Attractiveness, is the ability of a person to appeal the Interest or attention of buyer to carry out specific actions.
3. Expertise, is the extent to which customers assess the knowledge, expertise, capabilities and experience of a brand ambassador related to a product that is represented.
4. Trust, is someone who can be relied upon and trusted to represent the product.
5. Power, is the attractiveness of a brand ambassador in order to influence customers to spend on products or services.

Advertisement

According to Kotler and Keller (in Putra, 2018) advertising is any form of paid commercial message delivered by a predetermined sponsor, either for products or services. Meanwhile, based on Morisan's explanation, namely in Putra (2018), the definition of advertising is a type of promotion that is very commonly implemented and has a promotional scope with a much greater reach. An advertisement ideally must have the following indicators (Wibisono in Lismawati, 2018):

1. Attention, the ideal advertisement should grab the audience's attention with an attractive design, good color combination, and a strong promise regarding the quality of the advertised product or service.
2. Interest, advertisements aimed at the wider community must be able to arouse consumer curiosity to find out more about the advertised brand. Generally, companies will use well-known or popular characters, and package them in an interesting storyline.
3. Generate Desire, advertising should be able to trigger the interest of the intended target market in order to experiment with the goods of the advertised brand.
4. Creating an Action, customers who watch the ad by accident or intentionally, are expected to respond by purchasing the advertised product.

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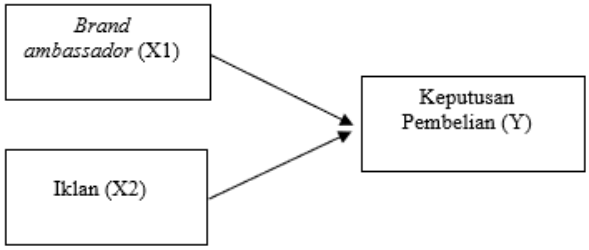
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Purchase Decision

Purchasing decisions are the final result of consumer consideration of various factors before deciding to buy a product or service. This reflects the efforts of marketers in promoting products to consumers. Based on the exposure of Dewi et al., (2020) the definition of purchasing decisions is the stage where customers identify problems, collect information related to products, and evaluate alternatives to solve their problems. This is an important part of the decision-making process. There are several indicators that influence purchasing decisions, namely (Kotler in Rizqi Ayu Safitri et al., 2022):

1. Steadiness, a determined and steady consumer always chooses to use products that are the best choice for themselves.
2. Habit, in product purchases, a customer with trust in a product will consistently use the product based on need.
3. Providing Recommendations to Others, a customer with loyalty to a product will tend to recommend the product to others because he realizes its advantages or benefits.
4. Carry out Repurchase, customers who feel satisfaction with the product will become loyal customers and make repeat purchases consistently.

Framework of Thought



Hypothesis

The formulatiom of hyphotesis are:

H1 = Brand ambassadors give an impact to the purchasing decisions in a Tokopedia e-commerce.

H2 = Advertising give and impact to the purchasing decisions in a Tokopedia Tokopedia e-commerce.

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RESEARCH METHODS

This research is classified as quantitative research which uses non-probability sampling techniques, namely through purposive sampling. The population in the course of this study are followers of an Instagram fanbase with the username @7bts.update2 who have made purchases on Tokopedia at least three times during the BTS period as Tokopedia's brand ambassador. The number of samples used in the course of this research is 100 respondents selected from a portion of the population followers through the use of the Slovin formula method. Data management is carried out using software in the form of SPSS 29 through applying descriptive techniques and conducting hypothesis testing through multiple linear studies.

RESULTS AND DISCUSSION

Tokopedia is a local company that operates on an online buying and selling platform. Tokopedia founded by Leontinus Alpha Edision and William Tanuwijaya on 6th February in 2009 and legally launched in August 7th in the control of PT Tokopedia. The company has become a unicorn with great influence in Indonesia and Southeast Asia in the field of online buying and selling. In 2019, Tokopedia officially announced BTS as its brand ambassador through Tokopedia's official Twitter account. Tokopedia CEO William Tanuwijaya stated that BTS will help promote Tokopedia as a global e-commerce and potential international IPO. (tokopedia.com).

Table 1. Brand ambassador validity test

Item	r hitung	r tabel	Keterangan
X1.1.1	0.388	0.1966	Valid
X1.1.2	0.589	0.1966	Valid
X1.1.3	0.524	0.1966	Valid
X1.2.1	0.561	0.1966	Valid
X1.2.2	0.353	0.1966	Valid
X1.3.1	0.291	0.1966	Valid
X1.3.2	0.488	0.1966	Valid
X1.3.3	0.573	0.1966	Valid
X1.4.1	0.546	0.1966	Valid
X1.4.2	0.467	0.1966	Valid
X1.5.1	0.552	0.1966	Valid
X1.5.2	0.614	0.1966	Valid

Source: Data Managed by Researchers, 2024

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The validity test as maintained above carried out on a variable in the form of a brand ambassador shows that each statement item meets the qualifications so that it is valid because the value shown r count has passed r table. This indicates that the variable in the form of a brand ambassador on each statement item has proven to be valid and is suitable for conducting research.

Table 2. Advertising Validity Test

Item	r hitung	r tabel	Keterangan
X2.1.1	0.303	0.1966	Valid
X2.1.2	0.628	0.1966	Valid
X2.1.3	0.590	0.1966	Valid
X2.1.4	0.561	0.1966	Valid
X2.1.5	0.555	0.1966	Valid
X2.1.6	0.509	0.1966	Valid
X2.2.1	0.624	0.1966	Valid
X2.2.2	0.569	0.1966	Valid
X2.3.1	0.713	0.1966	Valid
X2.3.2	0.695	0.1966	Valid

Source: Data Managed by Researchers, 2024

The validity test as maintained above carried out on a variable in the form of advertising shows that each statement item meets the qualifications so that it is valid because the value shown r count has passed r table. This indicates that the variable in the form of advertising in each statement item has proven to be valid and is suitable for conducting study.

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Table 3. Purchasing Decision Validity Test

Item	r hitung	r tabel	Keterangan
Y.1.1	0.550	0.1966	Valid
Y.1.2	0.542	0.1966	Valid
Y.1.3	0.430	0.1966	Valid
Y.1.4	0.563	0.1966	Valid
Y.2.1	0.530	0.1966	Valid
Y.2.1	0.463	0.1966	Valid
Y.3.1	0.655	0.1966	Valid
Y.3.2	0.545	0.1966	Valid
Y.4.1	0.493	0.1966	Valid
Y.4.2	0.475	0.1966	Valid
Y.5.1	0.490	0.1966	Valid
Y.5.2	0.584	0.1966	Valid
Y.6.1	0.591	0.1966	Valid
Y.6.2	0.636	0.1966	Valid
Y.6.3	0.538	0.1966	Valid
Y.7.1	0.528	0.1966	Valid
Y.7.2	0.331	0.1966	Valid
Y.8.1	0.560	0.1966	Valid
Y.9.19	0.596	0.1966	Valid

Source: Data Managed by Researchers, 2024

The validity test as maintained above carried out on a variable in the form of a purchase decision shows that each statement item meets the qualifications so that it is valid because the value shown r count has passed r table. This indicates that the variable in the form of purchasing decisions in each statement item has proven to be valid and is suitable for conducting research.

Table 4. Reliability Test

Variabel	Nilai Hitung Cronbach Alpha	Keterangan
Brand ambassador (X1)	0.719	Reliabel
Iklan (X2)	0.770	Reliabel
Keputusan Pembelian (Y)	0.858	Reliabel

Source: Data Managed by Researchers, 2024

As maintained above, all research items in various variables, namely for example brand ambassadors (X1), then also advertisements (X2), as well as aspects of purchasing decisions (Y) are considered reliable, with a Cronbach's alpha exceeding 0.60. Therefore, all research items are items that can be trusted and are suitable for hypothesis testing.

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Table 5. Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		0
	Std. Deviation		5.26128212
Most Extreme Differences	Absolute		0.061
	Positive		0.054
	Negative		-0.061
Test Statistic			0.061
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		0.468
	99% Confidence Interval	Lower Bound	0.455
		Upper Bound	0.481

Source: Data Managed by Researchers, 2024

The signficance value as maintained above in the form of Asymp. Sig. (2-tailed) is 0.200, which value has passed 0.05. Thus, it means that the distribution data carried out here and classified as normal.

Table 6. Multicollinearity Test

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.379	6.653		0.508	0.613		
	Brand ambassador (X1)	0.613	0.128	0.340	4.805	0.000	0.833	1.201
	Iklan (X2)	1.062	0.132	0.568	8.027	0.000	0.833	1.201
a. Dependent Variable: keputusan pembelian (Y)								

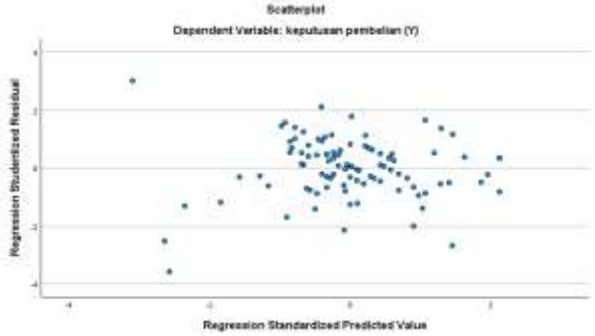
Source: Data Managed by Researchers, 2024

The resulting multicollinearity test displays a VIF value <10. The results of multicollinearity testing in this study show a VIF value of 1.201 which is less than 0.10 and a tolerance value of 0.833 which is also less than 0.10. Thus, it means that symptoms are not existed there of multicolineraity among the independent variable.

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Table 7. Heteroscedasticity Test



Source: Data Managed by Researchers, 2024

As maintained above, through the resulting heteroscedasticity test, it means that point' randomly scattered below and above the 0 line on Y Axis, so the heteroscedasticity's not experienced.

Table 8. Multiple Linear Regression Analysis Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.379	6.653		.508	.613
	Brand ambassador (X1)	.613	.128	.340	4.805	.000
	Iklan (X2)	1.062	.132	.568	8.027	.000
a. Dependent Variable: keputusan pembelian (Y)						

Source: Data Managed by Researchers, 2024

Y = 3.379 + 0.613 X1 + 1.062 X2 + e

The explanation in the form of t:

1. The constant value with a value of 3.379 indicates that if the brand ambassador and advertising have a value of zero, the purchasing decision value is 3.379.
2. The coefficient value (β1) of the brand ambassador variable (X1) is 0.613 positive, indicating a unidirectional relationship with purchasing decisions on Tokopedia.

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This means that every 1 unit increase in brand ambassadors results in an increase of 61.3% in the purchasing decision variable.

3. The coefficient value (β2) of the advertising variable (X2) is 106.2 which shows a unidirectional relationship with purchasing decisions on Tokopedia. This means that every 1 unit increase in advertising causes an increase of 106.2% in the Tokopedia purchasing decision variable. From these results, it shows that the advertising variable (X2) has a greater influence on purchasing decisions (Y) with a value of 106.2%.

Table 9. Partial Significance Test (t)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.379	6.653		0.508	0.613
	Brand ambassador (X1)	0.613	0.128	0.340	4.805	0.000
	Iklan (X2)	1.062	0.132	0.568	8.027	0.000
a. Dependent Variable: keputusan pembelian (Y)						

Source: Data Managed by Researchers, 2024

The T results can be explained as follows:

1. Based on the results of the calculation, the brand ambassador variable has a t value of 4.805> 1.9847, as well as for a probability value of 0.000 or not reaching (<) 0.05. With that, it can be concluded that the brand ambassador (X1) has a positive and significant influence on the aspects of purchasing decisions (Y) in Tokopedia.
2. Based on the results of the calculation, the advertising variable has a t value of 8.027> 1.9847, and a probability value of 0.000 <0.05. It means the H2's accepted so the X2 give signficant and positive impact to the Y on Tokopedia.

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Table 10. Simultaneous Significant Test (F)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4040.612	2	2020.306	71.511	.000[b]
	Residual	2740.428	97	28.252		
	Total	6781.040	99			
a. Dependent Variable: keputusan pembelian (Y)						
b. Predictors: (Constant), Iklan (X2), *Brand ambassador* (X1)						

Source: Data Managed by Researchers, 2024

Based on the table above, it can be reviewed for the calculated F value has passed (>) F table, namely a total of 71.511> 3.09 and at a value that has a significance probability that does not reach 0.05, namely a total of 0.000 < 0.05. So it can be concluded that H3 is accepted, with that the variables in the form of brand ambassadors (X1) and advertisements (X2) simultaneously have a positive and significant influence on aspects of purchasing decisions (Y).

Table 11. Coefficient of Determination $(R)^2$

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.772[a]	.596	.588	5.31525	2.272
a. Predictors: (Constant), Iklan (X2), *Brand ambassador* (X1)					
b. Dependent Variable: keputusan pembelian (Y)					

Source: Data Managed by Researchers, 2024

From the calculation, the adjusted R square is 0.588 or equivalent to 58.8%. It proves the advertising in the mean time brand variables impact the purchasing decison by 58,8% and about 41,2% of the influence on purchasing decisions is effected by the other variable that not included here.

Through the explanation presented earlier, it can be concluded that the research results are tangible:

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The influence of Brand ambassadors on Purchasing Decisions on E-commerce Tokopedia

With the implementation of the research, the results show that brand ambassadors have a positive and significant influence on aspects of purchasing decisions on Tokopedia through the t value of 4.805, which is greater than the t table of 1.9847. So that this research supports the concept of AIDDA Theory which emphasizes the role of brand ambassadors as initial attention triggers that can create increased consumer interest in a brand and the goods it represents. In this study, the collaboration between Tokopedia and BTS as brand ambassadors is a clear example of this concept.

The Effect of Advertising on Purchasing Decisions on E-commerce Tokopedia

Results proved that advertising has a positive and significant influence on purchasing decisions on Tokopedia with a calculated t value of 8.027 which is greater than the t table of 1.9847. So that this study supports the concept of AIDDA Theory which emphasizes that advertising is one of the marketing concepts that has a significant role in influencing purchasing decisions (Fatmawati, 2018).

CONCLUSION

The conclusion from the results are:

1. Brand ambassadors have a positive and significant influence on purchasing decisions, where their presence is a determining factor for respondents in determining purchases. This shows that brand ambassadors play a role in influencing purchasing decisions on the Tokopedia e-commerce platform.
2. Advertising has a positive and significant influence on purchasing decisions, where the presence of advertising is a determining factor for respondents in determining purchases. This shows that advertising plays a role in influencing purchasing decisions on the Tokopedia e-commerce platform.

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