

The Influence of Kpop Idol Brand Ambassador Dimension on Purchasing Decisions Through Purchase intention as an Intervening Variable on Tokopedia

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Abstract

The Ambassador brand is one of the marketing strategies that can influence consumer attitudes and beliefs about products. The appointment of the right Brand Ambassador will help increase Brand Awareness. This study aims to determine the influence of the Kpop Idol Ambassador brand dimension on purchasing decisions through purchase intention as an intervening variable on Tokopedia. The population is Indonesians who have used the Tokopedia marketplace for shopping between 2019 and 2021 and know tokopedia's Brand Ambassador advertisements, namely BTS. The sampling technique uses purposive sampling with the criteria of Tokopedia consumers who know tokopedia Brand Ambassador advertisements, namely BTS, as many as 457 respondents. The study's results found that credibility and attraction significantly positively affect purchase intention. On the contrary, power has a positive effect on purchase intention. While credibility and attraction have a positive impact not significantly on purchasing decisions, strength is found to have a significant positive effect on buying decisions. In addition, purchase intention has a significant positive impact on purchasing decisions. In conclusion, credibility and attraction can increase buying decisions if they meet the purchase intention, but power can directly affect buying decisions.

Keywords: brand ambassador, credibility, attraction, power

INTRODUCTION

According to the results of APJII.or.id survey data [1], internet user penetration from 2019 to 2020 reached 196.71 million people, with a total population of 266.91 million people in Indonesia. This number increased by 23.5 million or 8.9% compared to 2018. Based on the results of this data, almost Indonesians have relied on the internet for all their activities. It also provides many opportunities for businesses and companies to market their products online.

According to data from We Are Social on Databoks.com [2], in 2021, Indonesia became the highest E-commerce user in the world, with 88.1% of internet users in Indonesia using e-commerce services to buy certain products in recent months. One of them is Tokopedia e-commerce. Tokopedia's site visits have increased, which explains the influence of the development of the internet on the creation of an online business, namely e-commerce, which can create new opportunities for a business. But along with these developments, many e-commerce sites are published in Indonesia, so the competition in e-commerce is getting tougher. Many e-commerce companies make various marketing strategies to

attract consumer attention; one of this e-commerce is Tokopedia. Tokopedia attracts celebrities currently famous in some circles as their Brand Ambassadors. The use of Brand Ambassadors in marketing is familiar in a marketing strategy. Tokopedia has chosen the star to be its Brand Ambassador in BTS.

Brand Ambassadors are usually symbolized as easily acceptable to consumers [3]. According to [3] explained that using a Brand Ambassador as a marketing strategy is not a new thing; companies have widely used this strategy to introduce their products to the public.

Brand Ambassadors are advertising stars who support advertised products [4]. Celebrity appeal as Brand Ambassadors is used very effectively by advertisers to communicate with their markets [5]. Thus, purchase intention will arise from the desire that exists in consumers for a product due to a process of observation and consumer learning In a product [6]. Brand Ambassadors and purchase intentions have a unidirectional relationship where using Brand Ambassadors will attract consumers' purchase intentions [7]. At the evaluation stage, consumers will form alternatives

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between brands in the choice series and an interest in buying the most preferred brand [8].

Companies use celebrities as Brand Ambassadors to become icons and present the best image of a product to invite consumers to use the product [7]. Consumers will be more interested in products used by celebrities, which can influence their purchasing decisions [7]. In some decisions, their idols also influence the nature of human life [9]. So, every company hopes that using celebrities as Brand Ambassadors can increase purchase intention [9]. Brand Ambassadors can establish an emotional connection between a brand and consumers to indirectly build a product image that impacts purchase decisions [10].

This study examines whether there is an influence of the KPOP Idol Brand Ambassador chosen by Tokopedia on purchase intention in each of its customers.

MATERIAL AND METHOD

The type of research method is quantitative. Brand Ambassador variables are examined through credibility, attraction and power [11]. Purchase intention variables are studied through transactional interest, referential interest, preferential interest, and exploratory interest [3]. Purchasing decision variables were studied through several indicators [8].

Data Collection

The source of the data was obtained from the questionnaire that was distributed. The population of this study is Indonesians who have used the Tokopedia marketplace to shop in the period between 2019 and 2021 and who know tokopedia's Brand Ambassador advertisement, namely BTS. The sampling technique uses *purposive sampling* with the criteria of Tokopedia consumers who know tokopedia Brand Ambassador advertisements, namely BTS as many as 457 respondents.

RESULT AND DISCUSSION

Result

The validity test results show that all variable items are valid and reliable. This research model shows moderate and strong model. This is reflected in Table 1. The value of R Square jointly or simultaneously credibility, attraction, power and purchase intention in the Purchase Decision is 0.624 which means that the influence of credibility, attraction, power and purchase intention on the Purchase Decision

simultaneously is 62.4% while the remaining 37.6% is another aspect that has an influence on the variable purchase decision.

Table 1. R Square

	R Square	R Square Adjusted
Purchasing decision	0.628	0.624
Purchase intention	0.128	0.122

Source: processed data, 2022

Table 2. T Statistics

	Original Sample [O]	T Statistics [O/STDEV]	P Values
Credibility -> Purchase intention	0.260	6.320	0.000
Credibility -> Purchasing decision	0.061	1.484	0.139
Attraction -> Purchase intention	0.145	2.667	0.008
Attraction -> Purchasing decision	0.029	0.698	0.486
Power -> Purchase intention	0.063	1.225	0.221
Power -> Purchasing decision	0.077	2.048	0.041
Purchase intention -> Purchasing decision	0.743	29.249	0.000

Source: processed data, 2022

Test results are presented in Table 2. The overall model is 7 lanes. Four positive paths are significant and the other 3 lines are insignificantly positive:

1. Credibility has a positive and significant influence on purchase intention at a 95% confidence level with a statistical T value of 6,320.
2. Credibility has a positive and insignificant influence on purchasing decisions at a 95% confidence level with a statistical T-value of 1,484.
3. Attraction has a positive and significant influence on purchase intention at a 95% confidence level with a statistical T value of 2,667.
4. Attraction has a positive and insignificant influence on purchasing decisions at a 95% confidence level with a statistical T value of 0.486.

5. Power has a positive and unrealistic influence on purchase intention at a 95% confidence level with a statistical T value of 1.225.
6. Power has a positive and significant influence on purchasing decisions at a 95% confidence level with a statistical T value of 2,048.
7. Purchase intention has a positive and significant influence on purchasing decisions at a 95% confidence level with a statistical T value of 29,249.

Table 3. Example of the Table

	Original Sample [O]	T Statistics [O /STDEV]	P Values
Attraction -> Purchasing decision	0.108	2.609	0.009
Attraction -> Purchase intention			
Purchase intention -> Purchasing decision			
Credibility -> Purchasing decision	0.193	6.145	0.000
Credibility -> Purchase intention			
Power -> Purchasing decision	0.047	1.219	0.224
Power -> Purchase intention			

Source: processed data, 2022

In addition to direct influence, there is an indirect influence. Based on Table 3 the path of indirect influence testing results.

1. An indirect relationship between credibility to purchasing decisions through the intervening variable of purchase intention with a statistical T value of 6.145 and a P value of 0.000. This means that credibility has a significant positive effect on purchasing decisions by increasing purchase intention.
2. The indirect relationship between attraction and purchasing decisions through variable intervening purchase intention with a statistical T value of 2.609 and a P value of 0.009. It means that attraction has a significant positive effect on purchasing decisions by increasing purchase intention.

Discussion

1. Credibility has a positive and significant influence on purchase intention. Credibility is the ability of a celebrity to be seen and judged

both in terms of experience, expertise and knowledge, honesty and trust in providing information to consumers in inviting someone to use the advertised product compared to celebrities who lack knowledge and cannot be trusted [Belch, 2018: 168]. A star gains the audience's trust through the life he lives professionally, such as on the screen, on the sports field, in the public office, etc. Celebrities should establish that they do not seek to manipulate the audience and are objective in their presentation. [Shimp, 201: 228]. So that the items used by celebrities can increase purchase intention. Stars emerge as the face of the company; they are seen as a reliable and trustworthy source regarding the brand they personify. They grow a brand's credibility for consumers when they give the correct testimony about a product. Begin to feel associated with the brand because of the popular faces they remember, even if they don't remember the brand name or advertisement. In the process, brand ambassadors also develop an emotional connection with the brands they represent, which continues to circumvent the ripple effect of loyalty.

2. Attraction has a positive and significant influence on purchase intention. Attraction is something that is judged by the ability to attract the attention of consumers in another sense. That celebrity has an attractive physical can be an attraction for consumers and can better support an advertisement because this attraction can be seen from the level of public liking for the celebrity and the level of similarity of the desired celebrity personality with product users. The striving power that the presenter has for the target audience is essential for transformational models, where advertising content mainly offers positive stimuli to increase positive motivation. Likability is especially relevant to the low engagement/translation model, where everything about advertising should be liked, including the presenter. Similarity [with the target audience] is a high engagement/transformational factor in which the target audience should not like advertising but identify personally with the brand's presentation. Power has a not significant positive on purchase intention. Power is the level of celebrity power in persuading consumers to consider the product being promoted to be consecrated. But in fact, it

does not affect the behavior of purchase intention but directly affects the purchase decision. It is also proven by the findings of this study that power directly affects purchasing decisions. Power, or perceived authority, is not a widely used celebrity

characteristic. However, this is relevant in hard-sell campaigns encouraging a direct intention to act. Celebrity messages will be accepted almost as an order or assignment rather than a message the audience can freely accept or reject [12].

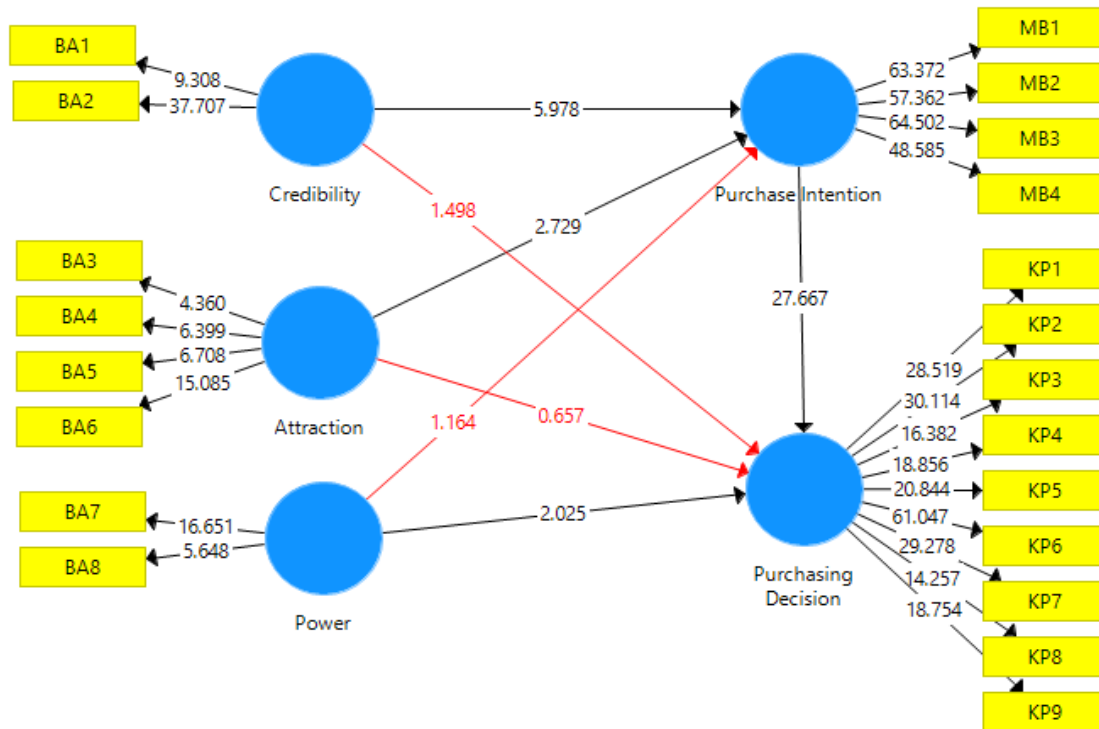


Figure 2. Research Result

CONCLUSION

The appearance of a brand ambassador will create a positive image of the brand so that consumers have an interest in buying and will decide on purchases.

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