

ANALYSIS OF THE INFLUENCE OF BRAND AMBASSADORS AND PROMOTIONS ON PRODUCT PURCHASING DECISIONS AT SHOPEE (ON SHOPEE APPLICATION USERS IN SUKOHARJO REGENCY)

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Article Info

Article history:

Received March 31, 2023

Revised May 7, 2023

Accepted May 9, 2023

Keywords:

Brand Ambassador

Promotion

Purchase Decision

ABSTRACT

This study aims to analyze whether there is an influence of brand ambassadors and promotions on purchasing decisions for Shopee application users in the Sukoharjo area. The data used for analysis is primary data. Obtaining data by distributing questionnaires was then processed by multiple regression using SPSS. The results of the Hypothesis Test show that Brand Ambassador (X1) has no significant effect on product purchasing decisions at Shopee, after that Promotion (X2) has a significant positive effect on product purchasing decisions at Shopee. Testing these two variables shows different results and it can be concluded that brand ambassadors do not influence product purchasing decisions at Shopee. Conversely, promotions have a positive effect on product purchasing decisions at Shopee for Shopee application users in Sukoharjo Regency.

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1. INTRODUCTION

Competition in the increasingly advanced business sector and also the increasing number of competing companies that are coming, requires companies to strengthen their marketing along with their innovations in order to attract and maintain buyer interest. In the current era of globalization, competition is getting tougher, thus triggering business people to maintain the market [1]. The development of internet users encourages the creation of a great potential for online shopping [2]. In the increasingly advanced digital era, the internet is an important element that is used by every individual who has the desire to shop practically and easily.

According to APJII data, 2019 saw 171.17 million people use internet services out of Indonesia's 264 million people overall, equivalent to 64.8 percent [3]. Based on these data, Indonesia tends to use the internet for business purposes, It is seen from the quantity of online retailers in Indonesia. This can be seen by the increasing number of applications and sites that provide online shopping and also the offers offered by e-commerce.

The existence of e-commerce makes it very easy for those who want to shop and buy and sell online. E-commerce companies need to publicly introduce mobile e-commerce so that people can recognize and use mobile e-commerce. E-commerce is a technology that connects a company with consumers so that consumers can shop without having to be at the company. The marketplace provides free facilities and sellers don't incur a lot of website creation costs. Therefore, the e-commerce platform is developing rapidly because the interest from consumers and sellers is equally high and profitable [4].

A very important component in building mobile e-commerce is brand awareness [5]. An individual who is a brand ambassador is someone who is passionate about the brand, wants to introduce it, and even freely shares information about the brand. The choice of Brand Ambassadors is typically made based on the reputation of a well-known celebrity. In general, a public figure is someone who gets media attention, and often refers to the concept of celebrity, interpreting a public figure as someone who is famous and has high popularity [8]. Brand awareness can have a big influence on consumers in making purchasing decisions. With the existence of brand awareness, potential consumers can consider their interest in an item so that the purchase of a product occurs. The act of decision making is a selection of certain characteristics from several existing choices including cultural, social, psychological, personal characteristics that can affect consumer purchases, there are many strategies that e-commerce companies can use to build brand awareness, one of which is to utilize the use of brand ambassadors and taglines.

One of the concepts that support the progress and goals of a company is by using the marketing mix. Marketing mix strategy consists of price, product, promotion, distribution. The marketing mix implemented by the company will have an impact on an assessment from consumers, so that consumers' evaluation of a marketing strategy will directly or indirectly create an image for the product. One of them is promotion, which is an online alternative for different components of the promotional mix, including advertising, sales, sales promotion, public relations, sponsorship, direct mail, exhibits, merchandising, packaging, and word-of-mouth [6].

Marketing is useful for marketing products or introducing products to consumers so that consumers know and are interested in these products. In competition, of course, they will compete strictly with each other, one of the factors that encourages corporates to survive in competition is promotional activities [7]. Sales promotion is a major key when carrying out marketing which consists of a collection of incentive tools, overall this promotional activity has a short-term nature that is designed with the aim of providing stimulation to purchase goods or services more quickly [14]. So this is done in order to introduce a product to consumers with the aim that consumers can find out the advantages of a product and the formation of buying interest.

The advantages of shopping using electronic trading tools include being very practical, as well as saving time that previously had to go to a store, using electronic trading tools is enough to use the site that has been provided. Many product choices so that consumers can determine the choice of product they want. While the disadvantages of using electronic trading tools are the high risk of fraud, buyers also cannot see the goods directly, so the goods to be purchased cannot be tested directly. Apart from that, other disadvantages are the unpredictable delivery of goods, and also the shipping costs that are too expensive.

MARS has conducted inspections regarding electronic commerce in several regions of Indonesia in 2016 covering 8 major cities in Indonesia namely Bandung, Medan, Makassar, Denpasar, Palembang, Samarang, Surabaya, Jakarta. From the survey results, it has been found that there are problems in making online purchase decisions due to risk perception, the quality of available website security and consumer trust [9]. With the drawbacks when making online transactions, companies always try to create advantages such as the convenience factor so that potential customers can use them easily and do not find it difficult to transact online [10].

Consumers can see whether a website is good or unwatchable and measured by three categories, namely the quality of use which is very good and easy to use by customers, attractive, pleasant appearance, good capacity, giving an impressive experience [11]. Through uploaded pictures and videos, it is hoped that these consumers will be able to assess the quality of the products they are marketing and consumers can determine which ones they want to buy, so that they are satisfied that the sacrifices they make are in accordance with the price and quality of the products they get [12].

The key factors in online buying and selling transactions are promotion factors and also brand ambassadors. Efforts to increase need to be made by organizers of online buying and selling transactions so that consumers' buying interest increases, because prices also have a considerable influence on consumer intentions to be able to make buying and selling transactions online or not. Through many promotional activities, the shopee platform will result in the number of gross orders experiencing tremendous growth every year [13]

From this research, the researcher wants to expand on the formulation of previous research that there is an influence of brand ambassadors and promotions on product purchasing decisions for users of the Shopee application in Sukoharjo Regency. Researchers hope that this research will be used as material for consideration by investors, application users, and the general public in determining purchasing decisions and investment actions.

2. RESEARCH METHOD

This research is included in the type of quantitative research. The data used in this study are primary data derived from questionnaires distributed to respondents and interview results. Respondents who were

used as the subject of this study lead to the community using the online shopping application Shopee. The purposive sampling technique was used by researchers to select research subjects. Using the criteria the researcher has chosen while choosing the sample, a technique known as purposeful sampling is used. People who have used the online shopping application Shopee and are over 17 are the required research respondents. So that in this study there were 100 respondents as healthy data respondents.

Primary data, which are research data gathered directly from original sources, is the type of data used in this study as its data source. Data was obtained by using the technique of distributing questionnaires to the field, namely the people in Sukoharjo Regency who use the online shopping application. The author measures the results of the data through the SPSS software tool. Instrument tests, traditional assumption tests (normality test, multicollinearity test, and heteroscedasticity test), multiple linear regression analysis tests, and model feasibility tests (multiple linear analysis, i-t test, model accuracy, and coefficient of determination test) were all included in the series of data analysis procedures.

3. RESULTS AND ANALYSIS

3.1. Instrument Test

3.1.1. Validity Test

The outcomes of the instrumentation test in this study include a validity test with the test results of 6 indicators of the brand ambassador variable, 5 indicators of the promotion variable and 6 indicators of the purchasing decision variable which have been declared fully valid. The validity test used in this study was bivariate person, where the provisions used in this study were $r_{count} > r_{table}$ with $\alpha=0.05$.

$$\begin{aligned} r_{table \text{ value}} &= n-2 ; \alpha \\ &= 100-2 ; 0,05 \\ &= 98 ; 0,05 \\ &= 0,1654 \end{aligned}$$

Based on the results of $r_{count} > r_{table}$ (0.1654). All these indicators are worth analyzing.

3.1.2. Reability Test

If the reliability test produces a Cronbach Alpha value for all variables > 0.7 , then the instrument is declared reliable. Alpha Chonbach as follows:

Table 1. Results of Variable Reliability Analysis

Variables	Cronbach Alpha Values	Description
Brand Ambassadors (X1)	0,792	Reliable
Promotion (X2)	0,786	Reliable
Purchase Decision (Y)	0,793	Reliable

Source: Primary data processed, 2021

The reliability test results in table 1. show how important Cronbach's Alpha is for everyone variables > 0.7 . Therefore, the conclusion is that all these variables are reliable.

3.2. Classic Assumption Test

3.2.1. Normality Test

In the classic assumption test, the results of the normality test through the Kolmogorov-Smirnov normality test in the SPSS version 25 application are attached in table 2 as follows:

Table 2. Normality Test Results

Variable	Kolmogrov-	Asymp sig (2-tailed)	Description
Purchase Decision	0,104	0,10	Normal Distribution

This shows that the Kolmogorov-Smirnov value for the Purchase Decision variable (Y), the value is 0.10 with an Asymp sig (2-tailed) of 0.104 > 0.05 . Therefore, it is interpreted as the data used can be normally distributed.

3.2.2. Multicollinearity Test

The multicollinear test in this study was carried out by looking at the Variance Infector Factor (VIF) and its tolerance to identify multicollinearity problems. The regression model employed in this study is thought to have no multicollinearity issues if the VIF value is < 10 or the tolerance is > 10 .

Table 3. Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Brand Ambassador	0,657	1,521	Have no problems
Promotion	0,657	2,521	Have no problems

Source: Primary data processed, 2022

According to the findings of the multicollinearity test, every variable in this study has a tolerance value greater than 0.1 and a VIF value less than 10. The research model, it may be said, does not exhibit any signs of multicollinearity.

3.2.3. Heteroscedasticity Test

The heteroscedasticity test is the following traditional assumption test stated in the table below:

Table 4. Summary of Heteroscedasticity Test Results

Variable	Sig	Description
Brand Ambassador (X1)	0,858	No heteroscedasticity exists.
Promotion (X2)	0,026	Heteroscedasticity exists.

Source: Primary data processed, 2022

The outcomes of the heteroscedasticity test above use the glejser method which is a tool to measure whether there is heteroscedasticity in the regression model. If the significance value is greater than 0.05, it can be said that the regression model does not contain heteroscedasticity. The Brand Ambassador (X1) variable in this study has a significance of > 0.05 , according to the heteroscedasticity test results. Considering this, it can be said that the Brand Ambassador (X1) variable in this study has no heteroscedasticity. Meanwhile, the promotion variable (X2) in this study has a significance < 0.05 . So, it can be concluded that the promotion variable (X2) in this study has heteroscedasticity.

3.3. Multiple Regression Results and Determination Test

The results of multiple regression testing in this study are shown along with the linear equation below:

$$Y = 6.998 + 0.047X_1 + 0.836X_2 + e$$

Table 5. Multiple Regression Results and Determination Test

Variable	Unstandardized Coefficients B	t	Sig.
Constant	6,998	3,413	0,001
Brand Ambassador (X1)	0,047	0,563	0,575
Promotion (X2)	0,836	7,326	0,00

Source: Primary data processed, 2022

The constant value is 6.998 with a positive value, this means that if the Brand Ambassador and Promotion can be assumed to be constant or equal to zero (0). Then the Purchase Decision has a value of 6.998.

3.4. Model Feasibility Test

3.4.1. Hypothesis Test

The effect of each independent variable on the dependent variable is partially examined using the t test. The coefficients table's sig (significance) column contains the t test findings. A partial influence from the dependent variable is present if the significance probability is less than 0.05. However, if the significance probability is greater than 0.05, it can be concluded that the independent factors have no impact on the dependent variable. The following are the findings of the statistical tests conducted in this study to examine the hypothesis:

$$\begin{aligned}
 t_{\text{table}} &= \alpha; k; N-k \\
 &= 0,05; 2; 100-2 \\
 &= 0,05; 2; 98 \\
 &= 1,66055
 \end{aligned}$$

Table 6. T-Statistics Test Results

Variable	Beta	T-count	Sig	Information
(constant)	6,998	3,1413	0,001	
Brand Ambassador	0,047	0,563	0,575	H1 is rejected
Promotion	0,836	7,326	0,000	H2 is accepted

Source: Primary data processed, 2022

In the feasibility test of the t test results model, several conclusions were drawn after testing, that the Brand Ambassador variable for purchasing decisions obtained a t count value of 0.563 < from t table 1.66055 with a significance of 0.575 > 0.05. There is no relationship between the brand ambassador variable and the purchasing decision variable, hence hypothesis H1 is rejected and hypothesis H0 can be accepted. In the Promotion variable on purchasing decisions, the value of tcount is 7.326 > ttable 1.66055 with a significance of 0.000 < 0.05, therefore H0 is disapproved whereas H2 is accepted. Therefore, it can be said that the promotion variable significantly and favorably affects the purchasing choice variable.

3.4.2. F Test

The findings of this study's hypothesis testing through statistical methods for this study have the following results:

- a. Determine the level of significance $\alpha = 0,05$

$$\begin{aligned} F_{table} &= \alpha ; k-1 ; k (n-1) \\ &= 0,05; 2; 100-2 \\ &= 0,05; 2; 98 \\ &= 3,09 \end{aligned}$$

- b. Calculation of the value of F

Ho is accepted if $F < 3.09$

Ho is rejected if $F > 3.09$

Table 7. F-Statistics Test Results

F _{count}	F _{table}	Decision
44,724	3,09	0,575

Source: Primary data processed, 2022

After doing data analysis using the SPSS version 25 application, it was discovered that the actual F count was 44.724 > F-table was 3.09, hence H0 was rejected based on the findings of the F test. According to this study, there is a considerable association between Brand Ambassador, Promotion and Purchasing Decisions.

3.5. Determination Test (R2)

The determination test results demonstrate that the value of R Square (R2) is 0.480, meaning that Brand Ambassador (X1), Promotion (X2) can provide an explanation for the buying decision variable with a large percentage of 48%. This research does not observe the rest of the percentage explained by other variables.

3.6. Discussion

3.6.1. Influence of Brand Ambassador (X1) on Purchasing Decisions

According to the study's findings, Brand Ambassador (X1) has a negligible impact on consumers' purchase decisions. This is evidenced by the tcount value of 0.563 < ttable 1.66055, so it is concluded that H1 is rejected. This study's findings are consistent with earlier research findings showing brand ambassadors had no influence on consumers purchasing decisions on the online marketplace Shopee [15]. However, the findings of this study are at odds with those of other studies, which found that the brand ambassador variable had a favorable and substantial impact on the dependent variable (buying decision) [16], [17].

Therefore, to improve purchasing decisions for a product. The importance of focusing on the quality and image of the brand ambassador of a product or the online shop platform itself. The implication of this variable is that the influence of brand ambassadors can attract consumers to buy products because seeing actors, Instagram celebrities and other public figures who are admired and loved by the general public has a very big influence in making consumers interested and increasing their interest in using or buying the product.

3.6.2. The Effect of Promotion (X2) on Purchasing Decisions

The findings of this study demonstrate that Promotion (X2) significantly influences consumers' decision to buy. This is evidenced by the tcount value of 7.326 > ttable 166055, so that Ha is accepted.

This is consistent with earlier study that indicated that promotion has an impact on Purchasing Decisions. The implication of this variable is that promotions both online and offline will increase consumer interest, which will increase consumer interest in making product buying decisions [9]. Especially if the information contained in the promotion is good and can influence potential customers and make them interested in buying the product. This is also consistent with the idea that trust, service quality, and information quality all have an impact on consumers' decisions to make purchases online [18]. Online purchasing decisions are positively and significantly impacted by the service quality variable. Thus, vendors who provide online buying and selling services should pay more attention to and improve the quality of the information contained in a promotion made to consumers. Especially the information that will be conveyed in the promotion, because this information is the first time that potential consumers will read of a product and will later influence the purchase decision of the consumer himself.

4. CONCLUSION

According to the study's findings, Brand Ambassador (X1) has no discernible influence on consumers' purchase decisions. The tcount 0.563 < ttable 1.66055 provides evidence for this, hence Ha is disproved. A tcount of 7.326 > ttable of 1.66055 demonstrates that promotion (X2) has a strong favorable impact on purchasing decisions.

ACKNOWLEDGEMENTS

Researchers express their gratitude for the assistance of LPPM (Institute for Research and Community Service) UMS. LPPM UMS "Research and Community Service for Individual Lecturer Development (PKM-PID)" provided funding for this research.

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