

The Influence of Brand Ambassador on E-Commerce Purchase Intention

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Abstract

This research was conducted to determine the influence of brand ambassadors on the buying and selling interest of Shopee Indonesia's online trading platform. The purpose of this research is to analyze and find out how Shopee brand ambassadors are, and how much influence Shopee brand ambassadors have simultaneously and partially influence Shopee Indonesia's buying interest. The method used by researchers is quantitative methods using descriptive and causal research types. Sampling was carried out by researchers using a non-probability sampling method which is purposive sampling type, and the results obtained were 100 respondents. The data analysis technique used by researchers is descriptive analysis and simple linear analysis. The results of the simple linear regression analysis technique for brand ambassadors simultaneously have a positive influence on Shopee's buying interest. As a partial influence on the brand ambassador variable, the attractiveness variable has a positive and significant effect on purchase intention.

Keywords

Brand ambassador, e-commerce, business administration

1. Introduction

Market players have taken various ways to increase market opportunities, namely by utilizing the internet. Market players can use various tools deemed suitable for their business, one of which is by using an online buying and selling platform. Based on Figure 1, Shopee has been ranked first as the online trading platform most accessed by Indonesians in September 2020

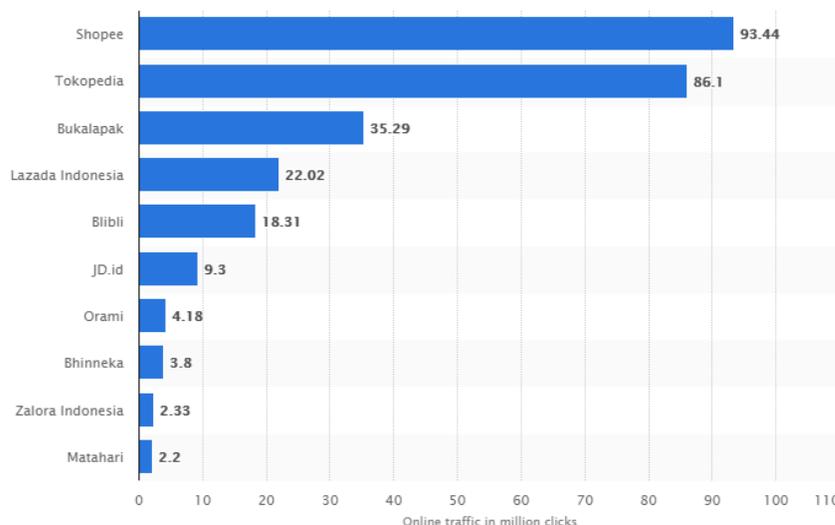


Figure 1

Top 10 E-commerce Sites in Indonesia 2020
Published by Statista Research Department, 28 Sep 2020
source: <https://www.statista.com/>, accessed October 14, 2020

Shopee has succeeded in obtaining the first rank as an online trading platform that is widely accessed by Indonesians in September 2020, which proves that Shopee is able to dominate the market compared to its competitors such as Tokopedia, Bukalapak, Lazada and so on. By seeing opportunities as well as intense competition between e-commerce in Indonesia, Shopee is collaborating with soccer player Cristiano Ronaldo to become brand ambassadors. Gita and Setyorini (2016) state that, brand ambassador is the identity of a company where the brand ambassador acts as a marketing strategy that can represent the achievement of individualism, one's fame, marketing and marketing of a product. With a similar ambition to be the best in his field, Cristiano Ronaldo was chosen to be a brand ambassador because he has been recognized by the wider community with a myriad of achievements that have also inspired many people, who at the same time desire to influence the increase in purchases made by consumers and make Shopee as an online buying and selling platform that can be used by everyone, without reducing prior buying interest.

2. Literature Review

Promotion Mix is a special material for advertising, sales, personal, sales promotion and public relations that companies use to achieve marketing goals (Pradana et al., 2020). Advertising is a strategy used by companies to promote their products or services, the media used to do advertisements is usually through the media, one example is television. (Kotler and Keller, 2012: 478). While brand is an element, a combination of several elements or a combination of all

elements, one of which is a logo, which is used by companies as a means of differentiating products or services offered with products or services from competitors.

Kertamukti (2015: 69) explains that celebrities are figures whose achievements are known by many people in several fields, which aim to promote products from companies. Their involvement is called a brand endorser or brand ambassador.

The following according to Lea-Greenwood, (2012: 77), indicators of brand ambassadors:

1. Transfer, is when someone who works with the company to become a brand ambassador can support the brand in accordance with the work of the brand ambassador.
2. Conformity, is the suitability between the brand ambassador who is invited to cooperate with the product that the brand ambassador will promote.
3. Credibility, which is the consumer's trust in the brand ambassador who can provide information that consumers want to know themselves.
4. Attractiveness, is a non-physical indication that is expected to influence consumers when viewing the advertised product.
5. Strength, is the power possessed by brand ambassadors who are expected to influence consumers to make purchases on advertised products.

Purchasing interest is a person's desire to buy certain products or services through e-commerce is called buying interest (Chen et al, 2010, Pradana et al., 2020, Kian et al, 2017).

The following according to Kartawinata et al., (2020), indicators of buying interest:

1. Transactional buying interest, or when consumers already want to buy the product because they want the product.
2. Preferential buying interest, or when consumers have chosen the product as their main goal, the product can be replaced if the product runs out or no longer exists.
3. Referential buying interest, or when a consumer directly provides a reference or recommends a product or service to another customer or potential customer.
4. Exploratory buying interest, or when consumers are looking for information or explanation independently of a product or service before making a purchase.

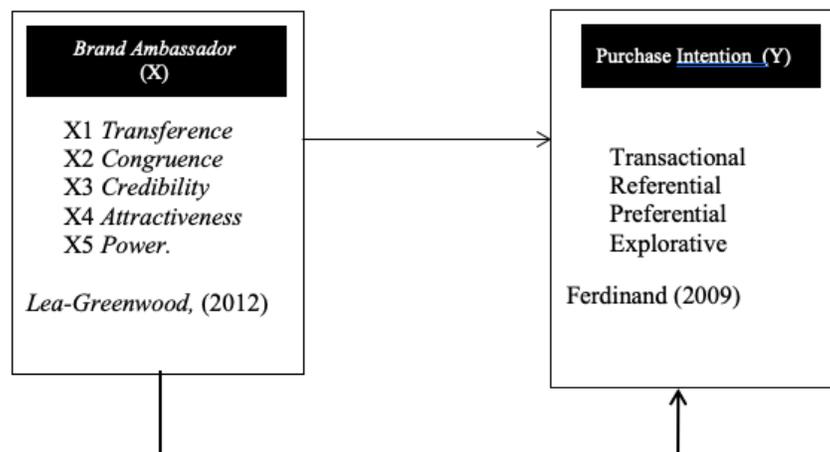


Figure 2
Research Framework

3. Methods

In this study, it has two variables. Where the independent variable is Brand Ambassador and the dependent variable is Buying Interest. This study aims to prove the hypothesis or allegation with the influence of brand ambassadors on Shopee's buying interest. In this study using quantitative methods with descriptive analysis. The scale used is the Likert scale. Sampling was taken using non-probability sampling method and the number of respondents in this study was 100 people.

The analysis used by researchers in seeing how 100 respondents' perceptions of the independent variable or brand ambassador and the dependent variable or purchase interest. Based on the results of the respondents' responses that the independent variable or brand ambassador is included in the "Very Good" category with a percentage score obtained of 86.38% and also the dependent variable or buying interest is included in the "Very Good" category with a percentage score obtained of 91.275%. The analysis in this study is a simple linear regression that is used by researchers to see how the influence of the independent variable, namely brand ambassador (X), on the dependent variable (Y), which is the continuing purchase interest of 100 Shopee consumer respondents.

4. Results and Discussion

The results of this simple linear regression analysis are shown in the output of SPSS 24, namely:

Table 1

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	10,542	1,685		6,257	,000
brand ambassador	,330	,049	,560	6,686	,000

a. Dependent Variable: minat beli

Table 1 shows the results of a constant (a) value of 10.542, with a brand ambassador value (b / regression coefficient) of 0.330. It can be translated as 10,542 constants, which means the value of the consistency of the purchase interest variable is 10,542, the X regression coefficient is 0.330, which states that an additional 1% of the value of purchase interest will increase the brand ambassador by 0.330. The regression coefficient shows a positive value, so it can be stated that the direction of the influence of brand ambassadors (variable X) on purchase intention (variable Y) is positive.

Table 2: F Test Results

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	471,789	1	471,789	44,704	,000 ^b

Residual	1034,253	98	10,554	
Total	1506,042	99		

a. Dependent Variable: minat beli

b. Predictors: (Constant), brand ambassador

In the F-Test Table it can be seen that F_{count} is 44,704 with a significance level of 0,000. Therefore, the two calculations, namely $F_{count} > F_{table}$ ($4,704 > 2,76$) and a significance level of $0,000 < 0,1$, indicate that the independent variable consisting of transference, congruence, credibility, attractiveness, and power simultaneously has a significant effect. against buying interest.

Table 3
T-Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9,826	1,812		5,424	,000
Transference	-,019	,446	-,008	-,043	,966
Congruence	,368	,524	,149	,701	,485
Kredibilitas	,537	,505	,199	1,063	,290
Daya Tarik	,746	,322	,279	2,315	,023
Power	,108	,264	,048	,411	,682

a. Dependent Variable: Minat Beli

Table 3 shows that the transference, congruence, credibility and power variables have an insignificant influence because it has a smaller t count than t_{table} (1,660) and has a significance number greater than 0,1, the attractiveness variable has a significant effect because it has tcount is greater than t_{table} (1,660) and has a significance number smaller than 0,1. The coefficient of determination test is used by researchers how the magnitude of the Bali interest variable (Y) is influenced by the brand ambassador variable (X). It can be seen in the calculation results of R Square that the value has been calculated using the help of SPSS 24 software.

Table 4: Determination Coefficient

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,580 ^a	,336	,301	3,261285

a. Predictors: (Constant), Power, Congruence, Daya Tarik ,
Transference, Kredibilitas

In table 4, it shows that the number R square (R^2) is 0,336, which means it illustrates that the effect of the independent variables (transference, congruence, credibility, attractiveness, and power) on the dependent variable buying interest is 33,64% with the remaining 66,36. % influenced by other factors not examined in this study.

5. Conclusion

With the results of the research and discussion that has been stated previously about the influence of brand ambassadors on Shopee's buying interest, and obtained some conclusions that may be needed to answer some of the problems described in the problem formulation of this study are as follows:

Based on the acquisition of descriptive analysis, overall brand ambassadors are in the very good category. Of all the items for the brand ambassador variable, the question that has the lowest score is the question "I think Cristiano Ronaldo is able to explain whatever I want". Based on the acquisition of descriptive analysis, overall buying interest is in the very good category. Of all the items on the purchase interest variable, the question with the lowest score was the question "I am interested in buying Shopee after receiving information from friends or relatives".

Based on the acquisition of the F test, transference (X1), congruence (X2), credibility (X3), attractiveness (X4), and power (X5) simultaneously or simultaneously have a significant effect on Shopee's buying interest. The magnitude of the effect of transference (X1), congruence (X2), credibility (X3), attractiveness (X4), and power (X5) simultaneously on buying interest is 0,3364 or 33,64% while the remaining 66,36% is influenced by factors not examined in this study. Last, based on the acquisition of the T test, transference (X1), congruence (X2), credibility (X3), attractiveness (X4), and power (X5) separately or partially some have a significant effect and some also have no significant effect on buying interest (Y). The variables that have partial influence are attractiveness, and those that do not affect partially are the variables of transference, congruence, credibility, followed by power.

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Biographies

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