

ONLINE PURCHASE INTENTION ON E-COMMERCE: THE EFFECT OF BRAND AMBASSADOR AND TRUST

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Abstract

This research was conducted to analyze the influence of brand ambassadors and trust toward purchase intention on the Tokopedia e-commerce platform. This research employed a quantitative method with the survey technique. The data collection technique was carried out by distributing a questionnaire to 100 respondents identified as fans (ARMY) of the South Korean idol group BTS (Bangtan Seoyondan). The sampling technique is using purposive sampling, in terms of Indonesian BTS fans that use Tokopedia. The data collected were analyzed using multiple linear regression on all variables. The results showed that brand ambassador and trust both partially and simultaneously had a significant effect on purchase intention. Brand ambassadors and trust have a large contribution to the progress of whether a transaction will occur in e-commerce. Thus, to reach customers' purchase intention on e-commerce, marketers can use brand ambassadors and increase customers' trust.

Keywords: Brand Ambassador, Trust, Purchase Intention, E-commerce, BTS

1. INTRODUCTION

Consensually, individuals in society that increase customer satisfaction can help businesses make certain profits (Feng & Yanru, 2013). There are scientific research results that linkage between popular culture and the increase in customer behavior (Kjeldgaard & Askegaard, 2006). For the past few years, people involved in the business industry are starting to increase their competition on e-commerce platforms (Nurunnisha G, 2021). E-commerce has many definitions from various points of view from researchers, academicians, and practitioners (Suhaimi Baharudin et al., 2016). However, there are two important elements in defining e-commerce, first is that e-commerce focuses on business activities through digital mediums such as promoting business products, customer services, and other related activities (Hashim, 2009). Second, the technology used in e-commerce such as e-mail, web portals, online banks, and any technological activities that support these businesses (Suhaimi Baharudin et al., 2016).

One of the strategies used in business improvements is to establish collaborative relationships with various external parties (Onyusheva & Salim, 2017). Brand collaboration can be defined as a cooperative marketing activity that occurs in the long term, short term, or a combination between two of the time, and the results of this can be seen from the significant growth of the e-commerce business in the last 2 years (Jianrong et al., 2017). In the 21st century, many e-commerce platforms use celebrities to collaborate to promote their business. Individuals are influenced by promotions, mainly when companies use idolized figures as brand ambassadors of a product (Widianingrum & Mani, 2021). Therefore, the majority of consumers attach great

importance to brand ambassadors used by a brand, especially in Indonesia (Nisa & Pramesti, 2020).

Based on calculations on Statista's official website, Tokopedia as a local e-commerce ranked first among the most clicked e-commerce sites in Indonesia in the first quarter of 2022 with more than 158 million clicks (Statista, 2022). In 2019, Tokopedia announced that they appointed the idol group BTS as their new brand Ambassadors and carry out several marketing activities such as promotions and campaigns (Nurunnisha G, 2021).

K-pop or Korean Wave (Hallyu) is a culture from South Korea which has developed in Asia and has spread throughout the world (Adisak, 2022). Several studies have proven that there is a relationship between K-wave culture and consumer behavior, starting with the spread of K-wave products such as drama series, and games, to music (K-pop) (Kim & Park, 2020). The culture continues to grow and affect the business industry, including Indonesia, which uses the K-wave trend in brand marketing activities (Imani & Martini, 2021).

On the other hand, trust has also become an important element in purchase intention in e-commerce. It is because trust is one of the positive factors that can motivate consumers' purchase intention and also has an important role in forming the purchase intention of consumers (Nisa & Pramesti, 2020).

The study focused on one of the local e-commerce in Indonesia. This study referred to Tokopedia as e-commerce. Partially, a person's intention to buy a product can be influenced by many things such as brand ambassador, country of origin, advertising campaign (Nurunnisha G, 2021), perceived informativeness, trust, social presence (Liu et al., 2019), customer expectation, and customer loyalty (Adisak, 2022). Therefore, this research is important not only because of the variables studied but also because there is a significant growth of e-commerce in Indonesia for the past two decades and an increase in the value of transactions in doing online shopping (Kim & Park, 2020; Radhia & Utami Tjhin, 2021).

The purpose of this study is to analyze whether there is a significant influence of brand ambassadors and trust variables partially and simultaneously on purchase intention in e-commerce.

The research limitation is based on the scope of the study that only applied to Tokopedia as the top e-commerce platform in Indonesia. Based on the above description, the researchers aim to determine the effect of brand ambassadors and trust on purchase intention in e-commerce.

2. LITERATURE REVIEW

The literature review explains the previous studies and concepts related to brand ambassadors, trust, and purchase intention in e-commerce platforms.

2.1 Previous Research

According to Nurunnisha et al. (Nurunnisha G, 2021), entitled Female Student Perceptions on The Effect of Country Origin, Brand Ambassador on Purchase Intention: A Study on Geographical Origin of Tokopedia E-commerce Company, Indonesia using the quantitative

method, the results indicate that country of origin partially do not have significant influence towards purchase intention while brand ambassador and advertising campaign have significant towards purchase intention.

According to Liu et al. (Liu et al., 2019), entitled Exploring Consumers' Purchase Intention In Social Commerce An Empirical Study Based On Trust, Argument Quality, And Social Presence, using quantitative method with a questionnaire distributed to 288 respondents online to explore the motivation encourage purchase intention in social commerce.

According to Mani et al. (Widianingrum & Mani, 2021), entitled Virtual Community, Customer Experience, And Brand Ambassador: Purchasing Decision On YouTube, using the quantitative method shows virtual communities, customer experience, and brand ambassadors on purchasing decisions for cosmetic products is significant by approximately 57.6%. The study uses multiple regression analysis with 400 respondents.

2.2 Brand Ambassador

Brand ambassadors are often identified with celebrity endorsements. Celebrity endorsements lend their names and appear on behalf of a product or service. The appeal of celebrities is used very effectively by advertisers to communicate with their markets (Widianingrum & Mani, 2021).

Celebrity endorsement is a persuasion technique in which consumers can attribute the similarity to the person featured in the advertisement and use it to increase brand profits (Nelson & Deborah, 2017). On the other hand, a brand ambassador can be defined as a tool used by companies to communicate and maintain relationships with the public or customers to increase sales. While working with companies, a brand ambassador has several important roles which are as distributors, speakers, and liaisons of an advertisement to introduce a product or service to customers and become the product identity representation (Greenwood, 2013).

There are several basic dimensions for brand ambassadors which are; transference, congruence, credibility, attractiveness, and power. Transference means that the brand ambassador must transparently support the brand associate or work with. Congruence means there must be a match between the brand and the brand ambassador as endorsers. Credibility is when consumers can see that the brand ambassador has the relevant knowledge, ability, and experience so the product can be considered trustworthy. Attractiveness is the physical and non-physical appearance that can promote a product or advertisement. Last is power, which is the charisma of the brand ambassador to influence consumers in buying the product (Greenwood, 2013).

2.3 Trust

Practically, all the existing interactions require the element of trust, especially in uncertain conditions like doing transactions on the e-commerce platform (Pavlou, 2003). In e-commerce, trust is an important concept because it can lead to supportive outcomes such as purchase intention (Bock et al., 2012). Trust can be defined as the willingness of a party (the trustor) to be vulnerable to the actions of another party based on the expectation that the other (the trustee)

will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party. Trust is something that is built by parties through interaction and transaction processes (Mcknight & Chervany, 2002). Therefore, the definition of trust is consistent with the orientation that trust is caused by predictability (Mayer et al., 1995).

There are two dimensions of trust: trusting beliefs and trusting intentions. Trusting beliefs talk about the extent to which a person can trust a trusted object in a situation. There are three elements that build trusting beliefs which are benevolence, integrity, and competence. Benevolence is the level of trust by consumers in a seller to be well-treated by the seller. Integrity is the level of consumers' trust to believe in honesty and mutual agreement with the seller. And competence is the belief of the consumers in the ability of a seller to meet consumers' needs. Second, trusting intention is a condition where someone is deliberately ready to depend on others in a situation. There are two elements that build trusting intention which are willingness to depend and subjective probability of depending. The willingness to depend is the willingness of consumers to depend on and commit to the seller even if there are negative possibilities of consequences, and the subjective probability of depending means the willingness of consumers to provide information subjectively to the seller in making a transaction (Mcknight & Chervany, 2002).

2.4 Purchase Intention

Purchase Intention is a form of behavior of consumers who have the desire to purchase and select a product based on experience, use, and desire for the product (Kotler & Armstrong, 2018). Interest in purchase can be defined as an action that is carried out by individual consumers, groups, and organizations through an exchange or purchase process that begins with a decision-making process (Venkatesh et al., 2012). Therefore, purchase intention becomes a powerful psychological force that exists within the individual that has an impact on an action (Schiffman et al., 2013).

There are four dimensions of purchase intention, first is the transactional interest of consumers to purchase a product. Second, is the referential interest of consumers to provide a reference or recommend a product to others? Third, the preferential interest of consumers to make a product as the main choice in doing transactions or purchase activity. Lastly, explorative interest is the action of consumers to find out more about things that are related to a product (Ferdinand, 2014).

3. RESEARCH METHOD

3.1 Research Model

Aligning with the arguments explained before, this study is based on the post-positivism paradigm. Post-positivism paradigm maintains deterministic philosophy, which proposes that causes determine effects or results. This paradigm is in accordance with the arguments in this study which is to identify and assess the causes that affect the results (Creswell, 2009). The study type is explanatory. This explanatory study connects the cause and effects of two and

more concepts (variables). Researchers must carry out theorizing activities to generate initial assumptions (hypotheses) between one variable and another (Given, 2008).

This study is an explanatory study using a quantitative approach. The population of this study is the K-pop fans of BTS in Indonesia (ARMY) during the research time interval from September to November 2022 with a sample of 100 samples obtained through purposive sampling. Samples were selected with certain requirements such as BTS fans that use Tokopedia since 2019, are over the age of 16, and live in Indonesia.

3.2 Hypotheses

3.2.1 Hypotheses 1

Several previous studies have proven that brand ambassadors have a positive influence on purchase intention (Nurunnisha G, 2021; Widianingrum & Mani, 2021). A person's intention to make a purchase of a product is driven by the person's sense of attachment to the character used by a brand in representing the nature of the product or what is known as a brand ambassador (Nisa & Pramesti, 2020). Therefore, the first hypothesis (H1) in this study is formed as follows:

H₁: Brand Ambassador has a significant effect on purchase intention.

3.2.2 Hypotheses 2

In a seller-buyer relationship, trust will increase along with the extent to which the seller can fulfill the buyer's expectations (Liu et al., 2019). Trust encourages the attitude and reduces the perceived risk, thus becoming favorable to purchase intention in e-commerce (Falahat et al., 2019). Individuals have a different level of trust in e-commerce which will affect their buying intention in the e-commerce (Hallikainen & Laukkanen, 2018). Therefore, the second hypothesis (H2) in this study is formed as follows:

H₂: Trust has a significant effect on purchase intention.

3.2.3 Hypotheses 3

Famous celebrities who have a lot of knowledge in certain fields become the compelling powers to influence customer purchase intention. Celebrities who have experience or expertise in their endorsed field ultimately make it easier for them to gain trust and generate purchase intention from customers (Braunsberger, 1996). If the customer feels that a celebrity as a brand ambassador is trustworthy and honest enough to convince and obtain their trust, it will increase customer curiosity which leads to purchase intention (NGUYEN, 2021). Therefore, the third hypothesis in this study is formed as follows:

H₃: Brand Ambassador and Trust have significant effects simultaneously on purchase intention.

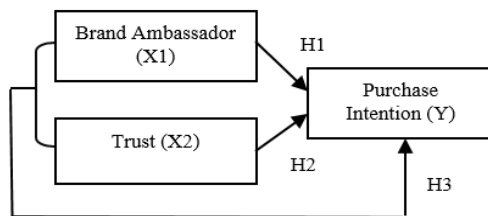


Figure 1: Study Model

3.3 Variables

This study contains two X variables, i.e., the Brand Ambassador-BA (X_1) and Trust- T (X_2), and one Y variable, i.e., Purchase Intention-PI (Y).

Table 1: Study Variable

Variables	Number of Question
Brand Ambassador	15
Trust	10
Purchase Intention	6

3.4 Analyzing Tool and Data Collection

Data were collected using the questionnaires technique and processed using SPSS version 22. The test conducted for the processed data begins with a validity test, reliability test, and multiple regression test. The basic decision-making is based on significance value. The questionnaire has 31 items and is distributed via Google form on Instagram and Twitter.

4. EQUATIONS

4.1 Validity Analysis

In this study, the researchers use Pearson's analysis for the validity test with the total analysis meeting the requirements of the significance value <0.01 or <0.05 which indicates a validated measuring instrument. The results of the validity analysis are in the following table:

Table 2: Result of the Validity Test

No	Variable	Person Correlation	Signification (2-tailed)	Status
1	Brand Ambassador	0,461 – 0,870	0,041 – 0, 000	Valid
2	Trust	0,451 – 0,754	0,046 – 0,000	Valid
3	Purchase Intention	0,525 – 0,849	0, 018 – 0, 000	Valid

From the table above, all dependent and independent variables have met the significance coefficient requirements of below 0.05. It can be concluded that all variables are valid.

4.2 Reliability Analysis

The reliability test is used to analyze the consistency of the measuring instrument in this study. The reliability level of the measuring instrument is assessed from the results of the Cronbach Alpha statistical analysis, with a coefficient level of $> 0,6$ (Ghozali, 2016). The closer the Cronbach Alpha value to 1 means the reliability value of the data is more reliable. The results of the reliability analysis are in the following table:

Table 3: Result of Reliability Test

No	Variable	Cronbach Alpha Value (α)	Status
1	Brand Ambassador	0,931	Reliable
2	Trust	0,793	Reliable
3	Purchase Intention	0,779	Reliable

From the table above, all dependent and independent variables have met the Cronbach Alpha value coefficient ($>0,6$). It can be concluded that all variables are reliable.

4.3 Hypothesis Test

In this study, researchers used multiple linear regression tests to test the hypothesis. The results of multiple linear regression tests can be seen in the following table:

Table 4: Result of Multiple Regression Analysis

Variable	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	B		
Brand Ambassador	0,159	0,031	0,435	5,063	0,000
Trust	0,258	0,056	0,396	4,615	0,000

This study uses a degree of confidence of 95%, and an error rate of $\alpha = 5\%$ (0.05). The formula used to determine the t values is as follows:

$$t = t(\alpha/2; n-k-1) = t(0,025; 97) = \mathbf{1,985}$$

α : confidence value

n: total of samples

k: dependent variable

The results of the multiple linear regression test in Table 4 showed that there is a significant influence from brand ambassadors on the purchase intention that can be seen from the results of the test ($t = 5.063$; Sig. = 0.000). And there is a significant influence of trust on purchase intention that can be seen from the results of the test ($t = 4,615$; Sig.= 0,000).

Table 5: Analysis Of Variance (ANOVA)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	904,686	2	452,343	61,502	0,000
Residual	713,424	97	7,355		
Total	1618,110	99			

The formula used to determine the F values is as follows:

$$F = (k; n-k) = F(2; 98) = 3,09$$

k: dependent variable

n: total of samples

The results of the analysis of the variance test in Table 5 showed a simultaneous effect from all the dependent variables on the dependent variable in the F-test. There is a significant effect between both brand ambassadors and trust simultaneously on purchase decisions that can be seen from the result of the test (F=61,502, Sig.= 0,000).

Table 6: Coefficient of Determination

R Square	Adjusted R Square	Std. Error of the Estimate
0,559	0,550	2,71199

Referring to the results of the coefficient of determinant analysis test in Table 6, it is shown that The Adjust R Square is 0.550. Given that a vessel contains 100% of the variables, resulting that brand ambassadors and trusts only fill 55% of the influence on purchase intention. This means that there are 45% other variables that can influence purchase intention besides brand ambassadors and trust. The determination coefficient value is between 0 and 1. Classification of correlation coefficient i.e., 0 (no correlation), 0-0.49 (weak correlation), 0.50 (moderate correlation), 0.51-0.99 (strong correlation), 1.00 (perfect correlation) [33]. Therefore, the correlation of the brand ambassador and trust variables on purchase intention is included in the strong correlation classification.

5. RESULTS

This research was conducted with the aim of identifying the influence of brand ambassadors and trust on purchase intention in e-commerce. The results of the study show that there is a significant influence from brand ambassadors on purchase intention. The first hypothesis states that there is a significant influence between brand ambassadors on purchase intention. The significant value of the brand ambassador variable is 0.000 < 0.05 which indicates that H1 is accepted. Celebrities used by brands as brand ambassadors have various symbolic meanings for consumers and then are supported by brands and ultimately lead to purchasing or consumption transaction activities from consumers (Torres et al., 2019). The results obtained are in accordance with the previous research that states there are significant effects of brand ambassadors on purchase intention (Nurunnisha G, 2021; Widianingrum & Mani, 2021). The

results of the T-test also indicate that the brand ambassador variable partially has a significant influence on purchase intention.

The results of the second hypothesis indicate that there is a significant influence between trust and purchase intention. Based on the results of the multiple linear regression test, the significance value of the trust variable is $0.000 < 0.05$. This indicates that H2 is accepted. Trust has a long role in seller-buyer relationships in e-commerce because it leads consumers to a transaction and becomes an important element for shaping the purchase intention, especially in the context of online shopping (Chandra & Alam Napitupulu, 2020). The results obtained are in accordance with the previous research that states there are significant effects of trust on purchase intention (Liu et al., 2019). The results of the T-test also indicate that the trust variable partially has a significant influence on purchase intention.

The results of the third hypothesis indicate that there is a significant influence of the two dependent variables (brand ambassador and trust) simultaneously on the independent variable (purchase intention). Based on the results of the variance analysis test, it is indicated that there is a significant influence of brand ambassadors and trusts simultaneously on purchase intention. This can be seen through the significance value of the two dependent variables ($0.000 < 0.05$) and the F-test value ($3.09 < 61.502$) where the F value is less than the F table value which indicates that H3 is accepted. The results obtained are in accordance with the previous research that states there is a significant influence of brand ambassadors and trust on purchase intention (Nurhasanah et al., 2021).

Brand ambassadors and trust are factors that can influence purchase intention in e-commerce partially and simultaneously. Consumers considered brand ambassadors as one of the important elements before buying a product. Celebrities that are used by brands as brand ambassadors in promoting products are assessed in terms of honesty, credibility, suitability, and even strength by customers (Greenwood, 2013). The more attractive the brand ambassadors, the more interested consumers are in finding out more about the brand (Nurhasanah et al., 2021). Through brand ambassadors, there will also be trust from consumers in e-commerce. Trust will ultimately determine whether a transaction occurs in e-commerce (Radhia & Utami Tjhin, 2021). The selection of brand ambassadors and the quality of e-commerce itself will determine consumers' interest in buying.

6. DISCUSSION

This research contributes to learning related to brand ambassadors, trust, and purchase intention partially and simultaneously. The limitation of this research is only examining three variables from the many other variables that can affect purchase intention in e-commerce. The results are also an indication of the achievement of the objectives in this study which proves that brand ambassador and trust have a significant effect on purchase intention. Based on the findings, it can be identified that brand ambassadors and trust have a 55% influence on purchase intention. This indicates that the variables are real, significant, and have a classified effect on increasing purchase intention. This study theoretically contributes to the marketers to improve the factors that can increase their business profits. And practically, this study contributes to increasing

opportunities for marketing activities and sales in e-commerce. This study is limited to only a few variables in the e-commerce business industry. For further research, researchers should examine other complex variables in different businesses industry that will develop in the future.

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