

BUKTI KORESPONDENSI ARTIKEL JURNAL NASIONAL SINTA 2

Judul artikel : The Influence of Brand Ambassadors and Promotions on Purchase Decisions through Brand Image as an Intervening Variabel in Tokopedia – Marketplace In East Java

Jurnal : International Journal of Social Science and Business Volume 7, Number 3, 2023, pp. 713-724 P-ISSN: 2614-6533 E-ISSN: 2549-6409 Open Access: <https://doi.org/10.23887/ijssb.v7i3.58889>

Penulis : Ali Mauludi AC, Nik Haryanti, In'am Nabila Klisty Putri

| No | Perihal | Tanggal |
|----|--|------------------|
| 1 | Bukti submit artikel | 15 Pebruari 2023 |
| 2 | Bukti catatan revisi artikel | 27 Pebruari 2023 |
| 3 | Bukti artikel sudah disesuaikan template | 27 Pebruari 2023 |
| 4 | Bukti accepted | 1 Maret 2023 |
| 5 | Bukti LOA | 1 Maret 2023 |

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PENGARUH BRAND AMBASSADOR DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN MELALUI CITRA MEREK SEBAGAI VARIABEL INTERVENING DI E-MARKETPLACE TOKOPEDIA DI JAWA TIMUR

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Abstrak: Indonesia adalah negara dengan pertumbuhan nilai perdagangan elektronik tertinggi di dunia di tahun 2019, dengan pertumbuhan sebesar 78%, disusul Meksiko dengan nilai pertumbuhan sebesar 59%. Hal ini dibuktikan dengan banyaknya e-marketplace yang berkembang di Indonesia. Ini mendorong marketplace memiliki pengetahuan untuk mengembangkan strategi pemasaran yang bertujuan untuk meningkatkan konsumen untuk melakukan pembelian. Faktor faktor yang mempengaruhi keputusan pembelian konsumen banyak sekali diantaranya adalah faktor brand ambassador, promosi dan citra merek. Tujuan dari penelitian ini adalah 1) untuk mengukur pengaruh langsung dan tidak langsung brand ambassador dan promosi terhadap keputusan pembelian dengan melalui citra merek sebagai variable intervening. 2) Untuk mengetahui jumlah total masing-masing pengaruh variable ambassador dan promosi bagi pengguna aplikasi e-marketplace Tokopedia. Pendekatan dari penelitian ini adalah kuantitatif, jenis penelitian ini adalah kausal komparatif. Teknik analisis data dari penelitian ini adalah regresi linier berganda. Penelitian kausal komparatif merupakan penelitian yang membandingkan yang mana yang paling kuat pengaruh langsung atau tidak langsung masing masing variable bebas terhadap variable terikat dan membandingkan jumlah total pengaruh masing masing variable bebas. Metode pengambilan data primer didapat dari pengisian kuisioner yang disebar melalui bermacam media sosial dengan sasaran pengguna aplikasi e-marketplace Tokopedia di daerah Jawa Timur. Hasil pengujian pada penelitian ini menunjukkan bahwa brand ambassador berpengaruh positif dan signifikan antara terhadap citra merek brand ambassador tidak berpengaruh terhadap keputusan


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The Influence of Brand Ambassadors and Promotions on Purchase Decisions Through Brand Image as an Intervening Variable in Tokopedia E-Marketplace in East Java

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ARTICLE INFO

Article history:

Received February 20, 2023

Revised February 24, 2023

Accepted July 20, 2023

Available online August 25, 2023

Kata Kunci:

Brand Ambassador, Promosi, Brand Image, Keputusan Pembelian

Keywords:

Brand Ambassador, Promotion, Brand Image, Purchase Decision



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ABSTRAK

Penelitian ini dilatarbelakangi oleh pesatnya pertumbuhan e-commerce di Indonesia pada tahun 2019, yang menempatkan negara ini sebagai pemimpin dengan pertumbuhan 78%, diikuti oleh Meksiko dengan 59%. Dalam konteks ini, beberapa faktor menjadi perhatian, termasuk peran brand ambassador, promosi, dan citra merek. Tujuan utama dari penelitian ini adalah untuk mengukur pengaruh langsung dan tidak langsung dari brand ambassador dan promosi terhadap keputusan pembelian melalui variabel intervening, yaitu brand image, khususnya pada platform e-marketplace Tokopedia di wilayah Jawa Timur, Indonesia. Penelitian ini merupakan jenis penelitian kausal komparatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini adalah pengguna aplikasi e-marketplace Tokopedia di wilayah Jawa Timur, dengan sampel sebanyak 100 responden. Metode pengumpulan data primer dilakukan melalui penyebaran kuesioner melalui berbagai media sosial. Data yang terkumpul kemudian dianalisis menggunakan metode regresi linier berganda. Hasil utama penelitian menunjukkan bahwa brand ambassador dan promosi memiliki pengaruh yang signifikan terhadap keputusan pembelian konsumen melalui brand image di platform e-marketplace Tokopedia. Brand ambassador yang memiliki kredibilitas dan pengaruh yang kuat dapat membantu membangun persepsi positif konsumen terhadap merek dan produk yang diwakilinya. Sementara itu, promosi juga memainkan peran penting dalam mempengaruhi keputusan pembelian konsumen dengan menyediakan penawaran khusus dan insentif lainnya. Hasil penelitian ini memberikan wawasan baru bagi perusahaan e-commerce dalam mengembangkan strategi pemasaran yang efektif untuk meningkatkan kepuasan konsumen dan pertumbuhan bisnis di era digital saat ini.

ABSTRACT

This research was motivated by the rapid growth of e-commerce in Indonesia in 2019, which placed the country as the leader with 78% growth, followed by Mexico with 59%. In this context, several factors are of concern, including the role of brand ambassadors, promotion, and brand image. The main purpose of this study is to measure the direct and indirect influence of brand ambassadors and promotions on purchasing



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Faculty of Economics
International Journal of Social Science and Business
p-ISSN: 2614-6531, e-ISSN: 2549-6409
Sekretariat: Jalan Udhayana, Nomor 11, Singaraja-Bali, Postal Code: 81116 Phone-Fax: (0362) 22570,
URL: <http://ejournal.undiksha.ac.id/index.php/IJSSB>



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| | |
|---------------|--|
| Manuscript ID | 48894 |
| Title | The Influence of Brand Ambassadors and Promotions on Purchase Decisions Through Brand Image as an Intervening Variable in Tokopedia E-Marketplace in East Java |
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ABSTRACT

This research was motivated by the rapid growth of e-commerce in Indonesia in 2019, which placed the country as the leader with 78% growth, followed by Mexico with 59%. In this context, several factors are of concern, including the role of brand ambassadors, promotion, and brand image. The main purpose of this study is to measure the direct and indirect influence of brand ambassadors and promotions on purchasing decisions through intervening variables, namely brand image, especially on the Tokopedia e-marketplace platform in East Java, Indonesia. This research is a type of comparative causal research with a quantitative approach. The population in this study is users of the Tokopedia e-marketplace application in the East Java region, with a sample of 100 respondents. The primary data collection method was carried out through the distribution of questionnaires through various social media. The collected data is then analyzed using multiple linear regression methods. The main results of the study show that brand ambassadors and promotions have a significant influence on consumer purchasing decisions through brand image on the Tokopedia e-marketplace platform. Brand ambassadors who have strong credibility and influence can help build positive consumer perceptions of the brand and products it represents. Meanwhile, promotions also play an important role in influencing consumers' purchasing decisions by providing special offers and other incentives. The results of this study provide new insights for e-commerce companies in developing effective marketing strategies to increase consumer satisfaction and business growth in today's digital era.

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1. INTRODUCTION

In today's all-digital era, trade competition is to attract people to buy products by minimizing mobility by making the internet a basic human need in carrying out communication activities in all aspects of life. One of the human activities that has changed side by side with the advent of the internet is buying and selling. According to the report from the Association of Indonesian Internet Service Providers (APJII), in the second quarter of 2020, there were around 196.7 million Indonesians using the internet network, this shows that a significant increase has occurred, and when compared to internet users in Indonesia in 2018 it is less more than 171.2 million people, which means that internet users in Indonesia have grown by 8.9% with the percentage of internet users and the total Indonesian population of 73.7%. With such rapid development and a large number of internet users, this can be a great opportunity for companies to innovate to develop their business in the online realm (Firman, 2022; Hendriana et al., 2021; Pramitha, 2021).

Indonesia is the country with the highest e-commerce growth in the world in 2019, with a growth of 78%, followed by Mexico with a growth value of 59%. This is evidenced by the many e-marketplaces that are developing in Indonesia. E-Marketplaces in Indonesia include Tokopedia, Shopee, Bukalapak, Lazada, Blibli, Elevenia, and so on. Tokopedia is one of the largest youth-made marketplaces in Indonesia based on similarweb.com data on CNBC Indonesia news which states that Tokopedia is the most visited marketplace on the internet, controlling 32.04% of marketplace traffic in Indonesia in January 2021. As of March 2021, the percentage of Tokopedia's traffic share increased to 33.07%. The number of monthly visits during the first quarter (Q1) of 2021 reached 126.4 million, while monthly visitors reached 38.93 million. To improve and maintain its achievements, Tokopedia needs to pay attention to various factors that can attract people's attention to using the Tokopedia e-marketplace, both in the form of mobile applications and the website (Ali & Bhasin, 2019; Fared et al., 2021; Miao et al., 2022). One of the factors that can attract consumers to make purchasing decisions is the company's ability to communicate its brand (branding) or promotion (promotion) and brand image. One method that is currently popular for brand building, and is used in various business fields including by marketplace companies is by introducing products through brand ambassadors, and the promotion method used so that it has an impact on brand image and purchasing decisions (Faritzal et al., 2023; Hartati et al., 2022; Jayusman et al., 2023).

In the ever-growing era of digitalization, e-marketplaces have become one of the important platforms in online commerce. E-marketplace provides a variety of products and services that can be easily accessed by consumers. In the increasingly fierce competition in the e-marketplace, an effective marketing strategy is the key to the company's success. One strategy that is often used is the use of brand ambassadors and promotions. A brand ambassador is an individual who actively promotes and represents a brand. They have a huge influence in shaping consumer perceptions of the brand. Meanwhile, promotion is an effort made by companies to influence consumer purchasing decisions through various marketing activities, such as discounts, special offers, and other promotional campaigns (Aji et al., 2019; Stankevich, 2017). Brand image also plays an important role in consumer purchasing decisions. Brand image reflects consumers' perception and assessment of a brand based on its attributes and brand image (Carlson & Donovan, 2013; Hofmann et al., 2021). Consumers tend to choose brands that have a positive brand image and are in accordance with their values.

In East Java, one of the popular e-marketplaces is Tokopedia. Tokopedia has managed to build a strong brand image and has various well-known brand ambassadors who help promote their platform. However, there have not been many studies that reveal the influence of brand ambassadors and promotions on purchasing decisions through brand image in Tokopedia, especially in the East Java region. In the context of this study, there are several Gaps that raise the urgency for research on the chosen topic. First, in the ever-evolving era of digitalization, e-marketplaces have become important platforms in online commerce (Faccia et al., 2023; Simjanović et al., 2022). However, competition in the e-marketplace is getting fiercer, so companies need an effective marketing strategy to achieve success (Deshinta & Suyanto, 2020; Fatihah & Saidah, 2021; Suherman & Hasanah, 2020). One strategy that is often used is the use of brand ambassadors and promotions. However, there has not been much research that reveals the influence of brand ambassadors and promotions on purchasing decisions through brand image in Tokopedia, especially in the East Java region.

Second, brand ambassadors have an important role in shaping consumer perceptions of brands (Hartati et al., 2022; Verdisanti, 2019). However, there has been no research that specifically investigates the influence of brand ambassadors and promotions on purchasing decisions at Tokopedia in East Java. Third, brand image also plays an important role in consumer purchasing decisions. However, there has been no research that pays attention to the role of brand image as an intervening variable that connects the influence of brand ambassadors and promotions with consumer purchase decisions on the Tokopedia e-marketplace. In the ever-growing era of digitalization, e-marketplaces have become one of the important platforms in online commerce. E-marketplace provides a variety of products and services that can be easily

accessed by consumers. Competition in the e-marketplace is getting tighter, so an effective marketing strategy is the key to the company's success. One strategy that is often used in this context is the use of brand ambassadors and promotions.

A brand ambassador is an individual who actively promotes and represents a brand (Hesse et al., 2021; Rehm et al., 2013). They have a huge influence in shaping consumer perceptions of the brand. Previous research in the context of the fashion industry on leading e-commerce platforms, it was found that the use of brand ambassadors who have high credibility and attractiveness can significantly influence consumer purchasing decisions through improving brand image (Agatha et al., 2019; Munir & Putra, 2021; Sterie et al., 2019). Brand ambassadors who are known and trusted by consumers can help build an emotional connection with the brand, which in turn influences consumers' intention to buy the products represented by the brand ambassador (Ambroise et al., 2014; Scheidt et al., 2018; Tian et al., 2022). In addition, promotion is also an important marketing strategy in the context of e-marketplaces. Promotion is an effort made by companies to influence consumer purchasing decisions through various marketing activities, such as discounts, special offers, and other promotional campaigns. Previous research in the context of e-marketplaces that focus on food and beverage products, it was found that promotions tailored to consumer preferences and needs can improve purchasing decisions through improving brand image (Dubbelink et al., 2021; Godey et al., 2016; Oliveira & Fernandes, 2022). Proper promotion can create a positive perception of the brand and increase the value of the product in the eyes of consumers.

In addition to the influence of brand ambassadors and promotions, brand image also plays an important role in consumer purchasing decisions. Brand image reflects consumers' perception and assessment of a brand based on its attributes and brand image. Consumers tend to choose brands that have a positive brand image and are in accordance with their values. Previous research found that brand image contributes significantly in influencing consumer purchasing decisions. A strong and positive brand image can shape consumer preferences and increase brand loyalty (Ebrahim, 2020; Godey et al., 2016; He & Lai, 2014). Although there have been previous studies examining the influence of brand ambassadors, promotions, and brand image on consumer purchasing decisions, there has been no research that specifically investigates the influence of brand ambassadors and promotions on purchasing decisions through brand image in Tokopedia, especially in the East Java region.

Therefore, this study has novelty in the context of specific research in East Java and the e-commerce platform Tokopedia. This research will investigate the influence of brand ambassadors and promotions on consumer purchasing decisions at Tokopedia in East Java. In addition, this study will also pay attention to the role of brand image as an intervening variable that links the influence of brand ambassadors and promotions with consumer purchasing decisions. Through this research, it is expected to provide a deeper understanding of how brand ambassadors and promotions contribute to consumer purchasing decisions on the Tokopedia e-marketplace. In addition, the results of this study are expected to provide new insights to e-commerce companies in developing effective marketing strategies to increase consumer satisfaction and business growth in today's digital era.

2. METHODS

The approach used in this research is a quantitative approach with comparative causal research. There are 2 (two) comparative causal studies in this study. The first is to compare the direct and indirect effects of the 2 independent variables, namely brand ambassador (X1) and promotion (X2) on purchasing decisions (Y) through the brand image variable as the intervening variable (Z). Second, compare the total amount of direct and indirect influence on brand ambassador (X1) and promotion (X2) variables. This comparative research has 2 (two) purposes. The first is to find out which has the strongest direct or indirect influence on ambassador and promotion variables on purchasing decisions through brand image as an intervening variable for Tokopedia marketplace consumers. The second is to find out the largest total number between the brand ambassador and promotion variables.

The data analysis technique used in this study is multiple linear regression analysis. Multiple regression is an analysis of competition between the independent variables in influencing the dependent variable. The independent variable that is effective in influencing the dependent variable is in accordance with the research hypothesis. While the independent variables that are not effective in influencing the dependent variable are those that are contrary to the research hypothesis. There are 2 stages of calculation using multiple linear regression. The first is the ambassador variable and promotion is the independent variable and brand image is the dependent variable. The second is the ambassador variable, promotion, and brand image as the independent variable, and purchasing decisions.

This research is survey research. In survey research, there are elements of population and sample. The population is a generalized area consisting of subjects and objects that have a certain number and

characteristics set by the researcher to observe and then draw conclusions (Sugiyono, 2016). The sample is a subset of the population. Survey research is field research that uses sample data that will be generalized to the population from which the sample was taken. A representative sample will represent the actual population. The population of this research is all Tokopedia e-market consumers in East Java who buy online. The population size is unknown. Since the population size is unknown,

Based on calculations from the Cochran formula, the result is that the value of n is 96.04 and is rounded up to 100 people so in this study at least the authors must take data from a sample of at least 100 users of the Tokopedia e-marketplace application in the East Java region. The scale of measurement used in this study is the Likert scale. The Likert scale is a respondent's decision scale based on perception. Likert scale scores with a score of 5 = very satisfied, 4 = satisfied, 3 = neutral, 2 = not satisfied, and 1 = very dissatisfied. The Likert scale according to Cooper and Bush includes an interval scale.

3. RESULTS AND DISCUSSIONS

Results

The normality test in this study used the One-Sample Kolmogorov-Smirnov Test (KS Test) approach. To find out whether the residual variables are normally distributed or not, it can be seen from the Monte Carlo significance value. The normality test will be fulfilled or considered passed if the value of Monte Carlo Sig. (2-tailed) > 0.05 . Following are the results of the normality test in this study as presented in Table 1.

Table 1. Structure Normality Test Results I (X1, X2 and Z)

| Statistics | | Unstandardized Residuals | |
|-----------------------------|--------------------------|--------------------------|--------|
| N | | 100 | |
| Normal Parameters, b | Means | | 0.000 |
| | std. Deviation | | 2.069 |
| Most Extreme Differences | absolute | | 0.078 |
| | Positive | | 048 |
| | Negative | | -0.078 |
| | Test Statistics | | 0.078 |
| | asympt. Sig. (2-tailed) | | 0.143 |
| | Sig. | | 0.556 |
| Monte Carlo Sig. (2-tailed) | 99% Confidence Intervals | LowerBound | 0.543 |
| | | Upperbound | 0.568 |

Table 1 shows that the Brand Ambassador variable (X1) Promotion variables (X2) the Brand Image variable (Z) have a Monte Carlo Sig value. of 0.556 > 0.05 . So, it can be concluded that all variables in structure I are normally distributed.

Table 2. Results of Structure Normality Test II (X1, X2, Z, and Y)

| Statistics | | Unstandardized Residuals | |
|-----------------------------|--------------------------|--------------------------|--------|
| N | | 100 | |
| Normal Parameters, b | Means | | 0.000 |
| | std. Deviation | | 3.314 |
| Most Extreme Differences | absolute | | 0.109 |
| | Positive | | 0.109 |
| | Negative | | -0.103 |
| | Test Statistics | | 0.109 |
| | asympt. Sig. (2-tailed) | | 0.005 |
| | Sig. | | 0.170 |
| Monte Carlo Sig. (2-tailed) | 99% Confidence Intervals | LowerBound | 0.160 |
| | | Upperbound | 0.180 |

Table 2 shows that the Brand Ambassador variable (X1), Promotion variable (X2), and the Brand Image variable (Z) to the purchasing decision variable (Y) has a Monte Carlo Sig value. of 0.170 > 0.05 . So it can be concluded that all variables in structure II are normally distributed. The multicollinearity test is used to detect a correlation between independent variables as shown by looking at the Tolerance and VIF (Variance Inflation Factor) values.

Table 3. Multicollinearity Test Results for Structure I (X1, X2, and Z)

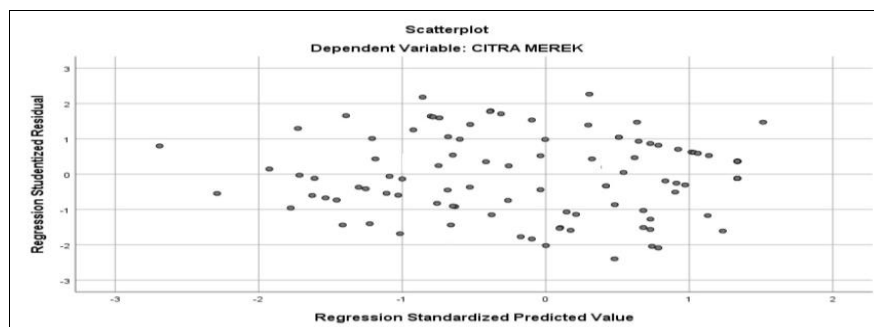
| Model | | Collinearity Statistics | |
|-------|------------------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | Brand Ambassador | 0.773 | 1.294 |
| | Promotion | 0.773 | 1.294 |

Based on Table 3, it can be seen that the VIF value for the Brand Ambassador variable is 1.294 with a tolerance value of 0.773, and for the Promotion variable, it is 1.294 with a tolerance value of 0.773. So, it can be concluded that each variable in structure I is free of multicollinearity because the VIF value is < 10 and the tolerance value is > 0.10 .

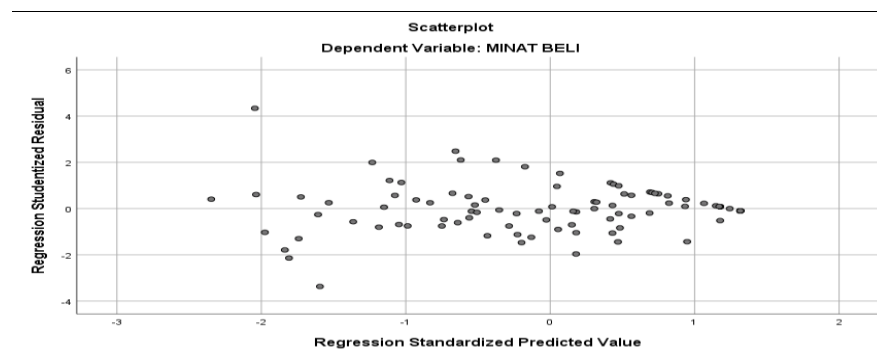
Table 4. Multicollinearity Test Results for Structure II (X1, X2, Z, and Y)

| Model | | Collinearity Statistics | |
|-------|------------------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | Brand Ambassador | 0.710 | 1.409 |
| | Promotion | 0.603 | 1.659 |
| | Brand Image | 0.579 | 1.675 |

Based on Table 4, it can be seen that the VIF value for the Brand Ambassador variable is 1.409 with a tolerance value of 0.710, for the Promotion variable it is 1.659 with a tolerance value of 0.603, and for the Brand Image variable it is 1.675 with a tolerance value of 0.579. So it can be concluded that each variable in structure II is free of multicollinearity, because the VIF value is < 10 and the tolerance value is > 0.10 . To detect the absence of heteroscedasticity, it can be seen by looking at the pattern of dots on the Scatterplots using the IMB SPSS version 26 software.

**Figure 1.** Structure Heteroscedasticity Test I (X1, X2, and Z)

In Figure 1 and Figure 2 of the scatterplots, it is known that the dots spread randomly without a pattern, and are scattered above, below, right, and left of the X and Y axes or around the coordinate points (0.0) so it can be concluded that the regression model of this study did not occur heteroscedasticity problem.

**Figure 2.** Structure Heteroscedasticity Test I (X1, X2, and Z)

Path analysis, in this case, the researcher uses path analysis because this analysis serves to determine the direct and indirect effects of a set of variables, namely causative variables (exogenous variables) on effect variables (endogenous variables). Determination of the influence of the research variables as a whole is obtained from the path coefficient value of the sum of all exogenous variables to endogenous variables. The value of the path coefficient (based on the estimate) of the brand ambassador variable and the promotion of the brand image is as Table 5.

Table 5. Results of the Regression Analysis of Structure I (X1, X2, and Z)

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------------|-----------------------------|------------|---------------------------|-------|-------|
| | | B | std. Error | Betas | | |
| 1 | (Constant) | 12.396 | 1819 | | 6.816 | 0.000 |
| | Brand Ambassador | 0.103 | 0.035 | 0.262 | 2.935 | 0.004 |
| | Promotion | 0.234 | 0.045 | 0.467 | 5.228 | 0.000 |

Based on the processing results in Table 5, the path coefficients obtained are $b_{3X1} = 0.262$, $b_{4X2} = 0.467$. The formula to get the residual coefficient is $\sqrt{1.00 - R \text{ square}}$. So the error (ϵ_1) is $= \sqrt{1.00 - 0.403} = 0.773$. So, the path analysis regression equation that is formed is as follows:

$$Z = b_{3X1} + b_{4X2} + \epsilon_1$$

$$Z = 0.256X_1 + 0.467X_2 + \epsilon_1$$

or

$$\text{Brand image} = 0.256 \text{ Brand ambassador} + 0.467 \text{ Promotion} + 0.773\epsilon_1$$

Table 6. Results of Structured Regression Analysis II (X1, X2, Z, and Y)

| Model | | Unstandardized Coefficients | | Standardized Coefficients | Q | Sig. |
|-------|------------------|-----------------------------|------------|---------------------------|--------|-------|
| | | B | std. Error | Betas | | |
| 1 | (Constant) | -7.566 | 3.560 | | -2.125 | 0.036 |
| | Brand Ambassador | 0.063 | 0.059 | 0.079 | 1.061 | 0.291 |
| | Promotion | 0.536 | 0.082 | 0.530 | 6.576 | 0.000 |
| | Brand Image | 0.598 | 0.163 | 0.296 | 3.657 | 0.000 |

Based on the processing results in Table 6 the path coefficients obtained are $b_{1X1} = 0.079$, $b_{2X2} = 0.530$, and $b_{5Z} = 0.296$. The formula to get the residual coefficient is $\sqrt{1.00 - R \text{ square}}$. So the error (ϵ_1) is $= \sqrt{1.00 - 0.612} = 0.623$. So, the path analysis equation that is formed is as follows:

$$Y = b_{1X1} + b_{2X2} + b_{5Z} + \epsilon_2$$

$$Y = 0.079X_1 + 0.530X_2 + 0.296Z + \epsilon_2$$

or

$$\text{Purchase decision} = 0.079 \text{ Brand ambassador} + 0.530 \text{ Promotion} + 0.296 \text{ Brand image} + 0.623 \epsilon_2$$

The magnitude of the path coefficient has previously been processed with IBM SPSS 22 software. Once obtained, the next step is to summarize it by including it in the path analysis diagram. The results of the path coefficients of all these variables can be seen in Figure 3.

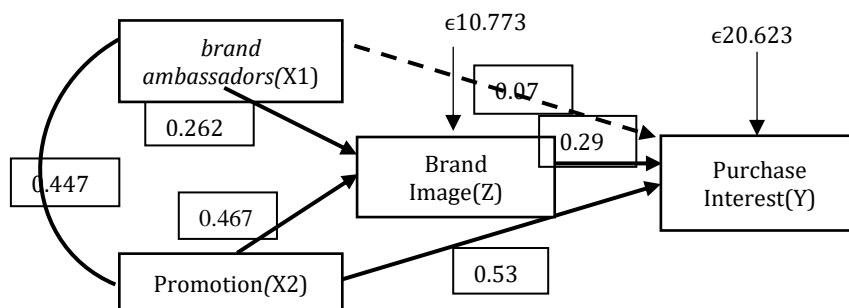


Figure 3. Analysis of Structure Paths I and II

The results of calculating the direct effect (direct effect) and indirect effect (indirect effect) and the total effect (total effect) of the variable brand ambassador (X1), promotion (X2), brand image (Z), and purchasing decision (Y) are as in Table 7.

Table 7. Influence Calculation

| Variable | Direct Influence | Variable | Indirect Influence | Total Impact |
|----------|------------------|------------|-----------------------|-----------------------|
| X1 → Z | 0.262 | X1 → Z → Y | 0.262 x 0.296 = 0.078 | 0.079 + 0.078 = 0.157 |
| X2 → Z | 0.467 | X2 → Z → Y | 0.467 x 0.296 = 0.138 | 0.530 + 0.138 = 0.668 |
| X1 → Y | 0.079 | | | |
| X2 → Y | 0.530 | | | |
| Z → Y | 0.296 | | | |

Based on the calculation of the data presented in Table 7, it can be seen that the regression coefficient value of the independent variable (X1) on the dependent variable (Y) is ($b_1 = 0.079$) greater than the regression coefficient of the independent variable (X1) on the dependent variable (Y) through the intervening variable (Z) of ($b_3 \times b_5 = 0.078$). Due to the significant magnitude of probability $0.291 > 0.05$, the direct influence of the brand ambassador (X1) on purchasing decisions (Y) is not significant so it is not effective.

For the influence of the promotion variable (X2) on purchasing decisions (Y) of ($b_2 = 0.530$) the effect is greater than the influence of the promotion variable (X2) on purchasing decisions (Y) through brand image (Z) of ($b_4 \times b_5 = 0.138$). From the description above, the brand image variable as an intervening variable does not have a significant positive influence on the ambassador and promotion variables affecting the purchasing decisions of Tokopedia consumers in East Java.

Table 8. Analysis of Variance (Anova) Structure I

| | Model | Sum of Squares | df | MeanSquare | F | Sig. |
|---|--------------|----------------|-----------|------------|--------|------|
| 1 | Regression | 286.097 | 2 | 143.049 | 32.736 | .000 |
| | Residual | 423.863 | 97 | 4.370 | | |
| | Total | 709.960 | 99 | | | |

In Table 8 the results of the F test can be seen as the probability value of Sig. equal to $0.000 < 0.05$ and F count $32.736 > F$ table 3.09 obtained from $df = (k-1) (nk)$ where $df = df_1 = 3-1 = 2$ and $df_2 = 100-3 = 97$. So the result is significant, that is, H_a is accepted and H_0 is rejected. This can be interpreted that there is an influence between brand ambassadors (X1), and promotions (X2), on the brand image (Z) simultaneously.

Table 9. Analysis of Variance (Anova) Structure II

| | Model | Sum of Squares | df | MeanSquare | F | Sig. |
|---|--------------|-----------------|-----------|------------|--------|-------|
| 1 | Regression | 1801908 | 3 | 600.636 | 53.042 | 0.000 |
| | Residual | 1087.092 | 96 | 11.324 | | |
| | Total | 2889.000 | 99 | | | |

In Table 9 the results of the F test can be seen as the probability value of Sig. equal to $0.000 < 0.05$ and F count $53,042 > F$ table 3.09 obtained from $df = (k-1) (nk)$ where $df = df_1 = 4-1 = 3$ and $df_2 = 100-4 = 96$. Then the result is significant, that is, H_a is accepted and H_0 is rejected. This can be interpreted that there is an influence between brand ambassadors (X1), promotions (X2), and brand image (Z) on purchasing decisions (Y) simultaneously.

Table 10. Partial Structure I Test Results (X1, X2, and Z)

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------------|-----------------------------|------------|---------------------------|-------|-------|
| | B | std. Error | Betas | | |
| (Constant) | 12.396 | 1819 | | 6.816 | 0.000 |
| 1 Brand Ambassador | 0.103 | 0.035 | 0.262 | 2.935 | 0.004 |
| Promotion | 0.234 | 0.045 | 0.467 | 5.228 | 0.000 |

In [Table 10](#) the results of the t test can be seen by the two-probability values Sig. < 0.05 and t count > t table 1.985 which is obtained from $df = nk$ where $df = 100 - 3 = 97$. In the IBM SPSS calculation results in the form of the Coefficients table it is obtained:

Brand ambassador (X1) has a significant positive effect on brand image (Z) of 0.262, with a significant probability of $0.004 < 0.05$ and t count $2935 > t$ table 1.985. So, the hypothesis is that H_a is accepted and H_o is rejected. Thus, individually brand ambassadors effectively influence brand image. This is in line with the research hypothesis and the variable relationship theory put forward by economists who say the better the ambassador packaged by e-market Tokopedia, the better the brand image of the product being sold.

Promotion (X2) has a significant positive effect on brand image (Z) of 0.467, with a probability value of Sig. $0.000 < 0.05$ and t count $7.038 > t$ table 1.985. So, the hypothesis is that H_a is accepted and H_o is rejected. Thus, individually effective promotion affects brand image. This is in line with the research hypothesis and the variable relationship theory put forward by economists who say the better the promotion carried out by Tokopedia, the better the brand image of the products sold.

Table 11. Partial Structure II t-test results (X1, X2, Z and Y)

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------------|-----------------------------|------------|---------------------------|--------|-------|
| | B | std. Error | Betas | | |
| (Constant) | -7.566 | 3.560 | | -2.125 | 0.036 |
| 1 Brand Ambassador | 0.063 | 0.059 | 0.079 | 1.061 | 0.291 |
| Promotion | 0.536 | 0.082 | 0.530 | 6.576 | 0.000 |
| Brand Image | 0.598 | 0.163 | 0.296 | 3.657 | 0.000 |

[Table 11](#) shows the results of the t-test can be seen by the two-probability values Sig. < 0.05 and t count > t table 1.985 which is obtained from $df = nk$ where $df = 100 - 4 = 96$. In the IBM SPSS calculation results in the form of the Coefficients table, it is obtained:

Brand ambassador (X1) has a positive effect ($b_1 = 0.079$) but is not significant on purchasing decisions (Y). This can be seen in the probability value Sig. $0.291 > 0.05$ and t count $1.061 < t$ table 1.985. So, the hypothesis is that H_o is accepted and H_a is rejected. This means that individually the brand ambassador has no effect on purchasing decisions. This is contrary to the research hypothesis and the relationship theory put forward by economists who say that a good brand ambassador will have a positive effect.

Promotion (X2) has a positive effect ($b_2 = 0.530$) and is significant on purchasing decisions (Y). This can be seen in the probability value Sig. $0.000 < 0.05$ and t count $6.576 > t$ table 1.985. So, the hypothesis is that H_a is accepted and H_o is rejected. This means that individual promotion has a significant positive effect on purchasing decisions. This is in line with the research hypothesis and the relationship theory put forward by economists who say intensive promotions will have a big effect on purchasing decisions.

Brand image (Z) has a significant positive effect on purchasing decisions (Y). This can be seen in the probability value Sig. $0.000 < 0.05$ and t count $3.657 > t$ table 1.985. So, the hypothesis is that H_a is accepted and H_o is rejected. This means that individual brand image has a significant positive impact on purchasing decisions. This is in line with the research hypothesis and the relationship theory put forward by experts who say that a good brand image on a product will make consumers make purchasing decisions.

Discussion

Brand Ambassador has a Significant Positive Effect on Purchasing Decisions

The findings of this study support the hypothesis that brand ambassadors have a significant positive influence on purchasing decisions. The results of data analysis show a strong relationship between Brand Ambassadors and consumer purchasing decisions on the Tokopedia e-marketplace in East Java. In this context, the use of Brand Ambassadors can provide significant benefits in influencing consumer purchasing decisions. Brand ambassadors who have credibility, popularity, and strong influence can help build positive consumer perceptions of the brands and products they represent. By interacting and communicating with consumers through multiple channels, Brand Ambassadors can create emotional connections with consumers, increase brand awareness, and build closer relationships with target markets.

Previous studies also found that Brand Ambassadors have a significant influence on consumer purchasing decisions ([Ilaisyah & Sulistyowati, 2020](#); [Sterie et al., 2019](#)). They show that Brand Ambassadors can improve brand image, influence consumer perception, and trigger the desire to buy products represented by the Brand Ambassador. In the context of Tokopedia's e-marketplace in East Java, the role of Brand Ambassadors can be an important factor in influencing consumer purchasing decisions. Tokopedia

has managed to build a strong brand image and has several well-known Brand Ambassadors who help promote their platform. The existence of Brand Ambassadors who are known and trusted by consumers can provide confidence and confidence to consumers in choosing products offered on Tokopedia.

Promotion has a Significant Positive Effect on Purchasing Decisions

The results of the data analysis in this study show that the hypothesis proposed, namely "Promotion has a significant positive effect on purchasing decisions," is supported by the findings of the study. This means that there is a strong relationship between promotions and consumer purchase decisions on the Tokopedia e-marketplace in East Java. Promotions have an important role in influencing consumer purchasing decisions. A company's efforts to provide special offers, discounts, gifts, or other incentives to consumers can increase the appeal of the products or services offered. Promotions can trigger consumers' desire and motivation to immediately make a purchase or choose a product from a particular brand.

Previous research has also found similar results. Several studies show that promotion has a positive effect on consumer purchasing decisions (Liu et al., 2020; Yusuf & Matiin, 2022). Special offers and discounts delivered through promotions can increase consumer interest in making purchases, especially if the promotion is limited or urgent. In the context of Tokopedia's e-marketplace in East Java, promotion is an important strategy for companies to increase product attractiveness and sales. In the increasingly fierce competition in e-marketplaces, promotions can be an effective way to attract consumers and differentiate brands from competitors. By adopting the right promotional strategies, companies can achieve their marketing goals and increase profits.

Brand Ambassadors have a Significant Positive Effect on Brand Image

The results of data analysis in this study show that the hypothesis proposed, namely "Brand Ambassador has a significant positive effect on brand image," is supported by research findings. This means that there is a significant relationship between brand ambassadors and brand image in the context of Tokopedia's e-marketplace in East Java. Brand ambassadors are individuals who actively promote and represent a brand. In the context of e-marketplaces, brand ambassadors can be celebrities, social media influencers, or other well-known figures who have high popularity and influence among consumers. They play a role in shaping consumer perceptions of the brand through promotions and interactions carried out.

Previous research has also shown that brand ambassadors have an important role in influencing brand image. Several studies, have found that brand ambassadors have a positive effect on brand image (Sagia & Situmorang, 2018; Suwuh et al., 2022). The presence of a positive brand ambassador and in accordance with brand values can improve reputation and brand image in the eyes of consumers. In the context of Tokopedia's e-marketplace in East Java, the use of brand ambassadors has become an important strategy for companies to build a strong and positive brand image. Well-known and influential brand ambassadors can help promote brands and products among consumers. They can also increase brand awareness and strengthen the emotional bond between brands and consumers.

Promotion has a Significant Positive Effect on Brand Image

The results of data analysis in this study show that the hypothesis proposed, namely "Promotion has a significant positive effect on brand image," is supported by research findings. This means that there is a significant relationship between promotion and brand image in the context of Tokopedia's e-marketplace in East Java. Promotion is an effort made by companies to influence consumer purchasing decisions through various marketing activities, such as discounts, special offers, promotional campaigns, and other activities. Promotion aims to increase consumer awareness about the brand, build an emotional bond with the brand, as well as improve the brand image in the eyes of consumers.

Previous research has also shown that promotion has a positive influence on brand image. Several studies, found that promotion has a positive effect on consumer perception of brand image (Agmeka et al., 2019; Fajri et al., 2021). Effective promotion can improve consumer perception of brand quality, value, and excellence. In the context of Tokopedia's e-marketplace in East Java, promotion has become one of the important strategies for companies in building a positive and attractive brand image for consumers. Various promotions, such as massive discounts, loyalty programs, and special promotional campaigns, can increase consumer awareness of the Tokopedia brand and form a positive perception of the platform.

Brand Image has a Significant Positive Effect on Purchasing Decisions

The results of data analysis in this study show that the hypothesis proposed, namely "Brand image has a significant positive effect on purchasing decisions," is supported by the findings of the study. This means that there is a significant relationship between brand image and purchase decisions in the context of Tokopedia's e-marketplace in East Java. Brand image reflects consumers' perception and judgment of a

brand based on its attributes, image, and reputation. Consumers tend to choose brands that have a positive image, match their values, and provide a satisfying experience.

Previous research has also shown that brand image has a significant influence on purchasing decisions. Some studies, have found that brand image has a positive impact on consumer interest and intention to buy products or services from the brand (Moreira et al., 2017; Then & Johan, 2021). In the context of Tokopedia's e-marketplace in East Java, brand image is an important factor in shaping consumer preferences and purchasing decisions. A strong and positive brand image can increase consumer trust in the Tokopedia platform, so consumers are more likely to make purchases there. E-commerce companies like Tokopedia have also invested a lot of effort in building and strengthening their brand image. Well-known brand ambassadors, engaging advertising campaigns, and responsive customer service are some examples of strategies used to build a positive brand image in the eyes of consumers.

4. CONCLUSION

The conclusion of this study is that in today's digital era, trade competition aims to attract people to buy products by minimizing mobility by making the internet a basic human need in carrying out communication activities in all aspects of life. One of the human activities that has changed along with the emergence of the internet is buying and selling through e-marketplace platforms. Promotions also play an important role in influencing consumer purchasing decisions. A company's efforts to provide special offers, discounts, rewards, or other incentives can increase the appeal of the products or services offered. Thus, an effective marketing strategy using brand ambassadors and promotions can help increase consumer trust and build a positive brand image, which in turn will improve consumer purchasing decisions. Tokopedia as one of the leading e-marketplaces in Indonesia has managed to build a strong brand image and has several well-known brand ambassadors to help promote their platform.

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