

The influence of *Brand Ambassador* Boygroup BTS on *Brand Image* Tokopedia *E-Commerce* and Its Impact on Purchasing Decisions


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ARTICLE INFO	ABSTRACT
Article History: Received: May, 2022 Revised: June, 2022 Accepted: July, 2022	<p><i>This study aims to determine the effect of the BTS Boygroup brand ambassador on the Tokopedia e-commerce brand image and its impact on purchasing decisions. The approach in this study is quantitative research by distributing online questionnaires to the BTS Boygroup fanbase who are members of the Indonesian ARMY Telegram group via the google form link. The number of samples used as respondents is determined based on the calculation of the slovin formula so that this research has a sample of 100 respondents. In this study using a Likert scale using 41 questionnaire questions for 3 variables. Data processing was carried out using SPSS. The analysis technique in this study uses a path analysis test to see the effect of each variable. Based on the evaluation of the influence between variables, it is obtained that Boygroup BTS brand ambassadors have a significant effect on purchasing decisions, brand ambassadors have a significant effect on brand image, but the brand ambassador variable has no significant effect on purchasing decisions through brand image.</i></p> <p><i>This is an open access article under the CC BY-SA license.</i></p>
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Abstract

This study aims to determine the effect of Brand Ambassador Boygroup BTS on Tokopedia E-Commerce Brand Image and its impact on purchasing decisions. The approach in this research is quantitative research by distributing online questionnaires to the Boygroup BTS fanbase who are members of the Indonesian ARMY Telegram Group via the google form link. The number of samples that were used as respondents was determined based on calculations from the slovin formula so that this study included a sample of 100 respondents. In this study using a Likert scale using 41 questionnaire questions for 3 variables. Data processing is done using SPSS. The analysis technique in this study uses a path analysis test to see the effect of each variable. Based on the evaluation of the influence between variables, it was found that the BTS boygroup brand ambassadors had a significant effect on purchasing decisions, brand ambassadors had a significant effect on brand image, but the brand ambassador variable did not have a significant effect on purchasing decisions through brand image.

Keywords: brand ambassador, brand image, purchasing decisions, e-commerce.

1. INTRODUCTION

Along with the development of technology where companies can compete by utilizing technology such as the internet, to introduce or promote a product and *brand* into the community without meeting face to face. The sophistication of the internet is very helpful for companies and people in fulfilling a need by utilizing the internet as a business opportunity. By using the internet site can sell or buy a product through *e-commerce*, Electronic commerce, called *e-commerce*, is the use of communication networks and computers to carry out business processes [1] . Where *e-commerce* is an abbreviation of *electronic commerce*, which means transactions covering various kinds of business activities carried out through internet media, from buying to selling [2] .

A practical electronic trading process can make it easier for people to make transactions without meeting face to face and does not take up much time [3] . So from this many companies take advantage of opportunities to open *e-commerce marketplaces*, Of the various types of *e-commerce* in Indonesia that have sprung up at this time, it can lead to a lot of competition in the marketing strategy process of each *e-commerce* in order to enhance a company's *brand*, here is a list of the 10 best *marketplaces* in Indonesia:

Table 1. List of Top 10 *Marketplaces* in Indonesia Q3-2021

	Toko Online	Pengunjung Web/Bulan	Rank Appstore	Rank Playstore	Twitter	Instagram	Facebook	Jumlah karyawan
1	Tokopedia	158.136.700	#2	#3	966.050	4.619.750	6.525.510	4.963
2	Shopee	134.383.300	#1	#1	672.390	8.110.190	23.498.770	12.322
3	Bukalapak	30.126.700	#6	#5	224.560	1.727.530	2.519.260	2.395
4	Lazada	27.953.300	#3	#2	447.600	3.039.430	31.852.130	4.429
5	Blibli	16.326.700	#8	#6	548.460	1.921.130	8.634.590	2.146
6	Orami	12.840.000	n/a	n/a	5.750	6.970	351.550	195
7	Ralali	5.513.300	#22	n/a	2.870	41.260	91.250	168
8	Bhinneka	4.506.700	#17	#16	66.700	42.370	1.034.260	493
9	JD.ID	3.823.300	#7	#7	47.100	604.750	966.880	1.237
10	Zalora	2.550.000	#4	#8	n/a	722.870	7.998.580	599

Source: [https://wallpaperspeed.id/16673/top-10-marketplace-di-indonesia-q3-2021/\[3\]](https://wallpaperspeed.id/16673/top-10-marketplace-di-indonesia-q3-2021/[3]).

Based on this data, it is Tokopedia that has managed to dominate as the best *e-commerce* based on the highest average number of monthly website visitors in Q3 2021, compared to other *marketplaces*, However, Tokopedia has always been unable to compete with *e-commerce* Shopee, when viewed from the *Appstore* and *Playstore* rankings, where Tokopedia is in 2nd place in the *Appstore* while 3rd in the *Playstore*, Likewise, it can be seen based on Instagram and Facebook users and the number of employees. From this, the intense competition in the *e-commerce* market in Indonesia can make every *e-commerce* struggle to improve its *brand image*, where there is a lot of competition in a company, one of which is *e-commerce* which gives rise to innovations in new brands and *brands* in accordance with the course of the development of the new era in order to attract consumer interest, so that with this consumers can see and even compare with other products. by looking at how the brand image is to decide on a purchase or in using the company's brand.

One of the successes of an *e-commerce* in carrying out a good strategy is by working with well-known and trusted celebrities who have many fans to attract consumers in enhancing a *brand image*, In other words, digital marketing techniques that are often used are the use of celebrities or famous people by means of companies cooperating with well-known celebrities as *brand ambassadors* for a product, the results obtained are that *brand ambassadors* are believed to involve consumers more in promoting products, creative processes in creating ideas and promotional content. based on *brand* identity so as to provide a different approach [4] . Where that means consumers can evaluate different products depending on how the *brand* is. Consumers in choosing a *brand* based on past experience by choosing a product in deciding to buy and can create a *brand image* [5] . As in previous studies where the *brand ambassador variable* has a significant and positive effect on the *brand image variable*, the *brand ambassador variable* has a significant and positive effect on the purchasing decision variable, and the *brand image variable* has a significant and positive effect on the purchasing decision variable [4] . So that the use of celebrities is not only just using them, but the company carries out an observation process by determining the target market segment, who will be used to collaborate with the company, by selecting celebrities according to the criteria of quality companies and are liked by many people.

The widespread use of Korean celebrities as *brand ambassadors* in promoting a product, including in Indonesia. Where celebrities from Korea visit many fans in Indonesia, including among teenagers who are fanatical about their idols, so that this can attract consumers' interest in buying a product to build the company's *brand image* among the public, including teenagers. Of the various *e-commerce* that use *brand ambassadors* from South Korea, one of them is Tokopedia *e-commerce* which collaborates with *Bangtan Seonyondan* or what is often referred to as BTS as *Brand ambassadors*, in

which *the boy group* from South Korea was chosen by Tokopedia to represent its product as a company icon. In using *brand ambassadors* to be the way of promotion or to be able to communicate *the brand* so that it is easily remembered by consumers, including their idols, besides that, the use of *brand ambassadors* can also target the right market segment. With research that tends to show that the use of *Brand ambassadors* has the most positive effect. As in previous research that Song Joong-ki's *brand ambassador* for *brand image Scarlett Whitening*, where the research shows that there is a significant influence between *brand ambassadors* on *brand image* [5].

Based on the marketing strategy used by Tokopedia *e-commerce* with the explanation above, so researchers are interested in examining how Tokopedia's *brand image* has an impact on purchasing decisions for the millennial generation including the *Boygroup BTS fanbase* who joins the Indonesian ARMY Telegram Group, which uses Tokopedia *e-commerce*, Where is the BTS Boygroup who is one of *the brand ambassadors*, with research entitled "The Effect of Boygroup *Brand Ambassadors* BTS on *Brand Image* Tokopedia *E-commerce* and Its Impact on Purchasing Decisions".

Brand Ambassadors

A *brand ambassador* is someone who is appointed to invite consumers to use a company's products and increase sales, a *brand ambassador* is chosen by a company because it can represent the character of a product [6]. Usually, companies using *brand ambassadors* are synonymous with celebrities or *public figures* who have influence in a country or around the world. Celebrities are believed to be one of the psychological supporting factors that can influence the attitudes of consumers' beliefs in a product [7]. With the reason behind a celebrity's statement in an advertisement or a promotion, that someone will be more interested in using goods sponsored by a celebrity, because of their desire to be associated with a celebrity, especially if the celebrity they like. So from this statement a consumer considers the goods promoted or sponsored by the brand ambassador chosen by the company to be sufficient if the celebrity is promoting it [8]. Where the use of *brand ambassadors* for companies is one of the marketing strategies to communicate *the brand* to attract consumer interest. In this case the selection of a *brand ambassador* must be in accordance with the same criteria and vision as a company because a *brand ambassador* is a representative of a company's *brand* that fits the target market segment. *Brand ambassadors* too is a supporter of company advertising that can function as a creative marketing communication strategy effort to increase public buying interest in the products offered by the company [9].

Characteristics of celebrities who will represent the products of a company or *brand ambassadors* in evaluating to pay attention to their characteristics can use indicators such as the following: (a) *visibility* (popularity), namely the popularity attached to the celebrity who represents the product. (b) *credibility*, namely the expertise and trust given by the star, (c) *attraction* which has three things, namely similarity, familiarity and liking, (d) *power* (strength), namely the level of power of the celebrity to persuade consumers to buy the advertised product [6].

Brand Image

Brand image is a set of assumptions that exist in the minds of consumers about a brand that is formed from various information and from various sources [10]. *Brand image* is a perception and belief that is owned by consumers and embedded in their memories, which is always remembered for the first time when they hear a slogan and is embedded in the minds of consumers [11]. For companies, *brand image* is a powerful weapon to favor their *brand* from competitors. Where in building a *brand image* the company must carry out marketing strategies that are right on target to attract consumers. *Brand image* or brand image is a product identification in order to differentiate its products from competitors, and these products with the name, term, sign, symbol, design or combination thereof [9]. *Brand Image* can also be interpreted as people's perception of identity a brand [12].

Brand image has three elements where brand image can be measured based on aspects of a brand, namely [10]: (a) *Strength* is a the advantages possessed by a brand that are physical in nature that are not found in other brands that refer to the physical attributes of the brand, so that it is usually regarded as an advantage that does not exist in other brands. This strength group includes the physical appearance of the product, the functioning of all product facilities, the price of the product, as well as

the appearance of the supporting facilities of the product; (b) *Uniqueness* is something that differentiates a brand among other brands. This uniqueness arises from product attributes that become a unique impression or differentiation between one product and another which gives reasons for consumers that they have to buy the product. Companies must be able to make new innovations in their products that are unique and different from other products; (c) *Favorable*, which is the convenience in which the product brand is easy to pronounce and the ability of the brand to be remembered by customers as well as the suitability between the impression of the brand in the minds of customers and the image the company wants for the brand.

Buying decision

Purchasing decisions are the ways in which a person, group or organization selects, uses, uses and purchases goods, services, ideas and experiences to satisfy needs and wants. Where the purchase decision is a consumer behavior to make decisions in the buying process. Consumers are often faced with various choices in consuming goods and services. Purchasing decisions are definite stages that buyers will go through to determine which goods or services they want to consume [13]. A purchasing decision-making process is something that determines what to buy or not in making a purchase and the decision occurs because of the experiences that have been passed by consumers before [11]. It can be said that purchasing decisions are a decision-making process in which the consumer actually decides to buy a product among various alternative choices [14]. So in this statement it can be concluded that the purchase decision is a consumer behavior in choosing and determining a product that he likes based on previous experience in buying a product.

The consumer purchasing decision process is a cognitive process that unifies memory, thinking, information processing and evaluative judgments. The consumer purchasing decision process goes through five stages, namely need recognition, information search, evaluation of alternatives, purchase decision, and postpurchase behavior "Perkembangan teknologi komunikasi smartphone di Indonesia. Para produsen smartphone terus memberikan inovasi yang sesuai dengan kebutuhan dan keinginan konsumen. Salah satu produsen smartphone di Indonesia adalah OPPO. OPPO memerlukan strategi promosi dalam meningkatkan Image perusahaan dan menarik minat beli konsumen. Strategi promosi yang digunakan OPPO adalah menggunakan Brand Ambassador dalam iklannya. Penelitian ini bertujuan untuk menguji apakah ada pengaruh dari Brand Ambassador terhadap Brand Image serta dampaknya terhadap Keputusan Pembelian. Penelitian ini dilakukan pada pengguna produk smartphone OPPO di Indonesia. Penelitian ini menggunakan metode kuantitatif dengan teknik pengambilan data dengan mengumpulkan kuisioner yang disebar. Selain itu penelitian ini mempunyai jumlah sampel sebanyak 385 responden dengan menggunakan metode sampling non probability dengan jenis accidental sampling. Pada penelitian ini menggunakan skala likert. Penelitian ini menggunakan 26 butir pertanyaan kuisioner untuk untuk 3 variabel. Pengolahan data dilakukan dengan menggunakan SPSS. Berdasarkan evaluasi pengaruh antar variabel, diperoleh Brand Ambassador berpengaruh signifikan terhadap Brand Image, Brand Ambassador berpengaruh signifikan terhadap Keputusan pembelian, Brand Image berpengaruh signifikan terhadap Keputusan Pembelian. Berdasarkan hasil penelitian, terdapat beberapa variabel yang perlu diperbaiki atau ditingkatkan oleh OPPO mengenai variabel Brand Ambassador yaitu Brand Ambassador dapat memperagakan fitur-fitur produk OPPO serta pada variabel Brand Image merek logo OPPO.

Based on the purchasing decision process with how consumers can decide to buy or use a product, because all processes have a separate value from each consumer's mind. In a purchasing decision process, consumers can also find out a product or *brand* from advertising stars or celebrities who are representatives of the company, namely *brand ambassadors*, where using brand ambassadors is also a process of attracting consumers' attention, and how this process creates a feeling of liking for the product. so that it can form a *brand image*. the *brand image* variable, the *brand ambassador* variable has a significant and positive effect on the purchasing decision variable, and the *brand image* variable has a significant and positive effect on the purchasing decision variable [4]. The following is the framework contained in Figure 1.

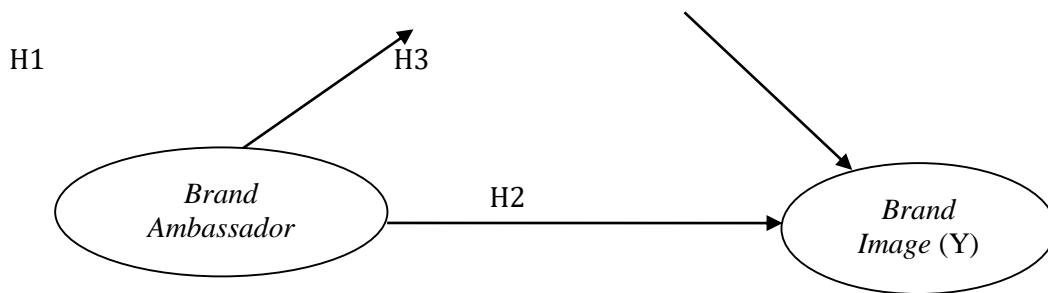


Figure 1. Thinking Framework

hypothesis

- H1 : Allegedly *the Brand ambassador* variable (X) has a significant effect on the Purchasing Decision Variable (Z) in Tokopedia *E-commerce*,
- H2 : It is suspected that *the Brand Ambassador (X)* variable has a significant effect on the Tokopedia *E-Commerce Brand Image (Y)* Variable,
- H3 : It is suspected that *the Brand Ambassador* variable (X) has a significant effect on the Purchase Decision Variable (Z) through the Tokopedia *E-Commerce Brand Image (Y)*,

2. RESEARCH METHODS

This type of research uses quantitative methods, with data collection instruments in the form of online questionnaires via the *Google form link* which are distributed to the Indonesian ARMY Telegram Group using Tokopedia *E-commerce*. The scale used in the questionnaire questions is a *Likert scale* with a scale of 1-5. The population in this study are members of the Indonesian ARMY Telegram Group, which is the fanbase of the BTS Boygroup which has 40,394 members. In this study, not all of the population studied but only a portion of the population to be studied. The sample criteria in this study were Tokopedia *E-Commerce* users, with the number of samples determined based on calculations from the Slovin formula. To find out the sample of this study, with the following calculations:

$$n = \frac{N}{1 + N(e)^2}$$

$$= \frac{40.394}{1 + 40.395 (0.1)^2}$$

$$= \frac{40.394}{404.94}$$

$$= 99,753 \text{ dibuatkan menjadi } 100 \text{ responden}$$

Based on the above calculations, the total population sampled in this study is 100 respondents. The analysis technique in this study is to use the path analysis method (*Path Analysis*). This path analysis is used to test the alignment of the correlation matrix with two or more causal relationship models that are compared by researchers based on predetermined hypotheses. The results of this test were conducted to determine the significance of the role of the independent variables on the dependent variable.

3. RESULTS AND DISCUSSION

This study uses the method of path analysis (*path analysis*) with the equation of the path analysis model. Where there are three variables in the study, namely *Brand Ambassador (BA)* as the independent variable (X), *Brand Image variable (BIM)* as the dependent variable (Y), while the

Intervening variable (Z) is Purchase Decision (KP). The results of data analysis in this study can be seen in Figure 2. The path analysis model is in accordance with the analysis model equation, as follows:

$$KP = 0.528 BA + e_1 \quad (1)$$

$$BIM = 0.387 BA + 0.564 KP + e_2 \quad (2)$$

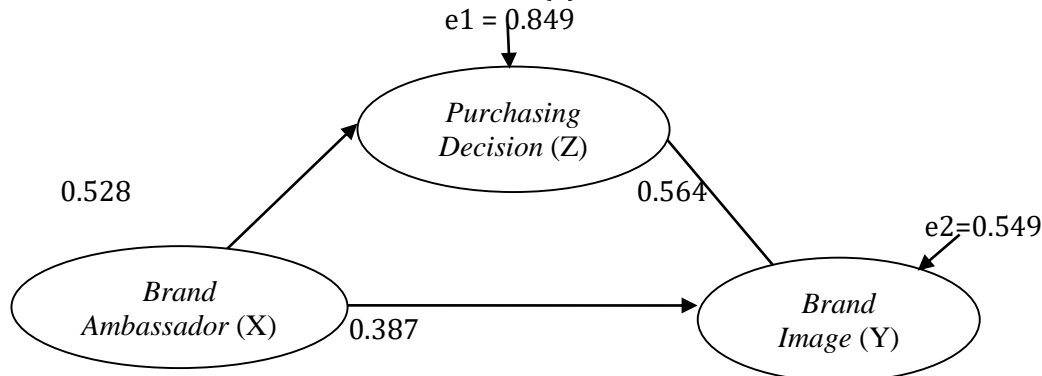


Figure 2. Path Analysis Model (*Path Analysis*)

Based on the results of the path analysis model (*path analysis*) above, by showing the values of the coefficients and can show direct and indirect effects between the variables studied. The results obtained in the path analysis are associated with the results of previous studies.

The Influence of *Brand Ambassadors* on Purchasing Decisions

Brand ambassadors are proven to have a direct effect on purchasing decisions. Where the results in this study indicate that the significance value of the *brand ambassador variable* is 0.000 (<0.05). So it can be said that the *brand ambassador variable* has a significant effect on purchasing decisions. By having a positive path coefficient value of 0.528 and a significant probability value (Sig) of 0.000. A positive and significant value can be said that if the level of *brand ambassador* is high then the purchasing decision is also high and vice versa if the level of *brand ambassador* is low then the purchasing decision is also low.

This is the case with *brand ambassadors* who have proven to have a direct effect on purchasing decisions, so the results can be explained in the use of *brand ambassadors* BTS *boygroup* for Tokopedia *e-commerce* can increase its sales through marketing strategies carried out by collaborating with *public figures* or what are often referred to as *brand ambassadors*, where Tokopedia *e-commerce* chooses the BTS *boygroup* as its company icon.

Based on previous research which shows that *brand ambassadors* have a positive and significant effect on purchasing decisions [15]. Likewise in other previous studies, saying the same thing where *brand ambassadors* also have a significant effect on purchasing decisions [12]. So it can be concluded that a *brand ambassador* is able to prove and can influence a consumer in deciding to buy a product, especially on products advertised by their idols.

The influence of *Brand Ambassadors* on Brand Image

Brand ambassadors are proven to have a direct effect on *Brand Image*, Where the results in this study indicate that the significance value of the *brand ambassador variable* is 0.000 (<0.05). So it can be said that the *brand ambassador variable* has a significant effect on *brand image*, By having a positive path coefficient value of 0.387 and a significant probability value (Sig) of 0.000. A positive and significant value can be said that if the level of *brand ambassador* is high then the *brand image* is also high and vice versa if the level of *brand ambassador* is low then the *brand image* is also low.

The results of this study can be explained that *brand ambassadors* are company product icons that can be trusted in influencing consumers to convey the company's goals in introducing its products according to the targeted market segment. Consumers in choosing a brand are usually based on previous experience on the products and marketing strategies used by the company, one of which is by cooperating with *brand ambassadors* as company icons, not only to increase sales in purchasing decisions but in using *brand ambassadors* can also improve or build a *brand company image*, With

Tokopedia e-commerce collaborating with one of the South Korean boy groups namely *Bangtan Sonyeondan* or better known as *BTS* being used as *brand ambassadors*, it was able to increase Tokopedia's e-commerce brand image, where Tokopedia e-commerce managed to dominate as the best e-commerce based on the average number of monthly visitors to the Tokopedia e-commerce platform,

This can also be proven in previous research, namely the influence of *brand ambassador* Song Joong-ki on *brand image Scarlett Whitening*, where the research shows that there is a significant influence between *brand ambassadors* on *brand image* [5]. So that from this, the use of celebrities as *brand ambassadors* can improve the *brand image* of a company.

The Influence of Brand Ambassadors on Purchasing Decisions Through Brand Images

Brand ambassador on purchasing decisions through *brand image* has no significant effect. The results in this study indicate that these results are multiplied by the magnitude of the direct influence, namely the *brand ambassador variable* on purchasing decisions of 0.528 and the direct influence of *brand ambassadors* on *brand image* of 0.564. Where the direct effect can be calculated as follows, namely $0.528 \times 0.564 = 0.298$ this result is said to be an indirect effect, while from the direct influence of the *brand ambassador variable* on the *brand image variable* it is 0.387. So it can be concluded that the *brand ambassador variable* indirectly has no significant effect on purchasing decisions through *brand image* because the indirect effect is smaller than the direct effect.

The results of the influence of brand ambassadors on purchasing decisions through brand image can also be seen from other studies that have different but almost similar variables, where the research is "The Influence of *Brand Ambassadors* and *Brand Image* on Purchase Decisions at Shopee with *Brand Awareness Mediation*". Where the *brand image variable* has a negative and insignificant effect on purchasing decisions directly through *brand awareness* [15]. Whereas in another study entitled "The Role of *Brand Image* in Mediating the Influence of *Social Media Marketing* on Repeat Purchases at Fast Food Restaurants in Medan City". Says that *social media marketing* has proven to have no significant effect on repeat purchases through *brand image* as a mediator [16].

4. CONCLUSION

Based on the results of data analysis in this study, it can be seen that *brand ambassadors* have a significant effect on purchasing decisions, *brand ambassadors* have a significant effect on *brand image*, but indirectly the *brand ambassador variable* has no significant effect on purchasing decisions through *brand image*. So that these results are not in accordance with the assumptions in the hypothesis, but the *brand ambassador variable* has a significant effect on purchasing decisions and has an effect on *brand image*, where in the statement that the *BTS boygroup brand ambassadors* are able to influence consumers in purchasing decisions and can improve or build *brand image* on Tokopedia e-commerce, But on purchasing decisions not on indirect research yes. From the conclusions of this study, the authors provide advice on Tokopedia e-commerce, namely the first to maintain its *brand*, e-commerce Tokopedia must always make new innovations and always carry out strategies to maintain the e-commerce brand image of Tokopedia, especially e-commerce commerce Tokopedia must continue to hold events that can attract consumers, one of which is promotion, one of which is giving discounts and trust in consumers so that consumers are interested and influenced by the marketing advertised by e-commerce Tokopedia so that consumers decide to buy which will have an impact on e-commerce sales level,

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