

The Influence of Brand Image and Brand Ambassadors On Purchasing Decisions At Tokopedia In Purwakarta

*Ropi Marlina¹, Ashri Hidayati², Juliani Lisma Sari³, Muhammad Irfan Firmansyah⁴, Robby Wahyudi⁵, Novian Mardani⁶

^{1,3,5,6}STIE Dr. Kh. Ez. Muttaqien, Purwakarta, Indonesia

²Universitas Islam Nusantara, Indonesia

*Corresponding Author: ropi.marlina@stiemuttaqien.ac.id

Abstract

This research was conducted with the aim of finding out the influence of brand image and brand ambassadors on purchasing decisions at Tokopedia in Purwakarta. The method used in this research is a descriptive method with a quantitative approach. The sampling technique used a non-probability sampling method with a purposive sampling technique with a total of 97 respondents. The data analysis used in this research is multiple linear regression analysis using IBM SPSS 25. The findings of this research show that: 1) Brand Image has a positive and significant effect on purchasing decisions at Tokopedia; 2) Brand Ambassadors have a positive and significant influence on purchasing decisions at Tokopedia; 3) Brand Image and Brand Ambassador simultaneously influence purchasing decisions. Brand Image and Brand Ambassador have an influence of 78.

Keywords: Brand Image, Brand Ambassador, Purchasing Decision

INTRODUCTION

Competition in the business world is currently getting tighter, causing every company to compete to achieve a competitive advantage in fighting for market share. The development of the technology industry has occurred since early 2018 until now, where the development of this era is an industry that combines automation technology with cyber technology. These technological advances can help and simplify daily activities and work, one of which is online payment transactions using E-commerce (Nurhayati Kusumadewi et al., 2023).

Since the last few years, the growth of the e-commerce industry in Indonesia has been rapid. E-commerce can be interpreted as the use of the Internet, Web, and mobile applications and browsers running on mobile devices to transact business (Laudon & Guercio Traver, 2016). The existence of e-commerce has given rise to online shopping activities in the business world (Simanihuruk et al., 2019). Marked by the growth of online buying and selling sites and forums which can be people's choice for buying and selling goods/services online. The public is starting to notice the development of online shopping because the online shopping decision process is considered easier than the offline decision process (Royani, 2014). Indonesia ranks among these countries with growth of 78% in 2018 (Widowati, 2019).

Various e-commerce companies must carry out various types of marketing strategies in order to be able to compete and have their own characteristics between

one e-commerce and another, or in other words, e-commerce must always be innovative and creative in maintaining and expanding its market share (Juliana et al., 2022). One of them is Tokopedia. Tokopedia always provides promos in the form of free shipping vouchers, flash sales and cashback every month.

Based on iprice data, it can be seen that Tokopedia's market share is unstable. In the fourth quarter of 2020, which reached 129 million visitors per month, until the second quarter of 2021 there were 147 million visitors. The fourth quarter of 2021 experienced a decline to 157 million visitors until the first quarter of 2022. In the period 2020 to 2022, Tokopedia's market share experienced the lowest decline in the fourth quarter of 2022 with 136 million visitors per month. This shows that there are fewer consumers making purchases on Tokopedia.

Consumers are starting to switch or choose other e-commerce such as Shopee to make online purchases. This affects Tokopedia itself, where market share is a tool to measure the company compared to its competitors or rivals. It is also said that the loss experienced by market share is an indication of serious, long-term problems that require, demand or overhaul the strategy that has been used so that a strategy is needed that It is appropriate to be able to increase market share because if it continues to decline it will experience a setback (Salsabila et al., 2022).

The factors that influence purchasing decisions on Tokopedia are brand image. Consumers prefer to buy products that are well known with a good brand image as a way to reduce the risk of making a purchase. Therefore, brand image is a company's identity in the public's view, companies that can create a brand that is prestigious or magnificent, well-known, and has a reputation that is not bad will easily remember a product, so that it has the potential to attract consumers to make a decision to buy and ultimately Ultimately the product will be purchased by consumers.

The second factor that influences purchasing decisions is brand ambassador. It is no longer strange to hear about brand ambassadors because currently many brands or companies in Indonesia use brand ambassadors as intermediaries to introduce their products or companies to the wider public. Basically, to increase consumer attention, one company uses famous celebrities as bait to help consumers in the decision-making process (Amalia Probosini et al., 2021). Having a well-known brand ambassador will help the company create a strong relationship between the brand/company and consumers (Prasetya & Rakhman, 2023). So this will indirectly have an impact on purchasing and usage decisions for a particular product.

Research conducted by (Ernawati, 2021) and Hertika Rahmawati, 2022 shows that brand image influences consumer purchasing decisions. However, these findings have different results from research conducted by Husnul Khotimah, 2021 where the brand image variable does not influence consumer purchasing decisions.

Much research has been undertaken on the influence of brand ambassadors on purchasing decisions. Research conducted by (Niza Utami, 2022 shows the results that brand ambassadors influence consumer purchasing decisions. This research is also supported by research conducted by Nisfatul Lailiya, 2020. However, these findings have different results from research conducted by Reni Suci Wahyuni, 2022 where the brand ambassador variable had no effect on consumer purchasing decisions.

Based on the background and research gap in the description above, it encouraged researchers to conduct research with the title "The Influence of Brand Image and Brand Ambassadors on Purchasing Decisions at Tokopedia in Purwakarta."

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Brand Image

Kotler & Keller, 2016 stated that a brand image is an assortment of brand connections that consumers develop and embed in their thoughts. Brand image is associated with products or services that are hard to distinguish, evaluate their quality, or express statements about users. Establishing a distinctive design, linking it with a celebrity user, or establishing a strong advertising image are all strategies. Brand image indicators according to Kotler & Keller, 2016 are Strength, Uniqueness, and Favorable.

According to Firmansyah, 2019, brand image is a reflection of a brand's general impression as well as an object of knowledge and previous encounters with that brand. Brand image is connected with perceptions of a brand in the form of beliefs and preferences (Tyas & Hartelina, 2022).

Brand Ambassadors

Brand ambassadors represent a tactic used by businesses to engage and connect with the public in order to improve sales (Lea-Greenwood, 2013). Brand ambassadors serve by businesses to influence or persuade customers. This seeks to pique consumers' interest in utilizing the product, especially as brand ambassadors are typically chosen based on the image of a prominent celebrity. Brand ambassador indicators depending on Lea-Greenwood, 2013 are Transference, Congurance (suitability), Credibility (expertise), Visibility (popularity), Attraction (attractiveness), Power (strength).

A brand ambassador is an individual who represents an organization or good by promoting the product in such a way that it has beneficial effects on business processes (Pintubatu & Saputri, 2021).

Buying Decision

A purchasing decision is a process where a consumer tries to identify a need, looks for information about a particular product or brand and assesses how well other alternatives can solve their problem, and then leads to a decision to make a purchase (Kotler & Keller, 2016). Problem Recognition, Information Search, Alternative Assessment, Purchase Decision, and Post-Purchase Behavior are the five purchasing decision indicators (Kotler & Keller, 2016).

A purchasing decision refers to the choice between two or more alternative buying decision possibilities, implying that numerous different choices must be accessible for someone to make a decision (Schiffman & J, 2019). The purchase decision can influence how the decision-making process is carried out.

HYPOTHESIS

- H1: It is suspected that brand image influences purchasing decisions at Tokopedia in Purwakarta
H2: It is suspected that Brand Ambassadors influence purchasing decisions at Tokopedia in Purwakarta
H3: It is suspected that Brand Image and Brand Ambassador influence purchasing decisions at Tokopedia in Purwakarta

RESEARCH METHODS

The method used in this research is a descriptive method with a quantitative approach. The data used in this research is primary data taken directly by distributing questionnaires in the form of a Google form. The population in this study is people in Purwakarta who have shopped through Tokopedia. Purposive sampling was utilized as a sample approach in this research with criteria determined by researchers, namely: respondents aged 19-50 years, domiciled in Purwakarta, 97 respondents have ever purchased goods or services using Tokopedia. The data was analyzed using linear regression and SPSS version 25 software.

RESULTS AND DISCUSSION

Validity test

According to Sugiyono, 2013 explains that validity testing is the similarity of data reported by researchers with data obtained directly that occurs with research subjects. The validity test of the instrument was carried out using the Pearson product moment formula calculation.

Table 1 Brand Image Validity Test Results

Item Pertanyaan	R hitung	R tabel	Keterangan
X1.1	0.745	0.196	Valid
X1.2	0.730	0.196	Valid
X1.3	0.768	0.196	Valid
X1.4	0.705	0.196	Valid
X1.5	0.705	0.196	Valid
X1.6	0.634	0.196	Valid

Source: data processed by researchers (2023)

Depending on the table above. the results of the validity test calculations on the brand image variable that each question item has a value of $R_{count} > R_{table}$. This means that all questions on the questionnaire are declared valid and can be used as measuring tools for research.

Table 2 Brand Ambassador Validity Test Results

Item Pertanyaan	R hitung	R tabel	Keterangan
X2.1	0.564	0.196	Valid
X2.2	0.486	0.196	Valid
X2.3	0.728	0.196	Valid
X2.4	0.785	0.196	Valid
X2.5	0.744	0.196	Valid
X2.6	0.707	0.196	Valid
X2.7	0.832	0.196	Valid
X2.8	0.714	0.196	Valid
X2.9	0.536	0.196	Valid

Source: data processed by researchers (2023)

Depending on the table above, the results of the validity test calculations on the brand ambassador variable that each question item has a value of $R_{count} > R_{table}$. This means that all of these questions are declared valid and can be used as measuring tools for research.

Table 3 Purchasing Decision Validity Test Results

Item Pertanyaan	R hitung	R tabel	Keterangan
Y.1	0.662	0.196	Valid
Y.2	0.451	0.196	Valid
Y.3	0.207	0.196	Valid
Y.4	0.566	0.196	Valid
Y.5	0.560	0.196	Valid
Y.6	0.598	0.196	Valid
Y.7	0.637	0.196	Valid
Y.8	0.639	0.196	Valid
Y.9	0.595	0.196	Valid
Y.10	0.705	0.196	Valid
Y.11	0.705	0.196	Valid
Y.12	0.648	0.196	Valid
Y.13	0.620	0.196	Valid
Y.14	0.639	0.196	Valid

Source: data processed by researchers (2023)

Depending on the table above, the results of the validity test calculations on the purchasing decision variable that each purchasing decision question item (Y) has a value of $R_{count} > R_{table}$. This means that all purchasing decision variable questions are declared valid and can be used as measuring tools for research.

Reliability Test

The reliability test is used to determine the level of consistency of a measuring instrument, so that it can be used to measure research variables. Even though research is carried out repeatedly to measure the same instrument and the results obtained are consistent, the measuring instrument is considered reliable. A research instrument is regarded to be reliable if its Cronbach's Alpha value is greater than 0.60.

Table 4 Reliability Test Results

Variabel	Cronbach's Alpha	Nilai Batas	Keterangan
Brand Image (X1)	0.807	0.60	Valid
Brand Ambassador (X2)	0.850	0.60	Valid
Keputusan Pembelian (Y)	0.854	0.60	Valid

Source: data processed by researchers (2023)

Depending on the table above, the Cronbach's alpha value obtained from calculating each variable has a value of more than 0.60. As a result, it is possible to conclude that the brand image, brand ambassador, and purchasing decisions are reliable or reliable and fit for use in research.

Normality test

The normality test aims to test whether the variables used in the research are normally distributed or vice versa (Ghozali, 2018). This test can be carried out using Kolmogorov-Smirnov nonparametric statistical analysis with a significance level of 0.05 or 5%. If the significance value obtained is greater than 0.05 then the data is normally distributed and there is a relationship.

Table 5 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.75704381
Most Extreme Differences	Absolute	.109
	Positive	.079
	Negative	-.109
Test Statistic		.109
Asymp. Sig. (2-tailed)		.50
a. Test distribution is Normal.		
b. Calculated from data.		

Source: data processed by researchers (2023)

Depending on the table of normality test, it shown that the value of Asymp. Sig. (2-tailed) is 0.50 where this value is greater than 0.05. As a result, the normality test in this study exhibits a normal distribution.

Linearity Test

The linearity test is used to assess the linearity of the variables that are related. The goal of evaluating linearity is to determine whether or not variable X and variable Y have a linear relationship.

Table. 6 Linearity Test Results

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * Brand Image	Between Groups	(Combined)	2749.805	11	249.982	28.321	.000
		Linearity	2435.200	1	2435.200	275.888	.000
		Deviation from Linearity	314.605	10	31.461	3.564	.100
	Within Groups		776.755	88	8.827		
	Total		3526.560	99			

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * Brand Ambassador	Between Groups	(Combined)	2722.665	19	143.298	14.260	.000
		Linearity	2353.154	1	2353.154	234.175	.000
		Deviation from Linearity	369.511	18	20.528	2.043	.160
	Within Groups		803.895	80	10.049		
	Total		3526.560	99			

Source: data processed by researchers (2023)

Depending on the results of the linearity test, the value of the deviation from linearity for brand image is 0.100, and this is bigger than 0.05, and the value of the deviation from linearity for brand ambassador is 0.160, which is bigger than 0.05, implying that the two independent variables, namely brand image and brand ambassador, have a linear relationship to the dependent variable of purchasing decisions. As a result, the linearity test might be deemed to have been passed.

Correlation Analysis

According to Sugiyono, 2013 Correlation analysis reveals the direction and strength of a relationship among two or more variables. The level of significance of the association is reflected in the magnitude of the correlation coefficient, while the direction of the relationship is expressed as a positive or negative relationship.

Table 7 Correlation Test Results

Correlations				
		Brand Image	Brand Ambassador	Keputusan Pembelian
Brand Image	Pearson Correlation	1	.727**	.831**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Brand Ambassador	Pearson Correlation	.727**	1	.817**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Keputusan Pembelian	Pearson Correlation	.831**	.817**	1
	Sig. (2-tailed)	.001	.001	
	N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: data processed by researchers (2023)

Depending on the test results, the relationship between brand image and purchasing decisions has a significant value of 0.001, meaning it is less than 0.05. As a result, there is a strong relationship between brand image and purchase behavior. There is a positive relationship, with a Pearson correlation value of 0.831, according to the Pearson correlation test.

A positive correlation coefficient value suggests that the relationship between the brand image variable and purchasing decisions is unidirectional.

Meanwhile, the correlation between brand ambassadors and purchasing decisions has a significance value of 0.001, which is less than 0.05. As a result, there is a strong relationship between brand ambassadorship and purchasing decisions. According to the Pearson correlation test results, there is a positive correlation with a value of 0.817, which is classified as extremely strong.

The positive correlation coefficient value indicates that the relationship between the brand ambassador variable and purchasing decisions has a unidirectional relationship.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to show the relationship and how much influence the brand image (X1) and brand ambassador (X2) variables have on the purchasing decision variable (Y).

Table 8 Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.856	2.544		5.841	.000
	Brand Image	.991	.135	.503	7.366	.000
	Brand Ambassador	.527	.080	.451	6.609	.000

a. Dependent Variable: Keputusan Pembelian

Source: data processed by researchers (2023)

Depending on the results table of multiple regression analysis, the following results were obtained:

$$Y = 14.856 + 0.991 + 0.527+e$$

The constant value of the regression equation in the research is 14,856, which means that if the value of the brand image and brand ambassador variables is considered fixed or constant, then the purchasing decision value for Tokopedia in Purwakarta City is 14,856.

The positive regression coefficient value for the brand ambassador variable is 0.991. This suggests that if the brand ambassador variable (X2) is fixed or constant, every unit increase in the brand image variable (X1) will increase the Purchase Decision (Y) by 0.991.

The regression coefficient value for the brand ambassador variable (X2) is 0.527 and is positive. This means that for every increase of one brand ambassador variable (X2), it will increase the Purchase Decision (Y) by 0.527 assuming the brand image variable (X1) is fixed or constant.

Coefficient of Determination (R²)

The coefficient of determination (R²) is a method for calculating the extent to which a model can explain variations in the dependent variable. The coefficient of determination is in the range of 0 to 1. The low value of R² suggests that the ability of the independent variables to explain changes in the dependent variable is severely constrained. A score of 1 implies that the independent variables provide almost all of the information needed to predict the dependent variables.

Table. 9 Coefficient of Determination Test Results (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.887 ^a	.787	.782	2.78532

a. Predictors: (Constant), Brand Ambassador, Brand Image

Source: data processed by researchers (2023)

From the calculation results, the Adjusted R Square value is 0.782 or 78.2%. This shows that the brand image and brand ambassador variables can influence

purchasing decisions by 78.2%. Meanwhile, the remaining 21.8% was influenced by other variables or factors not examined in this research.

Partial Test (T Test)

The T test seeks to determine the amount influence the brand image variable (X1) and brand ambassador variable (X2) have on the purchasing decision variable (Y) Ghozali (2018).

Table.10 Partial Test Results (T Test)

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.856	2.544		5.841	.000
	Brand Image (X1)	.991	.135	.503	7.366	.000
	Brand Ambassador (X2)	.527	.080	.451	6.609	.000

a. Dependent Variable: Keputusan Pembelian (Y)

Source: data processed by researchers (2023)

Depending on the table 10 of the T test results above, the variable values are as follows:

1. Depending on the calculation results, the value of $t_{count} > t_{table}$ is $7,366 > 1,659$ and the probability of significance is $0.000 < 0.05$. So based on the conditions for hypothetical decision making, it is possible to deduce that H1 is accepted, which means that the brand image variable (X1) has a positive and significant effect on purchasing decisions (Y) on Tokopedia.
2. Depending on the calculation results, the $t_{count} > t_{table}$ value is $6,609 > 1,659$ and the probability of significance is $0.000 < 0.05$. So, based on the conditions for hypothetical decision making, it is possible to deduce that H2 is accepted, which means that the brand ambassador variable (X2) has a positive and significant effect on purchasing decisions (Y) on Tokopedia.

Simultaneous Test (F Test)

The F test is carried out to determine whether there is an influence between the independent variable (X) and the dependent variable (Y) simultaneously/together.

Table.11 Simultaneous Test Results (F Test)

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	2774.032	2	1387.016	178.785	.001 ^b
	Residual	752.528	97	7.758		
	Total	3526.560	99			

a. Dependent Variable: Keputusan Pembelian (Y)
b. Predictors: (Constant), Brand Ambassador (X2), Brand Image (X1)

Source: data processed by researchers (2023)

Depending on Table 11, it can be seen that the $F_{count} > F_{table}$ value is $178,785 > 3.09$ and the significance probability value is less than 0.05, namely $0.001 < 0.05$. It can be concluded that H3 is accepted, which means that the brand image (X1) and brand ambassador (X2) variables simultaneously have a positive and significant effect on purchasing decisions (Y).

Discussion

The Influence of Brand Image on Purchasing Decisions at Tokopedia in Purwakarta

Depending on the calculation results, the value of $t_{count} > t_{table}$ is $7.366 > 1.659$ and the significance probability value is $0.000 < 0.05$ and the regression coefficient value is 0.991. From the results of these calculations it is known that H2 is acceptable, which means that the brand image variable (X1) has a positive and significant influence on Purchase Decisions (Y) on Tokopedia.

This research is in line with research by Reni Ernawati, 2021 and Cantika Indah Faradasya, 2021 which proves that brand image has a positive and significant effect on purchasing decisions.

Brand image including an important part of a brand that allows it to differentiate their products from competitors. It will be difficult for companies that do not have a good image to attract the attention of new consumers and retain old consumers (Saputri & Utomo, 2021). In the Theory of Planned Behavior (TPB), brand image is a reflection of attitudes towards behavior. Attitudes towards behavior are influenced by beliefs originating from the person's personal experiences. This indicates that a person's subjective view influences that person's behavior. The same applies to consumer perceptions regarding Tokopedia's brand image. If consumers think that Tokopedia has a good image then this can influence purchasing decisions at Tokopedia.

The Influence of Brand Ambassadors on Purchasing Decisions at Tokopedia in Purwakarta

Depending on the calculation results, the value of $t_{count} > t_{table}$ is $6.609 > 1.659$ and the significance probability value is $0.000 < 0.05$ and the regression coefficient value is 0.527. From these provisions, the hypothesis can be accepted, which means that the brand ambassador variable (X2) has a positive and significant influence on purchasing decisions (Y) on Tokopedia.

The current research supports the findings of Rio Arif Pratama, 2021 and Nisfatul Lailiya, 2020 which found that brand ambassadors had a positive and significant influence on purchasing decisions.

The use of BTS, Jerome Polin, David Gadgetin, Ridwan Hanif as Tokopedia brand ambassadors is a good function. Choosing a brand ambassador from a public figure can be a description of the consumers who follow the brand ambassador.

Brand ambassadors, as symbols of culture and identities of brands, must have impact as a marketing tool in order to communicate goods to the public and enhance sales. Through a famous celebrity, good charisma can be built to help introduce the product and encourage consumers to buy the product. For example, choosing a brand ambassador who is able to represent and has a good understanding of the product used is able to determine consumer purchasing decisions. The Theory of Planned Behavior concept states that there are three things that influence a person's behavior, one of which is subjective norms. Subjective norms are an individual's perception of the expectations of influential people in their life regarding

whether or not certain behavior is carried out. These people can come from family, friends or others. In this case, subjective norms are reflected in brand ambassadors, where brand ambassadors can influence purchasing decisions at Tokopedia in Purwakarta. Especially for consumers who like or follow the brand ambassador, of course they will follow what their idol does. This also means that the better the brand ambassador on Tokopedia, the better the customer's purchasing decisions.

The Influence of Brand Image and Brand Ambassadors on Purchasing Decisions at Tokopedia in Purwakarta

Depending on the results obtained in the simultaneous test, the value of $F_{count} > F_{table}$ is $178,785 > 3.09$ and the significance level is smaller than 0.05, namely $0.001 < 0.05$. This means that brand image (X1) and brand ambassador (X2) influence purchasing decisions (Y).

This research is in accordance with the results of research conducted by Claudia Pintubatu, 2021 and Hertika Rahmawati, 2022 which demonstrates the positive and significant influence of brand image and brand ambassadors on purchasing decisions.

The combination of these two variables is proven to be able to influence customer decisions. Tokopedia consumers in this research have stated how their purchasing decisions are influenced by brand image and brand ambassadors. Apart from that, the results above are also able to explain how the stronger the brand image and brand ambassadors on Tokopedia, the stronger their influence in making purchasing decisions on consumers.

CONCLUSION

Depending on the findings of the research and the discussion in the preceding chapter, it is possible to conclude that the dependent variable Purchase Decision may be clarified by the independent variables, namely Brand image and Brand ambassadors. While the rest can be explained by factors outside the model. Together Brand image and Brand ambassadors has a positive and significant effect on purchasing decisions it means the combination of these two variables is proven to be able to influence customer decisions. Tokopedia consumers in this research have stated how their purchasing decisions are influenced by brand image and brand ambassadors. Apart from that, the results above are also able to explain how the stronger the brand image and brand ambassadors on Tokopedia, the stronger their influence in making purchasing decisions on consumers.

Empirically, it is hoped that the implications of the research results can be input for Tokopedia as an e-commerce industry in Indonesia in order to be able to compete and have its own characteristics between one e-commerce and another, including by increasing the brand image and brand ambassadorship on Tokopedia, which will strengthen its influence in making purchasing decisions on consumers. The other implications of the theoretical research results are expected to be able to contribute to thinking in developing and improving knowledge, especially knowledge related to the e-commerce industry.

It is hoped that the recommendations from this research will be able to contribute to stakeholders in improving purchasing decisions on the Tokopedia e-commerce application. And it can be used as literacy material for future researchers to be developed further in further research with different objects and periods. The author hopes that this research needs to be further developed so that it can be explored more deeply from various points of view.

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