

THE INFLUENCE OF BRAND AMBASSADOR AND BRAND IMAGE ON E-COMMERCE PURCHASE DECISION AT TOKOPEDIA MARKETPLACE (STUDY ON MILLENNIAL AND GENERATION Z IN MANADO)

PENGARUH BRAND AMBASSADOR DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN E-COMMERCE DI MARKETPLACE TOKOPEDIA (STUDI PADA MILENIAL DAN GENERASI Z DI MANADO)

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Abstract: In the first quarter of 2021, Indonesian e-commerce Tokopedia ranked first among the most clicked e-commerce sites in Indonesia, with around 135 million clicks. There is a shift of purchasing power from generation Z to millennial generation. Millennial and Generation Z are the generation that have grown up tech savvy, living through the evolution of life-changing innovation, such as the launch of the public internet and the smart phone. The popularity of Tokopedia was also driven by a marketing strategy in introducing Tokopedia and its products to the public, one of which is the use of celebrities that attract the public's attention. The using of a brand ambassador is one effective marketing technique to get a lot of attention from the customers. Brand image has an important position in influencing the purchasing decisions by consumers, because one of the the decisions in the structure of the purchasing is the decision regarding the choice of brand. The purpose of this study is to know the simultaneous and partial influence of brand ambassador and brand image on consumer purchase decision at Tokopedia marketplace. This research used multiple regression analysis with sample of 100 respondents. The result shows that brand ambassador and brand image have a simultaneous and partial influence on consumer purchase decision at Tokopedia marketplace. Tokopedia should keep BTS and Blackpink as their brand ambassador considering that they're the most famous Korean boy group and girl group these days and have so many fans especially Millennial and generation Z. Brand image of Tokopedia already good and all Tokopedia need is keep maintaining the corporate image.

Keywords: *consumer purchase decision, brand ambassador, brand image*

Abstrak: Pada kuartal pertama tahun 2021, Tokopedia e-commerce Indonesia menempati peringkat pertama di antara situs e-commerce yang paling banyak diklik di Indonesia, dengan sekitar 135 juta klik. Terjadi pergeseran daya beli dari generasi Z ke generasi milenial. Milenial dan Generasi Z adalah generasi yang tumbuh melek teknologi, hidup melalui evolusi inovasi yang mengubah hidup, seperti peluncuran internet publik dan telepon pintar. Popularitas Tokopedia juga didorong oleh strategi pemasaran dalam memperkenalkan Tokopedia dan produk-produknya kepada masyarakat, salah satunya adalah penggunaan selebriti yang menarik perhatian masyarakat. Penggunaan brand ambassador merupakan salah satu teknik pemasaran yang efektif untuk mendapatkan banyak perhatian dari pelanggan. Citra merek memiliki posisi penting dalam mempengaruhi keputusan pembelian oleh konsumen, karena salah satu keputusan dalam struktur pembelian adalah keputusan mengenai pilihan merek. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh secara simultan dan parsial brand ambassador dan citra merek terhadap keputusan pembelian konsumen di marketplace Tokopedia. Penelitian ini menggunakan analisis regresi berganda dengan sampel sebanyak 100 responden. Hasil penelitian menunjukkan bahwa brand ambassador dan brand image berpengaruh secara simultan dan parsial terhadap keputusan pembelian konsumen di marketplace Tokopedia. Tokopedia harus mempertahankan BTS dan Blackpink sebagai brand ambassador mereka mengingat mereka adalah boy grup dan girl grup Korea paling terkenal saat ini dan memiliki banyak penggemar terutama Milenial dan generasi Z. Brand image Tokopedia sudah bagus dan yang dibutuhkan Tokopedia adalah terus mempertahankan citra perusahaan.

Kata Kunci: *keputusan pembelian konsumen, duta merek, citra merek*

INTRODUCTION

Research Background

Electronic Commerce (E-Commerce) remains a relatively new, emerging and constantly changing area of business management and information technology. Speaking in layman's terms, e-commerce refers to the entire process of marketing, selling, delivering goods and servicing customers over the Internet. It has revolutionized the way companies do business. Consumers can buy almost anything online 24 hours a day (Sastry, 2020). E-commerce is a boom in the modern business. E-commerce means electronic commerce. E-commerce involves buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, predominantly the internet. E-commerce (Electronic commerce) is a paradigm shift influencing both marketers and the customers. Rather e-commerce is more than just another way to boost the existing business practices. It is leading a complete change in traditional way of doing business. This significant change in business model is witnessing a tremendous growth around the globe and India is not an exception. A massive internet penetration has added to growth of e-commerce and more particularly start-ups have been increasingly using this option as a differentiating business model (Amin, Kansana, and Majid, 2016).

Generally, the consumer purchase decision is to purchase the most popular brand. Purchase decision is a process in which a consumer considers some alternatives by using knowledge they have in choosing one best alternative of a product. According to Kotler and Keller (2012), decision is a process of problem-solving approach that consists of an introduction to the problem, find information, some alternative assessment, make purchase decisions, and behavior of the consumer after purchase. Decision is part or one of the important elements of consumer behavior in addition to the physical activities that involve the consumer to assess, acquire and use the economical goods and services. Purchasing decisions are individual activities that are directly involved in the decision to make the purchase of the products offered by the seller. As a result of the purchasing choice, demand will rise, as well as marketers' sales rise. Many factors influencing purchase decision, in this research, the factors that will be identify are brand ambassador and brand image.

Consumers will be easier to identify and are not confused by the brand that has been embedded in the of consumer's minds. In addition, there was another research done by Agmeka, Wathoni, and Santoso (2019) in Indonesia describing that brand image definitely brought influences to customers' purchase decisions especially for the industries in Indonesia. A strong and popular brand image turns out to be customers' main reference in determining a decision to buy a product, brand image may influence customers' satisfaction and contribute to the future advantages. Brand image has an important position in influencing the purchasing decisions by consumers, because one of the decisions in the structure of the purchasing is the decision regarding the choice of brand. Because when buying a product, consumers do not just buy a product as a commodity, but rather buy a symbolic value contained in the brand. It is common sense for a customer to restore the memory of a brand image before buying or purchasing a product or service. Therefore, it is crucial to identify the term brand image and how it potentially influences the decision to buy (Sudaryanto et al, 2021). For companies, brand image is the perception that consumers give to products or services that the company provides to consumers. Brand image is the vision that consumers have of the valuation for a company that stays in the minds of consumers. Consumers in this case are those who have made a purchase and they are aware of the meaning of the brand image.

Research Objectives:

The purpose of this research are:

1. To know the effect of brand ambassador and brand image on consumer purchase decision on Tokopedia marketplace, simultaneously.
2. To know the effect of brand ambassador on consumer purchase decision on Tokopedia marketplace, partially.
3. To know the effect of brand image on consumer purchase decision on Tokopedia marketplace, partially.

THEORETICAL FRAMEWORK

Marketing

Marketing entails processes that focus on delivering value and benefits to customers, not just selling goods services, and/or ideas. It uses communicating, distribution, and pricing strategies to provide customers and other stake holders with the good, services, ideas values, and benefits they desire when and where they want

them. Hence, marketing is a set of activities without which what is produced cannot reach the ultimate consumer. Marketing as the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. According to the definition above, it can be concluded that marketing is engaging a target market of consumers based on their needs in order to sell a product and hopefully to maintain a relationship beyond the purchase.

Consumer Purchase Decision

There are five stages of the consumer purchasing decision process, namely experience needs, information seeking, alternative evaluations, purchasing decisions and post-purchase behavior. The five stages of the consumer purchasing decision process can be illustrated with the following purchasing decision process images. The purchase decision is a process when a consumer is trying to identify a problem, looking for information about a product or particular brand, and evaluate how good each alternative can solve their problem, which is then leading to purchase decisions. The purchase decision is a process that is contained of several stages which consumers do before purchasing a product. The purchase decision is choosing two or more alternative purchase decisions, which means someone can make a decision, have to spare several alternatives. Purchase decision is an approach of problem solving in a consumer's activity to purchase goods or services in fulfillment. Desires and needs which are: recognition of needs and desires; looking for information; evaluation of purchase alternative; purchase decision; behavior after purchasing (Woo, 2019).

Brand Ambassador

Brand ambassadors represent the faces of the companies they represent, such as mobile advertising, talking about products and promoting the products the company sells. The use of brand ambassadors is carried out by companies to influence or invite consumers to use products and they usually use well-known celebrities (Royan, 2004:7). The appointment of a brand ambassador is usually done for symbolization that can represent a desire or need that consumers can easily. Brand ambassadors play a role in communicating corporate brands to outside audiences. Product sales are increasing with the sale of ad media lines, and most of the ad content focuses on the spokesperson on those ads. According to the existing theory, the brand ambassador can be used as a reference for consumer ratings and perceptions of a brand as a whole.

Brand Image

Brand image is a consumer's perception about a brand as a reflection of the brand association that exists in their mind. Brand image is a band of brand association that occurs in the consumer's mind. Brand image is a type of association that occurs in their minds when they remember about a particular brand. Brand image is what consumers think and feel when they hear or see a brand and what the consumer is studying about a brand.

Previous Research

Dewi, Edyanto, and Siagine (2020) examined the influence of brand ambassador, brand image, and brand awareness on consumer purchase decision of Pantene Shampoo in Surabaya, Indonesia. According to the research, brand ambassador that Pantene shampoo was using had a significant effect on brand awareness. Brand ambassador Pantene had a significant effect on brand image, brand awareness.

Fawwaz and Indrawati (2018) aimed to see whether there is an impact of brand ambassador on brand image and the consumers' purchasing decision. This research was conducted on Tokopedia's consumers in Indonesia. According to the research, brand ambassador has a significant and positive impact on brand image, brand ambassador has a significant and positive impact on consumers' purchasing decision, and brand image has a significant and positive impact on consumers' purchasing decision.

Nabilah (2020) analyzed the effect of ad appeal on Shopee's online purchasing decisions and also analyze the influence of brand ambassadors on Shopee's online purchasing decisions. According to the research, that the uses the attractiveness of advertising and brand ambassadors find that the attractiveness of advertisements has a significant effect on purchasing decisions and brand ambassadors also show a significant influence on purchasing decisions. So it can be concluded that advertising and brand ambassadors have a very important role in the company's strategy in marketing its products.

Conceptual Framework

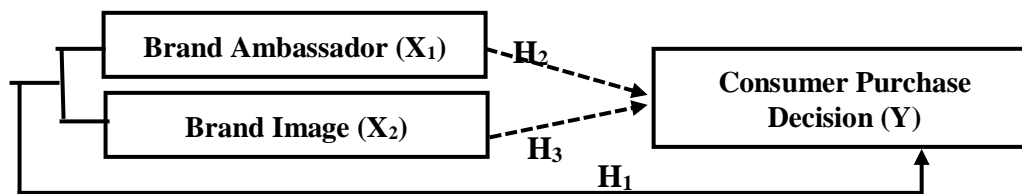


Figure 1. Conceptual Framework

Source: Data Processed (2022)

RESEARCH METHOD

Research Approach

This research type is causal which uses quantitative type of research. Quantitative design uses inductive reasoning and sets for in depth-understanding of human behavior and the cause of that behavior. Quantitative research seeks conclusive evidence based on large, representative samples and typically involving some form of statistical analysis. This research used multiple linear regression analysis method.

Population, Sample Size, and Sampling Technique

Population is the entire subject of research. Thus, the population could consist of all the persons in the country, or those in a particular geographical location, or a special ethnic or economic group, depending on the purpose and coverage of the study. Population is Millennial and Generation Z in Manado City who already bought product from Tokopedia marketplace. Sample is a part of the population to be studied that can represent all existing populations. Sample size can be defined as the subset of a population required to ensure that there is a sufficient amount of information to draw conclusions. When determining the sample size, Roscoe (1975) provides four references. The total respondents of this research are 100 respondents. The research respondent will be start collected on March 2022 and will be collected around 3 days. The research used simple random sampling. A set of random numbers is then generated, and the units having those numbers are included in the sample. A simple random sample is a random sample selected by a method which ensures that all possible samples, of a given size, are equally likely to be chosen.

Data Collection Method

This research used primary as the main source. Primary data is the data obtained directly from the original source. In statistical surveys it is necessary to get information from primary sources and work on primary data. For example, the statistical records of female population in a country cannot be based on newspaper, magazine and other printed sources. This primary data generated by distributing the questionnaire with the relevant person in charge that become the point of interest for the research. In order to generate more accurate data. In this research the questionnaire distributed to customer of Tokopedia marketplace.

Questionnaire is the most commonly used method in survey. Questionnaires are a list of questions either open-ended or close-ended for which the respondents give answers. Questionnaire can be conducted via telephone, mail, live in a public area, or in an institute, through electronic mail or through fax and other methods. Questionnaires are administrated personally without any coercion by the researcher. There were two sections in the questioner. The first section asked about respondent's identities and the second asked about things that related with the variables.

Operational Definition of Research Variable

1. Brand Ambassador (X₁), a public figure who is used to promote and advertise Tokopedia marketplace that used by companies to communicate and connect with the community, about how they can increase sales.
2. Brand Image (X₂), the perception of the customer about Tokopedia marketplace.
3. Consumer Purchase Decision (Y), Individual activities that are directly involved in making decisions to make purchases of products offered by the seller at Tokopedia marketplace

Validity and Reliability Test

Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure. Validity is the level extent to which of precision and accuracy of a measuring instrument to perform the functions of measuring in this study is the questionnaire. An instrument has high validity if it can deliver results in accordance with the purpose of measuring the measurements itself which is valid at 0.01 level or higher. The validity of testing can use the Product-Moment Correlation Pearson techniques. Questionnaires were used as a measuring instrument should qualify the validity of the content.

Reliability Test

Reliability analysis is used to measure the correlation between multiple measurements of a construct in order to quantify some underlying dimension. The reliability of a measure is established by testing for both consistency and stability. The purpose of testing reliability is to determine the level of measurement non error, it means showing the consistency of measurement. Reliability was measured by using Cronbach's Alpha coefficient, when the value of Cronbach's alpha increase the consistency also increases. If the coefficient value of Alpha less than 0.60 then the reliability is bad. Research instrument is acceptable if the test shows the alpha in the range of 0.7 and the reliability is good if above 0.80.

Multiple Linear Regression Analysis

Multiple linear regression is used to model the relationship between one numeric outcome or response or dependent variable (Y), and several (multiple) explanatory or independent or predictor or regression variables (X). When some predictors are categorical variables, we call the subsequent regression model as the General Linear Model (GLM). The general linear model can be seen as an extension of linear multiple regression for a single dependent variable, and understanding the multiple regression model is fundamental to understanding the general linear model.

RESULT AND DISCUSSION

Result

Reliability and Validity Test

The minimum value of Cronbach's alpha must be 0.600. It is better if the value is above 0.6. The data gathered from respondents was coded into the tabulation table to be statistically analyzed by using statistical software SPSS 21.00.

Table 1. Reliability Test Result

Variables	Cronbach's Alpha	Standard	Status
Brand Ambassador (X ₁)	0.780	0.600	Reliable
Brand Image (X ₂)	0.705	0.600	Reliable
Consumer Purchase Decision (Y)	0.749	0.600	Reliable

Source: Data Processed, 2022

Table above shows that Cronbach's Alpha ≥ 0.600 . Thus, indicates that all research instrument indicators of variable are reliable. The result interpretation, if the Cronbach's Alpha.

Validity Test

Table 2. Validity Test Result

Variable	Item	R _{count}	R _{table}	Status
Brand Ambassador (X ₁)	X _{1.1}	0.759	0.196	Valid
	X _{1.2}	0.602	0.196	Valid
	X _{1.3}	0.753	0.196	Valid
	X _{1.4}	0.801	0.196	Valid
	X _{1.5}	0.762	0.196	Valid
Brand Image (X ₂)	X _{2.1}	0.436	0.196	Valid
	X _{2.2}	0.831	0.196	Valid
	X _{2.3}	0.705	0.196	Valid

Consumer Purchase Decision (Y)	X _{2,4}	0.879	0.196	Valid
	X _{2,5}	0.530	0.196	Valid
	Y ₁	0.530	0.196	Valid
	Y ₂	0.831	0.196	Valid
	Y ₃	0.774	0.196	Valid
	Y ₄	0.847	0.196	Valid
	Y ₅	0.555	0.196	Valid

Source: SPSS 21.00 (2022)

If the correlation coefficient between the value of one indicator and the total value of all indicators is positive and $\geq R_{table}$ (0.196) then the instrument is considered as valid. Table 2 shows that all the indicators of each variable is $\geq R_{table}$ (0.196), all the indicators of each variable is valid and can be used on this research.

Result of Multiple Linear Regression Analysis

Multiple linear regression model is used to determine the influence of independent variables (brand ambassador and brand image) on a dependent variable (consumer purchase decision). The result of multiple linear regression analysis is using SPSS 21.00 software is shown in Table below.

Table 3 Multiple Linear Regression Result

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	(Constant)	.804	.367		2.189	.031	
1	Brand Ambassador	.227	.069	.245	3.308	.001	.953
	Brand Image	.592	.072	.607	8.192	.000	.953

a. Dependent Variable: Consumer Purchase Decision

Source: Data Processed (2022)

From the result in the table above the result in the Table above can be expressed in regression equation as:

$$Y = 0.804 + 0.227 X_1 + 0.592 X_2 + e$$

The interpretation of the equation is:

1. Constant value of 0.804 means that in a condition of ceteris paribus, if all independents' variables equal to zero, then consumer purchase decision (Y) as dependent variable is 0.804
2. X₁ coefficient value of 0.227 means that if there is one unit increase in brand ambassador (X₁) then the consumer purchase decision (Y) will improve and increase by 0.227
3. X₂ coefficient value of 0.592 means that if there is one unit increase in brand image (X₂) then the consumer purchase decision (Y) will improve and increase by 0.592.

F-Test

F_{test} is commonly used as a test the hypothesis that brand ambassador and brand image influence consumer purchase decision simultaneously. If F_{count} is higher than F_{table}, the alternative hypothesis (H₁) is accepted.

Table 4 F-Test Result

Model	ANOVA ^a				
	Sum of Squares	Df	Mean Square	F	Sig.
Regression	6.803	2	3.401	47.069	.000 ^b
Residual	7.010	97	.072		
Total	13.812	99			

a. Dependent Variable: Consumer Purchase Decision

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

Source: Data Processed (2022)

In the table 4.6 the value of F_{count} 47.069 with 0,000 significant. To find out the F_{table} , the calculation is actualized as follows:

$$\begin{aligned} F_{\text{table}} &= \text{FINV} (0.05, k-1, n-k) \\ &= \text{FINV} (0.05, 2-1, 100-2) = 3.938 \end{aligned}$$

k = the number of variable, n = the number of sample.

In this research the F_{count} is higher than F_{table} , $F_{\text{count}} = 47.069 \geq F_{\text{table}} = 3.938$, H_1 is accepted. Independent variables brand ambassador and brand image are simultaneously influence consumer purchase decision as the dependent variable.

T-Test

The t_{test} is used to see the partial influence of each independent variable on the dependent variable. This test is done by comparing t_{count} with t_{table} with the level of significance is 0.05.

Table 5 T-Test Result

Variable	t_{count}	t_{table}	Description
Brand Ambassador (X_1)	3.308	1.984	Accepted
Brand Image (X_2)	8.192	1.984	Accepted

Source: Data Processed (2022)

To find out the T_{table} , the calculation is actualized as follows:

$$\text{TINV} = 0.05, n-k$$

$$\text{TINV} = 0.05, 100-2$$

$$\text{TINV} = 0.05, 98$$

$$\text{TINV} = 1.984$$

k = the number of variable, n = the number of sample

Table 5 shows that t_{count} of brand ambassador and brand image is greater than t_{table} (1.984) thus it shows that brand ambassador and brand image influence consumer purchase decision. The hypotheses 1, 2, and 3 are accepted because brand ambassador and brand image influence consumer purchase decision on Tokopedia marketplace simultaneously and partially.

Discussion

Brand Ambassador and Consumer Purchase Decision

The current brand ambassador of Tokopedia is BTS and Blackpink. According to the customer, the Tokopedia brand ambassador is very suitable/appropriate. They're very charismatic, attractive, and also has a good appearance (charming face and proportional body shape). The customer also thinks that when they're seeing or listening BTS and Blackpink's songs, reminds the customer about Tokopedia. Using BTS and Blackpink as the brand ambassador, makes the customer believe about the promos that are offering by Tokopedia. Based on the result, Tokopedia should keep BTS and Blackpink as their brand ambassador considering that they're the most famous Korean boy group and girl group these days and have so many fans especially Millennial and Generation Z. For an addition, Tokopedia can hire another K-POP to become their new brand ambassador since the *hallyu wave* is booming these days. So, the brand ambassador factors can attract a potential customer. A brand ambassador is a tool that is used by the company to communicate with the public to improve their sales numbers. Indicators used to measure brand ambassador are: the support of a public figure towards the represented brand, appropriateness of the public figure with the product brand they represented, public figure chosen has the knowledge about the product, public figure chosen is a reliable person, public figure chosen has an experience as a commercial star public figure chosen is a modern individual that always follow the fashion development, and public figure chosen is an attractive individual. This result is in line with Fawwaz and Indrawati (2018) that brand ambassador has a significant and positive impact on consumers' purchasing decision, and brand image has a significant and positive impact on consumers' purchasing decision.

Brand Image and Consumer Purchase Decision

According to the customer, the products that are offering at Tokopedia are complete and the advantage are more attractive and profitable compared to other e-commerce (discount, flash sale, free shipping).

Tokopedia also has a good reputation that drive the customer to used Tokopedia when they want to buy a product or services. It makes Tokopedia become the first e-commerce that came into customer's mind when people talk about online shopping platform. Based on the result, overall, the brand image of Tokopedia already good and all Tokopedia need is keep maintaining the corporate image. In order to maintaining the corporate image, Tokopedia should pay attention about the elements of brand image which are product attributes, brand benefits, favorability, reputation, and brand awareness. The term of brand image is the common sense for a customer to restore the memory of a brand image before buying or purchasing a product or service. Tjiptono (2008) state that brand image provides a description of consumer associations and beliefs about specific brands. This result is in line with Fawwaz and Indrawati (2018) that brand ambassador has a significant and positive impact on consumers' purchasing decision, and brand image has a significant and positive impact on consumers' purchasing decision.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result of analyzing and discussing, the conclusion are:

1. The result shows that brand ambassador and brand image have a simultaneous influence on consumer purchase decision on Tokopedia.
2. The result shows that brand ambassador has a partial influence on consumer purchase decision on Tokopedia.
3. The result shows that brand image has a partial influence on consumer purchase decision on Tokopedia.

Recommendation

There are two recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. Brand ambassador has positively influence consumer purchase decision on Tokopedia e-commerce. Based on the result, Tokopedia should keep BTS and Blackpink as their brand ambassador considering that they're the most famous Korean boy group and girl group these days and have so many fans especially Millennial and generation Z. For an addition, Tokopedia can hire another K-POP to become their new brand ambassador since the *hallyu* wave is booming these days. So, the brand ambassador factors can attract a potential customer.
2. Brand image has positively influence consumer purchase decision on Tokopedia e-commerce and the strongest factor that influence the consumer purchase decision. Tokopedia also has a good reputation that drives the customer to used Tokopedia when they want to buy a product or services. It makes Tokopedia become the first e-commerce that came into customer's mind when people talk about online shopping platform. Based on the result, overall, the brand image of Tokopedia already good and all Tokopedia need is keep maintaining the corporate image, Tokopedia should pay attention about the elements of brand image which are product attributes, brand benefits, favorability, reputation, and brand awareness.

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