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**THE INFLUENCE OF THE BOY BAND BTS AS *BRAND AMBASSADOR* ON  
*PURCHASE INTENTION* MEDIATED BY *BRAND IMAGE* AND *BRAND*  
*AWARENESS* TOKOPEDIA IN INDONESIA**

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**Abstract**

*BTS is currently the most famous Korean idol boy band not only in Indonesia but also throughout the world. Because of their high profits, many large companies are eyeing to work with them as Brand Ambassadors and product influencers, eventually giving rise to the term "BTS effect." This research aims to analyze the influence of Brand Ambassadors on intention to purchase skin care products which Brand Image and Brand Awareness mediate. The method used is non-probability sampling with a purposive sampling approach because the respondent is a Tokopedia user who knows Tokopedia's Brand Ambassador. Data analysis used the Statistical Package for the Social Sciences (SPSS) with 103 Tokopedia user respondents in Indonesia. The research results show that Brand Ambassadors influence Brand Image, Brand Awareness, and Purchase Intention. Brand Ambassadors have a positive influence on Brand Image and Brand Awareness.*

**Keywords:** *Brand Ambassador, Tokopedia, Purchase Intention, Brand Image, Brand Awareness.*

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**Pendahuluan**

The moment *e-commerce* growth has become a phenomenon in a country's economy. It is expected to increase the equality of the digital economy in Indonesia positively (Nasution, Hariani, Hasibuan, & Pradita, 2020). Progress technology should be avoided in life moment, especially progress technology in the field of information, which has quite a big impact on the behavior of consumers (Ngafifi, 2014). Changed behavior is visible to consumers in modern times. These consumers want something soon because society is very mobile in daily activities (Zusrony, 2021). To fulfill their need every day, society often looks for something. This is instant and quickly done.

Tokopedia is a pioneer *e-commerce* platform in building trust between sellers and buyers throughout Indonesia (Damayanti, Ilvira, Nurhalisa, Tarigan, & Siagian, 2022). Tokopedia is also one of the many online shops Indonesian people choose. Online Shopping in Indonesia is Tokopedia. Tokopedia also provides an *e-commerce* business model in the marketplace and throughout service. Tokopedia can be used for free for everyone. Own marketplace is one of the media used for promoting a product; media used For building A, where is the online shop? The online shop sells complete products with benefits. This will help sellers and buyers finish transaction purchases quickly (Sholeh, Triyono, & Rachmawati, 2020).

In this modern era, many marketing strategies for promoting product sales use attractive interest by the customer. Marketers often use marketing strategies for interesting customers to hire famous people or newcomers as ambassador brands. Companies can also increase Alone's

brand image by employing a celebrity as a brand ambassador. Apart from profits from signing contracts with ambassador brands, a number of problems can arise with *brand ambassadors*, including celebrities or the person who signed a contract with brands that need to be more appropriate. Hence, the company must end the contract with the celebrity. Additionally, replacing Longtime *Brand Ambassador* with *Brand Ambassadors* just got it to influence the number of sales (Wulandari, Hutauruk, & Prasetyaningtyas, 2021). Therefore, a study *on brand ambassadors* needs to be done to determine the influence of *brand ambassadors* on the brand (Brestilliani & Suhermin, 2020).

At the moment, the development of technology is very fast. Next is the development of social networking and the internet, which helps the public access information, communicate with each other, and experience the outside world more easily without going to that country (Zein, 2019). Sociological and cultural popularity is culture lot trendy, popular, and growing fast. Korean moment This is one of the countries that popularizes its culture popular. Even Korean actors have drawn interest in various circles (Ri'aeni, Suci, Pertiwi, & Sugiarti, 2019). Indonesia is also affected by Korean fever, proven by TV screens, magazines, and the internet in Indonesia today, competing broadcasting or informing Koreans (Simbar, 2016).

Situation This makes Lots company want to intertwine work. The same with Korean actors makes them *Brand Ambassadors* or *influencers*. A *Brand Ambassador/Influencer* can influence purchase decisions and increase sales (Yusiana & Maulida, 2015).

Tokopedia company collaborates with a Korean boy band that is famous worldwide. The intended use of *Brand Ambassadors* is to push consumers to buy products. The company does this action to increase the image and identity of a celebrity to promote a product or company. Korean pop culture began to spread in Asia early in the 2000s. Later, this is in Indonesia, where the popularity of Korean culture is growing fast. The main factor behind the popularity of K-pop in Indonesia is the increasing social momentum brought by globalization.

Tokopedia has appointed BTS as Tokopedia Indonesia (Pramesthi, 2020). BTS is one of the most popular Korean idol groups currently. Group This won Top Social 3 times in a row at the Billboard Music Award, performed at the America Music Awards, and became a kpop artist who was the first to get a chance to speak at the UN and UNICEF, the first artist to have 3 consecutive #1 albums on the Billboard charts after only 1 year since The Beatles, as well Still Lots performance proud other (Virginia, 2020).

One of the well-known news sites in Korea, namely koreaboo.com, is also involved in cooperation between BTS and Tokopedia; everything related to BTS being *brand ambassadors* became a conversation worldwide the moment it was reported the same thing. The portal naturally owns superiority separately for Indonesia, especially Tokopedia. BTS is known as *King of Selling Out*, which made Tokopedia known to ARMY all over the world. BTS has a worldwide fan base called ARMY. Using them as *Brand Ambassadors* naturally is the right decision to remember the ARMY's fanaticism towards its idol and p This becomes the reason Tokopedia chose BTS as *Brand Ambassadors* in an effort promotion increased *awareness* and create *Purchase Intention* (Diyanti & Edastama, 2022).

## Research methods

### Design Study

Types of research This is a quantitative study. Research methods are defined as one type of detailed research that is structured, conceptualized, and arranged neatly and clearly since it was first created. Study This was done using the technique of *non-probability sampling*. The *probability Sampling* Technique is one of the methods of quotation samples that do not give possibility or the same probability on each part or element population that becomes a sample. The

sample is part of the element population-created object study. The data collection method used is *Purposive Sampling*. Sugiyono (2010) stated that *Purposive Sampling* is a method with specific conditions for collecting population data.

In research, T=this uses primary data. Primary data is data obtained directly from the source and collected in a way that is special for answering questions in a study. The unit of analysis used in the study is Tokopedia users in Indonesia, in which data will be researched and obtained from the results of respondents using the fill-in questionnaire method provided. *Cross-sectional* because it can only be done once in a specific time period. Namely, it was shared to charge questionnaires to Tokopedia users in Indonesia.

### **Variables and Measurement**

In research, there are 20 measurement items. Measurement items This is based on the theory of 4P marketing (*Product, Price, Place, and Promotion*). 4P marketing theory was adapted to form an indicator statement on the questionnaire with method charging using a *Likert scale* of 1 (one) to 5 (five). Then For all statement items to be measured with scale measurement, use *the Likert Scale* that is from very no agree (marked by number 1) to agree (marked by number 5) strongly:

1. For answer respondents Strongly Disagree (STS)
2. For answer Respondents Disagree (ST)
3. For answer respondents Enough Agree (CS)
4. For answer respondents Agree (S)
5. For answer Respondents Strongly Agree (SS)

Following This explanation indicator of each attribute used in the study:

#### **Brand Ambassador Indicator**

- I knew the BTS group before they were appointed as Tokopedia *Brand Ambassador*.
- The BTS group has a Power pull that makes consumers always want to watch Tokopedia advertisements.
- Tokopedia *Brand Ambassadors* take action objectives to the products it markets.
- The group BTS is appropriate to become Tokopedia *Brand Ambassador* because of its cheerful and enthusiastic nature.
- I always remember Tokopedia when I see BTS.

#### **Purchase Intention Indicator**

- I am considering making purchases on Tokopedia within a certain period (a week, a month, or a year).
- Many types of products that I am interested in are sold on Tokopedia.
- Price becomes a consideration for Shopping at Tokopedia.
- Conditions (promotions, etc.) become considerations For shopping at Tokopedia.
- The shop/ seller becomes a consideration for Shopping at Tokopedia.

#### **Brand Image Indicator**

- There is a different element of rudeness in appearance and language used on the Tokopedia website, and the application doesn't have any of the same elements.
- Tokopedia doesn't apply cheating to its customers in matter payment transactions in the application.

- Tokopedia doesn't make customers bored. For looking for whatever their needs are, they are always constantly updating things with the latest in the application.
- The same element of rudeness in appearance and language used on the Tokopedia website and application differs from the same element.
- Apart from Shopping, customers learn about introducing products and using online applications.

#### **Brand Awareness Indicator**

- Tokopedia is the *e-commerce* first that came to mind when I requested to name one *e-commerce* in Indonesia.
- When you hear the tagline "Shopping? Just Tokopedia," I directly remember *e-commerce*.
- I am straight now Tokopedia with see logo display only.
- I am straight remembering Tokopedia only with seeing *Brand Ambassadors* his just.
- The green color on the Tokopedia application is characteristic typical of *e-commerce*.

#### **Method of collecting data**

Study This using primary data. Husein Umar (2013) stated that primary data can be defined as the data obtained from a source. First, good origin from individual/individuals, for example, results from interviews or results charging questionnaires conducted by researchers collection data done with spread questionnaire online and in person to respondents. Based on theory (Hair et., 2010), for determination, the number of samples can amount to 5-10 times the number of owned indicators; research: This own indicator is as many as 20, so the minimum number of respondents required is 100. Using the method of *probability Sampling*, Where every individual in the population does not have the same opportunity as respondents, The technique of data collection used is *Purposive Sampling*, Where taking samples based on criteria specific criteria is Tokopedia users in Indonesia.

#### **Sample Collection Method**

Study This is done using the method of *non-probability sampling*. *The probability Sampling* Technique is one of the methods of quotation samples that do not give possibility or the same probability on each part or element population that becomes a sample. The sample is part of the element population-created object study. The data collection method used is *Purposive Sampling*. Sugiyono (2010) stated that *Purposive Sampling* is a method with specific conditions for collecting population data.

#### **Results and Discussion**

##### **Statistics Descriptive**

Descriptive Statistical Analysis is activity after data from all respondents is collected (Sugiyono, 2017). Activity in data analysis is grouping data based on variables and types of respondents, tabulating the data based on variables from all respondents, presenting each data variable studied, and doing the calculations to test the proposed hypothesis.

##### **Statistics Descriptive Respondent**

**Gender Respondent**

		<b>JENIS_KELAMIN</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LAKI – LAKI	24	23.3	23.3	23.3
	PEREMPUAN	79	76.7	76.7	100.0
	Total	103	100.0	100.0	

Table 4.1.1.1 above shows that the number of respondents who have filled in the questionnaire is primarily women, with a percentage of 76.7%, whereas Male respondents were 23.3%.

**Age Respondent**

		<b>USIA</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 - 20 tahun	18	17.5	17.5	17.5
	21 - 25 tahun	69	67.0	67.0	84.5
	26 - 30 tahun	9	8.7	8.7	93.2
	> 35 tahun	7	6.8	6.8	100.0
	Total	103	100.0	100.0	

Table 4.1.1.2 above shows that the number of respondents who have filled in the questionnaire is 21 – 25 years, as many as 69 respondents, with a percentage of 67.0%.

**Respondent's Education**

		<b>PENDIDIKAN</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA/SMK Sederajat	59	57.3	57.3	57.3
	D3, D4	1	1.0	1.0	58.3
	S1	31	30.1	30.1	88.3
	S2	12	11.7	11.7	100.0
	Total	103	100.0	100.0	

Table 4.1.1.3 above shows that of the respondents who have filled in the questionnaire, the majority is education last high school/vocational school equivalent, as many as 59 respondents, with a percentage amounting to 57.3%.

**Work Respondent**

		PEKERJAAN			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswa (i)	64	62.1	62.1	62.1
	Wirausaha	3	2.9	2.9	65.0
	Pegawai Swasta	22	21.4	21.4	86.4
	PNS	14	13.6	13.6	100.0
	Total	103	100.0	100.0	

Table 4.1.1.4 above shows that of the respondents who have filled in the questionnaire's work as Students (i) were 64, with a percentage of 62.1%.

### Statistics Descriptive Variable

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
BRAND AMBASSADOR	103	9.00	25.00	20.7864	3.42611
PURCHASE INTENTION	103	11.00	25.00	20.7961	2.99791
BRAND IMAGE	103	10.00	25.00	20.8447	3.67492
BRAND AWARENESS	103	10.00	25.00	20.7767	3.53118
Valid N (listwise)	103				

Based on descriptive test results in Table 4.1.2, The distribution of data obtained by research is as follows:

1. Variables *Brand Ambassadors* from this data Can describe the minimum value of 9. In contrast, the mark maximum of 25 with an average *Brand Ambassador* of 20.7864 and a standard *Brand Ambassador* data deviation of 3.42611.
2. Variables *Purchase Intention* from this data: It can be described that the minimum value is 11 whereas the mark maximum is 25 with an average *Purchase Intention* of 20.7961 and standard *Purchase Intention* data deviation of 2.99791.
3. Variables *Brand Image* from this data: The minimum value is 10, with a mark maximum of 25, an average *Brand Image* of 20.8447, and a standard *Brand Image* data deviation of 3.67492.
4. Variables *Brand Awareness* from this data: The minimum value is 10, with a mark maximum of 25, an average *Brand Awareness* of 20.7767, and a standard *Brand Awareness* data deviation of 3.53118.

### Validity and Reliability Test

**Validity test****Brand Ambassadors**

		<b>Correlations</b>					<b>BRAND AMBASSADO R</b>
		<b>BA1</b>	<b>BA2</b>	<b>BA3</b>	<b>BA4</b>	<b>BA5</b>	
<b>BA1</b>	Pearson Correlation	1	.503**	.249*	.526**	.352**	.702**
	Sig. (2-tailed)		.000	.011	.000	.000	.000
	N	103	103	103	103	103	103
<b>BA2</b>	Pearson Correlation	.503**	1	.469**	.547**	.565**	.813**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	103	103	103	103	103	103
<b>BA3</b>	Pearson Correlation	.249*	.469**	1	.513**	.454**	.690**
	Sig. (2-tailed)	.011	.000		.000	.000	.000
	N	103	103	103	103	103	103
<b>BA4</b>	Pearson Correlation	.526**	.547**	.513**	1	.486**	.802**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	103	103	103	103	103	103
<b>BA5</b>	Pearson Correlation	.352**	.565**	.454**	.486**	1	.775**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	103	103	103	103	103	103
<b>BRAND AMBASSADOR</b>	Pearson Correlation	.702**	.813**	.690**	.802**	.775**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	103	103	103	103	103	103

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

\* . Correlation is significant at the 0.05 level (2-tailed).

Based on validity test results, the Correlation method, as in Table 4.2.1.1.1, can explain that the variable *Brand Ambassadors* declared valid because the overall mark on Pearson Correlation is more than 0.6 and has a sig value whole of more than 0,000 small of 0.005.

**Item-Total Statistics**

Influence of the Boy Band BTS As *Brand Ambassadors* To *Purchase Intention* Mediated by Tokopedia's *Brand Image* and *Brand Awareness* in Indonesia  
**Sri Vandayuli Riorini , Silvi Dian Saputri**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BA1	16.5049	8.056	.512	.799
BA2	16.5340	7.643	.692	.744
BA3	16.7379	8.568	.531	.791
BA4	16.5146	7.821	.681	.749
BA5	16.8544	7.263	.596	.776

Based on validity test results, use Reliability analysis as in Table 4.2.1.1.2. it can be explained that the variable *Brand Ambassador* is declared valid because the Corrected Item-Total Correlation value whole is bigger than 0.2.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.809	5

Based on reliability test results, use Reliability analysis as in Table 4.2.1.1.3. It can be done to explain that the *Brand Ambassadors* stated they were reliable or trusted. Because of its mark overall, Cronbach's Alpha 0.809 > 0.6.

**Purchase Intention**

**Correlations**

		PI.1	PI.2	PI.3	PI.4	PI.5	PURCHASE INTENTION
PI.1	Pearson Correlation	1	.471**	.389**	.394**	.398**	.706**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	103	103	103	103	103	103
PI.2	Pearson Correlation	.471**	1	.641**	.544**	.489**	.828**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	103	103	103	103	103	103
PI.3	Pearson Correlation	.389**	.641**	1	.450**	.580**	.784**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	103	103	103	103	103	103
PI.4	Pearson Correlation	.394**	.544**	.450**	1	.481**	.741**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	103	103	103	103	103	103

PI.5	Pearson Correlation	.398**	.489**	.580**	.481**	1	.769**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	103	103	103	103	103	103
PURCHASE INTENTION	Pearson Correlation	.706**	.828**	.784**	.741**	.769**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	103	103	103	103	103	103

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

Based on validity test results using the Correlations method as in Table 4.2.1.2.1, it can explain that the variable *Purchase Intention* is declared valid because the overall mark on Pearson Correlation is more than 0.6 and has a sig value whole of more than 0,000 small of 0.005.

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PI.1	16.7767	6.136	.516	.816
PI.2	16.6893	5.452	.694	.760
PI.3	16.5243	6.271	.669	.773
PI.4	16.6019	6.281	.596	.790
PI.5	16.5922	5.911	.616	.784

Based on validity test results, use Reliability analysis as in Table 4.2.1.2.2. It can be explained that the variable *Purchase Intention* is declared valid because the Corrected Item-Total Correlation value whole is more significant than 0.2.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.820	5

Based on reliability test results, use Reliability analysis as in Table 4.2.1.2.3. it can be done to explain that the variable *Purchase Intention* is stated as reliable or Can be trusted Because of the overall Cronbach's Alpha  $0.820 > 0.6$ .

## Brand Image

**Correlations**

		BI.1	BI.2	BI.3	BI.4	BI.5	BRAND IMAGE
BI.1	Pearson Correlation	1	.695**	.510**	.675**	.470**	.802**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	103	103	103	103	103	103
BI.2	Pearson Correlation	.695**	1	.637**	.696**	.616**	.879**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	103	103	103	103	103	103
BI.3	Pearson Correlation	.510**	.637**	1	.608**	.708**	.820**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	103	103	103	103	103	103
BI.4	Pearson Correlation	.675**	.696**	.608**	1	.652**	.863**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	103	103	103	103	103	103
BI.5	Pearson Correlation	.470**	.616**	.708**	.652**	1	.822**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	103	103	103	103	103	103
BRAND IMAGE	Pearson Correlation	.802**	.879**	.820**	.863**	.822**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	103	103	103	103	103	103

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

Based on validity test results using the Correlations method as in Table 4.2.1.3.1, it can explain that the variable *Brand Image* is declared valid because the overall mark on Pearson Correlation is more than 0.6, and has a sig value whole of more than 0,000, small of 0.005.

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BI.1	16.6505	9.112	.687	.880
BI.2	16.6990	8.114	.789	.858
BI.3	16.6796	9.298	.724	.872
BI.4	16.6699	8.968	.785	.859
BI.5	16.6796	8.887	.712	.874

Based on validity test results, use Reliability analysis as in Table 4.2.1.3.2. It can be explained that the variable *Brand Image* is declared valid because the Corrected Item-Total Correlation value is more significant than 0.2.

### Reliability Statistics

Cronbach's Alpha	N of Items
.892	5

Based on reliability test results, use Reliability analysis as in Table 4.2.1.3.3; it can be done to explain that the variable *Brand Image* is stated as reliable or Can be trusted Because of its own mark. Overall Cronbach's Alpha  $0.892 > 0.6$ .

### Brand Awareness

#### Correlations

		BRS.1	BRS.2	BRS.3	BRS.4	BRS.5	BRAND AWARENESS
BRS.1	Pearson Correlation	1	.477**	.387**	.405**	.317**	.703**
	Sig. (2-tailed)		.000	.000	.000	.001	.000
	N	103	103	103	103	103	103
BRS.2	Pearson Correlation	.477**	1	.641**	.437**	.390**	.762**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	103	103	103	103	103	103
BRS.3	Pearson Correlation	.387**	.641**	1	.533**	.598**	.808**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	103	103	103	103	103	103
BRS.4	Pearson Correlation	.405**	.437**	.533**	1	.508**	.764**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	103	103	103	103	103	103

Influence of the Boy Band BTS As *Brand Ambassadors* To *Purchase Intention* Mediated by Tokopedia's *Brand Image* and *Brand Awareness* in Indonesia  
**Sri Vandayuli Riorini , Silvi Dian Saputri**

BRS.5	Pearson	.317**	.390**	.598**	.508**	1	.713**
	Correlation						
	Sig. (2-tailed)	.001	.000	.000	.000		.000
	N	103	103	103	103	103	103
BRAND AWARENESS	Pearson	.703**	.762**	.808**	.764**	.713**	1
	Correlation						
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	103	103	103	103	103	103

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

Based on the validity test results, using the Correlations method as in Table 4.2.1.4.1, it can be explained that the variable *Brand Awareness* is declared valid because its overall mark on Pearson Correlation is more than 0.6 and has a sig value whole of more than 0,000 small of 0.005.

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BRS.1	16.8835	8.300	.500	.805
BRS.2	16.6796	8.514	.629	.759
BRS.3	16.4563	8.486	.704	.740
BRS.4	16.8155	7.995	.602	.767
BRS.5	16.4660	9.094	.573	.776

Based on validity test results, use Reliability analysis as in Table 4.2.1.4.2. It can be explained that the variable *Brand Awareness* is declared valid because the Corrected Item-Total Correlation value is more significant than 0.2.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.807	5

Based on reliability test results, use reliability analysis as in Table 4.2.1.3.3. It can be explained that the variable *Brand Awareness* is stated as reliable or can be trusted because of its mark overall Cronbach's Alpha  $0.807 > 0.6$ .

#### Conclusion

Research results show that *Brand Ambassadors* are influential and positive to *Brand Image*, *Brand Awareness*, and *Purchase Intention*. This matter covers the image of *Brand Ambassadors*

influencing companies' consumers when shopping on Tokopedia and whether consumers have a good perception of *Brand Ambassador* contracted by a company. This proves that the appointment of the right *Brand Ambassador* To represent a company can impact the *Brand Awareness* of the company. Then, appoint *brand ambassadors* to represent something the company can influence in forming *purchase intention*. *Brand Awareness* can also influence the formation of *Purchase Intention* in consumers. *Brand Ambassadors* also significantly influence *Purchase Intention* by mediating *Brand Image* and *Brand Awareness*.

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