

THE INFLUENCE OF BRAND AMBASSADOR JOE TASLIM AND TRUST IN SHOPEE INDONESIA'S PURCHASING DECISIONS

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Abstract

The purpose of this study is to see if there is a significant influence between Brand Ambassadors, Trust in Purchasing Decisions in students of Riau Islamic University. The sample in this study was a student of Riau Islamic University who had worked at Shopee Indonesia and knew that one of Shopee Indonesia's Brand Ambassadors was Joe Taslim as many as 100 respondents with the Lemeshow formula (1997). The sampling technique in this study used Purposive Sampling and Snowball Sampling Techniques. Methods for data processing using data collection scale techniques, Multiple Linear Regression, Determination Efficiency, Partial T test, and simultaneous test F. From the results of the tests that have been carried out, it can be shown that the Brand Ambassador has a positive and significant effect on the purchase decision, Trust has a positive and significant effect on the purchase decision, and the Brand Ambassador and Trust have a positive and significant influence on the purchase decision.

Keywords: *Brand Ambassador, Trust, and Purchasing Decision*

1. INTRODUCTION

Because of the development of technology and the internet, there are many conveniences obtained, one of which is shopping online. Stores or shopping places in the internet media are called e-commerce. The results of the We Are Social survey in April 2021 showed that e-commerce users in Indonesia were 88.1%. The results of this survey show that e-commerce users in Indonesia are the most users in the world. There are many e-commerce sites in Indonesia, some of which are Shopee, Tokopedia, Bukalapak, and blibli.com.

To attract consumer attention, the company must be able to create the right strategy. According to kertamukti (2015) Brand Ambassador is an individual who is famous (public figure) in the eyes of the public for his achievements other than the products he supports. With the theory above, it can be seen that to choose a Brand Ambassador is not only seen from how famous he is, but also must have achievements or a good image in the eyes of consumers so that the image of the product offered also looks good. Since the appointment of Joe Taslim as Shopee Brand Ambassador, Shopee has experienced an increase in visitors in August to reach 834,520,000 (web Bisnis.com). This upholds that the people of Indonesia are very interested and believe in Shopee because of Joe Taslim.

Based on the results of survei Jakpat, it shows that shopee users are millennials who have an average age of 20-24 years. Generally, at this age, these millennials have the status of students. Judging from the Higher Education Database website, the Riau Islamic University at the S1 level itself has 30,428 students. However, with a total of 30,428 students, not all of them are Shopee users, but from the results of the observation directly, the average student of Riau Islamic University is a user and has shopped at Shopee Indonesia.

2. IMPLEMENTATION METHOD

Brand

According to Kotler and Keller (2009) A brand is something that offers from a known source and gives rise to associations among consumers to build a solid, preferred and unique brand image. Kotler and Keller (2009) also mentioned that a brand is a name, designation, characteristic, emblem, or design and combination, which is intended to identify objects or services from one of the sellers or groups of sellers and differentiate them to satisfy all forms of needs coveted by each person of the same nature. According to Kotler and Keller (2011) a brand is a name, design, characteristic, lambing, design, or mixture of all, which is intended to recognize objects or services from a seller or a group of sellers in order to differentiate from goods or services from competitors.

1. Level of Brand Understanding

There are six levels of understanding of Brand according to Surachman (2008), namely: (1) Attributes, (2) Benefits, (3) Values, (4) Culture, (5) Personality, Pamakai.

Brand Ambassador

A brand ambassador is someone who has a passion for the brand, is willing to introduce it and even volunteers to provide information about the brand (Doucett, 2008). According to Kertamukti (2015) Brand Ambassador is an individual who is famous (public figure) in a public for an award other than the products he supports. According to Lea-Greenwood (2012) Brand ambassadors are tools used by companies to communicate and connect with the public regarding how they actually increase sales. Brand ambassador is a strategy to attract the attention of consumers by showing celebrities and well-known figures who are being discussed by the public as a means to promote a product.

1. Brand Ambassador Dimensions

According to Royan (2004), one of the odels that can be used to evaluate sebelebriti as a Brand Ambassador is by using the VisCAP model. This VisCAP model itself has 4 dimensions, namely: (1) Visibility, (2) Credibility, (3) Atraction, (4) Power.

2. The Role of Brand Ambassador

According to Royan (2004), a Brand Ambassador has several roles, namely: (1) Providing testimonials, (2) Providing encouragement and reinforcement, (3) Acting as an actor in the advertising topic represented, (4) Acting as a company spokesperson.

3. Brand Ambassador Indicator

according to Lea-Greenwoond (2012) Brand Ambassadors have five indicators, namely: (1) Transparent, (2) Conformity, (3) Credibility, (4) Attractiveness, (5) Power

Belief

According to mowen and minor (2002), Trust is the entire knowledge possessed by the consumer as well as all the conclusions made by the consumer about the object, its attributes and benefits. According to Doni June (2017) Trust is the assessment of a person's relationship with another person who will make a certain transaction with hope in an environment that is impure. Trust is one of the important factors for supporting a product

to sell well in the market. Kosumen will definitely be very selective in determining their Purchasing Decision. Trust is the foundation and the most important factor to determine the success or failure of e-commerce in the future. To attract consumers to visit or transact through the site, e-commerce companies must build high trust in potential buyers.

1. Dimensions of Trust

According to McKnight and Chervany (2002) argue four aspects of consumer confidence are: (1)Integriti, (2)Benelovance, (3)Competency, (4)Predictability.

2. Indicator Kepercayaan

according to Fandy Tjiptono (2014) Trust has four indicators, namely: (1) Employees are honest at work, (2) Trusted companies, (3) Always provide quality services, (3) Always provide services as expected.

Purchasing Decision

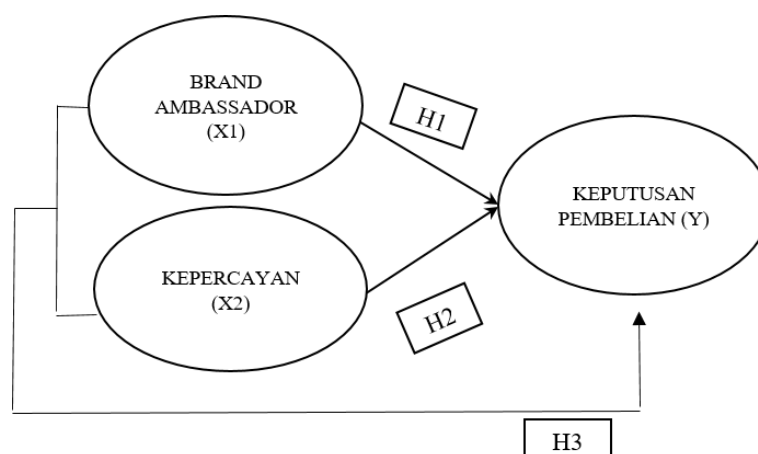
According to Kotler and Keller (2009) purchasing decisions are all experiences in learning, selecting, and even removing products. Kotler & Armstrong (2018) define purchasing decisions as part of consumer behavior i.e. the study of individuals, groups, and organizations choosing, purchasing, using, and how goods, services, ideas or experiences to satisfy the needs and desires of a brand. Purchasing Decision is the stage of searching for the fulfillment of needs. Usually consumers will be very selective in determining purchasing decisions, there are many considerations that must be carefully considered, such as, where to buy, the shape and size of the product, the brand, even to the method of distribution.

1. Dimensions of Purchasing Decisions

according to Kotler and keller (2012), there are five stages that consumers must go through in determining purchasing decisions: (1)Introduction to masalah, (2)Search for information, (3)Ealternative valuations, (4)Purchasing decisions, (5)Post-purchase behavior

RESEARCH FRAMEWORK

Here is the research framework:



RESEARCH METHODS

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Quantitative researchers' methodes. The type of population in the study is NonProbability with the population, namely students of the Riau Islamic University. The sampling technique uses Purposive Sampling and Snowball Sampling Techniques, with the following criteria: (1) Have the status of an active student of S1 Riau Islamic University class of 2018-2021, (2) Have Shopped at Shopee Indonesia, (3) Know Joe Taslim, one of Shopee Indonesia's Brand Ambassadors. The determination of Jumlah Sampling used a formula from Lemeshow (1997) and obtained the results of 96 which will be rounded up to 100 respondents. The sampling technique uses a Questionnaire / Questionnaire in the form of a Gform.

1. Validity Test

Variable	Item	R-count	R table	Information
Brand ambassador (X1)	X ₁	0,7	0,3	Valid
	.1	09	61	Valid
	X ₁	0,6	0,3	Valid
	.2	55	61	Valid
	X ₁	0,7	0,3	Valid
	.3	09	61	Valid
	X ₁	0,6	0,3	Valid
	.4	25	61	Valid
Trust (X2)	X ₁	0,7	0,3	Valid
	.5	58	61	Valid
	X ₁	0,8	0,3	Valid
	.6	36	61	Valid
	X ₁	0,8	0,3	Valid
	.7	02	61	Valid
	X ₁	0,6	0,3	Valid
	.8	37	61	Valid
Trust (X2)	X ₂	0,6	0,3	Valid
	.1	24	61	Valid
	X ₂	0,6	0,3	Valid
	.1	89	61	Valid
	X ₂	0,6	0,3	Valid
	.1	62	61	Valid
	X ₂	0,7	0,3	Valid
Trust (X2)	.1	54	61	Valid
	X ₂	0,7	0,3	Valid
	.1	36	61	Valid
Trust (X2)	X ₂	0,6	0,3	Valid
	.1	21	61	Valid

ng (Y)	Purchasi Decision	X ₂	0,7	0,3	Valid
		.1	94	61	
		X ₂	0,8	0,3	Valid
		.1	44	61	
		Y.1	0,5	0,3	Valid
			32	61	
		Y.2	0,5	0,3	Valid
			68	61	
		Y.3	0,8	0,3	Valid
			14	61	
		Y.4	0,6	0,3	Valid
			14	61	
		Y.5	0,6	0,3	Valid
			76	61	
		Y.6	0,7	0,3	Valid
			34	61	
		Y.7	0,7	0,3	Valid
			72	61	
		Y.8	0,8	0,3	Valid
			41	61	
		Y.9	0,6	0,3	Valid
			73	61	
		Y.1	0,8	0,3	Valid
		0	46	61	

Based on the table above, it can be seen that all R-count values > 0.361 which means that all data Valid.

2. Reability Test

Variable	Cronbach's Alpha	N Of Item	Information
Brand Ambassdor (X1)	0,950	8	Reliable
Trust (X2)	0,881	8	Reliable
Purchasing Decision (Y)	0,904	10	Reliable

From the results of the table above, it shows the value of the Cronbach Alpha > 0.6, which means all thata reliabel.

3. Classical Assumptions

1. Normality

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One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters ^a	Mean		.0000000
	Std. Deviation		3.08263037
Most Extreme Differences	Absolute		.113
	Positive		.113
	Negative		-.077
Kolmogorov-Smirnov Z			1.126
Asymp. Sig. (2-tailed)			.158
a. Test distribution is Normal.			

It can be seen from the table above, showing a significant value of 0.158 > 0.05 which means that the data is distributed normally and is feasible to be tested.

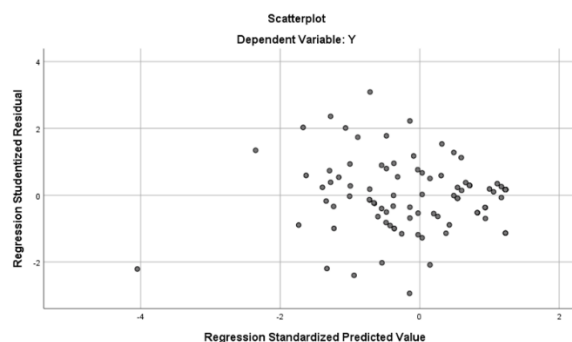
1. Multikolonieri

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.842	2.711		2.524	.013		
	X1	.273	.074	.232	3.685	.000	.796	1.256
	X2	.794	.071	.703	11.180	.000	.796	1.256

a. Dependent Variable: Y

From the table above, it can be seen, that the tolerance values of X1 0.796 and X2 0.796, both of which > 0.10, which means that there are no symptoms of multicollinearity.

2. Heterokedasitas



From the picture above, it can be seen that the dots are spreading and there is no formation of any pattern, which means that there are no symptoms of heterokedasity.

A. Uji Regresi Linier Berganda

		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	6.842	2.711		2.524	.013		
	X1	.273	.074	.232	3.685	.000	.796	1.256
	X2	.794	.071	.703	11.180	.000	.796	1.256

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 6,842 + 0,273X_1 + 0,794X_2$$

1. Constant: 6,824

It can be interpreted that if the variables Brand Ambassador (X1) and Trust (X2) have not changed and the value is fixed, then the Purchase Decision (Y) variable has a value of 6,842

2. Coefesien X1: 0.273

If the value of the Brand Ambassador variable (X1) increases by 1% then the Purchase Decision (Y) will also increase by 0.273 assuming that the Trust variable (X2) is constant or fixed in value.

3. Koefesien X2: 0.794

If the value of the trust variable (X2) experiences an increase of 1% then the Purchase Decision variable (Y) will also increase by 0.794 assuming that the Brand Ambassador variable (X1) value is constant or fixed.

A. Uji Koedisien Determinasi

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834 ^a	.695	.688	3.11425

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Based on figure 5.6, it can be seen that the coefesient of determination (R^2) is 0.695. So it can be concluded that the free variable, namely Brand Ambassadors and Trust, adheres to a considerable amount of the Purchase Decision variable of 69.5%.

B. Uji Hipotesis

1. Uji Parsial (Uji t)

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Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.842	2.711		2.524	.013
	X1	.273	.074	.232	3.685	.000
	X2	.794	.071	.703	11.180	.000

a. Dependent Variable: Y

1. t test, for brand ambassador variable (X1)

The test results above show a calculated t value of $3.685 > 1.984$. A significant value of $0.00 < 0.05$. So it can be concluded that the Brand Ambassador partially has a positive and significant effect on purchasing decisions (case study of students of riau islamic university)

2. t test, for trust variable (X2)

The test results above show a t value of $11.180 > 1.984$. A significant value of $0.00 < 0.05$. Thus it can be concluded that Trust has a partial positive effect on purchasing decisions (case study of students of riau islamic university)

2. Uji Simultas (Uji F)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2140.952	2	1070.476	110.375	.000 ^b
	Residual	940.758	97	9.699		
	Total	3081.710	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Based on the table above, it is seen that the calculated F value is $110.374 > 3.090$. A significant value of $0.00 < 0.05$. So it can be concluded that Brand Ambassadors and Trust simultaneously have a positive and significant effect on Purchasing Decisions (Case Study of Riau Islamic University Students).

3. RESULT and DISCUSSION

The Influence of Brand Ambassadors on Purchasing Decisions

From the results of the tests that have been carried out, it shows that the Brand Ambassador has a positive and significant effect on purchasing decisions. So it can be concluded that the better a Brand Ambassador and the bigger the name of a Brand Ambassador in the public, the more it will encourage respondents' purchasing decisions to

shop at Shopee Indonesia. Respondents in this study will be interested in Brand Ambassadors they know, such as Joe Taslim who is already very familiar in the minds of respondents. This result is corroborated by Nisfatul Lailiya's research (Lailliya, 2020) which shows the same results as this study, with the results of the Brand Ambassador research having a positive and significant effect on purchasing decisions.

The Influence of Trust Decision Making Purchase

From the results of the tests that have been carried out, it is suggested that Trust has a positive and significant effect on purchasing decisions. Which means that the higher the confidence of the respondents, the more the purchase decisions in the respondents will increase. With respondents believing in Shopee Indonesia, then they will continue to shop and will recommend Shopee Indonesia to people around. Strengthened by the results of Nisfatul lailiya's research (Lailliya, 2020), the results of the study showed that Trust had a positive and significant effect on Purchasing Decisions. However, contrary to the results of the research of Akhmad Azhar, et al (Hartaroe et al., 2016), the study showed the results of the absence of influence between Trust and Purchasing Decisions.

1. The Influence of *Brand Ambassador* and Trust on Purchasing decisions

From the results of the tests that have been carried out, it shows that Brand Ambassadors and Trust have a positive and significant influence on purchasing decisions. Which means that the bigger the name of a Brand Ambassador and the higher the level of trust that respondents have to Shopee Indonesia, the higher the Purchase Decision on Shopee Indonesia. This result is also strengthened by research by Nisfatul Lailiya (Lailliya, 2020), which shows that the results of Brand Ambassador and Trust have a significant effect on Purchasing Decisions.

4. CONCLUSION

1. Hasil penelitian ini menunjukkan bahwa variable Brand Ambassador (X1) yaitu terdapat pengaruh yang positif dan signifikan terhadap Keputusan Pembelian (Y). Maka dapat diartikan bahwa semakin baik seorang Brand Ambassador mampu mempengaruhi dan encouraging Purchasing Decisions to students of Riau Islamic University as respondents in this study.
2. The test results on the Trust variable (X2) are that there is a positive and significant influence on the Purchase Decision (Y). then it can be interpreted that the higher the level of trust of Riau Islamic University students towards Shopee Indonesia, the more encouraged the purchase decision of Riau Islamic University students as respondents in this study.
3. The results of this study show that the variables Brand Ambassador (X1) and Kepercayaan (X2) have a positive and significant influence on Purchasing Decisions (Y). So it can be interpreted that the bigger the name of a Brand Ambassador and the higher the level of trust possessed by the students of Riau Islamic University is able to influence purchasing decisions in Riau Islamic University students as respondents in this study.

SUGGESTION

1. For Shopee Indonesia, it is recommended to choose a Brand Ambassador who has a good image in the eyes of the public, such as the example of Joe Taslim. This must be

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- questioned by Shopee who is observant and good at choosing a Brand Ambassador. And Joe Talim's good reputation in the eyes of the public must be advised so that consumers are even more interested in shopping at Shopee Indonesia.
2. For Shopee Indonesia, it is recommended to be able to make or package information that will be conveyed to consumers more differently and uniquely because it will affect the memory of these consumers. With a unique way of conveying information, it will be able to attract consumers' daily lives and the information conveyed is able to stick in the minds of consumers. Shopee should pay more attention to the way it is delivered and give more unique direction to Joe Talim as their Brand Ambassador so that the information conveyed is more interesting so that it can be attached to consumers.
 3. It is recommended that Shopee make the information listed on Shopee correct. The information or description of all the products is very important for the consumer. If Shopee Indonesia releases false information about the products they sell, consumer confidence will fade and consumers will no longer shop at Shopee Indonesia.
 4. It is recommended for Shopee to be able to consider the products sold, because the respondents in this study agreed that the quality of the products sold by Shopee Indonesia was not good. Shopee Indonesia is advised to make an SPO for the products they sell. because the quality of the products is a very important factor in purchasing, especially in the process of buying online. If the products purchased online are not good, then this will also affect consumer confidence as well.
 5. For subsequent researchers, it is hoped that they can create the same object but use other approaches or methods, so that this research will be even more developed.

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