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THE INFLUENCE OF BRAND AMBASSADOR, BRAND IMAGE AND BRAND AWARENESS ON PURCHASING DECISIONS SHOPEE MARKETPLACE CONSUMERS

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Abstract

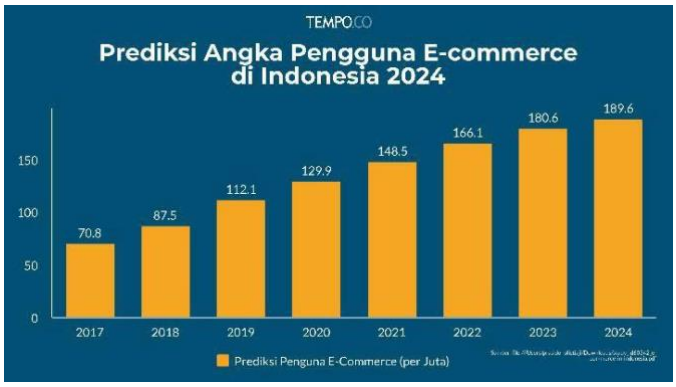
Globalization and the development of science and technology have changed the lifestyle and needs of people around the world. Technology, especially information and communication via the internet, facilitates human activities. Social media plays an important role in education, entertainment, and business. In Indonesia, many people have switched from conventional shopping to online shopping, especially in the Marketplace. Reviews on the internet also influence purchasing decisions. This study analyzes the influence of Brand Ambassador, Brand Image, and Brand Awareness on consumer purchasing decisions in the Shopee Marketplace. The object of this study is Shopee Marketplace consumers related to Brand Ambassador, Brand Image, Brand Awareness, and purchasing decisions. This study uses a quantitative approach, the type of research is positivism philosophy, the sample in this study uses the purposive sampling method and data collection using the questionnaire method, literature study, and observation. The results show that all variables have a significant effect on purchasing decisions, different from previous studies.

Keywords: Brand Ambassador, Brand Image, Brand Awareness, Consumer Purchasing Decisions.

1. Introduction

The development of internet users in Indonesia has changed the consumption behavior of some people from conventional shopping to preferring online shopping, especially through the Marketplace. The Indonesian retail market in 2010 - 2020 was enlivened by Marketplace competition from both domestic and foreign. Many Marketplaces operated, but most closed their operations because they were unable to compete. Until 2019, Tokopedia led the retail Marketplace market in Indonesia. However, in the first quarter of 2020, its position was replaced by Shopee, a Marketplace company from Singapore.

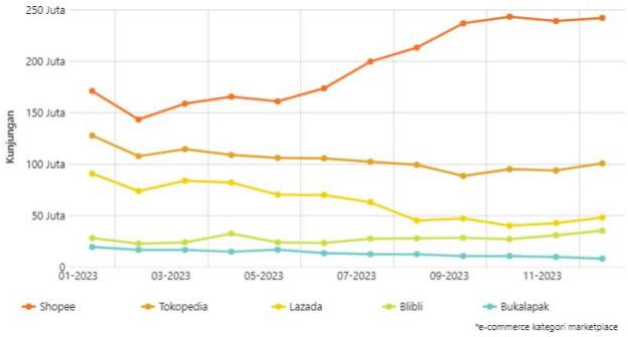
Figure 1. Prediction of E-Commerce usage in Indonesia



Source: Tempo.co, 2024(Christy, n.d.)

Based on Figure 1, it is predicted that e-commerce users in Indonesia will increase, since 2017 e-commerce users have reached 70.8 million users and the number increases every year to 189.6 million users in 2024. There are several e-commerce that are often used by the public to meet their needs and desires, including Shopee, Tokopedia, Lazada, Blibli and Bukalapak. All of these e-commerce are used according to the character of e-commerce itself which provides a competitive advantage for its users. In reality, in the current era of globalization, competition between e-commerce is getting tighter, this can be seen from the increasing number of e-commerce Marketplaces that have emerged, including Tokopedia, Bukalapak, Shopee, OLX, etc.(Malik & Jatmiko, 2023).

Figure 2. Number of E-Commerce users in Indonesia



Source: Databoks.co.id,2023(Ahdiat, nd)

According to Similarweb data, Shopee is currently the e-commerce site in the marketplace category with the most visitors in Indonesia. In September 2023, the Shopee site was recorded to have received 237 million visits, up around 38% compared to the beginning of the year. Shopee's visitor growth far exceeded its main competitors, namely Tokopedia, Lazada, Blibli, and Bukalapak. In September 2023, the Tokopedia site was recorded to have reached 88.9 million visits, down 31% compared to the beginning of the year. In the same period, Lazada's site's revenue dropped 48% to 47.7 million visits, Blibli's site grew 1% to 28.9 million visits, and Bukalapak's site fell 44%. The largest e-commerce marketplace category in

Indonesia, whose visitors grew significantly, was only Shopee, followed by Blibli's visitors which increased slightly.

Figure 3. Number of E-commerce Users in 10 Countries 2024

Source: GoodStats Data,2024 (Yonatan, nd)

Shopee is a Marketplace-based e-commerce that is the first mobile-based online shopping platform in Southeast Asia and Taiwan. It was first launched in December 2015 simultaneously in 7 countries such as: Indonesia, Singapore, Malaysia, Thailand, Vietnam, the Philippines, and Taiwan. Shopee is a platform that is specifically tailored to the needs of the Southeast Asian market, which makes the online shopping process easy, safe and flexible, through a strong payment system and logistics system support. Shopee offers sellers to register their products and also offers buyers to be able to shop for various attractive offers anytime and anywhere, with guaranteed transaction security. Shopee is an online shopping center where users can get the latest updates from the sellers they follow.(Desy Hertinsyana, 2024)

2. Method

The subjects of this study were users of the Shopee E-Commerce Application at Tulungagung University at the Faculty of Economics.

Population and Sample

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to study and draw conclusions. This study uses the population of users of the e-commerce application shopee at the University of Tulungagung, Faculty of Economics. A sample is a part of the number and characteristics possessed by the population. The sample is considered a representative of the population whose results represent the entirety of the observed symptoms, the sample in this study was 40 respondents.

Variables and Operational Definitions

According to (Sugiyono, 2019), Research variables are anything in any form that is determined by the research to be studied so that information about it is obtained. The variables in this study are divided into two types, namely:

1. Independent Variables
   Independent variables are variables that influence or cause changes or the emergence of dependent variables (bound variables). The Independent Variables used in this study are as follows:
   a. Brand Ambassador: Independent variable (X1)
   b. Brand Awareness: Independent variable (X2)
   c. Brand Image: Independent variable (X3)
2. Dependent variable
   Dependent variables are variables that are influenced or that are the result of the existence of independent variables according to the problem to be studied. The dependent variables used in this study are:
   a. Purchase Decision: Dependent variable (Y)

Data Analysis Methods

1. Data Quality Test
   Validity Test: to measure whether the data obtained is valid or not, using a questionnaire.
   Reliability Test: to determine how far the measurement results are for the same symptoms and using the same measuring instrument.
2. Classical Assumption Test
   Normality Test: a test used to determine whether the data distribution is normally distributed or not.
   Heteroscedasticity Test: to test the regression model for differences in variance from residuals from one observation to another.
   Multicollinearity Test: linear relationship between independent variables
3. Hypothesis Testing
   Multiple Linear Regression: to find out how much influence the independent variable has on the dependent variable.
   T-test: to determine whether the dependent variable has an effect on the independent variable.
   F test: to determine whether the independent variable has an effect on the dependent variable.
   Determination Coefficient: to determine the percentage change in the dependent variable (Y) caused by the independent variable (X). If R2 is greater, then the percentage change in the dependent variable (Y) caused by the independent variable (X) is higher.

3. Results and Discussion

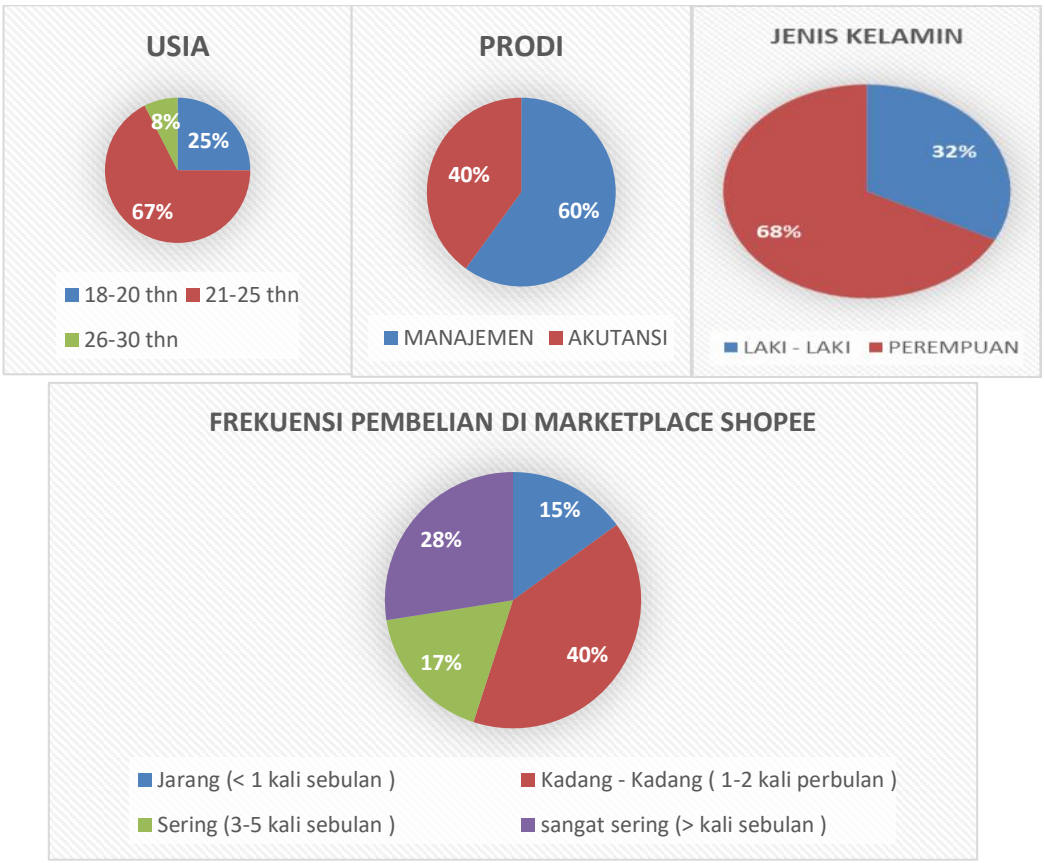


Figure 4. Respondent Characteristics Diagram

Validity test

According to Ghozali, Validity Test is used to measure the validity of the questionnaire. A questionnaire is said to be valid if the questions in it can define what is to be measured in the questionnaire.

1. If r count > r table then the question is said to be valid
2. If r count < r table then the question is said to be invalid.

In the validity test, the corrected item total correlation value is also called the 0-value of r count. The value of the r table of the product moment is searched for in the distribution of the r table statistical values which are seen in the distribution of the r table values of the product moment for n 40 at a significance of 5%, then the r table value is found to be 0.3120.
Based on the computer print out attachment, the results of the validity test of the research questionnaire indicators are summarized in the following table:

Table 1. Results of Validity Test of Purchase Decision Variable (Y)

NO	Purchase Decision Variables	R count	R table	Criteria
1	Shopee can fulfill my wishes so that it can satisfy my needs	0.832	0.312	Valid
2	*Brand Ambassador*, family and friends influence me to shop at Shopee	0.816	0.312	Valid
3	Various products that are well-known and guaranteed to be authentic make me want to shop at Shopee	0.868	0.312	Valid
4	The information provided by the Brand Ambassador influences me in making purchasing decisions	0.549	0.312	Valid
5	Shopee is one of the marketplaces that I often use.	0.858	0.312	Valid
6	decided to make a purchase at the Shopee Marketplace after direct experience shopping at the Shopee Marketplace"	0.849	0.312	Valid
7	choose Shopee Marketplace because of the attractive promos and ease of shopping	0.892	0.312	Valid

Description: n=40 and correlation sig=5%
Source: Primary data, processed 2025

Based on table 1 above, the comparison between the calculated r value and the r table can be seen, so it is concluded that all questions for the Purchase Decision variable (Y) are valid.

Table 2. Results of the validity test of the Brand Ambassador variable (X1)

No	Brand Ambassador Variables	r count	r table	Criteria
1	*Brand Ambassador*be a force that can attract me to visit and shop at Shopee	0.899	0.312	Valid
2	The good image of Brand Ambassador makes me confident to visit and shop at Shopee	0.927	0.312	Valid
3	*Brand Ambassador*Having an image that can represent Shopee makes me confident in using Shopee	0.925	0.312	Valid
4	The popularity of Brand Ambassadors is what got me interested in Shopee	0.939	0.312	Valid
5	The star charm that the Brand Ambassador has makes me interested in visiting and shopping at Shopee	0.944	0.312	Valid
6	*brand ambassador*on Shopee makes it easier for me to get to know and remember Shopee	0.873	0.312	Valid
7	*Brand Ambassador*Blackpink has a lot of fans in Indonesia	0.612	0.312	Valid

Description: n=40 and correlation sig=5%
Source: Primary data, processed 2025

Based on table 2, the comparison between the calculated r value and the r table can be seen, so it is concluded that all questions for the Brand Ambassador variable (X1) are valid.

Table 3. Results of the validity test of the Brand Image variable (X2)

No	Brand Image Variables	r count	r table	Criteria
1	feel that Shopee has unique characteristics among other marketplaces	0.828	0.312	Valid
2	Shopee's service quality is better than other marketplaces	0.865	0.312	Valid
3	be confident and trust when transacting on Shopee	0.807	0.312	Valid
4	Shopee has characteristics for customers	0.791	0.312	Valid
5	Shopee is a well-known marketplace	0.758	0.312	Valid
6	Shopee has great benefits for customers	0.785	0.312	Valid
7	Having a promotion once a month makes me want to shop at Shopee	0.804	0.312	Valid

Description: n=40 and correlation sig=5%
Source: Primary data, processed 2025

Based on table 3, the comparison between the calculated r value and the r table can be seen, so it is concluded that all questions for the Brand Image variable (X2) are valid.

Table 4. Results of the validity test of the Brand Awareness variable (X3)

No	Brand Awareness Variable	r count	r table	Criteria
1	less familiar with Shopee as a Marketplace in Indonesia	0.429	0.312	Valid
2	Rarely hear the Shopee Marketplace slogan "Free Shipping Throughout Indonesia"	0.560	0.312	Valid
3	remembering the Shopee Marketplace by using assistance such as promotions and advertising	0.618	0.312	Valid
4	The logo of the Shopee Marketplace is easy to remember and easy to recognize.	0.693	0.312	Valid
5	remembering the Shopee Marketplace when you want to shop without seeing any promotions or advertisements	0.731	0.312	Valid
6	*Marketplace*Shopee has been embedded in my mind when I want to shop online	0.673	0.312	Valid
7	often use the Shopee Marketplace to shop online	0.505	0.312	Valid

Description: n=40 and correlation sig=5%
Source: Primary data, processed 2025

Based on table 4, the comparison between the calculated r value and the r table can be seen, so it is concluded that all questions for the Brand Awareness variable (X3) are valid.

Reliability Test

According to Suharsimi Arikunto (2010)(Arikunto, 2010)Reliability refers to an understanding that an instrument is reliable enough to be used as a data collection tool because the instrument is good. A reliable instrument will produce reliable data. Reliable means trustworthy. The purpose of reliability is to understand that an instrument is reliable enough to be used as a data collection tool because the instrument is good.

According to Jogiyanto, a reliable instrument includes an instrument where if it is used repeatedly in measuring similar objects, it can later create similar (reliable) data on each measurement. The following are the testing criteria:

1. If the Cronbach's Alpha value > 0.60, the instrument is said to be reliable.
2. If the Cronbach's Alpha value < 0.60, the instrument is said to be unreliable.

The following are the results of the Reliability Test in this study, seen in table 5.

Table 5. Reliability Test Results

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Brand Ambassador	83.73	150,512	.501	.829
Brand Image	78.70	175,959	.626	.747
Brand Awareness	84.12	179,958	.601	.758
Buying decision	80.82	144,302	.791	.655

Source: primary data, processed 2025

Based on table 5 of the reliability test results, According to Jogiyanto, it is said to be reliable if it has a Cronbach's Alpha value > 0.60. Based on the output table above, it is known that the Cronbach's Alpha correlation value of the Brand Ambassador variable (0.829), Brand Image (0.747), Brand Awareness (0.748) and Purchase Decision (0.655) is greater (>) than 0.60. It can be concluded that the variables Brand Ambassador, Brand Image, Brand Awareness and Purchase Decision above are Reliable.

Normality Test

Table 6. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		40
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	2.89787909
Most Extreme Differences	Absolute	.168
	Positive	.079
	Negative	-.168
Test Statistics		.168
Asymp. Sig. (2-tailed)		.006c
Exact Sig. (2-tailed)		.186
Point Probability		.000

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Based on table 6, the results of the Normality test are 0.186 > 0.05, which means that the significance value is greater than 0.05, so the residual value is normally distributed.

Multicollinearity test

According to Ghozali (2017)(Ghozali & Dan, 2017)The multicollinearity test aims to test whether the regression model finds a correlation between independent variables. A good regression model should not have a correlation between independent variables. If the independent variables are correlated with each other, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation value between independent variables is equal to zero. One of the most accurate ways to detect the presence or absence of multicollinearity symptoms is to use the Tolerance and VIF (Variance Inflation Factor) methods.

1. Looking at the Tolerance value: If the Tolerance value is greater than >0.100, it means that there is no multicollinearity.
2. Looking at the VIF value: If the VIF value is less than <10.00, it means that there is no multicollinearity.

The following are the results of the Multicollinearity Test in this study, in table 7.

Table 7. Multicollinearity Test Results

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-3,370	3,576		-.942	.352		
Ambassador Brand (X1)	.193	.084	.238	2.304	.027	.801	1,249
Brand Image (X2)	.647	.125	.557	5.196	.000	.741	1,350
Brand Awareness (X3)	.283	.131	.240	2.161	.037	.693	1,443

Dependent Variable: Purchase Decision
Source: Primary data, processed 2025

Based on table 7 of the output of the multicollinearity test results above, the results of calculating the tolerance value of each independent variable, namely Brand Ambassador = 0.801, Brand Image = 0.741 and Brand Awareness = 0.693 on consumer purchasing decisions show that no independent variable has a tolerance value smaller than 0.100, which means there is no correlation between independent variables (No Multicollinearity Occurs).

The results of the VIF calculation of each independent variable are Brand Ambassador = 1.249, Brand Image = 1.350, and Brand Awareness = 1.443 on consumer purchasing decisions, so that no independent variable has a VIF value greater than 10.00. So it can be

concluded that there is no multicollinearity between the independent variables (Brand Ambassador, Brand Image, and Brand Awareness on Purchasing Decisions) in the regression model.

Heteroscedasticity Test

According to Ghozali (2013)(Ghozali, 2013)The heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residual of one observation to another. If the variance from the residual of one observation to another remains, then it is called Homoscedasticity and if it is different it is called Heteroscedasticity. A good regression model is Homoscedasticity or does not occur Heteroscedasticity.

One accurate way to detect heteroscedasticity is by using the Glejser test. The Glejser test is done by regressing the independent variable with its absolute value. In this study, the author uses the Glejser test method. If the significance value (Sig) between the independent variable and the absolute residual is greater than 0.05, then there is no heteroscedasticity problem. The following are the results of the Heteroscedasticity test in this study, in table 8.

Table 8. Results of Heteroscedasticity Test

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.332	2.614		1.275	.211
	Brand Ambassador (X1)	-.101	.061	-.293	-1.641	.110
	Brand Image (X2)	.032	.091	.064	.348	.730
	Brand Awareness (X3)	.015	.090	.032	.169	.867

a. Dependent Variable: Abs_RES

Based on the output of the heteroscedasticity test results above, the significance value of each variable is Brand Ambassador = 0.110> 0.05, Brand Image = 0.730> 0.05, Brand Awareness = 0.867> 0.05. This means that it can be concluded that the regression model of each independent variable does not have a heteroscedasticity problem, as evidenced by a significance value greater than 0.05 for each independent variable.

Multiple Linear Regression Analysis

In multiple linear regression analysis will be used to determine the effect of independent variables on dependent variables. In this study, regression analysis is used to determine the independent variables consisting of Brand Ambassador variables (X1), Brand Image (X2), and Brand Awareness (X3) on consumer purchasing decisions Marketplace Shopee (Y). This analysis is done by calculating the regression coefficient, each independent variable (Brand Ambassador, Brand Image, and Brand Awareness) and forming a regression equation.

To determine the influence of the variables Brand Ambassador, Brand Image, and Brand Awareness on consumer purchasing decisions in the Shopee Marketplace, quantitative analysis was used with the multiple linear regression method, as in table 9 as follows:

Table 9. Results of Multiple Linear Regression Analysis

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-3,370	3,576		-.942	.352
	Brand Ambassador (X1)	.193	.084	.238	2.304	.027
	Brand Image (X2)	.647	.125	.557	5.196	.000
	Brand Awareness (X2)	.283	.131	.240	2.161	.037

Dependent Variable: Purchase Decision
Source: Primary Data, processed 2025

Based on table 9, the regression equation formed is as follows:

$$\mathbf{Y = -3.370 + 0.193X_1 + 0.647X_2 + 0.283X_3}$$

This equation means that the value of the Y variable (Consumer Purchasing Decision) is influenced by the values of the variables X1, X2 and X3, the details of this meaning are:

1. The constant of -3.370 states that if variable X1 (Brand Ambassador), variable X2 (Brand Image) and variable X3 (Brand Awareness) are considered equal to 0, then variable Y (Consumer purchasing decision) does not change, namely -3.370 or the same as the previous value.
2. The regression coefficient of variable X1 (Brand Ambassador) of 0.193 is considered to be the same as 0, stating that every 1 (one) point increase in the value of variable X1 (Brand Ambassador) increases the value of variable Y (Consumer purchasing decisions) by 0.193.
3. The regression coefficient of variable X2 (Brand Image) of 0.647 is considered to be the same as 0, stating that every 1 (one) point increase in the value of variable X2 (Brand Image) increases the value of variable Y (Consumer purchasing decisions) by 0.647.
4. The Regression Coefficient of Variable X3 (Brand Awareness) of 0.283 is considered to be the same as 0, stating that every 1 (one) point increase in the value of variable X3 (Brand Awareness) increases the value of variable Y (Consumer purchasing decisions) by 0.283.

Simultaneous Test (F Test)

The F test aims to determine whether or not there is a simultaneous (joint) influence given by the independent variable (X) on the dependent variable (Y). The basis for decision making in the F test is:

1. If the significance value < 0.05, or F count > F table, then there is a simultaneous influence of variable X on variable Y.

2. If the significance value > 0.05, or F count < F table, then there is no simultaneous influence of variable X on variable Y.

ftable = F(k-1:nk)

= F(3-1:40-3)

= F(3-1:37)

= 3,259

Information :

n= number of respondents

k= number of variables X

Table 10. F test results (Simultaneous)

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	738,890	3	246,297	27,073	.000b
	Residual	327,510	36	9,098		
	Total	1066.400	39			

a. Dependent Variable: Purchase Decision

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

Source: Primary Data, processed 2025

Based on the output of the F Test analysis results above, the calculated f value (27.073) f table (3.259) and sig value (0.000) < (0.05) are obtained, so it can be concluded that there is a positive and significant influence of variables X1, X2 and X3 simultaneously on Y so that it can be concluded that the fourth hypothesis (H4) is accepted, which means that there is a simultaneous influence of Brand Ambassador (X1), Brand Image (X2), and Brand Awareness (X3) on Consumer Purchasing Decisions in the Shopee Marketplace, H4 is accepted and H0 is rejected.

4. Conclusion and Suggestions

Conclusion

Based on the results of the F test in this study, there is a calculated F value of 27.073 which is greater than the f table, which is 3.259, so it can be concluded that the fourth hypothesis (H4) between Brand Ambassador (X1) and Brand Image (X3) Brand Awareness (X3) on consumer purchasing decisions has a simultaneous influence on consumer purchasing decisions (Y). Based on the results of the T-test in this study, the Brand Ambassador variable (X1) has a t count of 2.304> 2.024 and a significance value of 0.027 <0.05. It can be concluded that (H1) the Brand Ambassador variable has a significant effect on consumer purchasing decisions on the Shopee Marketplace. Based on the results of the T-test in this study, the Brand Image variable (X2) has a t count of 5.196> 2.024 and a significance value of 0.000 <0.05. It can be concluded that (H2) the Brand Image variable has a significant effect on consumer purchasing decisions in the Shopee Marketplace. Based on the results of the T-test in this study, the Brand Awareness variable (X3) has a t count of 2.161> 2.024 and a significance value of 0.037 <0.05. It can be concluded that (H3) the Brand Awareness variable has a significant effect on consumer purchasing decisions on the Shopee Marketplace. Based on the research results of the three

independent variables, the Brand Image variable (X2) is the variable that has the most influence on the purchase decision of the Shopee Marketplace.

Suggestion

This research is expected to be a reference in implementing the company's marketing strategy, especially to increase sales and increase consumer knowledge of Shopee products and services. In addition, it can be a consideration in choosing a brand ambassador that is more relevant to users, brand awareness that is more strengthened than competitors and brand image that must always be in accordance with the needs and desires of users. Further research should be able to deepen the influence of Brand Ambassador, Brand Image and Brand Awareness on consumer purchasing decisions. Researchers in further research must understand the focus of the study to be studied by increasing the literature studies related to the focus of the study to be studied.

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