



The Influence of Brand Ambassador, Brand Awareness on Purchasing Decisions Moderate Brand Image

I Komang Dani Surya Miarta¹, Ni Ketut Seminari²

^{1,2}Faculty of Economics and Business, Udayana University, Bali, Indonesia

Email : danisurya493@gmail.com, dwiratnadi@unud.ac.id

Author's correspondence: danisurya493@gmail.com

Abstract. Brand ambassador, as a direct representation of the brand, and brand awareness, the level of consumer awareness of the brand, were identified as potential factors influencing consumer purchasing decisions. The concept of brand image, which reflects the overall image of a brand in consumers' minds, is thought to moderate the relationship between brand ambassadorship, brand awareness, and purchasing decisions. The research method uses a quantitative approach by collecting data through surveys with a sample of consumers who have been exposed to brand ambassador activities and information about the brand. The research results show that brand ambassadors and brand awareness have a positive and significant effect on purchasing decisions; and the interaction of brand ambassadors with brand image on purchasing decisions shows that brand image moderates the influence of brand ambassadors on purchasing decisions; and the interaction of brand awareness with brand image on purchasing decisions shows that brand image moderates the influence of brand awareness on purchasing decisions. This research provides practical implications for brand management in designing more effective marketing strategies.

Keywords: Brand awareness; Brand image; Purchasing Decisions

1. INTRODUCTION

Technology is developing very rapidly and has a significant influence on consumer behavior. One of the changes in consumer behavior is wanting something that is practical, because the majority of people have high mobility. Starting with the emergence of the internet network, then various kinds of applications can make everything easier. Based on the income level of the Indonesian people, the most internet users are those with an average income of above 5 million to 15 million (APJII, 2022). People nowadays tend to prefer shopping online via e-commerce because apart from being practical, many goods are difficult to find in offline stores but are available online. Competition from e-commerce companies in Indonesia can be said to be very tight, this can be seen from the share a market controlled by several large players. Large e-commerce such as Shopee, Tokopedia, Lazada, Zalora and Blibli in the top 5 rankings (iprice, 2022).

According to YLKI (Indonesian consumer organization foundation), Bukalapak is the e-commerce that consumers complain about the most. Consumers complain that it is difficult for them to complain about e-commerce because they communicate with machines. Complaints from Bukalapak e-commerce reached 17.6 percent according to the YLKI report (2020). Bukalapak collaborates with foreign artists to become famous brand ambassadors in Indonesia today. Song Joong Ki reported on the IDN Times website, the appointment of Song

Joong Ki is considered very appropriate to describe the persona of the Bukalapak brand because the artist has a good image reputation. A brand ambassador is someone who collaborates with a company who has the task of providing information about products and services to the public (Kotler and Armstrong, 2018). Brand awareness can be used by companies as information and a means of providing a deeper understanding of the company brand to consumers, in purchasing a brand that is already known so that consumers will feel safe (Wardhana and Aditya, 2021). Research conducted by Fariha (2019) states that brand ambassadors and brand awareness each partially have a positive and significant influence on purchasing decisions. According to Kotler (2005) in Laurensius Panji Ragatirta (2020) a purchasing decision is a stage where consumers have a choice and are ready to make a purchase or exchange between money and a promise to pay for the right to own or use a good or service. Brand image is something that is important for certain products or services in a company, brand image must be created as well as possible so that consumers can trust and be interested in buying products and using services from the company Nuseir (2019) in AADP Devi, NK Seminari, et al ., (2023).

The brand ambassador variable has a significant influence on purchasing decisions Fariha (2019); Setiawan et al. (2021); and Pintubatu & Mahreni (2021). In line with research by Osak & Yosepaldo (2020); and Samosir et al., (2016) who stated that brand ambassadors have no influence on purchasing decisions. So this research hypothesis was formulated, namely H1: Brand ambassadors have a significant influence on purchasing decisions.

The brand awareness variable has a positive and significant effect on Upadana purchasing decisions (2020); Retnoningrum (2020); and Hidayat & Moko (2021). So a research hypothesis can be formulated, namely H2: Brand awareness has a significant effect on purchasing decisions. The suitability of a brand ambassador with the brand is also important to support brand communication which can ultimately form a positive brand image. Through the image of a brand that is able to foster knowledge and love of the product in the minds of consumers, it is hoped that it will generate a desire to purchase the planned product.

Previous research conducted by Paramitha (2022) shows that brand ambassador, brand awareness, and brand image as moderating variables have a positive and significant influence on purchasing decisions. So this research hypothesis was formulated, namely H3: Brand ambassadors have a significant influence on purchasing decisions by being moderated by brand image.

Many factors influence consumer purchasing decisions, namely brand awareness and brand image, where the level of consumer trust and awareness of the e-commerce company

that will be chosen as a buying and selling platform. According to research by Ariani & Prinoya (2021) related to brand awareness and brand image variables, brand awareness and brand image as moderating variables have a significant influence on purchasing decisions. In line with research by Rohim & Asnawi (2023) related to brand awareness and brand image variables, it is stated that brand awareness and brand image as moderating variables have a significant influence on purchasing decisions. So a research hypothesis can be formulated, namely H4: Brand awareness has a significant influence on purchasing decisions with moderated by brand image.

2. RESEARCH METHODS

This research was conducted on the people of the city of Denpasar. The reason for choosing people in the city of Denpasar is because it has a large number of people who have high mobility and high levels of consumption, as in BPS data which states that the city of Denpasar is the city with the highest level of consumption. The population in this study were respondents with a minimum age of 17 years and who knew about Bukalapak e-commerce. The independent variables in this research are brand ambassador (X1) and brand awareness (X2) while the dependent variable is purchasing decisions (Y). Apart from that, the research also added a moderating variable, namely brand image (Z).

This research uses construct validity, namely testing instruments which will later be tested on samples from the population taken. The instrument is said to be valid if the r-calculated Product Moment correlation value is greater than the r-table or greater than 0.3, which is the minimum comparison value to obtain a valid correlation (Sugiyono, 2019: 364). Reliability tests were carried out to test respondents' interpretations of the question items in the research instrument as indicated by the consistency of the answers given by respondents. Reliability testing is carried out using Cronbach alpha, a Cronbach alpha coefficient that exceeds 0.6 indicates the reliability of an instrument (Sugiyono, 2019: 364).

According to (Liana, 2009) Moderated Regression Analysis (MRA) or interaction test is a special application of linear multiple regression which in the regression equation contains elements of interaction (multiplication of two or more independent variables) with the following equation formula:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 Z + \beta_4 X_1 Z + \beta_5 X_2 Z + e \dots \dots \dots (1)$$

Information:

- Y = Buying decision
- α = Constant β
- $-\beta$ = Regression coefficient
- X1 = Brand ambassadors
- X2 = Brand awareness
- m = Brand image
- X1Z = Brand ambassadorswith brand image
- X2Z = Brand awarenesswith brand image
- e =error

3. RESULTS AND DISCUSSION

Table 1
Results of Respondents' Answers to Brand Ambassadors

No	Statement	Respondent's Answer (person)				Amount	Average	Criteria	
		1	2	3	4				
1	Brand ambassadors Bukalapak Song Joong Ki ownhigh popularity	0	5	36	52	27	461	3.84	Good
2	Song Joong Ki ownhigh credibility for Bukalapak	0	11	43	36	30	445	3.71	Good
3	I am interested in Song Joong Ki's lifestyle as a brand ambassadorBukalapak	0	10	48	38	24	436	3.63	Good
4	Song Joong Ki as Bukalapak's brand ambassador has the power to influence My perception of Bukalapak	0	19	53	41	7	396	3.30	Pretty good
Average								3.62	Good

Source: Research Data, 2024

Based on Table 1, the total average value is 3.62. So it can be interpreted that respondents have a good assessment of Bukalapak's brand ambassadors. The highest average questionnaire value was obtained from X1.1 at 3.84 and the lowest average questionnaire value was obtained from X1.4 at 3.30.

Table 2
Results of Respondents' Answers to Brand Awareness

No	Statement	Respondent's Answer (person)					Amount	Average	Criteria
		1	2	3	4	5			
1	I'm aware of that Bukalapak is my main brand of choice compared to e-commerce brands Other	0	7	36	45	32	462	3.85	Good
2	I realize that Bukalapak is an e-commerce application with services diverse	0	0	53	39	28	455	3.79	Good
3	I recognize existence Bukalapak because there are lots of advertisements that appears on social media	0	6	60	28	26	434	3.62	Good
4	I know Bukalapak Is Wrong One e-commerce in Indonesia	0	7	36	57	20	450	3.75	Good
Average								3.75	Good

Source: Research Data, 2024

Based on Table 2, the total average value is 3.75. So it can be interpreted that respondents have a good assessment of Bukalapak's brand awareness. The highest average questionnaire value was obtained from X2.1 at 3.85 and the lowest average questionnaire value was obtained from X2.3 at 3.62.

Table 3
Results of Respondents' Answers to Brand Image

No	Statement	Respondent's Answer (person)					Amount	Average	Criteria
		1	2	3	4	5			
1	Ecommerce Bukalapak has an advantage in interesting features	0	23	53	39	5	386	3.22	Pretty good
2	Ecommerce Bukalapak is considered unique because it is equipped with a widget feature that makes it easier to do online shop promotion	0	21	44	41	14	408	3.40	Pretty good
3	Ecommerce Bukalapak easy to remember	0	21	51	40	8	395	3.29	Enough Good
4	Bukalapak own image which is good in the eyes of consumers	0	23	49	41	7	392	3.27	Enough Good
Average								3.29	Enough Good

Source: Research Data, 2024

Based on Table 3, the total average value is 3.29. So it can be interpreted that respondents have a fairly good assessment of Bukalapak's brand image. The highest average questionnaire value was obtained from Z1.2 at 3.85 and the lowest average questionnaire value was obtained from Z1.3 at 3.62.

Table 4
Results of Respondents' Answers to Purchasing Decisions

No	Statement	Respondent's Answer (person)					Amount	Average	Criteria
		1	2	3	4	5			
1	I decided to make a purchase at Bukalapak e-commerce because the products offered were suitable with my needs	0	4	59	36	21	434	3.62	Tall
2	I made a purchase at Bukalapak ecommerce because it is trusted	0	3	43	48	26	457	3.81	Tall
3	I feel that the price is in line with the quality of the product, which makes me interested in making purchases on e-commerce Bukalapak	0	11	68	33	8	398	3.32	Enough
4	I intend to make transactions at Bukalapak e-commerce in the future because I feel satisfied with the transactions previously	0	4	61	34	21	432	3.60	Tall
Average								3.59	Tall

Source: Research Data, 2024

Based on Table 4, the total average value is 3.59 which is included in the high criteria. So it shows that respondents have high purchasing decisions regarding Bukalapak e-commerce. The highest average questionnaire value was obtained from Y1.2 at 3.81 and the lowest questionnaire value was obtained from Y1.3 at 3.32.

Table 5
Normality Test Results

Unstandardized Residuals	
N	120
Asymp. Sig. (2-tailed)	0.078

Source: Research Data, 2024

Based on Table 5, it shows that the value of Asymp. Sig. (2-tailed) Kolmogorov-Smirnov is 0.078. Asymp value. Sig. (2-tailed) Kolmogorov-Smirnov is greater than the alpha value of 0.05, indicating that the data used in this study is normally distributed, so it can be concluded that the model meets the normality assumption.

Table 6
Heteroscedasticity Test Results

Model	t	Sig.
Brand ambassadors	0.735	0.464
Brand awareness	0.153	0.878
Brand image	1,150	0.253
Brand ambassador*Brand image	-1,162	0.248
Brand awareness*Brand image	0.066	0.947

Source: Research Data, 2024

Based on Table 6, it shows that each model has a significance value greater than 5% (0.05). This shows that the independent variable used in this research does not have a significant effect on the dependent variable, namely absolute residual, therefore, this research is free from symptoms of heteroscedasticity.

Heteroscedasticity Test Results

Based on the results of the regression coefficients, the MRA equation can be created as follows:

$$Y = -2.747 + 1.458X_1 + 0.329X_2 + 0.921M - 0.376 X_1M + 0.099 X_2M + e$$

A constant value of -2.747 indicates that if the value of brand ambassador, brand awareness, brand image, interaction between brand ambassador and brand image, and interaction between brand awareness and brand image is equal to zero, then the purchase decision value is -2.747. The brand ambassador regression coefficient value of 1.458 means that brand ambassadors have a positive influence on purchasing decisions. This shows that as brand ambassadors increase, purchasing decisions will increase. The brand awareness regression coefficient value of 0.329 means that brand awareness has a positive effect on

purchasing decisions. This shows that as brand awareness increases, purchasing decisions will increase. The brand image regression coefficient value of 0.921 means that brand awareness has a positive effect on purchasing decisions. This shows that as the brand image increases, purchasing decisions will increase. The regression coefficient value of the interaction between brand ambassador and brand image is -0.376, indicating that with the presence of brand image, the influence of brand ambassador on purchasing decisions is weakened because seeing the large influence of brand ambassador on purchasing decisions is 1.458 and the interaction is -0.376 because it is not in the same direction, brand image is said to weaken the influence brand ambassador brand ambassador on purchasing decisions. The regression coefficient value for the interaction of brand awareness with brand image is 0.099, indicating that with the presence of brand image, the influence of brand awareness on purchasing decisions is strengthened because seeing the large influence of brand awareness on purchasing decisions of 0.329 and the interaction is 0.099 because it is in the same direction, brand image is said to strengthen the influence of brand awareness on buying decision.

4. CONCLUSIONS AND SUGGESTIONS

Based on all the results of the analysis and discussion previously explained, it can be concluded that brand ambassadors and brand awareness have a positive and significant influence on purchasing decisions for Bukalapak consumers in Denpasar City. Each variable shows different results. The interaction between brand ambassador and brand image on purchasing decisions shows that brand image moderates brand ambassador, where the effect is to weaken the influence of brand ambassador on purchasing decisions among Bukalapak consumers in Denpasar City. In contrast to the interaction between brand awareness and brand image on decisions, it shows that brand image is moderating, where the effect is to strengthen the influence of brand awareness on purchasing decisions among Bukalapak consumers in Denpasar City.

The limitation of this research is the lack of respondents who know about brand ambassadors from Bukalapak e-commerce. Therefore, it is hoped that further research will be able to expand the scope of research which is not only limited to Bukalapak consumers in Denpasar City considering that there are still many other e-commerce sites, or can also change the research location which is not only focused on one research location, thus providing a views that are more general and can be implemented in general.

REFERENCE

- Anak Agung Ayu Dita Pradnyasuari Devi, Ni Ketut Seminari, Ni Nyoman Kerti Yasa, Ni Made Rastini. 2023. Celebrity Endorsement, Brand Image, and Consumer Purchase Intentions.
- Fariha, AF 2019. The Influence of Brand Ambassadors on Repurchase Intention Mediated by Shopee Indonesia Brand Awareness (Study on Shopee Users at Brawijaya University). FEB Student Scientific Journal, 7(2).
- Hidayat, Rahmawan,. and Moko, Wahdiyati. (2021). The Influence of Celebrity Endorsers and Brand Awareness on Online Purchasing Decisions on the Shopee Marketplace Site (Study of Brawijaya University Students). FEB Student Scientific Journal, 10(1).
- Kotler, Philip and Armstrong, Gary. (2018). Marketing principles. Jakarta: Erlangga
- Laurensius Panji Ragatirta and Erna Tiningrum. 2020. The Influence of Store Atmosphere, Product Design, and Brand Image on Purchasing Decisions (Case Study at Rown Division Surakarta) 7(2).
- Liana, L. (2009). Using MRA with Spss to Test the Effect of Moderating Variables on the Relationship between Independent Variables and Dependent Variables. DYNAMIC Information Technology Journal, 16(2), 90–97.
- Osak, DJ, and Pasharibu, Y. (2020). The Influence of Brand Ambassadors and Taglines on Online Purchasing Decisions Mediated by Brand Awareness. Udayana University Journal of Economics and Business, 9(4).
- Paramitha and Miranda Pradnya. (2022). The Influence of Brand Ambassador, Brand Image, and Brand Awareness on MS Glow Purchase Decisions in Indonesia. FEB UB Student Scientific Journal, 10(1).
- Retnoningrum. (2020). The Role of Brand Awareness as an Intervening Variable in the Influence of Advertising and Endorsers on Purchasing Decisions for Make Over Cosmetic Products (Case Study of Make Up Artists in Solo). Surakarta Management Journal, 2(1).
- Samosir, LS, Putri, YR, and Nurfebriani, S. (2016). The Influence of Using Brand Ambassador Dewi Sandra on Purchasing Decisions for Wardah Cosmetics in Bandung City. Journal of Sociotechnology, 15(2), 233-240.
- Sugiyono, 2019. Quantitative Qualitative Research Methods. 1st Printing ed. Bandung: Alfabeta Publishers.
- Sugiyono. (2019). Quantitative, Qualitative & RND Research Methods. Bandung: Alfabeta.
- Upadana, (2020). Brand Awareness Mediates the influence of Social Media Marketing on Purchasing Decisions. Management Journal. Vol.9, No.5.
- Wardhana, Aditya,. (2021). Marketing Management. Bandung: Indonesian Science Media