

The Influence Of Brand Ambassadors on Purchasing Decisions in E-Commerce in Students Majoring in Administrative Science, Makassar State University

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ABSTRACT

This research examines the influence of brand ambassadors on purchasing decisions in e-commerce for students of the Department of Administrative Sciences, Makassar State University. The purpose of this study was to determine the level of brand ambassador onto students of the Department of Administrative Sciences, Makassar State University, to determine the level of purchasing decisions onto students of the Department of Administrative Sciences, Makassar State University, and to find out the influence of brand ambassadors on purchasing decisions in e-commerce for students of the Department of Administrative Sciences, Makassar State University. This research approach is quantitative. This research was carried out in Department of Administrative Sciences, Makassar State University. Sources of data in the study are student at Department of Administrative Sciences, Makassar State University in June to July 2022. Data collection techniques in the form of observation, questionnaires (questionnaires), interviews, and documentation. Data analysis techniques in the form of validity test, reliability test, normality test, descriptive analysis, simple linear regression analysis, correlation coefficient analysis, and analysis of the coefficient of determination. The results of the study indicate that the indicators used in each of these variables indicate where the brand ambassador is in the very good category. The indicators on the purchasing decision variables are in the good category. Based on the correlation test, there is a very strong relationship between the two variables. It can be concluded that there are The Influence of Brand Ambassadors on Purchase Decisions in E-Commerce for Students in the Department of Administrative Sciences,

Keywords: *The influence, Brand Ambassador, Buying decision*

INTRODUCTION

The development of the current era of marketing competition is growing and increasingly difficult. Not a few companies offer products and services that are the

needs and desires of consumers. Many companies are currently doing various ways to run and implement their marketing strategies, so that potential customers can use products with the brands they offer rather than other brands. In order for companies to attract consumers' attention to make purchasing decisions by promoting their products, in offering their products a company must be accompanied by figures who play an important role in marketing their products or figures who play an important role in an advertisement to promote their products to the public. In the process of advertising a product, companies usually use figures that are widely known by the public, such as artists, athletes, artists, etc. Characters who advertise a product using someone who is well-known among the public are usually referred to as Brand Ambassadors. Companies that use Brand Ambassadors as a marketing strategy to compete with other companies usually use domestic artists who are very popular and some use artists from abroad whose popularity which is known in almost all countries (Sriyanto & Kuncoro, 2019).

Purchase intention is influenced by many factors, the first factor is the brand ambassador. (Kotler & Keller, 2010) said that in marketing brands, marketing can lead to consumer opinion through opinion leaders, is a figure from a group who has special abilities or skills, knowledge, characteristics, and high social influence in the group (Amelia, 2022). On several occasions the researchers made direct observations of 2020 Administrative Sciences students, where several students were interested in shopping online because of the figures who marketed the product. Whether it's because the idol who became a Brand Ambassador is like a celebrity who is currently a hit and has many followers on his social media such as Fadil Jaidi, Keanu Agl, Rache Vennya etc. interested because there are trends in goods or food that are used by public figures or even because they believe in the artists or figures who market these products. However, the product that the Brand Ambassador is promoting does not necessarily match what consumers will get later, especially since there are many influencers as Brand Ambassadors who promote on their social media such as Instagram, TikTok, Facebook, and other online shopping sites which result in purchasing decisions on these products later becoming increases, so that the tendency of consumers to make purchases spontaneously, unreflected, in a hurry and driven by the psychological emotional aspects of a product and tempted by persuasion from marketers (Nisa, 2015).

Online buying and selling activities in Indonesia based on data obtained from Google Trend November 2020 show fluctuations in online purchases from August to early November. Then based on data released by the Association of Indonesian Internet Service Providers (APJII, 2018) it shows that the highest level of online purchases was in October which reached a value of 100 of the average number of purchases made. Based on the level of education, the Association of Indonesian Internet Service Providers also noted that Indonesian people who access the internet tend to be dominated by people who have attended college (not graduated), followed by people who are currently in college. The released data shows the percentage of users who access the internet based on their level of education, dominated by users with college

status of 100%, followed by users with student status with a user presentation of 92.6%. The increase in internet users from year to year is used by entrepreneurs to make sales and advertisements through social media and the internet. With the existence of product advertisements that appear on the internet and social media, it indirectly affects the habits of consumers who are initially used to making conventional purchases, slowly switching to shopping habits through online media (Rizal et al: 2022).

Based on direct observations made by researchers on the class of 2020, it makes researchers want to research a behavior that can make students experience waste in terms of spending. With the title *The Influence of Brand Ambassadors on purchasing decisions in E-commerce for Students of the Department of Administrative Sciences, Makassar State University*.

Brand Ambassador is someone who can represent a product or company and can talk a lot about the product being represented so that it has a big impact on product sales. Marketing for a person or group employed under contract by an organization or company to promote a brand in the form of a product or service. According to Kotler (2004) Brand Ambassadors are often identical or related to public figures who have influence in a country or in the world. Celebrities are believed to be one of the supporting factors on the psychological side that can influence consumer attitudes and beliefs about products. Celebrities are characters (actor, entertainer, or athlete) who are known for their achievements in different fields from the product class that supports them (Yuliana, 2020). According to Hovland Janis and Kelley's theory, namely the theory of credibility sources, it states "That people are more likely to be persuaded. With this it can be interpreted that someone who has high credibility is increasingly trusted by many audiences. People usually believe more and tend to accept messages conveyed by someone who is an expert in that field. To increase consumer interest in a product or service, companies use brand ambassadors who can represent products or companies that represent products that are represented so that it has a big impact on product sales (Utami et al., 2022). According to Rossiter and Percy (Kertamukti 2015:79) mention the four dimensions used to evaluate Brand Ambassadors, namely: (1) Visibility (popularity), (2) Credibility (credibility), (3) Attraction (attraction), (4) Power (power). The four clarifications based on the role of Brand Ambassador according to Wulandari (2019) are as follows: (1) Testimonial, (2) Endorsement, (3) Actor, (4) Spokesperson.

Purchasing decisions according to Lupiyoadi (2001) are defined as a consumer decision to buy or use certain services offered based on the intention to make purchases/use services. Meanwhile, another understanding was put forward by Sadeli and Ukas (2000) that decisions are encouragement and desires which are the driving force that comes from within a person. So the decision is the driving force to do something in order to achieve satisfaction and goals. Decisions are the key to understanding the behavior of buyers or customers (Subianto, 2007). The definition of a decision is the selection of two or more alternative choices (Schiffman & Kanuk, 2008: 485). Complex decision-making processes often involve several decisions; a decision

involves a choice between two or more alternative courses of action. Decisions always require a choice between several different behaviors (Sandro, 2014). There are five roles that occur in buying decisions according to Simamora (2001), namely: (1) Initiator (2) Influencer (3) Decision maker (decider), (4) Buyer (buyer), (5) Users (users). As for the indicators of purchasing decisions according to Kotler and Armstrong (2011) are: (1) The stability of a product, (2) Habits in buying products, (3) Providing recommendations to others, (4) Repurchasing. There are various buying situations, such as purchasing daily necessities, consumers will make routine purchases so that they do not require intensive effort to find information, while for purchases of durable goods, consumers will make intensive efforts to find information about these goods. Schiffman and Kanuk (2000) mention three types of consumer decision making, namely: (1) Extended Problem Solving, (2) Limited Problem Solving, (3) Routine Problem Solving. According to (Sangadji, 2013) in his book consumer behavior, the decision to purchase a product with a certain brand will begin with the following steps: (1) Introduction to Needs (2) Time, (3) Situation Change, (4) Product Ownership, (5)) Product Consumption, (6) Individual Differences, (7) Marketing Influence, (8) Information Search, (9) Internal Search, (10) External Search. According to Kotler (2008: 178) based on this model, there are several consumer characteristics that influence purchasing decisions (Putro, 2017), namely: (1) Cultural Factors, (2) Social Factors, (3) Personal Factors, (4) Psychological Factors .

Before making a purchase decision, a consumer will make a selection from a variety of products to be purchased. Of the many choices faced, consumers will decide to buy the goods they want after making various considerations and feel that this choice is the best choice of all the available choices. Schiffman and Kanuk (2000) define a decision as the result of choosing an action from two or more alternative choices (Sangadji and Sopiah 2013). Setiadi (2013), said that the essence of consumer decision making is the process of integration which combines one's knowledge to evaluate various alternatives, and choose one of these alternatives. Furthermore Stanton (1993) says that buying decisions for most products are just a process of routine activities carried out by consumers, in the sense that a consumer's needs will be sufficiently satisfied by repurchasing the same product. The consumer decision-making process consists of several stages, both behavior before consumers decide to buy to behavior after consumers make purchases, Kotler and Armstrong (2001) mention these stages include problem recognition, information search, evaluation of various alternatives, purchase decisions and post-purchase behavior. In making purchasing decisions, consumers also have different concepts or models. Firmansyah (2018) says that the consumer behavior model is a theory that studies various factors that influence consumers in buying goods or services. The consumer behavior model can also be interpreted as a framework or something that represents what consumers believe in making a decision to buy. Kotler and Armstrong (2008) suggest that purchasing decisions are stages of the decision process in which consumers actually purchase

products. Then Engel, et al (1995) said that purchasing decisions are the results or continuations made by individuals when faced with a situation and certain alternatives to behave in meeting their needs (Rizal et al: 2022)

RESEARCH METHOD

The type of research used is descriptive quantitative research. According to Sugiyono (2012) quantitative data can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses. The type of research used is descriptive quantitative research. Descriptive research method is according to Sugiyono (2012) descriptive research approach to determine the existence of independent variables, either only on one or more variables. Through this approach, it is hoped that the influence of consumer trust on purchasing decisions will be known. And according to Emory in Sugiyono (2012) explains that descriptive research is a popular research in the business field. In this study, researchers will conduct a research conducted at the Business Administration Study Program, Faculty of Social Sciences, Makassar State University, which is located on Jalan AP Pettarani, Tidung Village, Rappocini District, Makassar City 90222 which is the central campus of Makassar State University.

Sugiyono (2001) states that the population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions. So the population is not only people, but also other natural objects. population is also not just the number of objects/subjects studied, but includes all the characteristics/properties possessed by the object or subject (Susilana, nd). The population in this study were students of the Department of Administrative Sciences, Makassar State University, totaling 373 people from the class of 2020. Researchers took the population of Administrative Science students because they saw the potential of students in several majors in the realm of Administration which are definitely related to purchasing decisions in e-commerce and as students they must also use e-commerce for their daily needs. According to Sugiyono (2001) he stated that the sample is part of the number and characteristics possessed by the population. If the population is large, and it is impossible for the researcher to study everything in the population, for example due to limited funds, manpower and time, the researcher can use samples taken from that population. For this reason, samples taken from the population must be truly representative (Susilana, nd).

In obtaining the data and information needed, the authors use the following data: (1) Observations, (2) Questionnaires, (3) Documentation. Based on the level of work (the stages in statistical activities), statistics as a science can be divided into two groups, namely: (1) descriptive statistics and (2) inferential statistics.

RESULTS OF RESEARCH AND DISCUSSION

1. Overview of Brand Ambassadors for Students in the Department of Administrative Sciences, Makassar State University

Brand Ambassadors for students of the Makassar State University Administrative Sciences Department are variables from the four indicators put forward by Yunasetiani and Yulianti (2020), namely popularity, credibility, attractiveness, and power. To find out how the level of brand ambassadors for students of the Department of Administrative Sciences, Makassar State University is as follows: (a) Popularity. Judging from the score of data processing using the level of achievement scores on the popularity indicator, these results show an achievement level of 87.44 percent with a very high category. (b) Credibility. Judging from the score of data processing using the level of achievement score on the credibility indicator, this result shows an achievement rate of 84.44 percent with a very high category. (c) Attractiveness. Judging from the score of data processing using the level of achievement score on the attractiveness indicator, this result shows an achievement level of 83.59 percent with a very high category. (d) Power. Judging from the score of data processing using the level of achievement score on the indicator of power, this result shows the level of achievement of 79.23 percent in the high category. The use of celebrities, athletes, public figures and others as brand ambassadors needs clarification into four based on their roles, while the four classifications based on their roles are as follows: Testimonials of products or services used by celebrities personally then they provide testimonials or opinions to share their personal experiences together product or service. Then endorsement of celebrity users for advertising where the celebrity in question is not necessarily an expert in that field, they often convey information about the function or usability, positive content, and advantages of a product or service even though they themselves do not necessarily understand or fully understand the product or service. Then celebrity actors who are only asked to play a role using television products or services, such as when celebrities do scenes of eating or drinking a product then say "it's delicious" and they also say they always consume the product. The reality is not necessarily they actually use or consume these products. Then spokesperson, celebrity who acts as a representative of a company where within a certain period of time they will appear in every advertisement or direct campaign to introduce products or services from that company. Usually they contract for a certain time as a company spokesperson (Wulandari et al 2019).

2. Overview of Purchase Decisions for Students of the Department of Administrative Sciences at Makassar State University

Purchase decision on Student of the Department of Administrative Sciences, Makassar State University is a variable of the four indicators proposed by Kotler and Armstrong (2011), namely stability in a product, habits in buying products, providing recommendations to others, and making repeat purchases. To find out how the level of

purchasing decisions at Student of the Department of Administrative Sciences, Makassar State University are as follows: (a) Stability in a product, Judging from the score of data processing using the level of achievement of scores on the indicator of stability in a product, this result shows an achievement rate of 76.92 percent in good category. (b) Habits in buying products. Judging from the score of data processing using the level of achievement of scores on the indicators of habits in buying products, this result shows an achievement level of 79.74 percent in good category. (c) Providing recommendations to others. Judging from the score of data processing by using the level of achievement scores on the indicator of providing recommendations to others, this result shows an achievement rate of 75.90 percent in the good category. (d) Make repeat purchases, , according to (Sangadji, 2013) namely the first step of Recognition of Needs, then it takes time that will cause one's physiological needs to be activated, changes in the situation experienced by consumers will influence purchasing decisions to meet their needs, product ownership makes consumers need other products for the needs of the product they have, Consuming products that are often experienced by consumers will make consumers make regular purchases, individual differences vary as well as needs. Each has its own choice in decision making, marketing influences greatly influence consumer decisions through media advertising so as to make consumers aware of their needs, information search is carried out by consumers to fulfill their needs in choosing various goods and brands available, internal search for consumers to recall formation that is owned to look for various products and brands that are considered able to meet their needs, external searches are carried out when their needs are not met at the internal search stage.

3. The influence of Brand Ambassadors on purchasing decisions for Administrative Science Students at Makassar State University

The influence of the independent variable (X) on the dependent variable (Y) or interpreted as the influence of the Brand Ambassador (X) on the Purchase Decision (Y) is 64.0 percent, meaning that as much as 64.0 percent of the Purchase Decision (Y) is influenced by the Brand Ambassador (X) while the remaining 36.0 percent is influenced by other factors. There is a significant relationship between brand ambassadors (X) and purchasing decisions (Y). Based on the guidelines for interpreting the correlation coefficient, 0.800 is in a strong position, namely with a value interval of 0.80 – 1.000 so that it can be said that the Brand Ambassador variable (X) has a very high relationship to Purchase Decision (Y). The results of the descriptive analysis also show that consumer purchasing decisions for Administrative Sciences students are in the very high category. Based on the results of the respondents from this study, it shows that purchasing decisions are influenced by various factors, namely according to Kotler (2008: 178) consisting of Cultural Factors, Social Factors, Personal Factors, and Psychological Factors.

CONCLUSION

Based on the results of data analysis and discussion described in chapter IV regarding influence *Brand Ambassador* to the Purchase Decision at PT. Bank Rakyat Indonesia Tbk Sorowako, the conclusions in this study are as follows: (1) The level of brand ambassador in students of the Department of Administrative Sciences, Makassar State University included in the very good category, where the students who were the majority respondents chose to strongly agree with the statement formulated in the three indicators on the variable *brand ambassador* namely popularity, credibility, attractiveness, and power. (2) The level of purchasing decisions in students of the Department of Administrative Sciences, Makassar State University included in the good category, where customers as the majority of respondents chose to agree on the statement formulated in four indicators on the purchasing decision variable, namely stability in a product, habits in buying products, providing recommendations to others, and making repeat purchases. (3) There are influence *brand ambassador* on purchasing decisions in students of the Department of Administrative Sciences, Makassar State University, there is a significant relationship between brand ambassadors and purchasing decisions. based on the guidelines for providing interpretation the correlation coefficient is in a strong position so that it can be said that the brand ambassador variable has a very strong relationship to purchasing decisions.

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