



---

## The Effect Of Brand Ambassador On Bicycle Purchase Decisions

Kusmawati Yazid<sup>1\*</sup>, Nurlan Kusmaedi<sup>2</sup>, Berliana<sup>3</sup>

<sup>1,2,3</sup>Postgraduate Program/Education University of Indonesia/West Java/Indonesia

<sup>1,2,3</sup>Jl. Dr. Setiabudhi No.229, Isola, Kec. Sukasari, Bandung City, West Java, 40154.

<sup>1\*</sup>[kusmawatiyazid@yahoo.com](mailto:kusmawatiyazid@yahoo.com), <sup>2</sup>[nurlankusmaedi@gmail.com](mailto:nurlankusmaedi@gmail.com), <sup>3</sup>[berliana.rahely@yahoo.co.id](mailto:berliana.rahely@yahoo.co.id)

---

**Received:** August 7, 2021; **Reviewed:** August 15, 2021; **Accepted:** August 30, 2021

**Published:** October 28, 2021

---

### ABSTRACT

*The purpose of this study was to determine the influence of brand ambassadors on bicycle purchasing decisions. This research is quantitative descriptive research with the type of survey research. The population in this study is consumers who buy polygon bicycles at YZKUZMA Bike Gallery, Cimahi City. The sampling technique used was convenience sampling/accessible sampling (samples) for as many as 80 people. Then the data were processed using SPSS version 25 software using simple regression analysis. Based on the results of data analysis, it is known that the t-test results have a significance value less than 0.05 ( $sig < 0.05$ ), so it can be concluded that brand ambassadors partially have a significant effect on bicycle purchasing decisions. In addition, an R Square value of 0.306 or (31 percent) was obtained. This shows that 31 percent of the purchasing decision variables can be explained by the brand ambassador variable, while the remaining 69 percent by variables outside the study. These results show that the brand ambassador factor is not the only factor that influences consumer purchasing decisions given the complex nature of purchasing decisions and tends to fluctuate. Purchasing decisions are also influenced by various factors that are no less important, namely the need, brand, purchase channel, and time of purchase. so that this research is expected to be used as a reference for companies in optimizing the role of brand ambassadors and other factors that will have a positive impact on consumer purchasing decisions.*

**Keywords:** Brand Ambassador; Purchase Decision; Bicycle.

---

### INTRODUCTION

Currently, cycling is a sport that is in great demand by all people, from the young to the elderly (Doubleday et al., 2021a; Kholilah et al., 2019). The popularity of this cycling sport cannot be separated from the influence of the COVID-19 pandemic which requires everyone to exercise but still maintains physical distancing (Doubleday et al., 2021b; Grix et al., 2020; Hadi, 2020). Even according to Doubleday et al. (2021) in Houston, the number of people who cycled experienced a significant increase in the mean residual between the two periods at all three locations, indicating that the number of people who cycled was significantly higher during the COVID-19 pandemic than would be expected from the 2019 prediction model and 2020 covariate data. This is because people think

that doing cycling has different characteristics from other sports. After all, it has an appeal in terms of fun, maintaining health and fitness, and of course, being able to maintain physical distancing. This is in line with what happened in South Korea by maintaining social distance or physical distancing during the Covid-19 outbreak and even increasing physical activity outdoors. Significant outdoor physical activity during the Covid-19 pandemic can be safe from infection and psychologically stabilized during careful physical distancing, such as hand hygiene, wearing face masks, and cleaning public facilities (Park et al., 2020; Susanto, 2020). Therefore, the sport of cycling is very loved by many people.

The increasing interest in cycling has an impact on the increase in the sports industry which is of course related to the bicycles used by the community (Bandeira et al., 2017). Not a few companies engaged in bicycle providers get profits that are increasing rapidly, due to a large number of requests from consumers who want to do cycling exercises to maintain their health and fitness. Robinson (2008) briefly notes that sport has moved from “a hobby, managed and run by amateurs” to a “competitive business for consumer resources, requiring a 'business' approach to its management, as well as utilizing professional management techniques”. In addition, increasingly fierce market competition will indirectly affect a company's efforts to maintain market share (Cortsen, 2017; Dumont, 2018). Every company is required to be able to create a sustainable competitive advantage in the face of the increasing number of competitors engaged in the same industry, with the increasing level of competition will provide many product choices in the market to meet the needs following the expectations of consumers (Bardocz-Bencsik et al., 2019; Kim, 2020). This will make consumers more careful and smart in choosing every product available in the market. Many things are taken into consideration and expectations are different from consumer behavior regarding what products consumers will buy, where they can get them, and what things can attract consumers to make purchasing decisions (Lohneiss & Hill, 2014).

Companies that want to continue to retain consumers must be more active and creative in marketing and selling their products (Yorke & Archer, 2020), considering that almost every industry that continues to experience development will require appropriate marketing activities for business continuity. In addition, the influence of the company is moderated by the proximity of consumers to the benefits of the company's products (Barone et al., 2007). The success or failure of a company's achievement depends on its expertise in marketing, production, finance, and other fields and how they combine these

functions within the company (Aoki et al., 2020).

In connection with the factors that influence consumers in making purchasing decisions proposed by Kotler and Keller (2016), especially the influence of the brand ambassador factor. Research conducted by Yorke & Archer (2020) also says that brand ambassadors from athletes who have high popularity have an impact on the sales results of sports products. Besides that, brand ambassadors can be involved in product creativity activities in developing these products so that they can be even more valuable which of course creates a better difference compared to other products (Dumont, 2018). Then related to the brand ambassador as one of the factors to increase consumer buying interest in a product, the organization or institution that houses the brand ambassador must also support athletes who become brand ambassadors when the athlete experiences a phase when his performance decreases (Lohneiss & Hill, 2014). Another example of the successful use of brand ambassadors in increasing consumer buying interest is due to the interplay between consumers and potential consumers based on the brand ambassador used by the product (Aoki et al., 2020).

Based on the description above regarding the brand ambassador factors that influence consumer purchasing decisions that will have an impact on the level of product sales, researchers are interested in examining these factors in their influence on consumer buying interest at YZkuzma bicycle shop. Thus the researcher will conduct a study with the title "The Influence of Brand Ambassadors on Bicycle Purchase Decisions".

## **METHOD**

This research is a quantitative descriptive study where the data obtained in this study is quantitative in the form of numbers. Quantitative research methods can be interpreted as research methods based on certain, sampling techniques that are generally carried out randomly, data collection using research instruments, quantitative or statistical data analysis to test predetermined hypotheses (Fraenkel & Wallen, 2006). In this study, the relationship between the independent variable and the dependent variable will be analyzed using a frequency distribution by describing or explaining the data that supports the variables used in the study.

The population in this study is all consumers of the YZKuzma bicycle shop. The population number refers to the monthly report on the number of consumers who visit the YZKuzma bicycle shop as many as 150 consumers. So, the sample in this study is people or consumers who come and buy Polygon bicycles at the YZKuzma store.

## RESULTS AND DISCUSSION

### Results

#### Classic Assumption Test Results

A classical assumption test is performed before performing a simple linear regression analysis (Ghozali, 2016). The prerequisites used in this study include the normality test and linearity test which were carried out using the SPSS version 25 computer program. The objective of classical assumption testing is to provide certainty that the correlation and regression equations obtained have estimation accuracy, are not biased, and are consistent. The results of the classical assumption test are presented below :

#### Normality Test

A normality test is a test of the normality of the data distribution. Good data is data that is normally distributed. In this study, using the Kolmogorov Smirnov test with the following results:

**Tabel 1**  
Normality Test Results

	Unstandardized Residual
N	80
Asymp. Sig. (2-tailed)	0.200 <sup>c,d</sup>

Based on the results of data processing, it is found that all data are normally distributed so that existing data can be processed by further methods. This can be proven by a significance value greater than 0.05 at ( $0.2 > 0.05$ ).

#### Linearity Test

The purpose of the linearity test is to determine the relationship between the independent variable and the dependent variable is linear or not (Ghozali, 2016). The linearity test criterion is if the significance value is greater than 0.05, then the relationship between the independent variable and the dependent variable is linear. The results of the linearity test are presented in the following table:

**Table 2.**  
Linearity Test Results

			Sum of Squares	df	Mean Square	F	Sig.
PURCHASE DECISION * BRAND	Between	(Combined)	549.500	31	17.726	1.708	.047
	Groups	Linearity	320.787	1	320.787	30.916	.000

		Sum of Squares	df	Mean Square	F	Sig.
AMBASSADOR	Deviation from Linearity	228.713	30	7.624	.735	.814
	Within Groups	498.050	48	10.376		
	Total	1047.550	79			

The results of the linearity test in the table above can be seen that all variables have a significance value greater than 0.05 ( $0.814 > 0.05$ ), this indicates that all research variables are linear.

### Hypothesis testing

Hypothesis testing in this study aims to prove: (1) the influence of brand ambassadors on bicycle purchasing decisions. Hypothesis testing was carried out using the t-test. The t-test is a test to show the partial effect of the independent variables in the study on the dependent variable. This is intended to determine how far the influence of one independent variable explains the variation of the dependent variable.

**Table 2**  
t-test results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	22.053	2.938		7.506	0.000
Brand Ambassador	0.207	0.035	0.553	5.868	0.000

Based on the output above, it is known that the t-test results have a significance value less than 0.05 ( $\text{sig} < 0.05$ ), so it can be concluded that the brand ambassador partially has a significant effect on bicycle purchasing decisions.

**Table 3**  
R Square Value

Model	R	R Square	Adjusted R Square
1	0.553 <sup>a</sup>	0.306	0.297

In addition, an R Square value of 0.306 or (31 percent) was obtained. This shows that 31 percent of the purchasing decision variables can be explained by the brand ambassador variable, while the remaining 69 percent by variables outside the study.

## Discussion

The results showed that there was an influence between brand ambassadors on purchasing decisions. These results are relevant to Kim's (2020) research, which in his research discusses the success of the Nike shoe company. Brand Ambassadors have a significant influence on purchasing decisions for Nike shoes. The Brand Ambassador was pointed out as one of the factors that made the Nike company a successful sports company in the world (Kim, 2020). Actually, in 1973 Nike had selected several successful athletes to serve as Brand Ambassadors such as Carl Lewis, Jackie Joyner-Kersey, and Sebastian Coe. However, it was the legendary basketball player Michael Jordan in 1984 who sparked Nike's greatest sales and publicity success. Knight as the founder of the company Nike made a half-million-dollar deal so that Jordan could become a Nike brand ambassador. Of course, the amount of funds spent by Nike to contract Jordan as a brand ambassador is not small, however, Nike believes that this is an investment to increase sales of Nike shoes and strengthen the brand through Jordan's potential. Coinciding with Jordan's outstanding performance as one of the greatest players of all time, Nike received tremendous benefits from Michael Jordan. In addition to being a Brand Ambassador, Nike took advantage of the momentum of the brand ambassador's success to carry out other innovations such as launching shoes with the Jordan signature and shoes with a limited edition Jordan brand. In other words, brand ambassadors and innovation make a big contribution to the success of the Nike company. In 1986, Nike finally surpassed Adidas when its total revenue reached over \$1 billion, and Nike became the leader in the shoe-making industry.

Brand ambassadors are believed to be one of the psychological supporting factors that can influence consumer attitudes and beliefs about products (Kotler & Armstrong, 2014). The use of celebrities, athletes, or public figures is considered a representative of the product identity (Khatri, 2006). Thus, their role is to help consumers through the steps of the decision-making process, including problem recognition, information search, alternative evaluation, and product choice (Solomon in Boswarva, 2012). In this case, the brand ambassador will act or act as a distributor, speaker, and liaison in an advertisement to introduce a product or service to consumers. That way, the message from the brand will be spread widely with a wide network of brand ambassadors as well. Consumers tend to have trust and interest in celebrities, athletes, and public figures as brand ambassadors. So it is not surprising that more and more companies are hiring brand ambassadors to support their products (Blackwell et al., 2007). However, a company

should not be careless in choosing a brand ambassador to be able to influence the purchasing decisions of its consumers. This is related to several indicators that must be possessed to become a brand ambassador that can influence purchasing decisions. The use of celebrities, athletes, or public figures is considered a representative of the product identity (Khatri, 2006). Thus, their role is to help consumers through the steps of the decision-making process, including problem recognition, information search, alternative evaluation, and product choice (Solomon in Boswarva, 2012). In this case, the brand ambassador will act or act as a distributor, speaker, and liaison in an advertisement to introduce a product or service to consumers. That way, the message from the brand will be spread widely with a wide network of brand ambassadors as well. Consumers tend to have trust and interest in celebrities, athletes, and public figures as brand ambassadors. So it is not surprising that more and more companies are hiring brand ambassadors to support their products (Blackwell et al., 2007). However, a company should not be careless in choosing a brand ambassador to be able to influence the purchasing decisions of its consumers. This is related to several indicators that must be owned to become a brand ambassador that can influence purchasing decisions.

However, brand ambassadors are not the only factor that influences purchasing decisions. In this study, the value of R Square shows a value of 0.306 which means that the purchasing decision variable is influenced by the brand ambassador variable as much as 31% and the rest is influenced by other variables outside the study. Brand ambassadors are successful in contributing to purchasing decisions and brand image (Wang & Hariandja, 2016). However, consumers often agree that the brand image of a brand or company is the main key to their purchasing decisions. As long as they meet the needs and wants of consumers, they will consider buying the product. So companies must consider other factors in influencing purchasing decisions.

In the end, deciding which factors should be used to predict purchasing decisions and consumer behavior is not an easy thing. In this study, the researcher limits the research context from the influence of brand ambassadors on purchasing decisions. However, determining the purchase decision is influenced by various factors. A company must also be observant in determining what factors may be the most dominant contributing to purchasing decisions. So, this can be done for further research, using a qualitative approach through in-depth interviews with consumers who have purchased Polygon bicycle products. Through a qualitative approach, consumers can clearly express their motives for buying Polygon bicycles. Triangulation can be done by involving sports

consumer behavior theory, quantitative data, and qualitative data so that it will help to better understand the determinants of purchasing decisions.

## CONCLUSIONS AND SUGGESTIONS

**The conclusion** in this study is that the decision to purchase a bicycle is influenced by the brand ambassador, but various factors need to be considered to provide optimal results for increasing bicycle purchasing decisions. This is evidenced by the results of the study, namely that there is an influence between brand ambassadors on bicycle purchasing decisions. First, the brand ambassador must have popularity so that a product to be advertised can be widely conveyed. Second, brand ambassadors must have the credibility to be trusted by consumers. Third, brand ambassadors must have attractiveness to attract the attention of consumers. Fourth, brand ambassadors must have the power to give consumers the confidence to decide to buy a bicycle. However, this factor is not the only one given that purchasing decisions are so complex and tend to change. Purchasing decisions are also influenced by various factors that are no less important, namely the need, brand, purchase channel, and time of purchase.

**Suggestions** based on the results of this research, it is hoped that this research can provide implications for companies in the sports industry, especially in the field of sports products such as bicycle sales companies to be able to understand what is the basis for consumer purchasing decisions. Recommendations from the author, many marketing strategies can be used including maximizing brand ambassadors to influence consumer purchasing decisions. Companies must be able to choose brand ambassadors who can represent which products will be introduced. Brand ambassadors must have dimensions of popularity, credibility, attractiveness, and power. With the achievement of these four dimensions, the brand ambassador will be more effective in influencing purchasing decisions. However, brand ambassadors cannot walk alone in providing benefits for the company. Companies must also be able to find and optimize other factors beyond the brand ambassador factor in influencing purchasing decisions.

## REFERENCES

Aoki, K., Tudor, R. K., Borders, A. L., & Lester, D. H. (2020). Why build sustainable relationships with customers? - The effects of the "Ambassador Program." *Journal of Global Scholars of Marketing Science*, 30(3), 291–303. <https://doi.org/10.1080/21639159.2020.1766368>.



- Bandeira, A. da S., da Silva, K. S., Del Duca, G. F., Zilch, G. R., de Oliveira, E. S. A., de Barros, M. V. G., & Nahas, M. V. (2017). Factors associated with bicycle use for commuting and leisure among Brazilian workers. *Sport Sciences for Health*. <https://doi.org/10.1007/s11332-017-0350-0>.
- Bardocz-Bencsik, M., Begović, M., & Dóczy, T. (2019). Star athlete ambassadors of sport for development and peace. *Celebrity Studies*, 00(00), 1–16. <https://doi.org/10.1080/19392397.2019.1639525>.
- Barone, M. J., Norman, A. T., & Miyazaki, A. D. (2007). Consumer response to retailer use of cause-related marketing: Is more fit better? *Journal of Retailing*, 83(4), 437–445. <https://doi.org/10.1016/j.jretai.2007.03.006>.
- Cortsen, K. (2017). ‘Re-branding’ women’s football by means of a new Sports product: a case study of women’s football in Denmark. *Soccer and Society*, 18(7), 1058–1079. <https://doi.org/10.1080/14660970.2015.1133410>.
- Doubleday, A., Choe, Y., Isaksen, T. B., Miles, S., & Errett, N. A. (2021a). How did outdoor biking and walking change during COVID-19?: A case study of three U.S. cities. *PLoS ONE*. <https://doi.org/10.1371/journal.pone.0245514>.
- Doubleday, A., Choe, Y., Isaksen, T. B., Miles, S., & Errett, N. A. (2021b). How did outdoor biking and walking change during COVID-19?: A case study of three U.S. cities. *PLoS ONE*, 16(1 January), 1–13. <https://doi.org/10.1371/journal.pone.0245514>.
- Dumont, G. (2018). Creativity at work: the production of work for sale by brand ambassadors. *Journal of Cultural Economy*, 11(1), 69–82. <https://doi.org/10.1080/17530350.2017.1403947>.
- Grix, J., Brannagan, P. M., Grimes, H., & Neville, R. (2020). The impact of Covid-19 on sport. *International Journal of Sport Policy and Politics*. <https://doi.org/10.1080/19406940.2020.1851285>.
- Hadi, F. K. (2020). Aktivitas Olahraga Bersepeda Masyarakat Di Kabupaten Malang Pada Masa Pandemi Covid-19. *Sport Science and Education Journal*.
- Kholilah, S., Tristiyono, B., & Susandari, H. (2019). Desain Sepeda yang Mendukung Aktivitas dan Gaya Hidup Masyarakat Kota Metropolitan dengan Konsep Mudah Dibawa dan Ringan. *JURNAL SAINS DAN SENI ITS*.
- Kim, M. (2020). How Phil Knight made Nike a leader in the sport industry: examining the success factors. *Sport in Society*, 23(9), 1512–1523. <https://doi.org/10.1080/17430437.2020.1734329>.
- Lohneiss, A., & Hill, B. (2014). The impact of processing athlete transgressions on brand

image and purchase intent. *European Sport Management Quarterly*, 14(2), 171–193.  
<https://doi.org/10.1080/16184742.2013.838282>.

Park, S., Kim, B., & Lee, J. (2020). Social Distancing and Outdoor Physical Activity During the COVID-19 Outbreak in South Korea: Implications for Physical Distancing Strategies. *Asia-Pacific Journal of Public Health*.  
<https://doi.org/10.1177/1010539520940929>.

Robinson, L. (2008). The business of sport. In *Sport and Society: A Student Introduction, Second Edition*. <https://doi.org/10.4135/9781446278833.n14>.

Susanto, N. (2020). PENGARUH VIRUS COVID 19 TERHADAP BIDANG OLAHRAGA DI INDONESIA. *Jurnal Stamina*.

Yorke, C. C., & Archer, A. (2020). Ambassadors of the game: do famous athletes have special obligations to act virtuously? *Journal of the Philosophy of Sport*, 00(00), 1–17.  
<https://doi.org/10.1080/00948705.2020.1788776>.