

Relationship of Brand Ambassadors with Interest to Buy: Lazada e-Commerce Study

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ABSTRACT

This research aims to determine and analyze the influence of Brand Ambassador on Buying Interest at Lazada. This study uses quantitative methods. The variables that are connected in this study are Brand Ambassador (X) and Purchase Interest (Y). Sources of data used consist of primary data, population observations and samples in this study are consumers. The test was carried out using the help of SPSS 26. The results obtained from this research indicate that partially brand ambassadors have a positive and significant effect on buying interest at Lazada. Brand ambassador variable has a strong influence. The Adjusted R-Square value obtained is 0.489. It can be said that the contribution of the brand ambassador to the purchase intention variable is significant

Keywords: Brand Ambassadors, Interest to Buy, e-commerce

INTRODUCTION

As technology advances, selling is not only done face-to-face. Technology provides facilities and convenience in selling via the internet. Currently, e-commerce companies or online stores are also experiencing a rapid increase, one of which is Lazada. Through internet shopping or online shopping, a buyer can first see the goods and services that they want to spend on the web promoted by the seller (Aparicio et al., 2021; Cao et al., 2021; Tolstoy et al., 2021) and then make an agreement first then the goods and services can be sent easily via package shipments (Fernández-Bonilla et al., 2022; Whitehead, 2021; Yang et al., 2022). This online shopping activity is a new form of communication that does not require direct face-to-face communication, but can be done separately through notebooks, computers, or mobile phones that are connected to internet access services (Mujiyana & Elissa, 2013).

Consumer buying interest is a mental statement from consumers that describes plans to purchase products with certain brands. In achieving this, consumers will carry out a process of searching for information about the product in question (Eka, 2020; Jasmani et al., 2020). Marketers must be able to enter into the internal and external environment of target buyers to provide information. One way to do this is to position a trendsetter as a Brand Ambassador. The use of brand ambassadors aims to influence consumers in buying products. The use of celebrities gives the impression that consumers are selective in choosing and increasing status by owning what is used by the celebrity (Mubarok, 2016). Celebrity endorsers are one of the factors considered by respondents to believe in the truth of the message conveyed by advertisers (Stephanie, 2013). Companies must be able to know consumer demand so that companies can choose the right brand ambassador for their products. The right brand ambassador serves to influence and become a trendsetter for the products the company sells. The use of sources as attention-grabbing figures in advertisements is a creative way to convey messages. Messages conveyed by interesting sources will be easier and attract the attention of consumers with

discounts that can be given, include campaign slogans, display artists who can provide a brand image, advertise through mass media such as television and radio (Nugroho, 2013).

Attitude towards a brand or brand image is a mental statement that judges positive or negative, good or bad, likes or dislikes a product, thereby generating interest from consumers to buy or consume goods/services presented by producers (Ningrum, 2016).

Purchase intention (willingness to buy) is part of the behavioral component in the attitude of consuming. Consumer buying interest is the stage where consumers form their choices among several brands that are incorporated in the choice set, then in the end make a purchase on an alternative they like the most or the process that consumers go through to buy an item or service based on various considerations (Annafik & Rahardjo, 2012; Eka, 2019).

According to Philip Kotler, translated by Benjamin Molan (2014: 568), he explains that the indicator of buying interest is through the AIDA stimulus model, namely: Attention, Interest, Desire, Action. There are several factors that can influence a consumer's buying interest according to Kotler in (Helmi et al., 2015). 1) The attitude of others, 2) Unanticipated situations.

Consumer buying interest can also be influenced by attitudes towards the brand (Aras et al., 2017; Samsir et al., 2017). The formation of attitudes towards the brand is directly influenced by consumer perceptions of the desired product. Attitudes towards brands are initiated by cognitive processes that work on stimuli, which will then affect consumer buying interest in the products offered (Marpaung, 2021).

One way to deliver a company's message in advertising is to apply a brand ambassador as an advertising spokesperson. Brand ambassador is a term used by marketers for someone who is employed by a company or organization to promote the company's products/services in an activity known as branding (Mardiana, 2019).

Celebrities, especially commercials, TV personalities, popular entertainers, etc. are a very common attraction for reference groups (Novianti, 2020). To their loyal supporters and to most of the general public, celebrities represent an attempt to achieve the ideal life that most people imagine that they love life. Advertisers spend huge sums of money asking celebrities to promote their products. A company that decides to use celebrities to promote its products/services has the option of using celebrities to provide statements or endorsements as an actor in an advertisement, or as a spokesperson for the company.

The brand ambassador indicator according to Rossister and Percy in Keramukti (2015:70) can be seen using the VisCAP model, VisCAP consists of four elements, namely Visibility, Credibility, Attraction, and Power. The explanation of the four elements of the VisCAP model is as follows; 1) Visibility, 2) Credibility, 3) Attraction, 4) Power.

Brand Ambassadors are expected to be the spokespersons for the brand so that it is quickly embedded in the minds of consumers, so that consumers are interested and willing to buy the brand. In addition, celebrities can also be used as the right tool to represent the targeted market segment. Therefore, it is not surprising that when the advertised product/service uses many celebrities, each of them will represent the targeted market segment (Petra et al., 2004).

METHOD

According to Sugiyono (2016) the object of research is a scientific target to obtain data with certain uses and purposes about something objective, valid and reliable about something (certain variables). In this study, the researcher made "Lazada" E-Commerce the object of

research. Respondents who will be sampled in this study are consumers who have visited and also used the Lazada application.

The normality test aims to determine whether the residual value is normally before taking the data, the validity and reliability tests will be carried out first. Next, the classical assumption test will be carried out to determine the feasibility of the data for inferential statistical analysis. The coefficient of determination aims to measure how far the ability of the calculation in explaining the variation of the dependent variable (dependent). In testing the hypothesis, the first hypothesis is the coefficient of determination seen from the value (R²) to find out how big the independent variable is the brand ambassador and its effect on buying interest. The value (R²) has an interval between 0 and 1. If the value of R² is large (detect) it means that the independent variable can provide almost all the information needed to predict the dependent variable.

Meanwhile, if (R²) is small, it means that the ability of the independent variable in explaining the dependent variable is very limited. In general, the coefficient of determination for cross-section is relatively low due to the large variation between each observation, while for time series data, it usually has a high coefficient of determination.

Simple linear regression analysis is a linear relationship between one independent variable (X) and the dependent variable (Y). This analysis is to determine the direction of the relationship between the independent variable (independent) and the dependent variable (dependent) whether positive or negative and to predict the value of the dependent variable if the value of the independent variable increases or decreases. The data used are usually on an interval or ratio scale. Simple Linear Regression Formula as follows:

$$\bar{Y} = \alpha + bX \quad \dots\dots\dots (1)$$

RESULT AND DISCUSSION

Instrument Test Analysis

Validity test is used to measure the validity or validity of a questionnaire. If the value of $r_{count} > r_{table}$, the statement item is declared valid, but if the value of $r_{count} < r_{table}$, the statement item is declared invalid. The r_{table} value was obtained from the distribution of the r_{table} value with a sample of 100 at a significance level of 0.05.

Calculations from SPSS show that the calculated r value for each indicator variable is greater than the r table value with a sample of 30 people at a significance level of 0.05, which is 0.361. So it can be concluded that all statement items in this study which were used to measure each variable were declared valid.

Reliability test is a tool to measure a questionnaire statement which is an indicator of a variable or construct. The reliability test in this study used Cronbach's Alpha correlation. If the Cronbach's Alpha value is equal to 0.70 or more then the questionnaires in the variable are declared reliable, but if the Cronbach's Alpha value is less than 0.70 then the questionnaires in that variable are declared unreliable. Cronbach's Alpha value is obtained from the output of IBM SPSS Statistics 25 for Windows. The results of the reliability test can be seen in the following table 1:

Table 1.
Reliability Test Results

Variabel	Cronbach's Alpha	Keterangan
Brand Ambassador	0,837	Reliabel
Interest to Buy	0,777	Reliabel

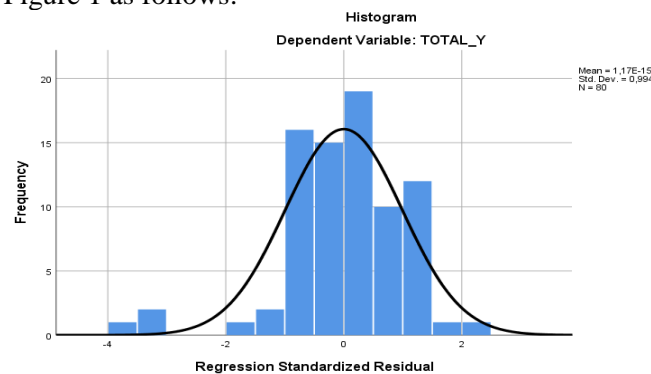
Source: data processed by SPSS

Table 1 shows that the value of Cronbach's Alpha in each variable is greater than 0.70. So it can be concluded that the statement questionnaire in this study which was used to measure each variable was declared reliable.

Classic Assumption Test

The classical assumption test in this study was carried out before performing a simple linear regression analysis. The classic assumption test used in this study is the normality test which was carried out using IBM SPSS. The results of the classical assumption test are as follows:

The normality test in this study was conducted to determine whether all research variables were normally distributed or not. To ensure that this study shows normality, a histogram was tested. It can be seen in Figure 1 as follows:

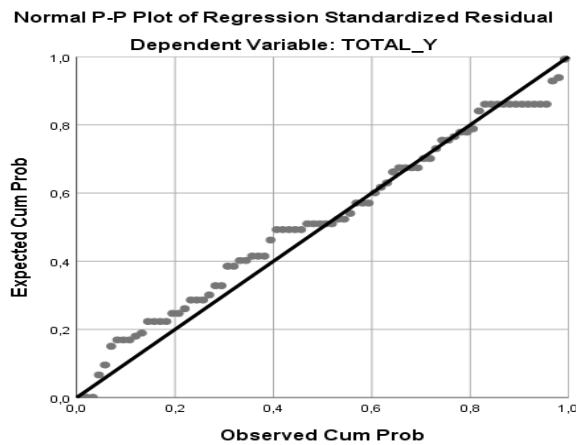


Source: data processed by SPSS

Figure 1. Histogram

In Figure 1 the histogram also shows the normality in this study, seeing this, it can be concluded that this research is towards the normality test.

In addition, to test the data is normally distributed or not, you can use a normal probability plot graph. Below is a normal probability plot graph for the normality test as follows:



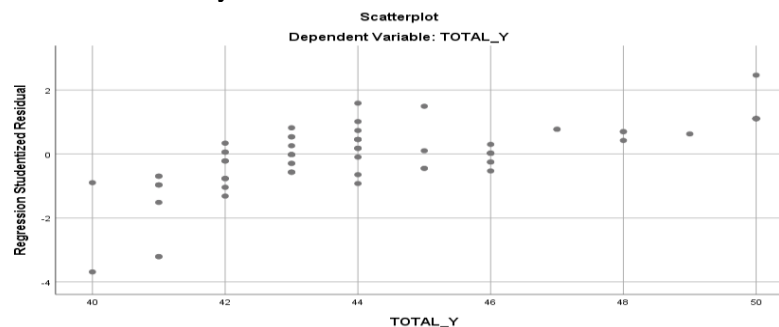
Source: data processed by SPSS

Figure 2. P-Plot

Based on Figure 2 the test results using the P-Plot, it is known that the data from this test is normally distributed because the P-Plot data spreads around the diagonal line and follows the direction of the diagonal line.

Heteroscedasticity test in this study was conducted to determine whether or not the occurrence of heteroscedasticity. Heteroscedasticity testing is using IBM SPSS. In heteroscedasticity testing can be done using a scatterplot. The heteroscedasticity test using a scatterplot in principle is to look at the scatterplot graph between the predicted value of the independent variable, namely ZPRED and its residual, namely SPRESID. The basis for making heteroscedasticity test decisions with a scatterplot are:

- If there is a certain pattern on the SPSS scatterplot graph, such as dots that form a regular pattern (wavy, spread, then narrow) then it is said to have heteroscedasticity.
- On the other hand, if there is an unclear pattern and the points are spread out, it can be said that there is no heteroscedasticity.



Source: data processed by SPSS

Figure 3. P-Plot

Based on Figure 3, the results of heteroscedasticity testing using a scatterplot show that certain patterns do not occur regularly, such as wavy, wide. In accordance with the heteroscedasticity test guidelines or called homoscedasticity. This is evidenced by the graph plot

above which does not form a certain regular pattern so that this research is worthy of further testing.

Table 2.
Description of Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Error Std.	Statistic
<i>Brand Ambassador</i>	80	12	38	50	44.66	.403	3.607
Interest to buy	80	10	40	50	44.59	.333	2.980
Valid N (listwise)	80						8.878

Source: data processed by SPSS

In table 2 above, it can be seen that the brand ambassador variable has the lowest value of 18 and the highest value of 50 with an average value of 44.66 and a standard deviation of 3.607. The buying interest variable has the lowest value of 40 and the highest value of 50 with an average value of 44.59 and a standard deviation of 2.980.

Data Analysis Test

and the buying interest variable. To see the level of strong or low relationship between the results of the correlation coefficient table, we can see the table as follows:

Table 3.
Correlation Coefficient Interpretation

Coefficient Interval	Relationship Level
0,00 – 0,199	Very low
0,20 – 0,399	Low
0,40 – 0,599	Currently
0,60 – 0,799	Strong
0,80 – 1,000	Very strong

Source: data processed by SPSS

Based on data analysis using the SPSS version 26 application, the correlation coefficient results can be obtained, as follows Table 4:

Table 4.
Correlation Test Results

		TOTAL_X	TOTAL_Y
Brand Ambassador	Pearson Correlation	1	.704**
	Sig. (2-tailed)		.000
	N	80	80
Interest to buy	Pearson Correlation	.704**	1
	Sig. (2-tailed)	.000	
	N	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

Source: data processed by SPSS

Based on table 4, the person correlation value between the Brand Ambassador variable and Purchase Interest is 0.704, so it can be concluded that the brand ambassador is positively related to buying interest with a strong degree of correlation. And based on the interpretation table, the correlation coefficient of 0.704 is at the level of a strong relationship between the brand ambassador variable and buying interest.

In this study, it can be seen how big the contribution of the Brand Ambassador variable (X) to the Purchase Interest variable (Y). Through the coefficient of determination (R²) using the SPSS program can be seen in the following table 5:

Table 5.
Determination Test Results

Model Summary ^b				
Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.704 ^a	.496	.489	2.129

a. Predictors: (Constant), TOTAL_X

b. Dependent Variable: TOTAL_Y

Source: data processed by SPSS

In table 5 the results of R² in this study obtained an R² value of 0.489 so it can be concluded that the dependent variable of buying interest is influenced by the brand ambassador variable and is 48.9%, while the remaining 51.1% is influenced by other factors not included in this study.

Multiple linear regression analysis is used to determine how much influence the independent variable (independent) affects the dependent variable (dependent) where the results of the multiple regression equation will produce a positive or negative correlation for both the independent variable and the dependent variable. The results of multiple regression analysis can be seen in the following Table 6:

Table 6.
Simple Linear Regression Analysis Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	18.610	2.976		6.254	.000
<i>Brand Ambassador</i>	.582	.066	.704	8.758	.000

a. Dependent Variable: Interest to buy

Source: data processed by SPSS

In table 6, it is known that the constant value (a) is 18.610, while the Brand Ambassador (b/regression coefficient) is 0.582, so that a simple linear regression can be formulated:

$$= 18.610 + 0.582X$$

Based on these equations, the results of the simple regression equation can be interpreted as follows:

a. The constant value (a) is 18.610, meaning that if the independent variable, namely Brand Ambassador (X) is zero, then Buying Interest is worth 18.610. From these results, it shows that buying interest in "Lazada" e-commerce has increased because "Lazada" e-commerce can compete with other e-commerce. So that it can also have an impact on product sales in "Lazada" e-commerce which will increase and can increase company profits.

b. The Brand Ambassador variable has a beta regression coefficient with positive implications with a regression coefficient value of 0.582, which means that when the brand ambassador increases by one unit, it will increase the purchase interest value by 0.582. These results show that the tendency of "Lazada" e-commerce consumers on brand ambassadors towards buying interest in "Lazada" e-commerce is increasing, this is because the products in "Lazada" e-commerce have an attraction to attract consumer buying interest.

Table 7.
T-Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	18.610	2.976		6.254	.000
<i>Brand Ambassador</i>	.582	.066	.704	8.758	.000

a. Dependent Variable: Interest to buy

Source: data processed by SPSS

Based on Table 7, it can be concluded that the significance value of the product quality variable is ($0.000 < 0.05$), then H_0 is rejected and H_a is accepted, meaning that there is a significant influence of brand ambassadors on buying interest.

Discussion

Based on the results of the above analysis that has been described, it can be seen that the results of this study have an influence between the brand ambassador variable (X) on the purchase intention satisfaction variable (Y). Descriptive analysis of the brand ambassador variable (X) has an average value (mean) of 44.66, a standard deviation of 3.607, a variance of 13.011, a range of 12, the lowest (minimum) value of 38 and the highest (maximum) value of 50. And the buying interest variable (Y) has an average value (mean) of 44.59, a standard deviation of 2.980, a variance of 8.878, a range of 10, the lowest (minimum) value of 40 and the highest (maximum) value of 50.

The reliability results have the result that the value of Cronbach's alpha of the brand ambassador variable (X) is 0.837 which is greater than 0.70 and the value of Cronbach's alpha of the buying interest variable (Y) is 0.777 which is also greater than 0.70. So it can be concluded that the statement questionnaire in this study which was used to measure each variable was declared reliable.

The results of normality based on the Kolmogorov-Smirnov test show that the brand ambassador variable has a statistical value of 0.153 which is greater than 0.05, so it can be concluded that the data is normally distributed. And the buying interest variable has a statistical value of 0.153 which is greater than 0.05, so it can be concluded that the data is normally distributed.

The results of the heteroscedasticity test using a scatter plot, it can be said that this research does not occur heteroscedasticity because there is an unclear pattern and the points are spread out.

The results of the correlation test of the person correlation value between the brand ambassador variable and buying interest are 0.704, so it can be concluded that the brand ambassador is positively related to buying interest with a very strong degree of correlation.

The results of the determination test obtained an R^2 value of 0.489 so it can be concluded that the dependent variable of buying interest is influenced by the brand ambassador variable of 48.9%, while the remaining 51.2% is influenced by other factors not included in this study.

The results of simple linear regression analysis have the results of the influence of brand ambassadors on buying interest, there is a significance value of 0.000 which is smaller than 0.05, so it can be said that there is a relationship between the independent variable (brand ambassador) and the dependent variable (buying interest) linearly and there is an influence between the variables. independent (brand ambassador) on the dependent variable (buying interest) partially.

The results of the t-test that the brand ambassador has a significance level of 0.000 and the t-count value is 8.758 while the t-table value is 0.704 so the t-count is more than t-table, then H_0 is rejected and H_a is accepted, meaning that the brand ambassador has an effect on buying interest.

In this study it was found that there was a positive influence of brand ambassadors on buying interest at "Lazada". This shows that the company is able to offer higher quality products so that it gains more advantages compared to competitors and can foster a high view of the company in the eyes of consumers.

CONCLUSION

Based on the discussion, the authors draw the following conclusions: Brand ambassador has a positive relationship to purchase intention of 0.704. From the results of hypothesis testing through simple linear regression, a significant correlation (relationship) was obtained between the brand ambassador variable and the buying interest variable at Lazada. From the t-test results that the brand ambassador has a significant level of 0.000 and the t-count value is greater than t-table, H_0 is rejected and H_a is accepted, meaning that the brand ambassador has an effect on buying interest. Through the coefficient of determination in this study, the brand ambassador contributed or influenced the buying interest.

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