The Influence of BTS Brand Ambassadors ON Product Purchasing Decisions at Tokopedia with Electronic Word of Mouth as a moderating variable. For FEB students in the management study program class of 2019

Noor Salama,(noorsalama911@gmail.com)
N. Rachma, (nrachma_fe@unisma.ac.id)
Alfian Budi Primanto((alfianprima@unisma.ac.id)

Abstract

This study aims to analyze the effect of the BTS Brand Ambassador on product purchasing decisions at Tokopedia with Electronic Word of Mouth as a moderating variable. For FEB students in the 2019 management study program. The type of research is Explanatory Research, the data collection method uses a questionnaire with a sample of 89 respondents and uses a purposive sampling technique. Data analysis used multiple linear regression with Moderated Regression Analysis (MRA). The results of the study show that Brand Ambassador has a positive and significant effect on Purchasing Decisions while the interaction of Brand Ambassador Variables with Electronic Word of Mouth is not able to moderate the Purchasing Decisions.

Keywords: Brand Ambassador, Electronic Word of Mouth, Purchase Decision

1. INTRODUCTION

1.1 Background Problem

The reality The domino effect of using BTS in today's marketing practices is significant. From McDonald's to Samsung, companies are lining up to collaborate with them, including Tokopedia. Tokopedia is a technology company in Indonesia which was founded in 2009 by William Tanujawijaya and Leontinus Alpha Edison. Tokopedia has now transformed into a unicorn that is influential not only in Indonesia but also in Southeast Asia. Tokopedia was officially launched to the public on August 17, 2009 with the mission of digital economic equality under the auspices of PT Tokopedia on February 6, 2009. PT.Tokopedia is an Indonesian internet company that has experienced very rapid growth since its launch.

The internet and social media play an important role in the success of BTS. Social media allows artists to connect with their fans on a very personal level and reach fans all over the world. "I think we were very lucky to be born at the right time. Without social media, we would not have been so successful," said BTS member Suga, citing BBC Radio 1. Pop culture expert Kim Hern-sik said BTS was actually managed by a fairly small agency. and has some leeway compared to other groups or artists. They are given the freedom to interact with the Army on social media. "They've been really successful because they know how to interact with their fans and I think their popularity is here to stay," said Kim. Through various platforms, fans spend hours uploading content, sending messages, and sharing idol stories. In fact, because of their influence on the internet, BTS twice appeared in the 2019 edition of the Guinness World Records for their record on social media. This group has the record for the most Twitter engagement, with each of their tweets having an average of 330,624 retweets, replies, likes, or other interactions. (kompas.com, 2021)

Table 1.1 E-Commerce with the Most Monthly Visitors

(February 2022)
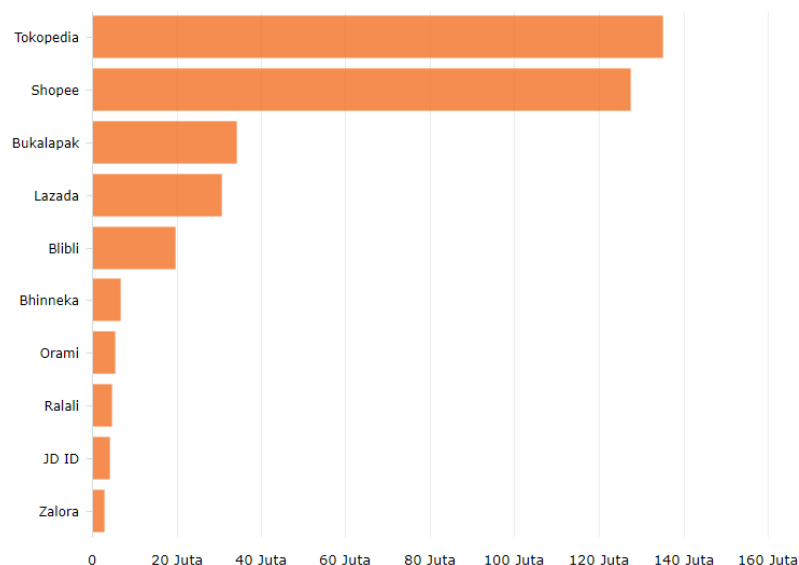
Source: databoks.katadata.co.id, 2022

Tokopedia became the most visited online marketplace or e-commerce in Indonesia in February 2022. Based on Similarweb data, the number of e-commerce visitors bearing the owl logo reached 144.9 million in one month

YouGov Recommend Rankings 2022
Top 10 Ranked: Indonesia

Rank	Brand name	Score
1	Tokopedia	90.2
2	Shopee	88.6
3	Samsung	88.2
4	Apple	87.9
5	Netflix	87.3
6	Garuda Indonesia	87.0
7	BCA	86.6
8	Apple	85.6
9	Indomie	85.4
10	Allianz	84.9

Scores show average data from 1 June 2021 to 31 May 2022

YouGov

Source: People's thoughts 2022

Indonesian technology company with the leading marketplace platform Tokopedia managed to occupy the top position of the YouGov Recommend Rankings 2022 issued on September 1 2022. Tokopedia's ranking has jumped far after last year Tokopedia placed sixth on this list. Tokopedia received a score of 90.2 out of the total Indonesian people who participated in recommending Tokopedia to others. Apart from Tokopedia, other brands included in this list are Shopee (88.6), Samsung (88.2) and Apple (87.9). In its statement, YouGov mentioned factors such as customer experience, eWOM, brand image, Brand values, emotions and consumer personalities play an important role in determining whether someone will decide to buy and recommend a brand or not.

Tokopedia is one of the marketplaces in Indonesia, which in its services carries online business activities that have online buying and selling services. Tokopedia became the e-commerce site with

the highest monthly visitors in Indonesia in the first quarter of 2021. The platform has managed to overtake Shopee, which has always had the largest number of website visits since the fourth quarter of 2019. In detail, the number of Tokopedia visitors was recorded at 135.1 million in the first three months of this year. The number rose 17.8% from the previous quarter which amounted to 114.7 million visits.

In January 2021, Tokopedia appointed a global superstar boyband and girl band from South Korea, BTS and Blackpink, as Tokopedia's brand ambassadors this year. Vice President of Tokopedia, Kevin Mintaraga, said, "We really appreciate the enthusiasm of BTS and Blackpink in creating and spreading positive messages to the world community. We believe the collaboration between Tokopedia and BTS and Blackpink can bring Indonesia's name to the global stage

Tokopedia has been collaborating with BTS since 2019 and has received tremendous enthusiasm. On the same occasion, Blackpink was also chosen as Tokopedia's brand ambassador in 2020, her appearance on the Tokopedia Indonesia Shopping Time (WIB) TV show also attracted the attention of fans around the world. The rise of Indonesian companies recruiting South Korean artists as brand ambassadors and guest stars at events is due to the high interest of the world community in the creative industry of this ginseng country. Tokopedia, made a boyband from South Korea, BTS, as its brand ambassador. This choice has been proven because the monthly shopping festival Indonesia Shopping Time (WIB) Tokopedia, which took place on Wednesday, 29 July 2020, reaped high interest. really appreciate all the people who have participated in WIB Tokopedia. The enthusiasm for this program is extraordinary. Dynamite BTS Tops the Billboard Charts During the two hours of the event, the Tokopedia website was visited by the public for nearly 5 million times. As a result, Tokopedia noted that there were more than 5,000 items sold every minute during the event. Thanks to this success, the WIB program will continue to be held by Tokopedia every 25th until the end of each month. At this month's WIB, Tokopedia was visited more than 100 million times in just 5 days, namely 25-29 July 2020. The involvement of Tokopedia's brand ambassadors, namely BTS, has no doubt made this event very lively discussed on social media so that it was ranked first as a trend, both in Indonesia and the world.

Product Promotion, Indonesia Widely Uses South Korean Artist Icons Therefore, William admitted that the opportunity at this festival was also an effort to introduce Indonesian specialties, culture and language to the world stage through collaboration with BTS. It's no wonder that local artists are also involved in the WIB festival night so that they get global attention through monitoring conversations on social media. Through this method, William claims, in addition to providing an interesting shopping experience, WIB Tokopedia is an effort to ensure that business activists in Indonesia can still run their business in the midst of a pandemic through online channels. There are many considerations for the company in choosing BTS as Tokopedia's brand ambassadors. The achievements and vision of BTS and the messages they consistently deliver in their work, namely hard work to make dreams come true, anti-bullying and other positive messages, are in line with the spirit of Tokopedia. "We also really appreciate their strong commitment to innovation so that BTS is the right partner and Brand Ambassador to convey Tokopedia's message to the whole world. There is very high enthusiasm from the public for Tokopedia's collaboration with BTS. (Lawi,2020).

Brand ambassador can be interpreted as someone who has a passion for the brand and can influence or invite consumers to buy or use a product or service. A brand ambassador is someone who can represent a product or company and can talk a lot about the product represented so that it has a big impact on product sales. commonly known as an ordinary endorser (Yusiana & Maulida, 2015). Viral marketing is word-of-mouth advertising in which consumers tell other consumers about a product or

service through internet-connected media. According to Kaplan and Haenlein, viral marketing is defined as electronic word-of-mouth in which some form of marketing message related to a company, brand or product is transmitted in an exponentially growing way, often through the use of social media applications.

Viral marketing has two defining elements, namely First is the growth, or reproduction of the message, where each recipient retransmits the message to more than one other person; The second is the use of social media applications that enable the creation and exchange of user-generated content (Kaplan & Haenlein, 2011). Viral marketing illustrates that one way to acquire new customers is to encourage honest communication among consumers. The consumer buying process is a social process that involves interactions from one customer to another, but also between companies and customers but also a lot of exchange of information and influence among the people who surround the customer (Phelps, Lewis, Mobilio, Perry, & Raman , 2004). Kotler and Keller define viral marketing as the internet version of word-of-mouth marketing, through websites, videos, email messages, or other marketing events that are so contagious that customers want to pass them on to friends (Kotler & Armstrong, 2012)

The interest of consumers or potential consumers to a brand which can describe or represent personal concepts, is often described by brand ambassadors how they act and how they speak (Kemp et al, 2012). In simple terms, it can be assumed that brand ambassadors can influence consumer behavior in making decisions even though sometimes making decisions is not a logical decision, as long as their idols become brand ambassadors for products or services they may not really need it either.

Another medium that is fairly simple but quite effective and reliable among consumers to introduce a product or service is word of mouth. Word of Mouth is a way in the field of marketing carried out by individuals or groups, in the form or not, printed or electronic media that is in accordance with a good experience in buying or using products and services transactions, also one of the forms of the communication mix which is of course expected to communicate something. to consumers (Kotler & Keller, 2016). The internet is currently a supporting medium for word of mouth which is very easy to access from anywhere and almost everyone who is connected to the internet media can feel the benefits of word of mouth. The closest example is social media where users can interact with each other even though they are very far away and often users don't know each other.

In this study, the sample used was students from the Faculty of Economics and Business, management study program class of 2019. The reason for choosing this sample was because it was a group of students, the majority of which were Tokopedia users with their consumption patterns online, and they were more likely to choose Pedia shops because Tokopedia used BTS Brand Ambassadors. A preliminary survey of around 20 university students said that they bought and chose to use Tokopedia online shop because they considered Brand Ambassador BTS Beyond The Scene, K-pop, which they know as Korean pop music, is the most popular genre worldwide. Jin, Suga, J-Hope, RM, Jimin, V, and Jungkook, have a level of popularity in society, celebrities who often appear attractive in public, trusted and attractive in promoting products are experienced as commercial stars.

Based on the phenomenon above, this research is entitled The Influence of BTS Brand Ambassadors on Product Purchase Decisions at Tokopedia with Electronic Word of Mouth as a moderating variable. For FEB students in the management study program class of 2019

1.2. Formulation of the problem
1. How does a Brand Ambassador influence purchasing decisions?
2. How is the interaction between Brand Ambassador and EWOM as a moderating variable on purchasing decisions?

1.3 Research Objectives
1. To analyze the influence of Brand Ambassadors on purchasing decisions
2.To analyze the interaction between Brand Ambassador and EWOM as a moderating variable on purchasing decisions

II. Literature review

2.1 Previous Research Results

1. Wijaya1 and Paramita (2014), The Influence of (eWOM) on Camera purchasing decisions which shows that the eWOM Any Camera Community (KOKAS) group on Facebook does not significantly influence DSLR camera buying decisions. The research results do not support the initial hypothesis that has been proposed in this study. The lack of concern among fellow members in the KOKAS Facebook group in providing comments to members who ask questions about DSLR cameras in the KOKAS Facebook group means that eWOM will not have a significant effect on purchasing decisions for DSLR cameras.

2. Samosir et al (2016) The Influence of Using Brand Ambassador Dewi Sandra on Purchase Decisions for Wardah Cosmetics in Bandung City. The results of the study showed that the influence of the use of brand ambassador Dewi Sandra on the decision to purchase Wardah cosmetics in the city of Bandung obtained the results of the moment product correlation coefficient of 0.438. The influence of Dewi Sandra on consumer decisions is 18.4%. In other words, as much as 18.4% of Wardah cosmetic purchasing decisions in Bandung City were influenced by the use of Dewi Sandra as a brand influenced by other factors not examined. The use of Dewi Sandra as the brand ambassador for Wardah cosmetics does not have a major influence on consumer decisions in buying Wadrah cosmetic products.

3. Wulandari, (2019) The Influence of Brand Ambassadors on Decisions to Return Oppo F3 Smartphones in Samarinda The results of this study indicate that brand ambassador variables consisting of attractiveness, credibility, and expertise partially have a significant positive effect on purchasing decisions for Oppo F3 smartphones in Samarinda.

4. Nadia and Aulia (2020) the influence of KPOP BTS Brand Ambassadors on Purchase Decisions at Tokopedia, shows that there is a significant influence of brand ambassadors on purchasing decisions. In this case, brand image acts as a variable in the relationship between brand ambassadors and purchasing decisions. Where the brand image of the brand ambassador will increase the influence of the Brand Ambassador on purchasing decisions

5. Putri et al (2021) Influence Meanwhile, according to Kotler and Keller (2016: 194) states that consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and wants. Purchasing decisions are inseparable from the nature of a consumer (consumer behavior) so that each consumer has different habits in making purchases.

Kotler and Keller (2016: 194) suggest that purchasing decisions have the following dimensions: 1. Product choice Consumers can make decisions to buy a product or use their money for other purposes. In this case the company must focus its attention on people who are interested in buying a product and the alternatives they are considering. 2. Choice of brand Consumers must make decisions about the brand name to be purchased, each brand has its own differences. In this case the company must know how consumers choose a brand. 3. Reseller choice The consumer must make a decision about which dealer to visit. Every consumer is different in terms of determining a dealer, which can be due to factors such as close location, low prices, complete inventory, convenience in shopping, low prices, complete inventory, convenience in shopping, and the size of the place. 4. When to buy Consumer decisions in choosing when to buy can vary, for example, some buy every day, once a week, once every two weeks and so on. 5. Number of purchases Consumers can make decisions about how much product to spend at a time, purchases made may be more than one. In this case the company must prepare the number of products according to different wishes. 6. Method of payment Consumers can make decisions about the method of payment to be made in making decisions about using a product or service.

Purchasing decisions are influenced not only by environmental and family aspects, purchasing decisions are also influenced by the technology used in purchasing transactions. and viral marketing on the purchasing decision process in marketplace consumers. The results of the study concluded: First, brand ambassadors influence purchasing decisions; Second, viral marketing influences the

purchasing decision process; Third, brand ambassadors and viral marketing simultaneously influence the purchasing decision process. The third conclusion is the novelty of this research. Partially, the influence of viral marketing on the purchasing decision process is greater than that of brand ambassadors. The implication is that companies, especially marketplaces, are advised to implement promotional strategies with positive viral marketing for society as a form of adaptation to changes in consumer behavior.

6. Adaby and Nurhadi (2022) The Influence of Brand Ambassador, Brand Image and Electronic Word of Mouth on Interest in Buying Erigo Apparel Products. The results of the study show that simultaneously all variables have a positive and significant effect on Purchase Intention. Brand Ambassador and Brand Image have a positive and significant impact on Interest in Buying Erigo Apparel Products. The MRA test results prove that ElectronicWord of Mouth does not moderate the influence of Brand Ambassadors on Purchase Intentions and does not moderate the effect of Brand Image on Purchase Intentions.

7. Hiola (2022) The Role of Brand Image in Moderating Electronic Word of Mouth (E-WOM) on Online Purchasing Decisions in Gorontalo Rosmina The results of the study show that Electronic Word of Mouth (E-WOM) has a significant effect on purchasing decisions. Brand Image is able to moderate the effect of Electronic Word of Mouth (e-WoM) on purchasing decisions.

2.2.Theory Review

2.2.1 Purchase Decision

Kotler and Keller (2016: 194) state that consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and wants. Purchasing decisions are inseparable from the nature of a consumer (consumer behavior) so that each consumer has different habits in making purchases, Kotler and Keller (2016: 194) suggest purchasing decisions have the following dimensions: 1. Product choice. Consumers can make decisions to buy a product or use their money for other purposes. In this case the company must focus its attention on people who are interested in buying a product and the alternatives they are considering. 2. Choice of brand. Consumers must make decisions about the brand name to be purchased, each brand has its own differences. In this case the company must know how consumers choose a brand. 3. Dealer selection. The consumer must make a decision about which dealer to visit. Every consumer is different in terms of determining a dealer, which can be due to factors such as close location, low prices, complete inventory, convenience in shopping, low prices, complete inventory, convenience in shopping, and the size of the place. 4. When to buy. Consumers' decisions about when to buy can vary, for example, some buy every day, once a week, once every two weeks, and so on. 5. Number of purchases . Consumers can make decisions about how many products to spend at a time, purchases made may be more than one. In this case the company must prepare the number of products according to different wishes. 6. Payment methods. Consumers can make decisions about payment methods that will be made in making decisions using products or services. Purchasing decisions are influenced not only by environmental and family aspects, purchasing decisions are also influenced by the technology used in purchasing transactions.

2.2.2 Brand ambassadors

Brand ambassadors are tools used by companies to communicate and connect with the public, regarding how they actually increase sales. The use of Brand Ambassadors is carried out by a company to influence and invite consumers. Usually companies use brand ambassadors who come from people who are known by many people. For example public figures, actors, athletes and so forth. Thus the brand ambassador has a significant influence on purchasing decisions and consumers have various perceptions of Tokopedia as the influence of the brand ambassador (Novianti & Lestari, 2021). According to Royan, there are three characteristics needed by Brand Ambassadors. The three characteristics are 1. Attractiveness, including a number of characteristics that can be seen by the public in supporters: intelligence, personality traits, lifestyle, body athleticism, and so on. 2. Trustworthiness (trust), where the level of trust, dependence, like someone who can be trusted. 3.

Expertise, expertise that refers to the knowledge, experience, or skills possessed by a support person related to the topic they represent

Brand ambassadors can be interpreted as someone who has a passion for brands and can influence or invite consumers to buy or use a product or service (Brestilliani & Suhermin, 2020). A 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 (Samosir, Putri, & Nurfebrianing,2016)

2.2.3 E-WOM

E-WOM is a positive or negative statement made by potential consumers, real consumers, or consumers who have previously used a product about a product or company that can be accessed by many people or institutions via the internet. The advancement of the Internet has provided consumers with a new world in which they can both communicate and influence one another. E-WOM functions as a way of marketing so that consumers can immediately understand and be clear about a smartphone product brand. For this reason, various useful information and various opinions from other people that are positively related to a brand, E-WOM can encourage buying decisions (Samuel & Lianto, 2014).

E-WOM is only one among several causes of purchasing decisions. Improving the relationship between brand ambassadors and purchasing decisions and E-WOM is believed to be stronger in creating purchasing decisions while E-WOM is a factor that can influence and strengthen the influence of brand ambassadors on purchasing decisions. Through empirical studies he conducted to investigate the relationship between the three variables, it was emphasized that ewom is more appropriate as a moderating variable, where the influence of brand ambassadors on purchasing decisions can be strengthened by the presence of ewom as Moderating. Purchasing decisions show how individuals, groups and organizations choose, buy , use, and how goods, services, ideas, or experiences satisfy their needs and wants.

Purchasing decisions are preceded by the desire to buy which arises due to various influencing factors such as family, the desired price, the information provided, and the advantages or benefits derived from the product or service. When consumers make purchases, many situational factors can influence their buying decisions. Consumers will definitely look for information about the product or service they buy before consumers buy a product or service. The need for consumer information about product quality and service quality is very important through E-WOM messages. Word of mouth is "The process by which information obtained by someone about a product both from social interaction and from consumption experience is passed on to other people." So that by using word of mouth, marketers can reduce promotion costs and also be more trusted because the source of communication is friends or family who are certain not to receive any compensation from the company. And WOM through electronic media is called electronic WOM (E-WOM). E-WOM is word of mouth through electronic media. E-WOM is a positive or negative statement made by potential consumers, real consumers, or consumers who have previously used a product about a product or company that can be accessed by many people or institutions via the internet. Consumers will definitely look for information about the product or service they buy before consumers buy a product or service. E-WOM is the ability to drive the marketing of products issued by the company. E-WOM has a positive and significant influence on purchasing decisions. The more positive the message conveyed through E-WOM, the higher the consumer purchase decision. This shows that E-WOM as a review of a product or service in cyberspace is an important thing that can increase a person's decision to buy a product or service. (Ristiyanti, 2005),

The estimation results that have been obtained in research show that E-WOM has a significant effect on purchasing decisions. This can be interpreted that e-WoM has been able to contribute to increasing consumer purchasing decisions. Assuming that when E-WOM increases or is often carried out by consumers, it will also increase purchasing decisions on online media such as Facebook, Shopee and Lazada. Through E-WOM among consumers (millennials), through positive or negative reviews of products purchased by online media outlets Facebook, Shopee and Lazada have a significant influence

on purchasing decisions. (Hiola, 2021). So it can be said that E-WOM has become a very effective tool that can change face-to-face communication into electronic communication. Thus, E-WOM has also become a network that can capture the attention of recipients (customers), and can encourage the attractiveness of customers and ultimately the Role of Brand Image Moderating Electronic Word of Mouth (E-WOM) on Online Purchase Decisions in Gorontalo will influence consumers in making purchasing decisions. E-WOM in this study is said to be positive reviews from customers who have made purchases on social media Facebook, Shopee, and Lazada. So that this information will also influence other consumers who will buy. E-WOM has a significant impact on purchasing decisions. Significant results of consumers being influenced by online recommendations when selecting online products. From this statement it can be concluded that the spread of E-WOM online through various platforms has an influence on consumers before they make purchases virtually. Similarly, research by Vina et al. (Ivana et al., 2014) e-WoM gets results that have a positive and significant level of influence on purchasing decisions. This means that E-WOM has become a phenomenon that is currently being developed with the increasing number of users of social networking sites.
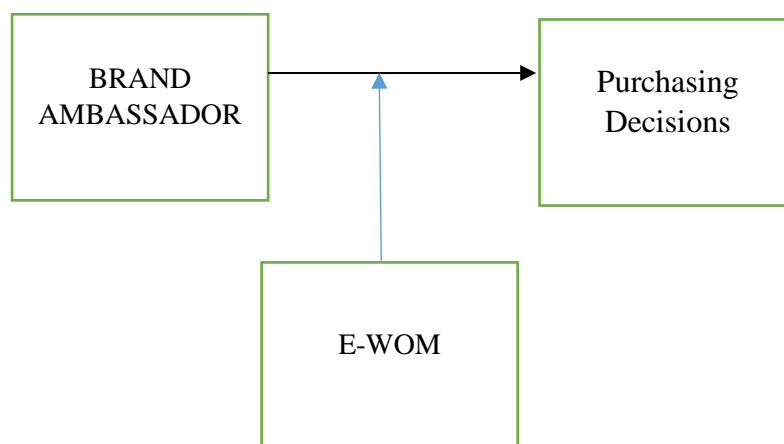

Fig.1. Concept Framework

2.3.Hypothesis

1.Brand Ambassadors influence purchasing decisions

2. Brand Ambassador interaction with E-WOM as a moderating variable influences purchasing decisions

III. RESEARCH METHODOLOGY

3.1 Types and Research Design

This research was conducted to examine the influence between variables, so this type of research is explanatory research with a quantitative approach. Explanatory research is research that explains the causal relationship between research variables through testing the hypotheses that have been formulated previously. This type of explanatory research also has the aim of testing existing hypotheses or theories whether they can strengthen or reject these hypotheses. Primary data sources use questionnaire data collection methods.

3.2 Population and Sample

The population in this study were students of the Faculty of Economics and Business, Department of Management, who made purchases at Tokopedia whose number could not be counted, so the sample was determined by the number of indicator items multiplied by 5 (Malhotra, 2006). In this study 18 question items x5 = 90 respondents. The sampling technique uses purposive sampling. The Respondent's criteria 1. use and have a Tokopedia account. 2. Tokopedia users .3. Have made a purchase or transaction at Tokopedia at least once

3.4 Operational definitions of variables

Table 3.1 Operational variables and definitions and items

Variable	Definition	Indicator	Item Statement
Purchasing decision (Y)	Purchasing decision is an action taken by consumers who deal directly with producers to buy in the form of products offered by producers	1. Decision to choose a product.	1. I decided to choose a product on Tokopedia
		2. The decision to choose the form of the product.	2. I decided to buy a product form at Tokopedia
		3. The decision to choose a brand.	3. I decided to choose a brand on Tokopedia
		4. Decision about the seller.	4. I decided to choose a seller on Tokopedia
		5. Decision to select the number of products.	4. I decided to choose a seller on Tokopedia
		6. Decision to choose when to buy.	6. I choose to buy products at Tokopedia when I need products
		7. Decision to choose a payment method.	7. I decided to choose payment to Tokopedia by transfer
Brand ambassadors (X1)	Brand ambassadors are tools used by companies to communicate and connect with the public, to influence and engage consumers. so that consumers are interested in using the product	1. *Attractiveness*	1. BTS as the Tokopedia Brand Ambassador has a level of popularity in society 2. Tokopedia's BTS Brand Ambassadors are celebrities who often look attractive in public

		2. *Trustworthiness*	3. BTS can be trusted as Brand ambassadors from Tokopedia. 4. BTS is trusted by Tokopedia to influence consumers
		3. *Expertise*	5 BTS Brand Ambassadors at Tokopedia have expertise in product promotion 6. BTS is experienced as product BA in a professional way.. 7. The selected celebrity has experience as an advertising star 8. BTS Brand Ambassadors are experts in attracting potential customers
E-WOM(X2)	E-WOM is word of mouth through electronic media. E-WOM is a positive or negative statement made by potential consumers, real consumers, or	1.Intensity is the number of opinions or comments written by consumers in a social media	1.Millions of comments from Tokopedia consumers fill all social media
		2. Valance of Opinion.	2. Tokopedia consumers are

	consumers who have previously used a product about a product or company that can be accessed by many people or institutions via the internet.	Positive Opinions are comments positive about products, services and brands	very enthusiastic about products that are BTS on Tokopedia
		3. Content the information content of social networking sites related to the products	3. Interesting product information brought by BTS at Tokopedia

Source: Data Processed 2022

IV. RESEARCH RESULTS AND DISCUSSION

The results of the study by distributing questionnaires to 90 students, there was 1 answer sheet that did not meet the criteria so that the number of respondents became 89 students of FEB Unisma Management Study Program class of 2019

4.1 Validity Test Results

Table 4.1 Validity Test Results

ParameterParameter	KMO MSA	Critical value	Description
Brand ambassador (X1)	0.728	0,50	Valid
E-WOM (X2)	0.646	0,50	Valid
Purchasing Decisions (Y)	0.702	0,50	Valid

Source: Data Processed 2022

4.2 Reliability Test Results

Table 4.2 Reliability Test Results

No.	variable	*Cronboach Alpha*	Table Alpha	Description
1	*Brand ambassador* (X1)	0.749	0.60	Reliable
2	*E-WOM* (X2)	0.688	0.60	Reliable
3	Purchase decision (Y)	0.723	0.60	Reliable

Source: Data Processed 2022

4.3 Normality Test

Table 4.3 Normality Test Results

Variable	Kolmogorov-Smirnov	Asymp.sig,(2-tailed)	Description
Brand ambassador (X1)	0.603	0.860	Normal
E-WOM (X2)	0.620	0.837	Normal
Purchase decision (Y)	0.746	0.635	Normal

Source: Data Processed 2022

4.4 Model I The Influence of Brand Ambassadors on Purchasing Decisions
1. Simple linear Regression Analysis
Model I Regression Equation Results

Table 4.5 Regression Equation Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.762	2.841		-.268	.789
	X1	.550	.082	.582	6.672	.000

a. Dependent Variable: Y

Source: Data Processed 2022

The results of the Regression Analysis of the Effect of Brand Ambassadors on Purchase Decisions, the regression equation is as follows:

Y = -762+0.550 X1+ e

2. Hypothesis Testing I

a. F Test (Simultaneous)

Table 4.5 F Test Results (Simultaneous)

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	269.739	1	269.739	44.518	.000[a]
	Residual	527.137	87	6.059		
	Total	796.876	88			

a. Predictors: (Constant), X1

b. Dependent Variable: Y

Source: Data Processed 2022

Based on the table above the p-Value is 0.000 because the p-Value (0.000) ≤ α = 0.05, the F value of 44,518 is significant.

b. t test (Partial)

Table 4.6 t Test Results (Partial)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.762	2.841		-.268	.789
	X1	.550	.082	.582	6.672	.000

a. Dependent Variable: Y

Source: Data Processed 2022

Based on the table above the results of the Brand Ambassador t test (X1) with Purchase Decision (Y) show sig. t = 0.000. Because the sig t value (0.000) < α = 0.05, Brand Ambassador (X1) has a significant effect on purchasing decisions. This means that H0 is rejected and H1 is accepted so it can be concluded that Brand Ambassadors can significantly influence Purchasing Decisions

c. Determination Test $(R)^2$

Table 4.7 Determination Test Results $(R)^2$

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.582[a]	.338	.331	2.46151	1.994

a. Predictors: (Constant), X1

b. Dependent Variable: Y

Source: Data Processed 2022

Based on the table above, the coefficient of determination is used to calculate the magnitude of the influence or contribution of the independent variables to the dependent variable. From the analysis in the table above, the R result (coefficient of determination) is 0.338. This means that 33.8% of the Purchasing Decision variable will be influenced by the independent variable, namely Brand Ambassador (X1). While the remaining 66.2% of the Purchasing Decision variable will be influenced by other variables not discussed in this study.

4.5 Model II The Influence of Brand Ambassadors and E Wom on Purchasing Decisions
1. Multiple linear regression analysis
Table 4.8 Multiple linear regression Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.698	2.704		-.258	.797
	X1	.311	.109	.329	2.854	.005
	X2	.668	.211	.365	3.169	.002

a. Dependent Variable: Y

Source: Data Processed 2022

Based on the results of the analysis in the table above by entering E Wom, the resulting regression equation is:
$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$
$Y = -698 + 0.311 X_1 + 0.668 X_2 + e$

2. Classical Assumption Test
a. Multicollinearity Test
Table 4.9 Multicollinearity Test Results

Variable	Tolerance >0.10	VIF<10	Conclusion
Brand Ambassador (X1)	0.519	1.926	No multicollinearity
E Wom (X2)	0.519	1.926	No multicollinearity

Source: Data Processed 2022

Based on the table above, the following are the test results for each independent variable: Tolerance for Brand Ambassador is 0.519, Tolerance for E Wom is 0.519. The test results show that the overall tolerance value is > 0.10 so it can be concluded that there is no multicollinearity between the

independent variables The multicollinearity test can also be carried out by comparing the VIF (Variance Inflation Factor) value with the number 10. If the VIF value < 10, multicollinearity does not occur. The following are the test results for each independent variable: VIF for Brand Ambassador is 1.926, VIF for E Wom is 1.926. From the test results it can be concluded that there is no multicollinearity between the independent variables. Thus the assumption test of the absence of multicollinearity can be fulfilled.

b. Heteroscedasticity Test

Table 4.10Heteroscedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.027	1.698		.605	.547
	X1	.052	.068	.114	.764	.447
	X2	-.085	.132	-.095	-.639	.525

a. Dependent Variable: Y

Source: data processed 2022

Based on the table above, it shows that some variables namely Brand Ambassador (X1) of 0.447 means that it has a significant value, and E Wom (X2) of 0.525 means that it has a significant value because above 0.05 means that there is no heteroscedasticity in the two variables, in other words the two independent variables contained in this model are met.

3. Hypothesis Testing
a.Test F(simultaneous)

Table 4.11 F Test Results (Simultaneous)

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	324.868	2	162.434	29.595	.000[a]
	Residual	472.008	86	5.488		
	Total	796.876	88			

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: data processed 2022

Based on the table above, the p-value is 0.000. Because the p-value (0.000) ≤ α = 0.05, the result of the F test is significant. This means that H0 is rejected and H1 is accepted so that it can be concluded that the Brand Ambassador (X1) and E Wom (X2) variables can significantly influence the Purchase Decision (Y).

b.t test (Partial)

Table 4.12 t test / Parsial

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.698	2.704		-.258	.797
	X1	.311	.109	.329	2.854	.005
	X2	.668	.211	.365	3.169	.002

Source: data processed 2022

Based on the table above the results of the Brand Ambassador (X1) t test were 2,854 sig values of 0.005 <0.05 and E Wom (X2) of 3,169 sig values. 0.002 < 0, then Brand Ambassador (X1) and E Wom on Purchasing Decisions are significant. This means that H0 is rejected and H1 is accepted so it can be concluded that Brand Ambassadors and E Wom can significantly influence Purchasing Decisions

c. Test of Determination (R) 2

Table 4.13Test of Determination Result Source: data processed 2022

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.638[a]	.408	.394	2.34275	2.040

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

The coefficient of determination is used to calculate the influence or contribution of the independent variables on the dependent variable. From the analysis in Table 4.21, the R result (coefficient of determination) is 0.408. This means that 40.8% of the customer loyalty variable will be influenced by the independent variables, namely Brand Ambassador (X1) and E Wom (X2). While the remaining 59.2% of the purchasing decision variable will be influenced by other variables not discussed in this study. In addition to the coefficient of determination, a correlation coefficient is also obtained which shows the magnitude of the relationship between the independent variables, namely Brand Ambassador and E WOM with the Purchase Decision variable, the R value (correlation coefficient) of 0.638, this correlation value indicates that the relationship between the independent variables, namely Brand Ambassador (X1) and E Wom (X2) with customer purchasing decisions are included in the pretty good category because they are close to number 1

4.6 Model III The Influence of Brand Ambassadors on Purchasing Decisions with E Wom as a moderating variable
1. Multiple linear regression analysis

Table 4.14 Multiple linear regression Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-6.973	15.086		-.462	.645
	X1	.500	.461	.529	1.085	.281
	X2	1.196	1.266	.653	.945	.348
	X1X2	-.016	.037	-.452	-.423	.673

a. Dependent Variable: Y

Source: data processed 2022

interaction (X1X2) then the resulting regression equation is:

$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_1 X_2 + e$

$Y = -6973 + 0.500 X_1 + 1.196 X_2 + -0.016 X_1 X_2$

2. Classical Assumption Test

a. Multicollinearity Test

Table 4.15 Multicollinearity Test Results

Variabel	Tolerance> 0.10	VIF<10	Conclusion
Brand ambassador (X1)	0.029	34.170	No multicollinearity
E Wom (X2)	0.015	68.807	No multicollinearity
X1X2	0.006	164.525	No multicollinearity

Source: data processed 2022

The test results show that the overall tolerance value is > 0.10, so it can be concluded that multicollinearity occurs between the independent variables. The multicollinearity test can also be carried out by comparing the VIF (Variance Inflation Factor) value with the number 10. If the VIF value is < 10, multicollinearity occurs. From the test results it can be concluded that there is multicollinearity between the independent variables. Thus the assumption test of multicollinearity cannot be fulfilled. In the interaction method of moderation regression, model 3 is definitely not multicollinear, so there is no need to do a multicollinear test.

b. Heteroscedasticity Test

Table 4.16 Heteroscedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.286	9.403		.562	.575
	X1	-.083	.287	-.181	-.287	.775
	X2	-.436	.789	-.495	-.553	.582
	X1X2	.011	.023	.658	.475	.636

a. Dependent Variable: Y

Source: data processed 2022

Brand ambassador (X1) of 0.775 has a significant value, and E Wom (X2) of 0.582 means that it has a significant value and the X1X2 relationship of 0.636 means that it has a significant value because above 0.05 means that there is no heteroscedasticity in the variable. In other words, these two variables are fulfilled.

3. Hypothesis Testing
a.Test F(simultaneous)

Table 4.17 F Test Results (Simultaneous)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	325.859	3	108.620	19.602	.000^a
	Residual	471.018	85	5.541		
	Total	796.876	88			

a. Predictors: (Constant), X1X2, X1, X2

b. Dependent Variable: Y

the p-Value is 0.000 because the p-Value (0.000) < α = 0.05, the result of the F test is significant. This means that H0 is rejected and H1 is accepted so that it can be concluded that the Brand ambassador (X1) E Wom (X2) and X1X2 variables simultaneously can significantly influence the purchase decision variable (Y).

b. Test t (Partial)

Table 4.18 Test Results t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-6.973	15.086		-.462	.645
	X1	.500	.461	.529	1.085	.281
	X2	1.196	1.266	.653	.945	.348
	X1X2	-.016	.037	-.452	-.423	.673

a. Dependent Variable: Y

Based on the table above the results of the t test Brand ambassador (X1) is 1,085 sig value 0.281> 0.05, E Wom (X2) is 0.945 sig value. 0.348> 0.05 and X1 X2 of 0.423 sig. 0.673> 0.05 then Brand ambassador (X1), E Wom and X1X2 to the purchase decision is not significant. Means that H0 is accepted and H1 is rejected so it can be concluded that Brand ambassador, E Wom and Brand Ambassador interaction with E Wom X1X2 on purchasing decisions are not significant so they cannot moderate the purchase decision

c. Test of Determination (R) 2

To find out the contribution of the independent variables Brand Ambassador (X1) and E Wom (X2) to the dependent variable (Purchase Decision) the value of R2 is used, the value of R2 is as shown in the table below as follows:

Table 4.19 Test of Determination Result

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.639[a]	.409	.388	2.35401	2.036

a. Predictors: (Constant), X1X2, X1, X2

b. Dependent Variable: Y

The coefficient of determination is used to calculate the influence or contribution of the independent variables on the dependent variable. From the analysis, the R result (coefficient of determination) is 0.409. This means that 40.9% of the customer loyalty variable will be influenced by the independent variables, namely Brand Ambassador (X1) and E Wom (X2). While the remaining 59.1% of the purchasing decision variable will be influenced by other variables not discussed in this study. In addition to the coefficient of determination, a correlation coefficient is also obtained which shows the magnitude of the relationship between the independent variables, namely Brand Ambassador and E Wom with the Purchase Decision variable, the R value (correlation coefficient) of 0.639, this correlation value indicates that the relationship between the independent variables, namely Brand Ambassador (X1) and E Wom (X2) with Purchase Decision is included in the pretty good category because it is close to number 1.

4.3 Implications of Results
1. The influence of brand ambassadors on purchasing decisions.
Based on the results of the study, brand ambassadors have a positive and significant effect on purchasing decisions. The more attractive the brand ambassador, the more people decide to buy products at Tokopedia. These results are in line with research conducted by Samosir et al (2016) Wulandari, (2019) Nadia and Aulia (2020) Putri et al (2021) Adaby and Nurhadi (2022) which revealed that brand ambassadors have a positive effect on purchasing decisions. The Brand Ambassador variable in this study is reflected through . 1.BTS as Brand Ambassador 1.Tokopedia has a level of popularity in society 2.BTS Brand Ambassador Tokopedia is a celebrity who often looks attractive in public3. BTS can be trusted as Brand ambassadors from Tokopedia.4. Tokopedia believes that BTS can influence consumers. 5 BTS Brand Ambassadors at Tokopedia have expertise in product promotion6. BTS is experienced as a product BA in a professional way..7. The selected celebrity has experience as an advertising star8. BTS Brand Ambassadors are experts in attracting potential customers. BTS can be trusted as Brand Ambassadors from Tokopedia, which is an indicator of the most dominant contribution in reflects the Brand Ambassador variable. Respondents considered that the existence of BTS as BA in Tokopedia from 2019 until now proves that BTS can be trusted with Tokopedia. This is important because BTS can be trusted as Brand ambassadors from Tokopedia. This is also proven by using BTS to become Tokopedia Brand Ambassadors. This is important as an indicator of brand ambassadors which ultimately has an impact on influencing consumers to buy at Tokopedia. All business actions must change with market and environmental developments. Brand ambassadors drive brand awareness and attract new customers to make purchasing decisions.

2. The Effect of E Wom on Purchasing Decisions
Based on the results of the study, e-wom has a positive and significant effect on purchasing decisions. The more interesting the ewom is, the more people decide to buy products on Tokopedia. These results are supported by research conducted by Wijaya1 and Paramita (2014), Adaby and Nurhadi

(2022) Hiola (2022) which reveals that ewom has a positive effect on purchasing decisions. The Ewom variable is reflected in thousands of comments from Tokopedia consumers fulfilling all social media. Tokopedia consumers are very enthusiastic about the products that BTS sells at Tokopedia. . Thousands of comments from Tokopedia consumers fill all social media. This is an indicator of the highest contribution. Many companies depend on current information. E Wom is useful because human communication is related to excellence or experience when buying or using a product or service to make a buying decision. Reference sources for trusted products and services are needed by consumers to be considered before deciding to choose and buy. How can companies create a positive flow for consumers who have chosen them, so that they can provide positive evaluations from consumers orally and in writing. Especially in media that can be seen by other potential customers

3. The effect of BA's interaction with E Wom moderates purchasing decisions.
Based on the results of the study, the interaction between BA and E Wom cannot moderate purchasing decisions. A negative value prediction indicates that the moderation effect given is negative, meaning that E Wom has the effect of reducing the influence of the BTS Brand Ambassador on purchasing decisions at Tokopedia. These results show similarities with research conducted by Adaby and Nurhadi (2022), which revealed that BA interaction with electronic word of mouth did not moderate purchasing decisions, ewom was not a moderating variable but an independent variable. The terms brand ambassador, brand endorser or celebrity endorser are usually the same terms, which are commonly used interchangeably in the media, it is important to distinguish between brand ambassadors who are brand advocates, and brand ambassadors who are employed and trained by companies. Both paid and those provided by brand ambassadors, what is obtained is information about products, services or ideas, to other people, creating and disseminating word of mouth marketing, so that the BTS Brand Ambassador with e WOM should also be able to boost purchasing decisions in Tokopedia
The product information provided by BTS on Tokopedia is an interesting indicator of the lowest contribution. Many companies depend on current information. E Wom is useful because human communication is related to excellence or experience when buying or using a product or service to make a buying decision.
However, in this study E WOM has the effect of reducing the influence of the BTS Brand Ambassador on purchasing decisions at Tokopedia. Statement item Product information that BTS brings to Tokopedia is interesting to be an indicator of the lowest contribution. Many companies depend on current information. E Wom is useful because human communication is related to excellence or experience when buying or using a product or service to make a buying decision. Although there is a positive perception of E Wom among the younger generation/millennials in this case students because of the BTS Brand Ambassador or the appointment of BTS as ambassadors, that reason is not enough to make them buy because there are many factors to consider such as quality, promo price, and promotion

V. Conclusion, Limitations and Suggestions
5.1 Conclusion
1. The Brand Ambassador variable has a significant effect on the Purchase Decision
2. Brand Ambassador Variable Interaction with E Wom is unable to moderate Purchase Decisions

5.2 Research limitations
1. Respondents are too few so they are not representative
2. Only examines three variables, namely Brand Ambassador, E Wom , Purchasing Decision
3. The object of research is the Tokopedia marketplace

5.3 Suggestions

1. The next researcher adds variables such as brand image, quality, price, and promotion
2. Future researchers should use a larger sample
3. For further research, it is hoped that for future researchers it is recommended to compare it with other marketplaces such as Shopee, Lazada
4. Future researchers should examine the interaction between Brand Ambassador and Brand Image which moderates purchasing decisions.

BIBLIOGRAPHY
Adaby and Nurhadi (2022) The Influence of Brand Ambassador, Brand Image and Electronic Word of Mouth on Interest in Buying Erigo Apparel Products.
Ghozali, I. (2013). Multivariate Analysis Application with IBM SPSS 21 Update PLS Regression Program. Diponegoro University Publishing Agency.
Hiola (2022) The Role of Brand Image Moderating Electronic Word of Mouth (E-Wom) on Online Purchasing Decisions in Gorontalo Rosmina
Kotler P, Keller KL. (2016). Marketing Management, 15th Edition, Pearson Education, Inc.
Kotler, Philip and Gary Armstrong. (2012). Marketing Principles. Edition 13. Volume 1. Jakarta: Erlangga.
Lea-Greenwood, Gaynoy. (2012). Fashion Marketing Communications. E-books. Somerset, NJ, USA: Wiley
Lawu(2020)The Impact of Brand Ambassadors on Purchasing Decisions Kanto Administration JournalVol 9 No 2 (2021): Vol 9 No 2 (2021)
Malhotra, N. (2014). Basic Marketing Research. Pearson Education.
Novianti, K. F., & Lestari, F. (2021). Influence
Novianti, K. F., & Lestari, F. (2021). Pengaruh Brand Ambassador BTS KPOP Terhadap Keputusan Pembelian Pada E-Commerce Tokopedia. *Banking & Management Review*, *10*(1), 1369–1385. http://202.93.229.169/index.php/bmr/article/view/376
Nadia dan Aulia(2020) pengaruh Brand Ambassador BTS KPOP terhadap Keputusan Pembelian di Tokopedia, dengan brand image sebagai variabel penghubung e-Proceeding of Management : Vol.7, No.2 Agustus 2020 | Page 3622
Putri dkk (2021) Pengaruh brand ambassador dan viral marketing terhadap proses keputusan pembelian pada konsumen marketplace Jurnal Penelitian Pendidikan Indonesia Vol. 7, No. 4, 2021, pp. 560-569

Ristiyanti dan John(2005) Perilaku konsumen PenerbitAndi Yogyakarta
Samosir dkk(2016) Pengaruh Penggunaan Brand Ambassador Dewi Sandra terhadap keputusan pembelian Kosmetik Wardah di Kota bandung ,Jurnal Sosioteknologi Vol. 15, No 2, Agustus 2016
Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
Sujarweni, V. W. (2015). *SPSS untuk Penelitian*. Pustaka Baru Press.
Sagia A, Situmorang SH. 2018. Pengaruh Brand Ambassador, Brand Personality Dan Korean Wave Terhadap Keputusan Pembelian Produk Nature Republic Aloe Vera. J. Manaj. Bisnis Indones. 5.
Wulandari, C. (2019). Pengaruh brand ambassador terhadap keputusan pembelian smartphone Oppo F3 di Samarinda. *Jurnal Ilmu Manajemen Mulawarman*, *3*(4), 1–15. http://journal.feb.unmul.ac.id/index.php/JIMM/article/view/2376/829
Wulandari, S. P., Hutauruk, W. R. B., & ... (2021). Pengaruh Brand Ambassador Terhadap Purchase Intention Yang Dimediasi Brand Image Dan Brand Awareness. *… Manajemen Dan …*, *12*(2), 127–137. https://ejournal.upi.edu/index.php/mdb/article/view/38727
Wijaya1 dan Paramita (2014),Pengaruh (eWOM) terhadap keputusan pembelian Kamera DSLR

Internet:

Dihni(2022) Tokopedia, E-Commerce dengan Pengunjung Terbanyak pada 2021 https://databoks.katadata.co.id/datapublish/2022/04/12/tokopedia-e-commerce-dengan-pengunjung-terbanyak-pada-202112/04/2022 10:50 WIB

Kompas.com ,https://www.google.com 13/06/2021, 09:04 WIB Tren Mengapa BTS Bisa Sangat Terkenal?(accessed5okt2022)

LawidanSimamora(2020)https://lifestyle.bisnis.com/read/20200922/220/1294979/ini-alasan tokopedia-pilih-bts-jadi-brand-ambassador

Sinuhaji https://www.pikiran-rakyat.com/ekonomi/pr-015457239/tokopedia-masuk- peringkat-pertama-yougov-recommend-rankings-2022 7 September 2022, 20:00 WIB

Saptoyo(2021)"MengapaBTSBisaSangatTerkenal?",https://www.kompas.com/tren/read/2021/06/13/090400365/mengapa-bts-bisa-sangat-terkenal-?page=all