

The Influence of the Beyond The Scene (BTS) Brand Ambassador and Price on Purchasing Decisions on Tokopedia (Survey of Pekanbaru UMRI Students)

Fatmawati^{1*}, Ikhbal Akhmad¹, Intan Diane Binangkit¹, Wan Laura Hardilawati¹, Fitri Ayu Nofirda¹

¹Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Riau

Jl KH Ahmad Dahlan No. 88 Sukajadi , Riau, Indonesia

*Email : fatmawati031199@gmail.com

ABSTRACT

This research aims to examine the influence of Brand Ambassadors on purchasing decisions and the influence of price on purchasing decisions. This research is quantitative research and this research uses primary data obtained through questionnaires. The research population was users of the Tokopedia application among students at Muhammadiyah University, Riau. The sampling technique is a purposive sampling technique. The samples obtained were 120 questionnaires. Data analysis uses multiple linear regression analysis which is processed using SPSS version 25 software. The results of this research show that brand ambassadorship and price influence purchasing decisions on Tokopedia.

Keywords: Brand Ambassador, Price, Purchase Decision

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INTRODUCTION

In today's digital era, there are many companies that are creating online -based start-ups , which in this era are of greater interest because it is easier to make transactions, and there are also many companies that are already running and want to develop their business with online- based businesses . The sophistication of the internet today really helps people fulfill their needs. In terms of the economy, the sophistication of the internet has given rise to a new business line, namely online business in the form of e-commerce . Various types of e-commerce marketplaces that are emerging at the moment include Bukalapak, Tokopedia, Shopee, Lazada, etc. (Sutardi et al., 2020).

As the use of internet technology increases, business people can introduce their business to a wider audience. Many companies rely on the internet as a tool to promote their products. Tight competition in business occurs among many companies, making business people have to face these challenges in order to compete with other entrepreneurs. What must be done in order to retain a customer, business people need to learn what consumers want and need (Riqzi et al ., 2020).

The development of digital marketing strategies is due to a higher level of effectiveness when compared to traditional marketing strategies. One of the digital marketing techniques that is often used is the use of celebrities or famous people as brand ambassadors for a product. The results obtained are that brand ambassadors are believed to involve consumers more in promoting products, creative processes in creating promotional ideas and content based on brand identity , thereby providing a different approach. A brand ambassador is someone who is trusted or contracted by a company to influence consumers and as a marketing tool for a product (Purwaning et al ., 2018).

Table 1. Tokopedia Sales Data for 2017-2021

Year	Ascension
2017	1,600,000,000 Billion
2018	5,900,000,000 Billion
2019	10,620,000,000 Billion
2020	16,461,000,000 Billion
2021	23,045,000,000 Billion

Source: Databoks.katadata.co.id (data updated 2021)

From table 1 above, it can be seen that Tokopedia sales have increased significantly from year to year. In 2017, Tokopedia sales data reached 1,600,000,000 billion, then in 2018 Tokopedia sales increased by 5,900,000,000 billion and followed in the following year, Tokopedia sales showed an increase as proven by the data. Tokopedia's sales in 2019 were 10,461,000,000 billion. In 2020 sales experienced a very rapid increase of 16,461,000,000 billion and in 2021 Tokopedia's sales reached 23,045,000,000 billion. From the results of this data it can be concluded that Tokopedia is the e-commerce that has experienced the most significant increase. In this way, Tokopedia can achieve positive achievements in 2021.

Korean culture is very growing and has a lot of fans for its music and dramas. The music industry is growing rapidly in the world, especially among Indonesian teenagers. People who are fans of KPOP or Korean pop in general will buy items related to their idols. Knowing that fans are truly loyal to their idols and have a high presence on social media gives e-commerce companies the opportunity to further increase the number of users by using brand ambassadors from Korea to attract them to buy products at the store (Zharfalina, 2021) .

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Sushendra et al., (2019) stated that the use of brand ambassadors or celebrity endorsements also influences consumer purchasing decisions. Companies can communicate and connect with the public and can increase sales of their products by using a tool called brand ambassador. As explained by Mudiantono (2016), celebrities are believed to be one of the supporting factors from a psychological perspective that is able to influence consumers' attitudes and beliefs about the product. Potential consumers also create trust in consumers because they will compete to buy products advertised by their favorite artists. The aim of this research is to determine the influence of brand ambassadors on purchasing decisions on Tokopedia and to determine the influence of price on purchasing decisions on Tokopedia.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION**The Influence of Brand Ambassadors on Purchasing Decisions**

Brand ambassador is an independent variable that influences the dependent, namely purchasing decisions. Brand ambassador is someone who has a passion for the brand and can influence or persuade consumers to buy or use a product or service. According to Greenwood (2012), brand ambassadors are a tool used by companies to communicate and connect with the public, with the hope that they can influence consumer purchasing decisions and increase sales. Like previous research contained in previous research mapping conducted by Agustina et al (2023) stated that brand ambassadors have a significant influence on purchasing decisions. Nurul et al (2021) stated that the way a brand ambassador influences purchasing decisions, reminding consumers about a product can generate buying interest which is expected to lead to purchasing decisions. With the current conditions in Indonesia where people, especially the millennial era, like things related to Korea, such as Korean dramas and idol groups, where consumers want to buy goods related to their idols such as skincare products, albums or something related to their idol artists, this makes The company realizes that this condition can create an option to attract customers by making someone famous from Korea an endorsement or brand ambassador for the company.

H₁: Brand ambassadors are thought to have a significant influence on purchasing decisions at Tokopedia

The Influence of Price on Purchasing Decisions

Price is an important role in marketing a product or service because price is one of the four marketing mixes. According to (Kotler & Keller, 2012) defines that price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits or ownership. Price has been treated as a major determinant of consumer choice in decision making. The high and low prices are the main concern of consumers, so the price offered is a special consideration before they decide to buy. Price really influences purchasing decisions because the goods offered on Tokopedia vary greatly from cheap prices to expensive prices. As previous research conducted by Tasia et al (2022) stated that price has a significant influence on purchasing decisions. Likewise, research conducted by Setianingsih et al (2023) stated that price has a positive and significant effect on purchasing decisions. In sales, prices compete with each other between sellers, because the products being sold are the same but the prices are different. Every e-commerce seller will describe the products being sold as completely and attractively as possible so that consumers are interested in their products.

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H₂: Price is thought to have a significant influence on purchasing decisions on Tokopedia

METHOD

The population in this study were Muhammadiyah University students who shopped at Tokopedia. Because the population is not yet known with certainty, to determine the sample size in this study, the formula according to Hair et al., (2016) is used: the number of sample members is 10 times the number of indicators, the number of indicators is 12 times 10 ($15 \times 10 = 120$). So Through calculations based on this formula, the number of respondents who will be taken as samples is 120 respondents.

Nonprobability sampling is a sampling method, where the method does not provide equal opportunities or opportunities to the components of the population selected as samples (Sugiyono 2017). Because the population does not have the same chance of functioning as a sample, this sampling technique was chosen by the researcher. The sampling technique that will be used by researchers is purposive sampling. Purposive sampling is a technique for determining samples with certain considerations (Sugiyono 2017). The sample criteria determined in this research are: Is a user of the Tokopedia application among students at Muhammadiyah University of Riau and who has shopped at Tokopedia.

The data analysis techniques used in this research are descriptive statistical tests, data quality tests consisting of validity and reliability tests, classical assumption tests consisting of normality tests, multicollinearity tests and heteroscedasticity tests, multiple linear regression analysis, hypothesis tests consisting of partial test and simultaneous test, coefficient of determination test (R^2). This research was used to determine the influence of brand ambassadors beyond the scene (BTS) and price on purchasing decisions on Tokopedia (survey of Umri Pekanbaru students).

RESULTS AND DISCUSSION

The results of descriptive statistical analysis in this research are as follows:

Table 2. Descriptive Statistical Analysis Test Results

	N	Minimum	Maximum	Mean	Std. Deviation
X1	120	10.00	40.00	32.6583	5.04017
X2	120	24.00	40.00	32.5083	4.47588
Y	120	24.00	40.00	33,2500	3.76907
Valid N (listwise)	120				

Source: SPSS processed data (2022)

Based on table 2 above, the results of descriptive statistical analysis with a sample size of 120 people, the brand ambassador variable (X1) has a minimum value of 10.00, a maximum value of 40.00 with an average value of 32.6583 and a standard deviation value of 5.04017. This shows that the standard deviation value of brand ambassador (X1) is smaller than the average value, so it can be interpreted that the data on the brand ambassador variable (X1) is well distributed.

The price variable (X2) has a minimum value of 24.00, a maximum value of 40.00 with an average value of 32.5083 and a standard deviation value of 4.47588. This shows that the price standard deviation value (X2) is smaller than the average value, so it can be interpreted that the data on the price variable (X2) is well distributed.

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The purchasing decision variable (Y) has a minimum value of 24.00, a maximum value of 40.00 with an average value of 33.2500 and a standard deviation value of 3.76907. This shows that the standard deviation value of purchasing decisions (Y) is smaller than the average value, so it can be interpreted that the data on the purchasing decision variable is well distributed.

Table 3. Reliability Test Results

Number of statement items	Variable	Cronbach's Alpha	Information
8	Brand Ambassador (X 1)	0.906 _	Reliable
8	Price (X 2)	0.940 _	Reliable
8	Purchase Decision(Y)	0.956 _	Reliable

Source: SPSS processed data (2022)

From table 3 above, it can be seen that the variables brand ambassador (X1), price (X2), and purchasing decision (Y) are reliable. Because all Cronbach's Alpha values are greater than 0.60 (> 0.60). So it can be concluded that in this study all variables were declared reliable.

**Table 4. Normality Test Results
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residuals
N		120
Normal Parameters a, b	Mean	.0000000
	Std. Deviation	2.59676281
Most Extreme Differences	Absolute	.073
	Positive	.060
	Negative	-.073
Statistical Tests		.073
Asymp. Sig. (2-tailed)		.172 c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: SPSS processed data (2022)

Table 4 above results of the data normality test using the One-Sample Kolmogorov-Smirnov Test shows that the Asymp. Sig. (2 tailed) is 0.172 which is greater than 0.05 ($> 5\%$). So it can be concluded that the data tested in this study is normally distributed.

Table 5. Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Conclusion
Brand Ambassador (X1)	0.981	1,019	Multicollinearity does not occur.
Price (X2)	0.981	1,019	Multicollinearity does not occur.

Source: SPSS processed data (2022)

Table 5 shows that the independent variable has a VIF value of less than 10, and a tolerance value greater than 0.10, so it can be concluded that there is no multicollinearity problem between the independent variables in the regression model in this study.

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Heteroscedasticity Test

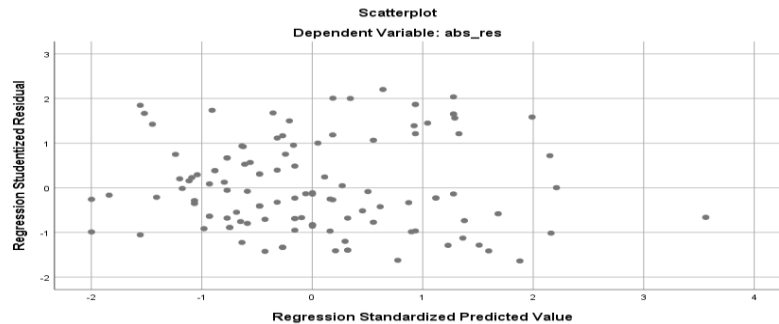


Figure 1. Scatterplot graph

Source: SPSS processed data (2022)

Figure 1 above shows that the points are spread randomly and spread both above and below the number 0 on the Y axis. This can be concluded that there is no heteroscedasticity in the regression model, so the regression model is suitable for use.

Table 6. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
1	(Constant)	9,841	2,205	4,463	,000
	X1	,161	,048	3,345	,001
	X2	,558	,054	10,314	,000

Source: SPSS processed data (2022)

Based on the results of the multiple linear regression test in table 7, the formula can be seen as follows:

$$Y = 9.841 + 0.161 X_1 + 0.558 X_2$$

The explanation of the regression equation model above is as follows:

1. If the constant (a) is **9,841** , meaning the brand ambassador (X1) and price (X2) are 0 (zero), then the purchasing decision (Y) will remain at **9,841** .
2. If brand ambassador (X1) increases by 1 unit, then purchasing decisions (Y) will increase by **0.161** and other independent variables remain constant.
3. **the** price (X2) increases by 1 unit, then the purchasing decision (Y) will increase by **0.558** and the other independent variables remain constant.

Table 7. F Test Results
ANOVA a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	888,062	2	444,031	64,742	,000 b
	Residual	802,438	117	6,858		
	Total	1690,500	119			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: SPSS processed data (2022)

Dari tabel diatas, diketahui bahwa nilai F hitung > F tabel (3,07) dan signifikansi $0,000 \leq 0,05$. Berdasarkan hal tersebut bahwa variabel brand ambassador (X1) and price (X2) influence purchasing decisions (Y) together or simultaneously.

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Table 8. Results of t Test (Partial Test)

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,841	2,205		4,463	,000
	X1	,161	,048	,215	3,345	,001
	X2	,558	,054	,663	10,314	,000

Source: SPSS processed data (2022)

Based on table 8 above, it can be concluded that the results of the hypothesis test are as follows:

1. Influence of Brand Ambassador (X1) on purchasing decisions (Y)
brand ambassador variable has a calculated t value of 3.345 and a t table of 1.980. This shows t count > t table. And for a significant level of 0.001, this shows that the significant level is $0.001 < 0.05$. Thus H_0 is rejected and H_a is accepted. This means that the brand ambassador variable has a significant influence on purchasing decisions. It can be concluded that brand ambassadors have a significant influence on purchasing decisions on Tokopedia.
2. The influence of price (X2) on purchasing decisions (Y)
The price variable has a calculated t value of 10,314 and a t table of 1.980. This shows t count > t table. And for a significant level of 0.000, this shows that the significant level is $0.000 < 0.05$. Thus H_0 is rejected and H_a is accepted. This means that the price variable has a significant influence on purchasing decisions. It can be concluded that price has a significant influence on purchasing decisions on Tokopedia.

Table 9. Coefficient of Determination Test Results

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,725 a	,525	,517	2.61886	2,155

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: SPSS processed data (2022)

Adjusted R Square value is 0.517 or 51.7%. This means that the relationship between the brand ambassador variables (X1) and price (X2) simultaneously influences purchasing decisions (Y) by 51.7%. Meanwhile, the rest is influenced by other variables outside this regression equation or variables that are not studied.

Influence of Brand Ambassador (X1) on purchasing decisions (Y)

From the results of the first hypothesis analysis, it can be concluded that brand ambassadors have a significant influence on purchasing decisions at Tokopedia and have a unidirectional influence. Based on the findings in this research, Muhammadiyah Riau University students buy and shop at Tokopedia because in Tokopedia advertisements, BTS is able to use the product well, where the brand ambassador on Tokopedia is able to attract the attention of Muhammadiyah Riau University students to shop and feel satisfied using Tokopedia. The brand ambassador indicator that really influences Riau Muhammadiyah University students in deciding to buy and makes these students feel very satisfied shopping

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at Tokopedia is the credibility / trustworthiness given by the Beyond The Scene (BTS) brand ambassador to Tokopedia so that it is accepted or followed by many people.

Brand ambassadors are tools used by companies to communicate and connect with the public, in the hope that they can increase sales (Greenwod and Gaynor 2012). This research is also in accordance with the Theory of planned behavior where this theory has a foundation on the perspective of beliefs that are able to influence someone to carry out specific behavior. The trust perspective is implemented through combining various characteristics, qualities and attributes of certain information which then form the will to behave (Yuliana, 2004).

The results of this research are also supported by previous research, namely research by Nisfatul Lailiya (2020) showing that brand ambassadors partially have a positive and significant influence on purchasing decisions. Then, other research, namely Citra Wulandari (2019), stated that brand ambassadors have a positive and significant influence on purchasing decisions.

Influence of Price (X2) on Purchasing Decisions (Y)

From the results of the second hypothesis analysis, it can be concluded that price has a significant influence on purchasing decisions at Tokopedia and has a unidirectional influence. Based on the findings in this research, Muhammadiyah Riau University students buy and shop at Tokopedia because the prices offered by Tokopedia vary according to the quality of the product, so that the prices offered at Tokopedia are able to attract the attention of Muhammadiyah Riau University students to shop or purchase their needs at Tokopedia. The price indicator that really influences students at Muhammadiyah University of Riau in deciding to buy and makes these students feel very satisfied when shopping using Tokopedia is the suitability of the price with the quality of the products provided by Tokopedia, making students at Muhammadiyah University of Riau happy and satisfied shopping at Tokopedia.

Pradipta (2021) stated that price is the only element in the marketing mix that brings in revenue. Product price is a determinant of market demand or the product in question which can influence a company's competitive position and market share. This research is also in accordance with the Theory of planned behavior where this theory has a foundation on the perspective of beliefs that are able to influence someone to carry out specific behavior. The trust perspective is implemented through combining various characteristics, qualities and attributes of certain information which then form the will to behave (Yuliana, 2004).

The results of this research are also supported by previous research, namely research by Noviyanti et al., (2021) which states that price has a significant effect on purchasing decisions. Then, other research, namely, Maulana (2021) states that price has a positive and significant influence on purchasing decisions.

CONCLUSION

Based on tests carried out partially, the calculated t value for brand ambassador was 3,345 and the t table was 1.980, this shows that $t > t_{table}$ and the significant value was $0.001 < 0.05$. This means that brand ambassadors have a significant influence on purchasing decisions on Tokopedia. So, the better the influence of the brand ambassador, the greater the level of purchasing decisions. Based on tests carried out partially, the calculated t value was 10,314 and the t table was 1.980. This shows that $t_{count} > t_{table}$ and the significant value is $0.000 < 0.05$. This means that price has a significant influence on purchasing

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decisions on Tokopedia. So, the better the influence of price, the greater the level of purchasing decisions. Based on tests carried out simultaneously, the calculated F value $> F$ table (3.07) was obtained with a significance level of 0.000, this shows that calculated $F > F$ table and the significant value was < 0.05 . This means that brand ambassadorship and price simultaneously have a significant influence on purchasing decisions on Tokopedia.

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