

The Influence of Brand Ambassadors and Customer Trust on Purchasing Decisions in Marketplace “Shopee”

Pengaruh Brand Ambassador dan Kepercayaan Pelanggan Terhadap Keputusan Pembelian di Shopee

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Abstract:- This study aimed to investigate the impact of brand ambassadors and customer trust on purchasing decisions within the context of Shopee. Using a quantitative approach, the research involved 60 Shopee consumers as respondents. Data analysis employed Partial Least Square (PLS) analysis within Structural Equation Modeling (SEM). The findings revealed that both brand ambassadors and customer trust positively and significantly influence purchasing decisions.

Keywords:- Brand Ambassador; Customer Trust; Purchase Decision.

I. INTRODUCTION

In today's technological development, the Internet is a technology that makes it easy for us to do what we want, one of which is online sales. The convenience of online sales, simply by using a smartphone, consumers no longer need to visit shopping centers. Indonesia is a country that has the highest percentage of internet users who use ecommerce. This percentage is the highest in the world in the We Are Social survey results in April 2021.

E-commerce usage in Indonesia has surged, largely driven by the marketplace sector. While numerous platforms exist, Shopee stands out as the most popular, with over 100,000 daily visitors since its inception in 2015. However, early 2023 saw a decline in visits to major e-commerce sites including Shopee, Tokopedia, Lazada, Blibli, and Bukalapak. Shopee, for instance, experienced a significant drop of about 16% in February 2023 compared to January 2023, indicating a broader trend of decreased online traffic.

The cause of fluctuations in visit trends at shopee is inseparable from how shopee products provide promos such as discounts that compete with other e-commerce, as well as the spread of shopee marketing advertisements, one of which is through brand ambassadors who work with shopee every period so that each brand ambassador owned by shopee influences the ups and downs of buyer visits on the shopee e-commerce platform. Apart from the fluctuations caused by the

trend of using shopee itself, the increase and decrease can be seen from how shopee users give good and bad ratings through google playstore ratings as shown below.

Therefore, Shopee not only focuses on service quality, but also focuses on special marketing strategies by cooperating with Indonesian and foreign celebrities. One of them is Raffi Ahmad, who is a top celebrity in Indonesia with tens of millions of followers on his Instagram social media account. The use of Raffi Ahmad's celebrity endorser services aims to gain attention from the wider community which in turn can generate positive responses. Many people think that Raffi Ahmad is a role model in using any product. Luxurious life is inherent in him, but Raffi and Nagita are considered no-neko when looking. Often, Raffi and Nagita are seen looking as they are and simple but still beautiful and charming. Because Raffi and Nagita are considered to have healthy, clean, smooth, fresh, glowing and charming skin and look young so that anyone who sees it will be stunned. Thus, Raffi is considered to have the ability, quality, and strength that can create a sense of customer trust and encourage purchasing decisions towards purchasing any product at Shopee that he promotes. From the background of the phenomenon above, with the level of increase and decrease in the last few months, it indicates that there are various factors that influence the level of use of the marketplace, especially at Shopee in Indonesia.

Purchasing Decision is the last stage in taking an action taken by consumers to buy goods or services which begins with a sense of wanting to fulfill life's needs and ends with making a selection of information from several stores about the goods to be purchased. At this stage, consumers are faced with several choices, which makes consumers hesitant to decide to choose a product that will be purchased and used by consumers. According to Kotler and Keller (2002) purchasing decisions are one of the stages in the purchasing decision process where consumers decide they really want to buy. Therefore, before consumers decide to buy a product, they will consider the factors they will receive.

Brand ambassadors, also known as advertising stars, endorse products and are believed to influence consumer attitudes and beliefs. Celebrities, in particular, serve as psychological influencers, shaping consumer perceptions of products. They act as channels to introduce products, representing the brand's identity. The personality of a brand ambassador impacts the brand's personality, influencing consumers' perceptions of the brand image and attracting them to make purchases. (Lestari et al., 2019).

Customer trust is a factor that can shape purchasing decisions. A customer's willingness to rely on a trusted company is the definition of trust. Long-term relationships between customers and companies can be created through trust between the two parties (Ishak & Zhafitri, 2011). The belief of a company to be able to work with customers in a long time or the company's willingness and confidence in its partners to create a positive working relationship is called trust (Purwanto, 2014).

The authors have chosen "The influence of Brand Ambassadors and customer trust on purchasing decisions at Shopee" as their research topic. This study aims to explore how Brand Ambassadors and customer trust impact purchasing decisions on the Shopee platform, providing insights into consumer behavior in the Shopee marketplace.

II. LITERATURE REVIEW

➤ *Brand Ambassador*

According to Larasari et al. (2020), brand ambassadors serve as effective tools for companies to communicate and enhance sales. Their role is to increase consumer purchasing decisions by tempting them to buy products through well-known personalities who excel in representing the brand (Nurhasanah et al., 2021). Windyastri and Sulistiyawati (2018) emphasize that a brand ambassador's credibility, attractiveness, expertise, and confidence greatly influence consumer purchasing decisions. In essence, brand ambassadors not only introduce products but also generate consumer interest, leading to purchasing decisions.

H1: Brand Ambassadors have a positive effect on purchasing decisions at Shopee.

➤ *Customer Trust*

According to Kotler (2018), trust is one of the important factors supporting a product to sell in the market. Consumers will definitely be very selective in determining their

Purchasing Decisions. Trust is deemed as the cornerstone of e-commerce success, crucial for attracting and retaining consumers. Andhini and Khuzaini (2017) define trust as the foundation of business, encompassing consumers' knowledge and perceptions of an object's attributes and benefits. Essentially, trust reflects a party's willingness to accept risks based on the belief that the other party will fulfill expectations, even in the absence of familiarity between the parties.

H2: Customer trust has a positive effect on purchasing decisions at Shopee.

➤ *Employee Performance*

According to Sriyanto and Kuncoro (2019) purchasing decisions are a combination of knowledge with the intention of evaluating two or more alternative choices and choosing one of them. Purchasing Decisions are a stage in the decision return process where consumers actually buy, and before actually buying consumers will go through several stages of the buying process. return decision is an individual activity that is directly involved in the process of purchasing goods offered by the company (Kotler 2018). Purchasing decisions such as choosing several alternative choices of two or more than two. It can be stated that in making a decision a person must determine one alternative from another alternative. if a person decides to buy because he is faced with the choice of buying or not buying, then this is the position of making a purchase decision (Jiménez-Castillo and Sánchez-Fernández 2019). Meanwhile, according to Alwafi and Magnadi (2016) purchasing decisions are the stage of the decision process where consumers actually make product purchases. It can be concluded that purchasing decisions are a buying decision-making process that refers to a choice between several alternative options.

III. RESEARCH METHODS

In this study, a non-probability sampling method, specifically Purposive Sampling, was employed. This method involves selecting samples based on specific criteria relevant to the research. Given that not all samples meet the criteria for the phenomenon being studied, Purposive Sampling allows for targeted selection. The population consisted of Shopee consumers, and data collection was conducted via distributed questionnaires with 60 respondents selected as the sample. SmartPLS was utilized as the analytical tool, and data analysis followed a component-based Structural Equation Modeling (SEM) approach.

IV. RESULT AND DISCUSSIONS

Table 1. Path Coefficients (Mean, STDEV, T-Values, P-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Ambassador (X1) -> Purchase Decision (Y)	0.294	0.323	0.148	1.981	0.048
Trust (X2) -> Purchase Decision (Y)	0.674	0.646	0.147	4.584	0.000

Source: Data Processed

Based on the information provided in the table, it can be concluded that Hypothesis 1, which suggests that Brand Ambassador positively and significantly influences Purchasing Decisions, is supported by a path coefficient of 0.294 and a T-Statistic value of 1.981, with a P-Value of 0.001. Similarly, Hypothesis 2, indicating that Trust has a positive and significant effect on purchasing decisions, is supported by a path coefficient of 0.674 and a T-Statistic value of 4.584, with a P-Value of 0.000.

V. DISCUSSION

➤ *The Influence of Brand Ambassadors on Purchasing Decisions*

The research confirms the Brand Ambassador hypothesis, indicating a significant impact on purchasing decisions. A strong brand ambassador effectively informs consumers about the product, thereby increasing purchase likelihood. The analysis highlights "Attraction" as the most influential indicator on purchasing decisions. This shows that the factor that makes consumers buy products from shopee because they pay attention to how a raffi ahmad as a brand ambassador gives the attractiveness he has such as being kind and friendly to everyone, has the charisma of a role model for everyone and shows the role of an advertising star who is an expert in promoting a product in shopee so that consumers who see it decide to buy a product from what raffi ahmad has previously advertised. By indicating that there is an Attraction that arises from raffi ahmad as a brand ambassador so that it can attract the attention of consumers to shop at Shopee. Therefore, with the attractiveness of the brand ambassador for shopee products that have been formed, consumers decide to make purchases at the shopee marketplace. This study's findings align with prior research by Salsabila Ingrid Widya Septi and Satria Bangsawan (2023) and Nisfatul Lailiya (2020), indicating that Brand Ambassadors exert a positive and significant influence on Purchasing Decisions.

➤ *Effect of Trust on Purchasing Decisions*

The research confirm the hypothesis that trust affect purchasing decisions. Indicating a relationship between the two. The better the trust in a product the more likely consumers are the purchase it. The analysis shows that honesty is the most purchase it. The analysis shows that honesty is the most influential trust indicator on purchasing decision. This shows that consumers will tend to be more interested in providing

information about a product honestly, such as the reviews given and the ratings pinned by other consumers regarding the advantages of the products sold at shopee. The honesty in review attract people to make purchase on shopee as it foster public trust in the product sold on the marketplace. Therefore, the higher the consumer's trust in a product because of the honesty of both the service and the product offered, the higher the level of purchases made by these consumers in the shopee application. The findings of this study align with research by Rahma Puspita rani and Suzy Widayari (2022), Which demonstrates that trust significantly and positifely impact purchasing decision. Simillary, research by chando Steven Johanes and Valentine Siagan(2021)also indicates that trust has a positive and significant effect on purchasing decisions.

VI. CONCLUSION

Brand Ambassador can influence purchasing decision on shopee. It can be said that the higher raffi ahmad is used as a brand ambassador for a product, the higher the level of purchases made by consumers with Attraction as the highest indicator... Trust is able to contribute to purchasing decisions at shopee. The higher a persons trust in a product, the higher their level of purchase, with hionesty as main indicator. From the research results that have been described, several suggestions can be put forward, namely shopee, especially in developing product promotions using brand ambassadors, is expected to improve their strategy in using brand ambassadors to build a more attractive force so that consumers decide to buy products at shopee. And in the development of trust in consumers, it is hoped that it can increase innovations that are useful for building trust in shopee consumers both from improving the quality of services and products so that consumers who have used products from shopee feel that they have a high level of trust so that they do not switch to another marketplace.

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