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## The Influence of Brand Ambassadors on Purchasing Decisions with Electronic Word of Mouth as a Moderating Variable

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### Abstrak

Penelitian ini merupakan penelitian kuantitatif dengan pendekatan eksplanatori, yaitu pendekatan yang menggunakan penelitian terdahulu sebagai acuan utama dalam penelitian ini. Data yang digunakan dalam penelitian ini merupakan data primer yang diperoleh peneliti dari berbagai sumber primer maupun diperoleh langsung dari sumber yang kredibel. Data yang diperoleh peneliti dianalisis menggunakan alat analisis SmartPLS 4.0. Hasil dalam artikel ini menunjukkan bahwa semua hipotesis dalam artikel ini bertanda positif dan berada di bawah tingkat signifikansi 0,05. Pada hipotesis pertama, variabel Brand Ambassador dapat memiliki arah hubungan positif dan berpengaruh signifikan terhadap Keputusan Pembelian, yaitu 0,004. Hasil ini menunjukkan bahwa peran Brand Ambassador dapat membuat produk lebih dikenal luas oleh masyarakat, memperluas pangsa pasar, dan pada akhirnya dapat meningkatkan Keputusan Pembelian. Pada hipotesis berikutnya, P-Values juga memiliki arah yang serupa, yaitu positif dan berada di bawah tingkat signifikansi 0,05, yaitu 0,000, lebih signifikan dibandingkan pengujian langsung sebesar 0,004. Dengan demikian, dapat disimpulkan bahwa hipotesis pertama dan kedua dalam artikel ini dapat diterima dan terbukti.

Kata Kunci: *Streamer Menarik, Keputusan Pembelian, Kepercayaan Merek*

## Abstract

This research is quantitative with an explanatory approach, an approach that uses previous research as the main reference in this study. The data used in this study is primary data obtained by the researcher from various primary sources or obtained directly from credible sources. The data obtained by the researcher was analyzed using the SmartPLS 4.0 analysis tool. The result in this article show that all hypotheses in this article are positive and below the 0.05 significance level. In the first hypothesis, the Brand Ambassador variable can have a positive relationship direction and has a significant influence on Purchasing Decisions, namely 0.004. These results indicate that the role of Brand Ambassadors can make products more widely known to the public, expand market share, and ultimately can increase Purchasing Decisions. In the next hypothesis, the P-Values also have a similar direction, namely positive and below the 0.05 significance level, namely 0.000, more significant than direct testing of 0.004. Thus, it can be concluded that the first and second hypotheses in this article can be accepted and proven.

*Keywords: Attractive Streamers, Purchasing Decisions, Brand Trust*

## INTRODUCTION

Brand ambassador is someone who has the capacity to represent a brand and can motivate buyers to make a purchase or consume a product. A creative strategy in a company to increase consumer interest can be done by attracting Brand Ambassadors (Adawiyah 2018). Usually Brand Ambassadors are featured by artists who are on the rise or are known by many people, the reason is because their presence is expected to make the target believe in the messages that have been conveyed by the Brand Ambassador, both social and commercial messages. Quality, value, and price alone are not enough to attract the attention of consumers, so there must be an effective medium in creating a product to achieve consumer satisfaction (Heriawan 2021).

The use of brand ambassadors is an effort made by companies to influence consumers to use products and most companies use famous artists or athletes as idols to become their brand ambassadors (Ferdiana Fasha, Rezqi Robi, and Windasari 2022). 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 (Andini and Lestari 2021). Firmansyah in (ANDIKA 2022) brand ambassadors have their own functions and benefits for the company. Brand ambassadors here are people or famous figures who are believed to be able to represent and have a good influence on the products used to promote their products can function to: 1. Provide testimony (testimonial). 2. Provide encouragement and reinforcement (endorsement). 3. Act as an actor in the topic (advertisement) they represent. 4. Act as a company spokesperson.

According to (Mutaqqin 2022), the process of selecting a Brand Ambassador has several important sequences, including:

1. **Celebrity Credibility** The main reason for selecting a celebrity as a Brand Ambassador is through their credibility. The credibility of a celebrity will be seen from the expertise and level of trust of a celebrity according to their field.
2. **Celebrity Suitability with Society** A celebrity will be a representation of each product represented, the reason for companies choosing Brand Ambassadors from among celebrities is so that they can support products that are in accordance with consumers.
3. **Celebrity Suitability with Brand** Choosing someone to be a Brand Ambassador, of course, a company must have considerations by paying attention to the criteria that are suitable for a celebrity, the selection is made according to their values and behavior towards a brand that will be advertised.
4. **Celebrity Attractiveness** A company in selecting a celebrity as a Brand Ambassador certainly has different aspects of consideration in order to form a concept of attractiveness. Aspects of attractiveness possessed by a celebrity are aspects such as friendliness, having physical advantages, and also being fun. This can support the goals that the advertising company wants to achieve.

According to (Ferdinand 2000) there are indicators related to measuring brand ambassadors for research and evaluation purposes and are known as the VisCAP model and consist of several indicators as follows:

1. **Visibility:** Visibility can be interpreted as how well-known or how popular the celebrity who is the brand ambassador is by the target. If the celebrity can be directly recognized by the target, it can guarantee that the advertisement will get greater attention. This visibility shows the level of popularity of a celebrity who is the brand ambassador for the product. If related to popularity, it can be determined by how many fans the person who becomes the brand ambassador has and how often they appear in front of the audience.
2. **Credibility:** a celebrity is related to two important things, objectivity and expertise. Objectivity can be interpreted through how much the celebrity is trusted by consumers of the product in representing the brand, while expertise can be interpreted as how relevant the celebrity is to the product they endorse.
3. **Attractiveness:** The acceptance of the message advertised by the brand ambassador can be well received if the brand ambassador has good attractiveness. Consumers can change their perceptions and purchasing behavior through the influence of attractiveness. Generally, it can be in the form of physical appearance, intellectual, lifestyle and others.
4. **Power:** can be interpreted as the charisma that exists in celebrities that can influence consumers to buy the products that they represent.

Success.

Based on the explanation above, researchers believe that Brand Ambassadors can have a positive relationship direction and significant influence on Purchasing Decisions. Purchasing decisions are someone deciding to purchase a product. According to (Keller 2016) & (P. Kotler 2008), stating that purchasing decisions are part of consumer behavior, consumer behavior itself is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires. In decision making includes aspects of influence and cognition involved in consumer decision making, including understanding, meaning, beliefs and understanding based on new information from an environment so as to make decisions about what to buy, where to buy, when to buy and how to pay for it.

Several previous studies (Purwati and Cahyanti 2022); (Putrawansyah 2024)& (Putri 2012) have shown that the Brand Ambassador variable can have a positive relationship and a significant influence on Purchasing Decisions. Unlike the studies (Purwati and Cahyanti 2022); (Putrawansyah 2024) & (Putri 2012), this article adds the Electronic Word of Mouth variable as a moderating variable.

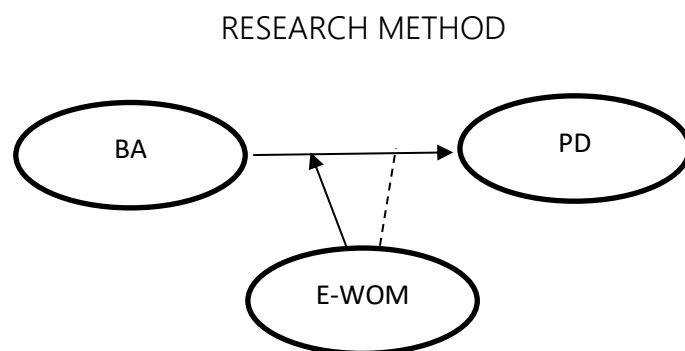


Figure 1. Model

Noted:

BA: Brand Ambassador

PD: Purchasing Decision

E-WOM: Electronic-Word of Mouth

The first figure above shows that the Brand Ambassador variable is suspected to have a positive relationship and a significant influence on Purchase Decisions. This is in line with several previous studies mentioned in the previous section, namely those. Unlike the studies by Purwati and Cahyanti (2022); Putrawansyah (2024) and Putri (2012), this article adds the Electronic Word of Mouth variable as a moderating variable. This research is quantitative with an explanatory approach, an approach that uses previous research as the main

reference in this study (Ferdinand 2000). The data used in this study is primary data obtained by the researcher from various primary sources or obtained directly from credible sources (Gitosudarmo 2000). The data obtained by the researcher was analyzed using the SmartPLS 4.0 analysis tool with the hypothesis below (Adela and Tecolu 2017).

Hypothesis:

H1: The Influence of Brand Ambassador on Purchasing Decision

H2: Electronic-Word of Mouth Can Moderates The Influence of Brand Ambassador on Purchasing Decision.

## RESULT AND DISCUSSION

### Background Analysis

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### Validity Test

The validity test stage is one of the most important steps in using the smart PLS 4.0 analysis tool. This stage is the first step before researchers move on to the next steps, namely the reliability and path efficiency tests. Based on this, the following validity test results are presented in this article (Sarstedt et al. 2014).

Table 1. Validity Test

Variable	Question Item	Loading Factor
Brand Ambassador (X)	Brand Ambassadors Can Influence Purchasing Decisions	0.872
	Brand Ambassadors Can Increase Product Recognition	0.881
	Brand Ambassadors can Expand Product Market Share	0.898
	Brand Ambassadors Can Increase Sales Quantity	0.899
Purchasing Decision (Y)	Purchasing Decisions Increase as Product Recognition Increases	0.912
	Purchasing Decisions Increase as Market Share Expands	0.926
	Purchasing Decisions Can Be Improved by Good Electronic Word of Mouth	0.931
	Purchasing Decisions Can Be Influenced by Brand Ambassadors	0.946
Electronic-Word of Mouth (Z)	Electronic Word of Mouth Can Improve Purchasing Decisions	0.989
	Electronic Word of Mouth Can Moderate the Influence of Brand Ambassadors on Purchasing Decisions	0.992

Valid > 0.70

## Reliability Test

The second stage after the validity test is the reliability test. The reliability test focuses on the Brand Ambassador, Purchasing Decision, and Electronic Word of Mouth variables used in this study. To confirm the reliability of the variables in this study, the following are the results of the reliability test (Ghozali 2016).

Table 2. Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Brand Ambassador	0.952	0.911	Reliable
Purchasing Decision	0.987	0.926	Reliable
Electronic-Word of Mouth	0.992	0.941	Reliable

Reliable > 0.70

## Path Coefisien

The results from the second table above indicate that the Brand Ambassador, Purchasing Decision, and Electronic Word of Mouth variables are declared reliable because the Composite Reliability and Cronbach's Alpha values are above the minimum value of 0.70, namely above 0.90. The next stage is the Path Coefficient to determine whether the hypothesis in this study is acceptable or not. Based on this, the following are the results of the Path Coefficient in this article (Hair 2010):

Table 3. Path Coefisien

	Variable	P-Values	Noted
Direct Influence	BA->PD	0.004	Accepted
Indirect Influence	E-WOM* BA->PD	0.000	Accepted

Significant Level < 0.05

The third table above shows that all hypotheses in this article are positive and below the 0.05 significance level. In the first hypothesis, the Brand Ambassador variable can have a positive relationship direction and has a significant influence on Purchasing Decisions, namely 0.004. These results are in line with research (Purwati and Cahyanti 2022); (Putrawansyah 2024) & (Putri 2012). These results indicate that the role of Brand Ambassadors can make products more widely known to the public, expand market share, and ultimately can increase Purchasing Decisions. In the next hypothesis, the P-Values also have a similar direction, namely positive and below the 0.05 significance level, namely 0.000,

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## CONCLUSION

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