



Contents lists available at: <https://e-journal.unair.ac.id>

AJIM (Airlangga Journal of Innovation Management)

Journal homepage: <https://e-journal.unair.ac.id/AJIM>

The Effect of Brand Ambassador, Sales Promotion, and Brand Awareness on Purchasing Decisions in E-Commerce

Okky Pujiyanto^{1*}, Andhatu Achsa², Ivo Novitaningtyas³

^{1,2,3} Department of Management, Faculty of Economics, University of Tidar

ARTICLE INFO

Paper Type:

Research Paper

Keywords:

Brand Ambassador, Sales Promotion, Brand Awareness, and Purchase Decision

Article History

Received: 16 May 2023

Revised: 30 June 2023

Accepted: 3 July 2023

Available online: 31 August 2023

This is an open access article under the CC BY-NC-SA license (<https://creativecommons.org/licenses/by-nc-sa/4.0/>)

ABSTRACT

The increasing number of e-commerce in Indonesia makes competition among e-commerce increasingly tight. Shopee is an e-commerce in Indonesia which succeeded in occupying the first position as the e-commerce platform of choice for the Indonesian people in 2022, besides that in the first quarter of 2022 Shopee also experienced an increase in opinion reaching 64.4 percent and shopee experienced an increase in gross transaction value of 38.7 percent. Purchasing decisions made in this E-commerce are an important factor in the achievement of the increase achieved by shopee e-commerce, of course before consumers make transactions consumers will consider aspects of brand ambassadors, sales promotion, and also brand awareness. This research is quantitative research. The data collection used in this study was through direct surveys to 150 research respondents using the Classical Assumption Test and Multiple Linear Regression Test with the help of the SPSS 24 data processing tool. The results showed that the variables of brand ambassador, sales promotion and brand awareness had a significant and significant effect on purchasing decisions in Shopee e-commerce. The results of the f test show the results that the brand ambassador, sales promotion, and brand awareness variables simultaneously have a positive and significant effect on the purchasing decision variable in Shopee e-commerce.

*Corresponding author: okypuji123@gmail.com

Cite this article as: Pujiyanto, O., Achsa, A., and Novitaningtyas, I., (2023). The Effect of Brand Ambassador, Sales Promotion, and Brand Awareness on Purchasing Decision in E-Commerce. *Airlangga Journal of Innovation Management*.4 (1) 60-73. <https://doi.org/10.20473/ajim.v4i1.45502>

Introduction

Nowadays, the rapid development of technology has a major effect on human activities. The influence of industry revolution 4.0 gives an impact on individual to utilize internet even their business. Those changes can affect on the current business climate which is increasingly competitive with these technological developments (Istiani and Islamy, 2020). Online media is not only used for finding information, but also in this era online media is utilized as buying-selling transaction place or what is often known as online business in the form of E-Commerce (Farhani, Raihan dan Sekarini, 2022). Many factors influence customers when they are about to make a purchase, they will usually look at their brand and promotion. This decision will be the final result when they will make a purchase transaction where each customer has certain criteria for several possible alternatives (Milaković, 2021).

This E-Commerce application is a modern shopping platform by making it easy for customers to access product information offered by sellers so that consumers only need to press on the gadget layer when making transactions (Kangean and Rusdi, 2020). In 2021, a We Are Social survey was conducted, and it resulted in a change in people's behavior in the online shopping style, which led to a rapid increase in the use of E-Commerce applications in Indonesia, the increase experienced a growth of 88.1%. Indonesia itself is also a country that has the potential to buy and sell through good E Commerce, one type of E-Commerce that is currently popular in Indonesia is shopee. Shopee is an electronic trading center originating from Singapore under the SEA Group which is commonly known as Garena. The company was founded in 2009 by forest Li. The company was first inaugurated in Singapore in 2015, and since then the Shopee company has expanded their market share and network by establishing in several countries, especially in Southeast Asia, namely Malaysia, Thailand, Taiwan, Vietnam, the Philippines, and Indonesia. Shopee in Indonesia was founded in December 2015. After seven years from the establishment of shopee in Indonesia, this E-commerce has a positive track record for the people of Indonesia. Shopee E-commerce also provides an experience for consumers by presenting a variety of product information, such as fashion products, electronics, cosmetics, to many other products that can meet the daily needs of consumers. In the results of a survey conducted by jakpat, regarding Indonesian E-Commerce trends in August 2022. Where in the survey included 1,420 respondents in Indonesia. As for the survey, the criteria for their respondents are people who have one online shopping through E-Commerce in the first semester of 2022.

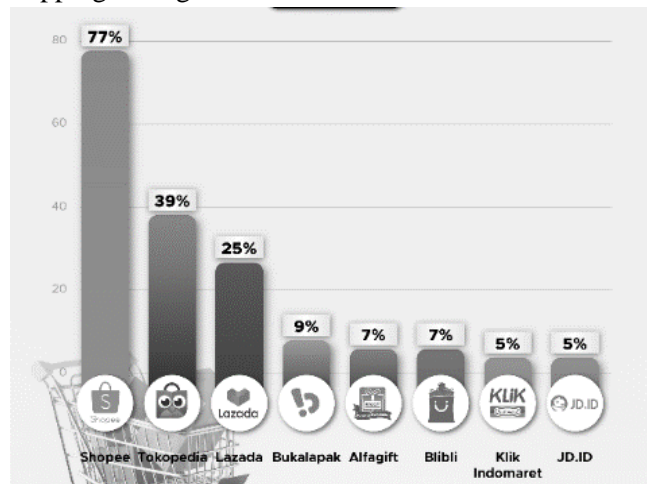


Figure 1.1 Indonesia's E-Commerce Platform of Choice

Source : GoodStats (2022)

In the survey results, it can be seen that Shopee managed to outperform seven other E-Commerce, namely Tokopedia, Lazada, Bukalapak, Alfagift, Blibi, Klik Indomaret and also JD ID. E-Commerce Shopee managed to get a percentage of 77 percent. these results have increased compared to the survey results conducted by jakpat in the previous period. Shopee's strategy in influencing their consumers can be said to have been successful because of the many E-Commerce in Indonesia this application managed to occupy the first position. Compared to the previous year, Shopee E-Commerce occupied the second position after the Tokopedia market place.

Toko Online	Pengunjung Web Bulanan	Ranking AppStore	Ranking PlayStore	Twitter	Instagram	Facebook	Jumlah Karyawan
1 Tokopedia	147.790.000	#2	#4	853.000	3.828.300	6.525.650	4.944
2 Shopee	126.996.700	#1	#1	6.038.000	7.757.940	21.855.970	12.192
3 Bukalapak	29.460.000	#6	#5	215.600	1.661.140	2.518.990	2.316
4 Lazada	27.670.000	#3	#2	430.000	2.975.370	31.364.410	4.126
5 Blibi	18.440.000	#8	#7	529.600	1.622.480	8.398.260	1.979
6 Bhinneka	6.996.700	#21	#17	67.100	42.280	1.036.230	487
7 Orami	6.260.000	n/a	n/a	5.820	6.040	351.770	211
8 Ralali	5.123.300	#26	n/a	2.880	41.160	91.390	176
9 JD ID	3.763.300	#7	#6	42.000	590.670	939.770	1.185
10 Zalora	3.366.700	#5	#8	n/a	720.090	7.989.080	580

Figure 1.1 Number of E-Commerce Visitors in Indonesia 2021

Source : Katadata (2021)

From the two figures above, it shows that the competition between E-Commerce in Indonesia is quite tight. But in the table above we can also conclude that Shopee has many users in Indonesia which makes Shopee also have a great opportunity for selling its products in the Marketplace. Launching from katadata.co.id, we can also observe Shopee's success through the increase in revenue which reached US \$ 1.5 billion, it can be said that Shopee experienced an increase in revenue of 64.4 percent. In addition, Shopee also felt an increase in gross transaction value of 38.7 percent in the amount of US \$ 17.4 billion. Forrest Li as the founder of this E-commerce also stated, "we recorded solid results across our businesses in the first quarter of 2022, despite the challenges compared to the same period last year." The increase in revenue is also undoubtedly due to the impact of the increase in purchase transactions on the shopee E-Commerce.

Purchasing decisions in this E-commerce are an important factor in the company, especially since the company has received a lot of positive responses from the Indonesian people, especially in 2021 to 2022, as evidenced by the increase in revenue and becoming the No. 1 E-Commerce in Indonesia. Many aspects influence consumers before carrying out product purchase decisions, consumers can generally consider a number of things before they make a purchase, for example brand ambassadors, sales promotion and brand awareness. Marketers must be able to enter the internal environment or external environment of target consumers to provide information. A method that can be used by companies is to form a brand ambassador. In today's era, it is undeniable that people's lives today in making purchasing decisions are

influenced by idols or trendsetters. Brand ambassadors are individuals who have a passion for the brand, can introduce, and even voluntarily provide insight regarding the brand (Faircloth, Capella and Alford, 2001). Observations carried out by Rani, Prijati (2022) show that brand ambassadors have a significant effect on purchasing decisions but Osak and Pasharibu (2020) and Amin and Yanti (2021) say that brand ambassadors have no effect on purchasing decisions.

Sales promotion is in the form of short-term incentives which support the purchase or sale of products (Kotler & Armstrong, 2008). The sales promotion implemented by E-Commerce Shopee tends to attract consumers, including providing discounts, free shipping, giving cashback and others. Research conducted by Taufiqurrahman (2022) states that sales promotion has an effect on purchase determination, but in observations carried out by Wardani, Manalu (2021) and Irawan, Kamil (2022) say sales promotion has no effect on purchase determination. When an industry launches a product on a new brand, one thing that needs to be observed is how the industry's method introduces the brand to its consumers. Brand awareness is the ability of potential buyers to understand and remember a brand that is an element of a product (Ramadayanti, 2019). Shopee seeks to form customer brand awareness through promotions to a number of electronic media such as television or other social media. In the observations of Naruliza and Suseno (2021), it is stated that brand awareness has an effect on purchase decisions while in observations carried out by Ardiansyah, Sarwoko Endi (2020) and Osak and Pasharibu (2020) stated that brand awareness has no effect on purchase decisions.

Referring to the background and through the results of previous research that is not the same, the researcher carries out observations about "The Effect of Brand Ambassadors, Sales Promotion and Brand Awareness on Purchasing Decisions at E-Commerce Shopee". In this observation refers to how the influence of Brand ambassadors, Sales Promotion and also Brand awareness for purchasing decisions at E-commerce Shopee. This phenomenon is based on if through the brand ambassador chosen by Shopee itself, then also how Shopee forms their promotional programs, as well as customer confidence for this Shopee brand to become the E-commerce of choice for customers.

Literature Review

This research focuses on how the influence of Brand ambassadors, Sales Promotion and also Brand awareness on purchasing decisions at E-commerce Shopee. This is motivated by the existence of a brand ambassador chosen by Shopee himself, then also how this Shopee makes their promotional programs, as well as consumer confidence in this Shopee brand as the E-commerce of choice for consumers. The target in this research is the users of E-commerce Shopee. By choosing the right brand ambassador, it can help consumers to remember brands that can control brand stability in an increasingly competitive business world, the choice of brand ambassador variables is also thought to have an influence on purchasing decisions (Prasetyo, 2016). In line with research conducted by Brestilliani and Suhermin (2020) that brand ambassadors have a positive and significant influence on purchasing decisions. The more attractive the promotions carried out by the company in an effort to attract consumers, the higher the opportunity for consumers to purchase products for that brand. This sales promotion variable has an influence on purchasing decisions (Selly et al., 2019). In line with research conducted by Wirakanda and Pardosi (2020) where the relationship between these variables shows a positive and significant influence between sales promotion on purchasing decisions. Consumer trust in a brand is also important so that companies are able to become the product of choice for consumers to meet their needs. This leads to the fact that brand trust that appears in the minds of consumers will lead to higher purchasing decisions for the products offered by these brands (Darmayanti et al, 2022). The high level of brand awareness owned by these customers has a similar relationship with the level of public trust as a consumer. This brand awareness will trigger a sense

of public trust as a customer for these customers to make purchasing decisions for that brand.

Methodology

This observation uses quantitative research which is intended to observe populations and samples, data collection using research instruments, quantitative and statistical data analysis which is used to carry out hypothesis testing that has been suspected by researchers (Sugiyono, 2013). This observation aims to observe how the influence of Brand ambassadors, Sales promotion, and Brand awareness for purchasing decisions in E-commerce Shopee.

Population is an area which generally includes objects or subjects which have quality and a characteristic determined by the researcher to be understood and later to be drawn conclusions (Sugiyono, 2017). In this observation, the population is the users of the Shopee E-Commerce application in Indonesia. Sugiono (2017) defines the sample to be an element in the total and nature of the collection of objects and subjects from a population. Determination of the total sample according to Hair et al., (1998), which depends on the total parameters multiplied by 5 to 10. In this observation there are 19 subsequent parameters multiplied by 7 ($19 \times 7 = 133$) which are rounded up as 150 respondents in order to get good observation findings. The sampling technique in this observation is obtained through the non-probability sampling method. Non-parity sampling is a sampling method that provides equal opportunities in each element (member) of the population so that it can be selected as a sample member (Genady, 2018). The sample used in this observation refers to the following criteria:

- a) Not less than 17 years old
- b) Have used E-commerce Shopee where domiciled in Indonesia.
- c) Running transactions on E-commerce Shopee last 1 month ago.

Independent variables or independent variables are variables which can influence or cause changes or the emergence of dependent variables (bound) (Sujarweni, 2015). The independent variables or independent variables (X) in this observation are brand ambassadors, sales promotion, and brand awareness. The dependent variable or dependent variable is the variable that is influenced or as a result of the independent variable (Sujarweni, 2015). The dependent variable or dependent variable (Y) in this observation is the purchase decision.

The operational definition of variables in the observation is a description of each independent and dependent variable which is used in the observation for its forming parameters. The operational definition of this research variable can be observed in Table 2.1 below:

Table 2.1 Summary of the Operational Definition of Research Variables

Variable	Definition	Indicators	Scale of Measurement
Brand Ambassador (X1)	Individuals or groups of people who display products/brands, have the expertise to provide insight into products/brands for the public, and can encourage customer purchasing decisions which make the industry can increase its sales.(Diawati et al., 2021)	a) Transference b) Congruence c) Visibility d) Credibility e) Attraction f) Power (Lea Greenwood, 2013)	Likert Scale
Sales Promotion (X2)	A direct appeal to customers through the media of a number of incentives which can be managed so that it can attract the attention of customers which	a) Coupons b) Priece deals c) Cash return offer d) Subscription rewards e) Combined promotions	Likert Scale

	makes product sales can increase (Priansa, 2017) (Rohmah and Lubis, 2018).		
Brand Awareness (X3)	A condition when a brand is in the minds of consumers, which can be used as a determinant in a number of categories and usually has a role to increase customer loyalty (Andriani, 2019).	a) Unware of brand b) Recognition c) Brand Recall d) Top Of Mind (Durianto, Dkk, 2004)	Likert Scale
Purchasing Decisions	The process of making a decision to make a purchase where the customer wants to make a definite purchase. (Kotler and Keller, 2012)	a) Need recognition b) Information search c) Alternative search d) Purchase decision e) Post-purchase activities (Kotler and Keller, 2016)	Likert Scale

Source : Primary data processed with SPSS 24, 2022

Validity and reliability tests were carried out to ensure that the observation tool was valid and reliable. The data analysis method is through verification of data obtained from respondents' responses. In this observation, standard hypothesis tests are carried out, for example, normality test, multicollinearity test. As well as heteroscedasticity tests and multiple linear tests, regression analysis. Coefficient of determination (Adjusted r-squared) for the F test and t test. Test data with the SPSS version 2022 application. The following is the regression equation in this observation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Hypothesis

H1 : Brand Ambassadors affects purchasing decisions.

H2 : Sales Promotion affects purchasing decisions.

H3 : Brand Awareness affects purchasing decisions.

Results and Discussion

Table 3.1 Validity Test Results

Variable	Item	r table	r count	Description
Brand Ambassador (X1)	X1.1	0,134	0,756	Valid
	X1.2	0,134	0,317	Valid
	X1.3	0,134	0,707	Valid
	X1.4	0,134	0,767	Valid
	X1.5	0,134	0,726	Valid
	X1.6	0,134	0,534	Valid
	X1.7	0,134	0,755	Valid
	X1.8	0,134	0,566	Valid
	X1.9	0,134	0,755	Valid
	X1.10	0,134	0,597	Valid
	X1.11	0,134	0,765	Valid
	X1.12	0,134	0,642	Valid
Sales Promotion (X2)	X2.1	0,134	0,418	Valid
	X2.2	0,134	0,461	Valid
	X2.3	0,134	0,613	Valid
	X2.4	0,134	0,637	Valid

	X2.5	0,134	0,656	Valid
	X2.6	0,134	0,655	Valid
	X2.7	0,134	0,641	Valid
	X2.8	0,134	0,500	Valid
	X2.9	0,134	0,611	Valid
	X2.10	0,134	0,514	Valid
Brand Awareness (X3)	X3.1	0,134	0,657	Valid
	X3.2	0,134	0,642	Valid
	X3.3	0,134	0,608	Valid
	X3.4	0,134	0,504	Valid
	X3.5	0,134	0,663	Valid
	X3.6	0,134	0,631	Valid
	X3.7	0,134	0,719	Valid
	X3.8	0,134	0,642	Valid
Purchasing Decision (Y)	Y1.1	0,134	0,518	Valid
	Y1.2	0,134	0,723	Valid
	Y1.3	0,134	0,694	Valid
	Y1.4	0,134	0,756	Valid
	Y1.5	0,134	0,684	Valid
	Y1.6	0,134	0,719	Valid
	Y1.7	0,134	0,717	Valid
	Y1.8	0,134	0,600	Valid
	Y1.9	0,134	0,703	Valid
	Y1.10	0,134	0,701	Valid

Source : Primary data processed with SPSS 24, 2022

From the data display table above, the validity test results show that all elements of the instrument and questions in the questionnaire in this observation are valid, which is displayed through the estimated r number > r table number 0.134.

Reliability Test

Table 3.2 Reliability Test Results

Variable	Cronbach's Alpha	Critical Value	Description
Brand Ambassador (X1)	0,887	0,700	Reliable
Sales Promotion (X2)	0,771	0,700	Reliable
Brand Awareness (X3)	0,789	0,700	Reliable
Purchasing Decision (Y)	0,872	0,700	Reliable

Source : Primary data processed with SPSS 24, 2022

Referring to the reliability test results in the table above, for all X (independent) variables, it is said that all tools in this observation are reliable because the Cronbach's Alpha value in this observation is > 0.700.

Classical Assumption Test

Normality Test

Table 3.3 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.63590918
Most Extreme Differences	Absolute	.080

	Positive		.056
	Negative		-.080
Test Statistic			.080
Asymp. Sig. (2-tailed)			.020 ^c
Monte Carlo Sig. (2-tailed)	Sig.		.281 ^d
	99% Confidence Interval	Lower Bound	.270
		Upper Bound	.293

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Source : Primary data processed with SPSS 24, 2022

Referring to table 3.3, the Normality Test results can be observed if the Monte Carlo Sig value. (2-tailed) is Sig. 0.281 which makes it above the significance = 0.05. The results of the normality test can show that the data in this observation is normally distributed because it has a Monte Carlo Sig. (2-tailed) value of 0.281 which is higher than the significance value = 0.05.

Multicollinearity Test

Table 3.4 Multicollinearity Test Results

Coefficients ^a		Collinearity Statistics Tolerance		VIF
Model				
1	<i>Brand_Ambassador</i>	.620		1.612
	<i>Sales_Promotion</i>	.607		1.648
	<i>Brand_Awareness</i>	.584		1.712

a. Dependent Variable: Keputusan_Pembelian

Source : Primary data processed with SPSS 24, 2022

Referring to table 3.4 Multicollinearity Test Results in this observation can be observed if the tolerance value on the Brand Awareness variable becomes X1 (0.620 > 0.10). Sales Promotion becomes X2 (0.607 > 0.10), Brand Awareness becomes X3 (0.584 > 0.10). While the VIF number on the Brand Ambassador variable becomes X1 (1.612 < 10). While the VIF number for the Sales Promotion variable becomes X2 (1.648 < 10). And the VIF number for the Brand Awareness variable becomes X3 (1,712 < 10). The results of the Multicollinearity Test in this observation show that there is no multicollinearity in the data used in this observation.

Heteroscedasticity Test

Table 3.5 Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.467	5.858		1.445	.161
	x1	-.051	.098	-.169	-.514	.612
	x2	.015	.117	.024	.126	.900
	x3	-.127	.195	-.214	-.649	.523

a. Dependent Variable: RES2

Source : Primary data processed with SPSS 24, 2022

The results of the Heteroscedasticity Test in this observation can be observed when the sig number of the Brand Ambassador variable becomes X1 (0.612 > 0.05), Sales Promotion becomes X2 (0.900 > 0.05), Brand Awareness becomes X3 (0.523 > 0.05). The three independent variables (X) have a significance above (>) from 0.05. The results of the heteroscedasticity test in this observation show that there is no heteroscedasticity in the data used in this observation.

Multiple Linear Regression Analysis Test

Table 3.6 Multiple Linear Regression Analysis Test

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.079	3.103		.670	.504
	Brand_Ambassador	.134	.057	.169	2.335	.021
	Sales_Promotion	.366	.089	.301	4.117	.000
	Brand_Awareness	.507	.098	.385	5.166	.000

a. Dependent Variable : Purchasing Decision

Source : Primary data processed with SPSS 24, 2022

The regression equation used to observe the effect of service quality, trust, and customer satisfaction variables on customer loyalty is:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + e$$

$$Y = 2,079 + 0,134x_1 - 0,366x_2 + 0,507x_3 + e$$

Referring to the results of multiple linear regression analysis tests which are displayed in table 3.6 Multiple Linear Regression Analysis Test Results display when:

1. The regression coefficient on the Brand Ambassador variable (X1) displays a number of 0.134. These results show that the Brand Ambassador variable (X1) can have an influence on the Purchase Decision variable 0.134. This means that if the brand ambassador variable increases by 1%, the purchasing decision can increase by 13%, assuming that the other independent variables have a constant value.
2. The regression coefficient of the Sales Promotion variable (X2) displays a number of 0.366. These results show that the Sales Promotion (X2) variable can have an influence on the Purchasing Decision variable 0.366. This means that if the sales promotion variable increases by 1%, the purchase decision can increase by 37%, assuming that the other independent variables have a constant value.
3. The regression coefficient of the Brand Awareness variable (X3) displays a number of 0.507. These results show that the Brand Awareness (X3) variable can have an influence on the Purchase Decision variable 0.507. This means that if the brand awareness variable increases by 1%, the purchase decision can increase by 51%, assuming that the other independent variables have a constant value.

F Test

Table 3.7 F Test Result

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2189.578	3	729.859	54.098	.000 ^b
	Residual	1969.755	146	13.491		
	Total	4159.333	149			

a. Dependent Variable: purchasing Decision

b. Predictors: (Constant), Brand_Awareness, Brand_Ambassador, Sales_Promotion

Source : Primary data processed with SPSS 24, 2022

Based on the F test results displayed in table 3.8, the F test results show that the probability number in the F test is 0.000 less than (<) the significance value (α) which is 0.05. These results show that H_a is accepted and H_o is rejected, which means that the Brand Ambassador, Sales Promotion, and Brand Awareness variables have a simultaneous or joint influence on purchasing decisions. The F test results also show that the calculated F number of 54.098 is above (>) the F table of 2.660 which makes these results show that H_o is rejected and H_a is accepted. The results of the F test through a comparison of the F count and F table have comparable results to the results of the F test through a comparison of the significance probability number 0.05 which makes the results of the F test show that the Brand Ambaadasador, Sales Promotion, and Brand Awareness variables together or simultaneously affect the purchasing decisions of Shopee E-Commerce consumers.

T Test

Table 3.8 T Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.079	3.103		.670	.504
Brand_Ambassador	.134	.057	.169	2.335	.021
Sales_Promotion	.366	.089	.301	4.117	.000
Brand_Awareness	.507	.098	.385	5.166	.000

a. Dependent Variable: Purchasing Decision

Source : Primary data processed with SPSS 24, 2022

The t test is carried out through a comparison of the calculated t numbers which are obtained in the table above through the t table of 0.05 significance and degrees of freedom (df) = $n-k = 150-4 = 146$. Through this determination, a t table of 1.9762 is obtained. The Brand Ambassador variable has a t count of 2.335 above (>) the t table number 1.9762 and a significance number of 0.021 less than (<) the significance value (0.05). These results show that the Brand Ambassador variable partially gives an influence of 4,117 above (>) the t table number 1.9762 and a significance number of 0.00 less than (<) the significance number (0.05). These results show that the Sales Promotion variable partially influences the Purchasing Decision variable. The Brand Awareness variable has a t count of 5.166 above (>) the t table number 1.9762 and a significance number of 0.00 less than (<) the significance number (0.05). These results show that the Brand Awareness variable partially influences the Purchasing Decision variable. These results show that the Brand Ambassador, Sales Promotion, and Brand Awareness variables partially influence purchasing decisions.

Test Coefficient of Determination (Adjusted R Square)

Table 3.9 Test Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 ^a	.526	.517	3.67307

a. Predictors: (Constant), Brand_Awareness, Brand_Ambassador, Sales_Promotion

Source : Primary data processed with SPSS 24, 2022

Referring to the results of the coefficient of determination test displayed in table 4.20, the results of the Determination Coefficient Test show that the Adjusted R Square number is 0.517 or 51.7 percent. These results mean that if the independent variable (X), namely Brand Ambassador becomes X_1 , Sales

Promotion becomes X2, Brand Awareness becomes X3 can describe the dependent variable (Y), namely the purchase decision of 51.7 percent while the other 48.3 percent is explained through independent variables outside of this observation.

Discussion

Referring to the results of data processing using multiple linear regression analysis through the t test in this observation, it displays the influence of the brand ambassador variable on purchasing decisions in Shopee e-commerce. The influence of the brand ambassador variable for this purchase decision can be displayed through the significance value in the brand ambassador variable displaying a significance number of 0.021 below (<) the significance percentage of 0.05 at the t count of 2.335 above (>) the t table number 1.9762, it means that there is a positive influence between the brand ambassador variable for purchasing decisions in shopee e-commerce. These results show that for consumers, the brand ambassador chosen from the E-Commerce shopee for consumers is important because it can shape consumers to be loyal to E-commerce Shopee. The positive correlation shows that the more skillful the brand ambassador is to provide insight into the product and can encourage customers to carry out purchasing decisions, the more efficient it is to increase purchasing decisions for customers. The findings of this observation are the same as the observations carried out previously by Rani & Prijati (2022), and also Sebastian & Wardana (2022) which mention that Brand Ambassadors have a major role in influencing purchasing decisions.

Referring to the results of data processing using multiple linear regression analysis through the t test in this observation, it displays the influence of the Sales Promotion variable on purchasing decisions at E-commerce Shopee. The influence of the sales promotion variable for purchasing decisions can be displayed through the significance value in the variable of 0.00 below (<) the significance percentage of 0.05 through the t count of 4.117 above (>) the t table number 1.9762, it means that there is a positive influence between the sales promotion variable for purchasing decisions in E-commerce shopee. These results show that for consumers sales promotion is the main reason because it can make customers to carry out purchase transactions at E-commerce Shopee. The positive correlation shows that the more effective the form of direct appeal to customers through a number of media incentives and also attracts attention carried out by E-commerce shopee for consumers, the more it can increase the purchasing decisions of consumers. The results of this observation are in line with observations previously carried out by Ricki (2020), and also Yuvita, et al (2019) which show that sales promotion has an influence on purchasing decisions.

Referring to the results of data processing using multiple linear regression analysis through the t test in this observation, it displays the influence of the Brand Awareness variable on purchasing decisions at E-commerce Shopee. The influence of the Brand Awareness variable for this purchase decision can be displayed through the significance number in the Brand Awareness variable of 0.00 below (<) the significance percentage of 0.05 through the t count of 5.166 above (>) the t table number 1.9762, it means that there is a positive influence on the brand awareness variable with the purchasing decision variable at E-Commerce Shopee. These results show that for consumers, the brand awareness provided by E-commerce Shopee is the main reason because it can increase consumer purchasing decisions at E-Commerce Shopee. The positive correlation shows that the more consumers understand and remember shopee e-commerce, the more purchasing decisions can be made. The findings of this observation are also in line with the observations carried out by Naruliza & Suseno (2021) and Ansari et al (2019) which mention that Brand Awareness has an important role to influence Purchasing Decisions.

Conclusion

Brand Ambassadors are proven to have a positive influence on purchasing decisions in shopee e-commerce. This phenomenon means that if brand ambassadors can increase purchasing decisions in shopee e-commerce. The direction of the positive correlation in the brand ambassador variable for purchasing decisions displays that if there is a 1% increase in brand ambassadors, it can add 13% to purchasing decisions assuming other independent variants have a stable value. Sales promotion is proven to have a positive influence on purchasing decisions in shopee e-commerce. This phenomenon means that if sales promotion can increase purchasing decisions in shopee e-commerce. The direction of the positive correlation between the sales promotion variable for purchasing decisions displays that if there is a 1% increase in sales promotion, it can add 37% to purchasing decisions, assuming other independent variables have a stable value. Brand awareness is proven to have a positive influence on purchasing decisions in E-Commerce shopee. This phenomenon means that if brand awareness can increase purchasing decisions. The direction of the positive correlation between brand awareness variables for purchasing decisions displays that if there is a 1% increase in brand awareness, it can add 51% to purchasing decisions, assuming other independent variables have a stable value.

In carrying out this observation, there are still a number of shortcomings and limitations, for example, aspects that can influence the purchasing decisions of E-Commerce Shopee consumers as a whole cannot be conveyed by the author, but the author hopes that this observation can contribute to all parties. Referring to the results of observations, discussions and conclusions obtained, the authors provide suggestions for E-Commerce Shopee and for subsequent researchers, namely as follows: a) The influence of this Brand Ambassador tends to be useful for an industry to attract the attention of a number of consumers, so that the shopee E-Commerce industry can continue to embrace more public figures to become brand ambassadors; b) The influence of Sales Promotion is quite important and must always be observed because for a promotion industry it tends to be important to attract more consumers to carry out purchasing decisions, so that many consumers will be interested in carrying out purchasing transactions if the promotions carried out are attractive to consumers; c) E-commerce shopee should, in order to increase brand awareness, be able to observe how big the effect of these variables is so that in order to get optimal results to increase purchasing decisions, the industry must keep competing with similar industries; and d) For the next researcher, it is hoped that he can use other variables outside the variables in this observation, namely brand ambassadors, sales promotion, and brand awareness so that other aspects can be known which can have an influence on Shopee, such as: brand image and consumer confidence. The next researcher can also carry out an increase in the total sample of respondents considering that this observation only uses a sample of 150 so that the hope is that the next researcher can provide research results that tend to be optimal.

Author's Contribution

All authors have contributed to the final manuscript. The contributions of each author are as follows, Oky Pujianto; collecting data, drafting manuscripts and drafting drawings, drafting key conceptual ideas and Andhatu Achsa and Ivo Novitaningtyas provided excellent guidance and provided critical revisions of articles. All authors discussed the results and contributed to the final manuscript.

Acknowledgements

Mr. Andhatu Achsa S.E. M.M. as Directing Lecturer I, and Mrs. Ivo Novitaningtyas, S.Par., M.M. as Directing Lecturer II who has provided guidance, direction, encouragement to the author so that the preparation of this article goes well

Declaration of Competing Interest

The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Reference

- Andriani, D. (2019) 'Pengaruh Brand Awareness Dan Brand Image Marketplace Deni Andriani Program Studi Manajemen'. Available at: <https://doi.org/10.2568/yum.v5i1.1602>.
- Ansari, S., Ansari, G., Ghorri, M. U., & Kazi, A. G. (2019). Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision. *Journal of Public Value and Administration Insights*, 2(2), 5–10. <https://doi.org/10.31580/jpvai.v2i2.896>
- Amin, A. M., & Yanti, R. F. (2021). Pengaruh Brand Ambassador, E-WOM, Gaya Hidup, Country Of Origin dan Motivasi Terhadap Keputusan Pembelian Produk Skincare Korea Nature Republic. *INVEST: Jurnal Inovasi Bisnis Dan Akuntansi*, 2(1), 1-14.
- Ardiansyah, F., & Sarwoko, E. (2020). How social media marketing influences consumers purchase decision: A mediation analysis of brand awareness. *JEMA: Jurnal Ilmiah Bidang Akuntansi Dan Manajemen*, 17(2), 156-168.
- Brestilliani, L., & Suhermin, S. (2020). Pengaruh Brand Awareness, Brand Ambassador, dan Harga terhadap Keputusan Pembelian Online Pada Marketplace Shopee (Studi Pada Mahasiswa Stiesia). *Jurnal Ilmu Dan Riset Manajemen (JIRM)*, 9(2).
- Darmayanti, N. P. D., Kawiana, I. G. P., & Suartina, I. W. (2022). Pengaruh Bauran Pemasaran dan Brand Trust Terhadap Keputusan Pembelian. *WidyaAmrita: Jurnal Manajemen, Kewirausahaan dan Pariwisata*, 2(1), 258-270.
- Diawati, P. *et al.* (2021) 'Pengaruh brand ambassador dan viral marketing terhadap proses keputusan pembelian pada konsumen marketplace', *JPPi (Jurnal Penelitian Pendidikan Indonesia)*, 7(4), p. 560. Available at: <https://doi.org/10.29210/020211245>.
- Durianto, Darmadi,dkk. 2001. Strategi Menaklukan Pasar Dengan Melalui Riset Ekuitas Dan Perilaku Merek. Jakarta : Gramedia Pustaka Utama (E-Books)
- Faircloth, J.B., Capella, L.M. and Alford, B.L. (2001) 'The Effect of Brand Attitude and Brand Image on Brand Equity', *Journal of Marketing Theory and Practice*, 9(3), pp. 61–75. Available at: <https://doi.org/10.1080/10696679.2001.11501897>.
- Farhani, H., Raihan, R. and Sekarini, R.A. (2022) 'Pola Konsumsi Generasi Milenial Dalam Belanja Online (E-Commerce) Pada Masa Pandemic Covid 19', *Kinerja*, 4(1), pp. 32–40. Available at: <https://doi.org/10.34005/kinerja.v4i1.1700>.
- Hair, J.F., Jr., R.E. Anderson, R.L., Thatam & W.C. Black. 1998. *Multivariate Data Analysis*. ed. Englewood Cliffs. NJ: Prentice Hall
- Istiani, N. and Islamy, A. (2020) 'Fikih Media Sosial Di Indonesia', *Asy Syar'Iyyah: Jurnal Ilmu Syari'Ah Dan Perbankan Islam*, 5(2), pp. 202–225. Available at: <https://doi.org/10.32923/asy.v5i2.1586>.
- Irawan, I. A., & Kamil, I. (2022). Keputusan Pembelian Pada Marketplace Tokopedia Ditinjau Dari Pengaruh Faktor Promosi Penjualan, Brand Image, Dan Harga. *Jurnal Perspektif Manajerial dan Kewirausahaan (JPMK)*, 2(2), 9-18.
- Kangean, S. and Rusdi, F. (2020) 'Analisis Strategi Komunikasi Pemasaran dalam Persaingan E-Commrece di Indonesia', *Prologia*, 4(2), p. 280. Available at: <https://doi.org/10.24912/pr.v4i2.6504>.
- Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip pemasaran* (Vol. 1, No. 2). Jilid.
- Kotler, P., dan Keller, K.L. (2012). *Marketing Management*. New Jersey : Pearson Education, Inc.
- Lea-Greenwood, Gaynor. 2012. *Fashion Marketing Communications E-book*. Somerset, NJ, USA: Wiley.
- Milaković, Kursan I. (2021) 'Purchase experience during the COVID-19 pandemic and social cognitive theory: The relevance of consumer vulnerability, resilience, and adaptability for purchase satisfaction and repurchase', *International Journal of Consumer Studies*, 45(6), pp. 1425–1442. Available at: <https://doi.org/10.1111/ijcs.12672>.

- Naruliza, E., & Suseno, R. (2021). Pengaruh Digital Marketing Dan Brand Awareness Terhadap Keputusan Pembelian Pada Tokopedia Di Kota Palembang. *Jemasi: Jurnal Ekonomi Manajemen Dan Akuntansi*, 17(1), 97-108.
- Osak, D. J., & Pasharibu, Y. (2020). Pengaruh Brand Ambassador Dan Tagline Terhadap Keputusan Pembelian Online Dengan Mediasi Brand Awareness. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 9(2020), 357-380.
- Prasetyo, P.E. (2016) 'BRAND AMBASSADOR DAN PENGARUHNYA TERHADAP KEPUTUSAN PEMBELIAN YANG DIMEDIASI OLEH CITRA MEREK', *Nature Methods*, 7(6), p. 2016. Available at: <http://www.ncbi.nlm.nih.gov/pubmed/26849997><http://doi.wiley.com/1>
- Priansa, DJ. (2017). Komunikasi Pemasaran Terpadu. Bandung: Pustaka Setia
- Ramadayanti, F. (2019) 'Peran Brand Awereness terhadap Keputusan Pembelian Produk', *Jurnal Studi Manajemen dan Bisnis*, 6(2), pp. 111–116. Available at: <https://doi.org/10.21107/jsmb.v6i2.6690>.
- Rani, E. M., & Prijati, P. (2022). PENGARUH BRAND AMBASSADOR, BRAND IMAGE DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN ONLINE SHOP SHOPEE. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 11(8).
- Rohmah, M. and Lubis, E.E. (2018) 'Pengaruh Promosi Penjualan Terhadap Keputusan Pembelian Konsumen Pada Situs Jual Beli Online Elevenia', *Jurnal E-Komunikasi*, 5(2), pp. 1–13. Available at: <https://jom.unri.ac.id/index.php/JOMFSIP/article/view/21536/0>.
- Selly, S. *et al.* (2019) 'Pengaruh Iklan Dan Promosi Penjualan Terhadap Keputusan Pembelian Konsumen Pada Situs Belanja Online Lazada (Studi Kasus Pada Mahasiswa Semester Vi Program Studi Sarjana Manajemen Stie Sultan Agung)', *SULTANIST: Jurnal Manajemen dan Keuangan*, 7(1), pp. 46–55. Available at: <https://doi.org/10.37403/sultanist.v7i1.136>.
- Sebastian, I. Y., Wardana, K. A., & Lestari, S. P. (2022). Pengaruh Brand Ambassador BTS dan Brand Trust terhadap Brand Image Tokopedia: Survei pada Masyarakat Pemgguna Marketplace Tokopedia di Kabupaten Ciamis. *ULIL ALBAB: Jurnal Ilmiah Multidisiplin*, 1(9), 3036-3041.
- Sugiyono. (2013). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Alfabeta.CV
- Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung : Alfabeta, CV.
- Sujarweni, V. Wiratna. 2015. Metodologi Penelitian Bisnis Dan Ekonomi, 33. Yogyakarta: Pustaka Baru Press.
- Wardani, R. K., & Manalu, M. (2021). Pengaruh marketing mix terhadap keputusan pembelian pada marketplace shopee. *JURNAL EKONOMI, SOSIAL & HUMANIORA*, 3(04), 88-95.
- Wirakanda, G. G., & Pardosi, A. (2020). Pengaruh Sales Promotion terhadap keputusan pembelian (studi kasus di Blibli. com). *Pro Mark*, 10(1).