

The Influence of Brand Ambassadors on Impulse Buying and Brand Trust As Intervening on Azarine Products Through Shopee E-Commerce

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Abstract

The purpose of this study is to identify the impact of brand ambassadors on impulse buying behavior through brand trust as an intermediary. The approach used in this study is a quantitative method by collecting data through the distribution of questionnaires to respondents through social media direct messages. The research was conducted on 300 female respondents who live in several regions of Indonesia, namely Lampung, Jabodetabek, West Java and Jogja and have purchased Azarine products. The sample was taken by non probability sampling using online purposive sampling method. The data collected was then analyzed using the SmartPLS 3.2.9 analysis tool using the Structural Equation Modeling (SEM)-PLS method. The findings of the study indicate a positive and significant effect of brand ambassadors on impulse buying behavior, with brand trust acting as a mediator.

Keywords : Brand Ambassador, Brand Trust, Impulse Buying, E-commerce

1. INTRODUCTION

The advancement of technology has significantly altered people's lifestyles (Purnama & Putri 2021). Particularly in Indonesia, the surge in e-commerce has prompted merchants to embrace online platforms for transactions (Rahayua & Daya 2015). Indonesia ranks fifth globally in online shopping, with Shopee emerging as the leading platform (Databooks 2023). In this digital era, marketing strategies, especially those involving brand ambassadors and trust-building efforts, play a pivotal role (Heryanti 2022).

The beauty sector in Indonesia is flourishing, largely influenced by the rising popularity of Korean culture (Jeong, Lee, & Lee 2017). This phenomenon has spurred a global interest in Korean skincare practices, inspiring local brands to follow suit (A Suwuh, Kindangen, & Saerang 2022). Skin and body care products are now considered essential (Wardani, Kriestian, & Adhi 2022). Companies leverage famous personalities as brand ambassadors to capitalize on their popularity and credibility (Rahman, Afwa, & Agusven 2022). Azarine, a skincare brand in Indonesia, has seen success by aligning with Korean celebrity Lee Min Hoo as their brand ambassador, effectively leveraging his influence to build consumer trust #AzarineXLeeMinHoo announcement on Instagram and expanding their market through Shopee.

While utilizing brand ambassadors can yield positive outcomes, criticism from detractors poses risks to brand trust (Pratami & Sari 2020). Azarine must tread carefully to mitigate adverse effects on consumer confidence, particularly addressing any rumors regarding product quality promptly and transparently (Kankam & Charnor 2023). By providing laboratory test results and consumer reviews, Azarine reinforces trust and influences repurchase decisions based on product experience.

In the realm of beauty products, trust in quality, safety, and effectiveness significantly impacts repurchase behavior (Bernarto et al. 2020). Azarine successfully stimulates impulse purchases through brand ambassadors and online engagement, thereby bolstering consumer trust and fostering repeat sales (Chalil 2021). Maintaining a positive brand reputation is crucial for attracting and retaining customers, as negative perceptions can erode consumer confidence (Putri et al. 2021).

This study aims to examine the impact of brand ambassadors on impulse buying behavior, with brand trust serving as a mediating factor.

2. LITERATUR REVIEW

2.1 Marketing

According to (Kotler & Keller, 2021) Marketing management involves a combination of scientific skills and knowledge to set target markets, and acquire, retain, and increase the number of customers through efforts to create and deliver superior values to consumers. According to (Indrasari 2019), Marketing Management involves evaluating, strategic planning, and implementing marketing initiatives to achieve company goals effectively and efficiently. It is also a system for evaluating, designing strategies, implementing, and supervising programs in organizations aimed at driving transactions, building relationships, and generating profits.

2.2 Brand Ambassador

According to (Wang & Hariandja 2016) Brand ambassadors help strengthen the emotional bond between the brand/company and consumers, which in turn improves product perception and positively influences purchase decisions and product usage. Measuring the personality of a brand ambassador is considered a method of determining their suitability for the brand, as it helps in assessing the credibility of the company (Alamsyah et al. 2020). The utilization of brand ambassadors in the business sphere has become a common practice to increase the attractiveness of product brands, with the hope of attracting consumer interest in buying marketed products (Musyadat Cholil, 2023).

According to (Royan 2004 in Firmansyah, 2023) to evaluate brand ambassadors can use the following indicators:

1. Attraction: The phenomenon of attraction arises when consumers are impressed by the appeal and influence of a prominent figure, which triggers their interest in buying the product. These aspects of attraction can be categorized into two parts, namely personal appeal and similarity.
2. Trustworthiness: This idea relates to the extent of reliance and trust in individuals who have high credibility.
3. Expertise: Expertise refers to the knowledge, practical understanding, or skills possessed by an advocate in relation to the objective to be achieved. When selecting brand ambassadors, product marketers need to consider these factors, as they can have an effect on the effectiveness of the support they provide.

2.3 Brand Trust

Brand trust is the perception that consumers or the public have of a brand, which reflects the results of the assessment of the brand (Pandiangan, Masiyono, & Dwi Atmogo 2021). Brand trust is built through consistency and confidence, requiring a high level of consistency across all aspects of the business, including price and value (Alhaddad 2015). Brand trust is formed & strengthened through consumers' direct experience with the brand (KOÇAK ALAN & KABADAYI 2012).

Menurut (Fatih Geçti & Hayrettin Zengin in Firmansyah, 2023) there are three indicators of brand trust, namely:

1. Trust in a company brand
 - Many individuals are familiar with the brand.
 - Many people are familiar with the brand.
2. This product guarantees brand safety
 - Copying a brand is a difficult task.
 - Brands are legally protected.
3. This company can be trusted for brand integrity
 - Product advantages.
 - Safety of the product.

2.4 Impulse Buying

According to (Chen & Zhang 2015) after investigating research related to impulse buying and the factors that influence the phenomenon, this study integrates information about the factors that influence impulse buying online, especially in the context of online shopping in the real world. Impulse buying refers to the large number of purchases made without prior planning, appearing suddenly, motivated by a strong urge, happiness, and a feeling of pleasure in the moment (Abdelsalam et al. 2020). There are two components of impulse buying: cognitive and emotional (Verplanken & Herabadi, 2001 in Pandrianto et al., 2020). Conflicts that arise in individual cognition are the focus of the cognitive component, which includes :

- Cannot evaluate the purchase of a product without taking into account its price and benefits.
- Not comparing the desired item with a more useful item.

While the emotional component concentrates on the emotional state of the consumer, such as :

- The urge to make an immediate purchase.
- After the purchase, happiness and satisfaction dominate.

2.5 E-commerce

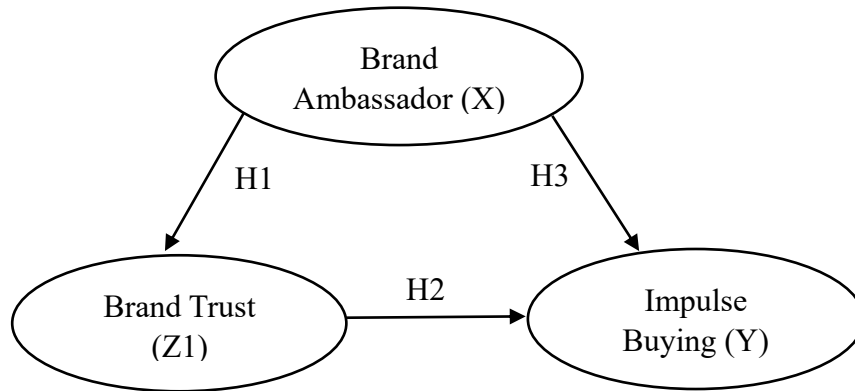
E-commerce involves the utilization of electronic communication and digital information processing technologies in business transaction activities (Jain, Malviya, & Arya 2021). The success of e-commerce is often determined by efficient marketing strategies, ease of use of websites, security of payment methods, and reliability of software (Ujung, Adisa, & Nurbaiti 2023). The goal is to create, transform, and remodel relationships in creating value, both between organizations, between individuals, and between organizations and individuals (Gupta 2014).

According to (Anggraeni et al., 2022) E-commerce is divided into six groups, as follows :

- *Business to Business (B2B)*
- *Business to Consumer (B2C)*
- *Consumer to Consumer (C2C)*
- *Consumer to Business (C2B)*

- *Business to Public Administration (B2A)*
- *Consumer to Public Administration (C2A)*

3. RESEARCH FRAMEWORK



Research hypothesis :

H1 : Brand Ambassador affects Brand Trust

A brand ambassador is a visual representation of the brand, reflecting the impression of the brand in the consumer's mind which reflects the consumer's ability to identify the brand in different situations. Brand awareness describes how easily a brand can be recognized by potential consumers (Maharani & Widodo 2023). Consumer trust in a brand can grow through the efforts of brand ambassadors in influencing consumer interest through various promotional programs such as cooperation with brand ambassadors (Aisyah 2023). Brand ambassadors can also increase emotional H1 H3 H2 Brand Ambassador (X) Impulse Buying (Y) Brand Trust (Z1) attachment between brands and consumers, building trust that influences purchasing decisions (Sa'adah & Mardhotillah 2023).

H2 : Brand Ambassador affects Impulse buying

The presence of a brand ambassador can change the way consumers perceive a brand or product, resulting in a strong and emotional urge to immediately purchase the product he or she is promoting. This often triggers impulse buying behavior among affected consumers (Chen et al. 2021). A strong association between the brand ambassador and the product increases consumer trust, increasing the likelihood of impulse purchases (Siburian & Anggrainie 2022). An effective strategy is to choose brand ambassadors who are credible and in line with the brand values (Wirasti, Puspita, & Gunandi 2023).

H3 : Brand Trust affects Impulse Buying

Trust can be interpreted as a consumer's evaluation of the loyalty and morality of a brand (Suhyar & Pratminingsih 2023). The level of trust in a brand can strengthen the tendency to make impulse purchases because basically, before buying, consumers tend to analyze the products to be purchased. (Adriansyah & Rahman 2022). By building trust among customers, businesses have the potential to increase loyalty and consumption of the products or services offered (Aprilian, Putri, & Furkan 2023).

4. RESEARCH METHODS

This research uses a quantitative approach with a focus on associative methods. The purposive sampling approach was chosen because of the difficulty in determining the exact existence of the sample, so that the sample selection was carried out based on certain criteria. This research was conducted in several regions of Indonesia, namely Lampung, Jabodetabek, West Java and Jogja with the object of research, namely consumers of Azarine products. The research sample was obtained through a questionnaire designed by considering the criteria and research needs, using purposive sampling technique. The data collected will be analyzed using the Partial Least Square (PLS) - Structural Equation Modeling (SEM) method, with a total of 300 respondents. The selection of SEM-PLS is considered because of its ability to test predictive relationships between variables and examine the influence between variables used in this study.

5. RESULTS AND DISCUSSION

5.1 Validity and Reliability Test

Table 1. Convergent Validity Result

Indicator	Brand Ambassador	Brand Trust	Impulse Buying
BA1.1	0.824		
BA1.2	0.817		
BA1.3	0.796		
BA1.4	0.821		
BA1.5	0.841		
BA1.6	0.796		
BA1.7	0.816		
BA1.8	0.790		
BT2.1		0.798	
BT2.2		0.751	
BT2.3		0.767	
BT2.4		0.795	
BT2.5		0.846	
BT2.6		0.861	
IB3.1			0.843
IB3.2			0.876
IB3.3			0.782
IB3.4			0.837

The Outer Loading above has a value > 0.7 so that the above indicators can be said to be valid. After processing the data on outer loading, further processing is carried out on the AVE value and the following results are obtained :

Table 2. Average Variance Extracted Result

Variabel	AVE	Nilai Krisis	Evaluasi Model
Brand Ambassador	0.661	$>0,5$	VALID
Brand Trust	0.646		VALID
Impulse Buying	0.698		VALID

The AVE value can be said to be valid if it has a value > 0.5 (Sholihin and Ratmono 2020). The table above shows that all variables have an AVE value > 0.5 so that all variables meet the convergent validity requirements and are said to be valid.

Table 3. Discriminat Validity Result

Indicator	Brand Ambassador	Brand Trust	Impulse Buying
BA1.1	0.824	0.542	0.545
BA1.2	0.817	0.623	0.460
BA1.3	0.796	0.571	0.516
BA1.4	0.821	0.594	0.421
BA1.5	0.841	0.637	0.482
BA1.6	0.796	0.622	0.614
BA1.7	0.816	0.598	0.492
BA1.8	0.790	0.543	0.361
BT2.1	0.567	0.798	0.542
BT2.2	0.581	0.751	0.555
BT2.3	0.586	0.767	0.423
BT2.4	0.594	0.795	0.445
BT2.5	0.563	0.846	0.601
BT2.6	0.629	0.861	0.561
IB3.1	0.446	0.445	0.843
IB3.2	0.452	0.469	0.876
IB3.3	0.481	0.524	0.782
IB3.4	0.599	0.680	0.837

The discriminat validity criteria table above is met by the estimated constructs. So that the square root value of the AVE of each indicator is greater than the correlation value between variables, so that the indicators used have met the requirements.

Table 4. Fornell-Lacker Criterion Result

	Brand Ambassador	Brand Trust	Impulse Buying
Brand Ambassador	0.813		
Brand Trust	0.729	0.804	
Impulse Buying	0.605	0.652	0.835

The value owned by the variable itself is greater than the variable. This shows that the Fornell Lacker has been fulfilled and is said to pass the requirements

Table 5. Reliability Test Result

Variables	Composite Reliability	Critical Value	Cronbach's Alpha	Critical Value	Model Evaluation
Brand Ambassador	0.940	$>0,7$	0.927	$>0,7$	Reliable
Brand Trust	0.916		0.890		
Impulse Buying	0.902		0.857		

From the table above, it can be said that the value of composite reliability and Conbach Alpha's has a value > 0.7 so it is concluded that the data is reliable.

6. HYPOTHESIS TEST

The hypothesis is a temporary answer to the formulation of research problems, where the formulation of research problems has been stated in the form of a question sentence (Sugiyono 2019). Hypothesis testing in this study uses the t-statistic test with the aim of assessing whether there is an effect of the independent variable on the dependent variable. The relationship that has been formulated in the hypothesis will be tested using the bootstrapping method. The research hypothesis is considered accepted if the t-statistic value is greater than the t-table value at the 5% error rate, which is 1.960.

In testing the hypothesis, the t-statistic value must be compared with the t-table value. (t_0) with the t-table value with the following hypothesis acceptance conditions :

1. If the value $t_0 \geq (t_\alpha)$, then H_0 rejected and H_a accepted.
2. If the value $t_0 \leq (t_\alpha)$, then H_0 is accepted and H_a rejected.

Table 6. Hypothesis Test Results

Hypothesis	Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
H1	Brand Ambassador -> Brand Trust	0.729	0.730	0.038	19.443	0.000	Positive and significant
H2	Brand Ambassador -> Impulse Buying	0.276	0.274	0.079	3.482	0.001	Positive and significant
H3	Brand Trust -> Impulse Buying	0.451	0.457	0.075	5.994	0.000	Positive and significant

Based on the results of the indirect effect test in the table shows that:

H1 : Based on the results of testing the first hypothesis (H1), it can be stated that the brand ambassador variable has a positive and significant effect on the brand trust variable. This statement is obtained based on the original sample value of the first hypothesis testing results, which is 0.729, the t-statistic value obtained of 19.443 is greater than the t-table value of 1.960, and also obtained a significance value of 0.000 which is smaller than the error rate (α) determined at 0.05 or 5%. The results of this study indicate that brand ambassadors are a representation of the brand image in the minds of consumers, making it easier to form consumer confidence in the brand through various promotional programs, which aim to influence consumer interest.

H2 : Based on the results of testing the second hypothesis (H2), it can be stated that the brand ambassador variable has a positive and significant effect on the impulse buying variable. This statement is obtained based on the original sample value from the results of testing the first hypothesis, which is 0.276, the t-statistic value obtained is 3.482 which is greater than the t-table value of 1.960, and also obtained a significance value of 0.001 which is smaller than the error rate (α) determined at 0.05 or 5%. The results of this study indicate that the presence of a brand ambassador has a positive impact on impulse purchases because they strengthen consumers' memories of the product, which in turn increases consumers' motivation to make spontaneous purchases again.

H3 : Based on the results of testing the first hypothesis (H3), it can be stated that the brand trust variable has a positive and significant effect on the impulse buying variable. This statement is obtained based on the original sample value of the first hypothesis testing results, which is 0.451, the t-statistic value obtained of 5.994 is greater than the t-table value of 1.960, and also obtained a significance value of 0.000 which is smaller than the error rate (α) determined at 0.05 or 5%. The results of this study indicate that trust in a brand can increase the likelihood of impulse buying because most consumers generally conduct product analysis before making a purchase.

Table 7. Indirect Effect Results

Hypothesis	Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
H4	Brand Ambassador -> Brand Trust -> Impulse Buying	0.329	0.334	0.061	5.392	0.000	Positive and significant

H4 : Based on the results of the indirect effect of the fourth hypothesis (H4), it can be stated that the brand ambassador variable has a positive and significant effect on the impulse buying variable mediated by brand trust. This statement is obtained based on the original sample value of the first hypothesis testing results, which is 0.329, the t-statistic value obtained of 5.392 is greater than the t-table value of 1.960, and also obtained a significance value of 0.000 which is smaller than the error rate (α) determined at 0.05 or 5%. This shows that there is a positive and significant indirect relationship between brand ambassadors and impulse purchases, with brand trust as a mediator. Thus, the more positive the influence of a brand ambassador on consumer confidence in a product, the stronger the possibility of impulse purchases of that brand.

7. CONCLUSION

Based on these findings, it can be concluded that there is a favorable relationship between the presence of Brand Ambassadors and the level of consumer trust in Azarine products in the context of impulse purchases through the Shopee platform. The role of Brand Ambassadors turns out to have a significant impact on the company's performance, because the more effective their performance, the stronger the impression that is embedded in the consumer's memory regarding the brand. This impact ultimately increases consumer trust in the brand. Thus, the level of trust built in the brand can encourage impulse buying behavior associated with certain products, reflecting the complex relationship between the presence of Brand Ambassadors and consumer trust in the context of consumer behavior that tends to make impulse purchases through e-commerce platforms.

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