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The effects of brand ambassador and trust on purchase decisions through social media**Dede Suleman^{a*}, Yohanes Totok Suyoto^a, Rachman Sjarief^a, Sabil Sabil^b, Sofyan Marwansyah^b, Popon Rabia Adawia^b and Aprilia Puspasari^b**

15

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Social Media is one of the digital marketing media that is widely used today and the presence of the brand ambassador phenomenon is one of the determinants of consumer purchasing decisions for a product advertised on social media. In today's advances in digital technology, whether consumers prefer to be a model for 11 product and also whether trust in consumers is also a factor in the consumer's decision to buy. The purpose of this study is to examine the effect of brand ambassador and trust variables on consumer decisions to shop online and also purchase decisions on repurchase. In this study the researchers used four variables, twelve dimensions where each dimension was represented by two indicators so that in this study there were twenty-four indicators which would later be changed in the form of questions to respondents. The population used is consumers who have shopped for fashion products using brand ambassadors. Given that the population is very large, the researchers used quota sampling to determine the number of samples. The study used 5 times the number of indicators so that there were 120 samples of respondents who were processed through Structural Equation Modeling analysis techniques with AMOS software. The results of data processing indicate that brand ambassadors and trust significantly influence consumer purchasing decisions. It was found that trust had the greatest influence on trust. Moreover, purchasing decisions have a significant effect on online consumer repurchase.

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1. Introduction

Social Media has a role that is more than just entertainment media in today's digital era. The advantage that can be used is to be one of the media used by marketers to market their products online on social media platforms (Kandampully et al., 2015). This change has occurred for a long time, and it is undeniable that this is the new foundation of the next era which is often called the digital era 4.0 (Ustundag & Cevikcan, 2017). In an era, development will certainly affect all fields and sectors. The digital era has a new concept that has been proven to change all kinds of consumer views and behavior (Lot 19 Yuan, 2019). This new consumer behavior has an impact on how to find a new way to provide a different stimulus so that consumers want to buy the products and services being sold (Zhang & Li, 2019). This transition is an impact of the advancement of the internet which has changed a new civilization where the new perspective will certainly be more different from the old perspective which is influenced by changes in consumer behavior now and in the past (Kartajaya & Marketeers, 2018). Because of this change, marketers must also be able to see more carefully how to win and influence consumers because of the impact that occurs from a transition and also where currently consumers also come from different generations who have different beliefs

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(Cortina-Mercado, 2017). However, E-Marketing in this new way can provide new and new opportunities to increase sales in the online marketing era (Vallaster & De Chernatony, 2006; Andersson & Ekman, 2009).

A brand ambassador can be interpreted as an advertising supporter or also called a product spokesperson chosen from a famous person or unknown person who has an attractive appearance to attract the attention and memory of consumers (Kotler & Keller, 2009). Therefore, it is not surprising that many brand owners have also started to take a strategic step in marketing their products by selecting and using appropriate brand ambassadors and representing their products so that this becomes one of the stimuli that can be used by marketers to influence consumer purchasing decisions (Dreher, 2014). Well-known brands are also currently using brand ambassadors as a marketing tool which has proven to be very effective in increasing sales of their products as long as the selected brand ambassador has a good impression in the eyes of consumers and is also following the target market and product segment (Jacobs, 2003). This is evidence that this new method is effective in influencing consumer purchasing decisions, it's just a matter of how careful marketers are in choosing famous models or figures to be brand ambassadors for their products (Xiong et al., 2013). Models that are currently hit will make consumers choose to buy the products offered. With the help of social media, the impact of influence will be wider because the coverage will be more appropriate for consumers who are following the products offered (Sanny et al., 2020). However, all of these things also cannot be separated from how consumers trust a product which can be observed, however consumers will buy products they have believed in, in this case of course the ability of a brand ambassador, one of which is to create a sense of trust (Kumar & Pradhan, 2018). Consumers also have a sense of trust that must be built by marketers by providing certain attitudes that build consumer confidence in a product (Nurhayaty et al., 2021). Today's consumers need to be given a risk reduction that will make them increase their confidence in the products offered because the current condition is that many of the products offered are too excessive so that consumers are disappointed after they buy. This effort is not easy, but it can be done by manufacturers to maintain and adjust product results with product capabilities with the promises offered (Dawes, 2009).

Purchasing decisions are not the end of a consumer buying process, but far from that, there is a further process that consumers can take by marketing expectations, namely where consumers will repurchase the products they buy (Kotler & Keller, 2016). In some studies, a good buying process is where a stage that consumers can do next is very important and plays a role in getting to the next stage, namely consumer loyalty. Consumers who make purchases must be satisfied with the products they have bought before (DeSouza, 1992). So that the deciding factor becomes the entrance through which consumers go through and will determine whether to repurchase or not. This is a critical point that marketers must make sure it can be passed well and can generate interest in making repurchases (Reichheld & Kenny, 1990). Therefore, it is necessary to conduct research that relates the influence of brand ambassadors on consumer decisions and the repurchase of a product. And another factor that can be examined is how brand ambassadors and trust also affect consumer decisions. Therefore, this effort can be expected to produce a new contribution that will help reveal the things that determine the consumer's decision to buy a product again.

2. Literature review and hypotheses development

The main problem of this study is whether brand ambassadors and trust can influence consumer purchasing decisions and repurchase decisions. Based on the formulation of the problem, this study aims to examine the effect of brand ambassadors and trust on consumer purchasing decisions and repurchase decisions. So, in this study, the conceptual framework will be tested through the data with the selected analysis technique. The following are the hypotheses and conceptual framework built in this research.

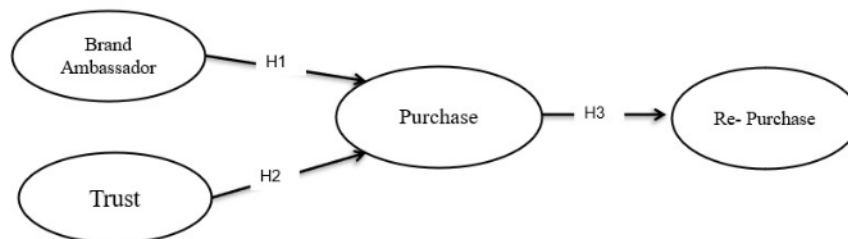


Fig. 1. Conceptual Framework

It can be seen in Fig. 1 which explains the framework used in this study in which each hypothesis is made by referring to the results of previous studies. A more detailed explanation of the idea in determining the hypothesis determined from this study is as follows:

2.1 Brand Ambassador

It is usually mentioned that a brand ambassador is usually a person who can represent a product or company that is expected to be able to talk about the product being represented so that in the end it will have a significant impact on increasing sales. Its dimensions include Visibility, Credibility, Attraction, and Power (Wang & Hariandja, 2016; Wachyuni & Priyambodo, 2020). And according to several studies, brand ambassadors influence consumer purchasing decisions (Kumar & Pradhan, 2018; Smith et al., 2018). Therefore, in this study, hypothesis one was determined as follows:

H₁: *Brand ambassador affects consumer purchase decision.*

2.2 Trust on Digital Marketing

It has become a common understanding that trust is the single most influential factor in consumer decisions. As mentioned in many previous studies (Baltes, 2015; Khwaja et al., 2020; Nurhayaty et al., 2021), trust is the most important factor on repurchase decision, which is the basis of consumers in making consumer decisions. Therefore, in this study the following hypothesis is proposed:

H₂: *Trust affects consumer purchase decisions.*

2.3 Re-Purchase online

In the buying process, every initial process before the buying process is a buying decision (Mittal, 1989; Bansal & Voyer, 2000). Then consumers will have a feeling for a product and the possibility can arise a sense of wanting to buy again. From the results of several previous studies, it was found that buying decisions are factors that influence the desire to repurchase (Bulut, 2016; Dutta, 2016), therefore in this study the third hypothesis is proposed as follows:

H₃: *The purchase decision affects the Buyback Decision.*

10

3. Research method

This study uses a quantitative approach with a survey method on many research samples drawn from the population. A quantitative approach is used because the research is expected to produce conclusive conclusions that can be applied to the population from which the sample was obtained (Mutz, 2011). The population used in this research is consumers who buy goods online and offline so it can be said that the population is quite large and the amount cannot be known with certainty. Therefore, the researcher assumes that the population used in this study is very large and cannot be known with certainty. The researcher uses a quota sampling technique where the researcher will take 120 (one hundred and twenty) respondents, where it is stated (Darma, 2021) for the sample that the sample size refers to the number of indicators used in the study which in this study used 24 indicators. So the number is up to 5 times the number of indicators in the study. This study uses four variables, twelve dimensions, and twenty-four indicators. The results of the respondent's data are then tabulated and will be processed using the AMOS SEM analysis tool (Ferdinand, 2018).

4. Results and discussion

In this study, researchers will combine several theories from the variables used, including the brand ambassador variable using theory (Kotler & Armstrong, 2016) by taking four dimensions. While trust is taken three dimensions from sources (Hsu et al., 2013). In addition, the purchase decision variable uses four dimensions and two-dimensional repurchase (Kotler & Armstrong, 2016) where a total of twenty-four-unit area indicators are measured using a scale of 1 "Strongly Disagree" to 5 "Strongly Agree".

4.1 Analysis Goodness of Fit

This study uses the AMOS.23 SEM analysis tool, which later there will be 3 outputs that can be understood and the main output that must be considered is the price on GOF (Goodness of Fit) this can be the main output which aims to see whether the model that made compatible overall that can be compared between the information entered with the standards held by Amos and the output of AMOS SEM results.

The first result in (GOF) is that the SEM output from AMOS is certain to find a work size information model that aims to see the number of predictions of all models (structural and measurement models) for the quality of information consisting of RMSEA $0.0042 < 0.08$ (model fit) and the GFI value of 0.90. It will end up that each tested model approximates the working model testing criteria at a reasonable level of testing criteria. And for the different working criteria of the model, the progressive working model consists of many conformity checking instruments, especially the CFI value = 0.89; NFI = 0.87; IFI = 0.85, and RFI = 0.82, the results state that the structural equation model is claimed to be reasonable because it is at the level

of the test criteria¹² that is quite reasonable and has met the needs of the progressive work model. On the work size, the stingy work model will be seen in the results of $PNFI = 0.85$; From these outputs, it can be concluded that the model is said to be at the level of the test criteria is quite good and meets the requirements of the parsimonious fit model.

4.2 Measurement Model

In the AMOS 2.3 test, it was found that the results obtained showed the following data. According to (Ferdinand, 2018) the composite reliability of a measurement model is said to be good reliability for measuring each latent variable if the construct reliability value (CR) is 0.7 or more than the extracted variance value (VE) is greater than 0.05, stating that in exploratory reliability research between 0.5 - 0.6 can be accepted then on the AMOS SEM a one-way test is carried out with a 95% confidence level, the critical value commonly used (CR) > 1.96 which means the assumption of normality is rejected at the significance level ($P < 0.05$ (5%).

From the results of the study and therefore the outputs obtained during this research are often seen in the pair table above, it often seen information indicating that the twenty-six indicators are valid and reliable in quantity¹⁴ (CR) 0.7 or additionally as well as the price of the variance extract. (VE) is greater than 0.05. Therefore, each indicator used in this study is reliable and valid and can be used in the analysis.

4.3 Hypothesis Test Results

The next output is where Amos SEM can show the results of hypothesis testing. Hypothesis testing wants to see the results of the hypothesis during this research which can be seen in Table 1 below.

Table 1
The summary of hypotheses development

No	Hypotheses	SLF	t-value	Conclusion
1	H1 Brand Ambassador → Buying decision	0.24	2.2	Supported
2	H2 Trust → Buying decision	0.31	2.7	Supported
2	H3 Buying decision → Repurchase	0.40	3.2	Supported

If we look at the results of testing the structural model, it will be seen in the table above where the output of the AMOS-SEM is found to be the results of hypothesis testing. By looking at the value of t count > t-table 1.96 and <0.05, where the magnitude of the effect will be seen in the next SLF value which shows how much influence the variables of Brand Ambassador, Trust and Buying decision have on buying decision as well as repurchase decision, respectively.

In the hypothesis (H1) which states that the brand ambassador has an effect and is significant on consumer decisions to buy, it is found that the test results show t-output value of 2.2, greater than table 1.96 and the standard coefficient of 0.24. Furthermore, the hypothesis (H2) which states that trust has an effect and is significant on consumer decisions to buy, it is found that the t-output value is 2.7, greater than table 1.96 and the standard coefficient is 0.31. As for the hypothesis (H3) which states that the purchase decision has a significant and significant effect on the repurchase, it is found that the t-output value is 3.2, greater than table 1.96 and the standard coefficient is 0.40.

5. Conclusions, implications and limitations of the research

The results of data processing show several things that can be concluded, among others. Where there is indeed an influence between brand ambassadors and trust on consumer purchasing decisions. In addition, it is shown that trust is the most influential factor in consumer buying decisions.

First, it can be concluded that brand ambassadors are influential and significant in consumer purchasing decisions. Indeed, what we understand is the new method now that in marketing communication there is one method that can be used by marketers to attract or communicate the product to be sold. There are so many uses of brand ambassadors from abroad which are currently popular, for example from Korea, which is used by domestic brands to introduce their products because consumers may be interested in buying because the model used is following the intended consumer. Consumers will indeed choose the products they will buy by consumer emotions. One of the factors that can help consumers' emotions in deciding on purchases is a brand ambassador. Because this method has been proven, it can be used as a basis to create a marketing strategy for the product you want to be chosen by choosing the right brand ambassador, which will make a product an option even though there may be many other products that are competitors and have many advantages.

Furthermore, the second conclusion that can be drawn from this research is where it turns out that trust has a significant and significant influence on consumer purchasing decisions. In various studies, it is undeniable that consumers will choose products or shopping places that have a good reputation. Because consumers, especially when buying online, will need certainty from the transactions they make because consumers may not see or hold the physical products and services offered. Therefore, the trust built by manufacturers apart from using a brand ambassador model that is by the product image will be expected to be embedded in the minds of consumers. And it continues to be reinforced by this research that indeed trust is the most powerful factor of the other factors in this study so it can be concluded that even though the brand ambassador model used to represent a product is still back again, marketers are required to be able to add more by building trust consumers to products sold by providing several things that minimize risk so that consumers have more confidence in a product and then decide to make a purchase.

The third conclusion of this study found that purchasing decisions are a factor that influences repurchase decisions. consumers can first feel the products they produce because this makes one stimulus for consumers to be able to repurchase the product.

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