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How brand ambassador and trust on consumer purchase decisions of fashion products in the digital era

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ABSTRACT

One of the changes happening in the current new world era is the phenomenon of brand ambassadors, which are one of the determinants of what consumers want to buy. With today's advancements in digital technology, do consumers care more about who the model is for a product, and if they increase their trust in that model, will a purchase necessarily happen? The purpose of this research is to examine the effect of brand ambassador and trust variables on consumer shopping decisions. In this study, the researcher used three variables, ten dimensions where each dimension was represented by two indicators so that in this study there were twenty 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 a sample of 100 respondents was processed through the Structural Equation Modeling analysis technique of AMOS software. The results of data processing show that brand ambassadors and trust significantly influence consumers' purchasing decisions.

Keywords: Brand Ambassador, Trust, Purchase Decision.

1. INTRODUCTION

In an era development will certainly affect all fields, among others. This new era of new concepts has been proven to change all kinds of consumer views and behavior (Sumawan, 2002). 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 (Suyoto et al., 2022; Naibaho & Suyoto, 2020). 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 (Suleman et al., 2020).

Brand ambassadors can be interpreted as advertising supporters or also called product spokespersons chosen from famous people or unknown people who have an attractive appearance to attract consumers' attention and memories (Kotler & Keller, 2009)

(Suleman, 2022). 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. 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 in accordance with the target market and product segment (Samosir et al., 2016). This is evidence that this new method is effective in influencing consumer purchasing decisions, it is just a matter of how careful marketers are in choosing famous models or figures to be brand ambassadors for their products (Suleman et al., 2021). Models that are currently hits 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 to consumers who are in accordance with the products offered (Yusiana & Maulida, 2015).

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 (Ilmi et al., 2020). 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 (Suyoto et al., 2022) (Suleman et al., 2022).

Of course, in this case it is necessary to do research that relates the influence of brand ambassadors to consumer decisions to buy a product. And another factor that can be examined is how trust also affects consumer decisions. Therefore, this effort can be expected to produce a new contribution that will help reveal things that determine consumer decisions in buying a product.

2. LITERATURE STUDY AND HYPOTHESIS DEVELOPMENT

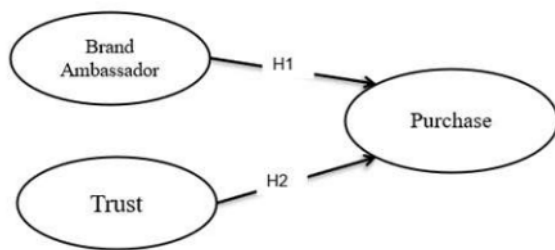


Figure 1: Conceptual Framework

It can be seen in Figure 1 which explains the framework used in this study which in each hypothesis is made 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:

Brand Ambassador

It is usually mentioned that a brand ambassador is usually someone 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). And according to several studies, brand ambassadors influence consumer purchasing decisions (Ilmi et al., 2020), (Masyita & Yuliati, 2017). Therefore, in this study, hypothesis one was determined as follows:

H1: Brand Ambassador has a significant effect on Consumer Purchase Decisions.

Trust

It has become a common understanding that trust is the single most influential factor in consumer decisions. As mentioned in many previous studies (Yunita et al., 2019), (Suleman et al., 2020), (Nurhayaty et al., 2021) mention the same decision which states that trust is the most important factor on which to base consumers in making consumer decisions. Therefore, in this study the following two hypotheses were determined:

H2: Trust has a significant effect on Consumer Purchase Decisions.

3. RESEARCH METHODS

This study uses a quantitative approach with a survey method on a number of 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 (Malhotra, 2010). 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 100 (one hundred) respondents where it is stated (Darma, 2021) that the sample can refer to the number of indicators used in the study which in this study used three variables, ten dimensions and twenty 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 4 dimensions. While trust is taken three dimensions from sourced from (Hsu et al., 2013). In addition, the buying decision variable uses four dimensions (Kotler & Armstrong, 2016) where a total of twenty unit area indicators are measured using a scale of 1 "Strongly Disagree, to, 5 "Strongly Agree"

Goodness of Fit Analysis

In this study using the AMOS.23 SEM analysis tool which later there will be 3 outputs that can be understood and the

the main output that must be considered is the price on GOF (Goodness of Fit) this can be the main output that 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 also, the output of AMOS SEM results.

The first result in (GOF) is that the SEM output from AMOS, definitely found 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 actually approximates the working model testing criteria at a reasonable level of testing criteria. And for different model working criteria, the progressive working model consists of many conformity checking instruments, in particular 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 criteria 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.

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 (VE) value 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) > 22.6 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 is often seen information indicating that the twenty-six indicators are valid and reliable in quantity (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.

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.

No	Hypotheses	SLFI	t-value	Conclusion
1	H1 Brand Ambassador → Buying decision	0.24	2.2	Supported
2	H2 Kepercayaan → Buying decision	0.31	2.7	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 variable has. have dependents.

In the hypothesis (H1) which states that the brand ambassador is influential and significant on consumer decisions to buy, it is found that the test results show the t-output value of 2.2, which is greater than table 1.96 and the standard coefficient is 0.24. Furthermore, for 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.

5. CONCLUSIONS, IMPLICATIONS, AND LIMITATIONS

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 on 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 use of brand ambassadors from abroad which are currently popular, for example from Korea, which are used by domestic brands to introduce their products because consumers may be interested in buying because the model used is in accordance with the intended consumer. Consumers will indeed choose the products they will buy in accordance with consumer emotions. One of the factors that can help consumers' emotions in deciding purchases is one of them with a brand ambassador. Because this method has been proven, it can be used as a basis to be used to create a marketing strategy for the product you want to choose. By choosing the right brand ambassador, it 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 study is where it turns out that trust has a significant and significant influence on consumer purchasing decisions in buying. 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, they will need certainty from the transactions they make because consumers may not see or physically hold the products and services offered. Therefore, the trust built by manufacturers apart from using a brand ambassador model that is in accordance with 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.

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