The Influence Of Brand Ambassador And Sales Promotion On Online Repurchase Intention (Case Study On Tokopedia E-Commerce)

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Abstract.

The use of brand ambassadors and sales promotions in online shopping applications also has an influence on repeat purchase interest. This becomes interesting to study in the E-Commerce era. The aim of the research is to analyze the influence of brand ambassadors and sales promotions on online repurchase intention. Research respondents are customers who have made purchases through the Tokopedia e-commerce application. This research uses a sample of 100 respondents using data collection techniques through questionnaires. The analysis technique uses multiple linear regression analysis with the SPSS program. Based on the results of the analysis, it shows that the brand ambassador and Sales Promotion variables positive influenced and significant on the online repurchase intention variable of e-commerce application users. The research findings also show that the sales promotion variable has a dominant influence on online repurchase intention variable.

Keywords: *Brand Ambassador, Sales Promotion and Online Repurchase Intention.*

I.   INTRODUCTION

E-commerce is a paperless transaction innovation in which electronic exchange occurs using network-based technology (Mahir, 2015). Furthermore, e-commerce is also referred to as online shopping activities. Online shopping activities are no longer something strange among Indonesian people because of the increasing number of online shopping sites that can be accessed easily. According to the Digital 2022 Global Overview Report, Indonesia is designated as the fifth country with people who most often make online purchases (Annur, 2022). Based on Indonesia.id data, the largest number of visitors in the first quarter of 2022 was held by Tokopedia with an average of 157.23 million visitors per month. In addition, there was an increase over the same period of 135.8 million.The success of e-commerce is largely determined by its ability to retain existing customers. In other words, how to make customers interested in making repeat purchases. This repeat purchase is what is called online repurchase intention or the desire to repurchase products online. The desire to repurchase is a response that arises towards an object if what one obtained in the past received a positive response (Fajriani & Trenggana, 2020).

Tokopedia as one of the leading e-commerce sites in Indonesia must be able to create not only the right strategy but also capture the right possibilities in order to maintain the security, comfort and trust of its users.One of the marketing communication strategies carried out by Tokopedia is to present well-known figures as Brand Ambassadors who play a role in promoting companies and brands so that they are better known and closer to the public Gamayanto (2018) A brand ambassador is a person who is trusted by a company or brand to represent the brand by conveying various information related to products or services that are expected to have a big impact. Furthermore, brand ambassador not only represents products or services, but also helps making the advertisements on display more attractive by targeting certain market segments (Fariha, 2019).Meanwhile, in 2019, Tokopedia succeeded in attracting one of the famous boy groups from South Korea, Bangtan Sonyeondan (BTS) as Brand Ambassador. The initial appearance of BTS as Tokopedia brand ambassadors certainly shocked Kpopers, especially fans of the boy group. The collaboration between the two has successfully become a hot topic of discussion and a trending topic on various social media platforms such as Twitter and Instagram.

Tokopedia's courage to attract BTS has received praise as a result, tens of thousands of BTS fans love Tokopedia. In fact, the costs incurred to make BTS as advertising stars are certainly not small.Tokopedia is an e-commerce that uses a consumer to consumer (C2C) system where Tokopedia always prioritizes pleasure and comfort in order to increase user satisfaction. In this case, Tokopedia must take effective steps to attract consumer attention so that it can win the competition. One of the most commonly used methods is sales promotions such as price discounts, vouchers, cashback, free shipping and so on. Sales promotion is part of the promotional strategy carried out by the company with the aim of attracting consumer attention (Sari & Suriyadi, 2021). Based on the background of the problem, the aim of this research is to analyze the influence of brand ambassadors and sales promotion on online repurchase intention in online shopping studies at E-Commerce Tokopedia.

II.   LITERATURE REVIEW

Brand is the value of an intangible asset owned by a company, where the company is obliged to maintain and manage these values (Kotler and Keller, 2016). Furthermore, brand ambassadors are people who have knowledge about a particular brand and they are considered to have the ability to influence customers to buy and use the product. This is based on real world situations that people often face, when choosing what to do, they are often influenced by someone who is seen as a trendsetter (Firmansyah, 2019). In addition, according to Kotler and Armstrong (2018) brand ambassadors are a form of disseminating information related to a product or service through famous figures. This is why brand ambassadors are often considered the face of a company.Wirakanda and Pardosi (2020) state that sales promotions include customer promotions, trade promotions, business and supply promotions as well as other short-term actions used to encourage the acquisition of goods or services.In Sari and Suryadi (2021), Shon and Kim claim that sales promotion is a tactic used as an intermediary to encourage buying and selling of goods and services quickly and widely in the near future. however, another point of view is offered by Kliatchko (2020), who claims that sales promotions focus on discounts and unique offers to attract consumers' attention and compel them to take action over a predetermined amount of time.

On the other hand, according to Morrisan (2015) e-commerce is a business concept where sales and purchases occur between individuals and groups via electronic media, especially the internet. In this case, e-commerce is defined as a place for offering or purchasing goods and services via online media, the internet or other telecommunications (Jelassi et al, 2014). Furthermore, Turban et al (2012) define e-commerce as a place to carry out purchasing, selling, sending and exchanging products, services and information using the internet and intranet.In addition, online repurchase intention is the customer's online repurchase intention or desire in the future. This attitude develops when customers are happy with the product they have purchased previously and then they decide to make additional purchases, praise the product, and persuade other people to buy the product (Trisnawati et al, 2012). Meanwhile, another opinion comes from Megantara (2016), who defines repurchase intention as a customer's intention to repurchase a product in the future.According to research conducted by Khalida et al. in 2022 regarding the influence of brand ambassadors and sales promotions on consumer buying interest in the Shopee marketplace, the brand ambassador and sales promotion variables have a positive and significant impact. Meanwhile, brand ambassadors have a beneficial and significant impact on repurchase intention based on different research by Fariha (2019). Furthermore, the sales promotion variable has a positive and significant effect on repurchase intention, according to research by Paksi and Indarwati (2021). Based on the literature review and previous research above, the research framework is as follows:
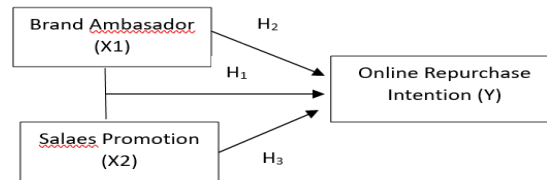
Fig 1. Research Framework

H1: Brand ambassadors and sales promotion have a positive and significant effect on online repurchase intention of users of the Tokopedia e-commerce application.

H2: Brand ambassadors have a positive and significant effect on online repurchase intention of users of the Tokopedia e-commerce application.

H3: Sales promotion has a positive and significant effect on online repurchase intention of users of the Tokopedia e-commerce application.

III.   METHODS

Operational variables, according to Sugiyono (2015), are defined as the nature, value, or attribute of an activity or object of study which includes specific variations that have been chosen by researchers to be examined and researched in order to draw conclusions.

Variable	Definition	Indicator
Brand Ambassador (X1)	A Brand Ambassador is the face of a company or brand. Brand ambassadors can also be defined as well-known figures who are trusted by a company to promote a product or brand with the aim of making the product and brand widely known by many people so that it can increase profits or profits for the company.	1) *Visibility* (popularity) 2) *Credibility* (ability and knowledge) 3) *Attraction* 4) *Power*
Sales Promotion (X2)	Sales promotion is a short-term action taken to attract consumer attention by providing various attractive offers aimed at making consumers want to purchase the products or services offered.	1) coupon 2) Rebates (price discounts) 3) Pricing Plans 4) Sample 5) Premium (Gift) 6) Cashback 7) Discounts 8) Contests and Sweepstakes 9) Tied Promotion
Online Repurchase Intention (Y)	Online repurchase intention is a consumer's desire to shop again in the future because they have obtained satisfaction through past shopping experiences.	1) Transactional intention 2) Referential Intention 3) Preferential Intention 4) Explorative Intention

Source: Processed data, 2023

The population of this research is an unlimited population who are Tokopedia e-Commerce customers in 2023 in the city of Malang. The sample calculation technique uses the Limeshow, Zakariah and Afriani (2021) equation with the formula;

$$n = \frac{Z^2_{1-a/2}\, P(1-P)}{d^2}$$

Information :   n   = minimum sample size

$Z^2_{1-a/2}$ = degree of significance

P   = Population proportion

D   = level of precision

With the desired confidence percent 95%; $Z_{1-a/2}$ = 1,960; P= 0,5: d =0,1 then the minimum sample size obtained is:

$$n = \frac{1,960^2 \times 0,5\,(1\text{-}0,5)}{0,1^2} = 96,04$$

A total of 100 respondents were taken as samples for this research. The sampling technique uses simple random sampling. The data collection method uses primary data sources collected through distributing questionnaires. Respondents' answers were measured using a Likert scale consisting of 5 scales, strongly agree (5); Agree (4); Neutral (3); Disagree (2) and Strongly Disagree (1). Analysis of the results uses multiple linear regression to measure the influence of the independent variable on the dependent variable through calculations using the SPSS version 25 program.

IV.   RESULTS AND DISCUSSION

As a result of distributing questionnaires to 100 respondents, it can be seen that the characteristics of respondents based on gender are 20% male respondents and 80% female respondents, based on age; 41% aged 19-24 years, 50% aged 22-24 years and 9% aged 25-30 years.

Fig 2. Mean Frequency Distribution Brand Ambasador (X1)
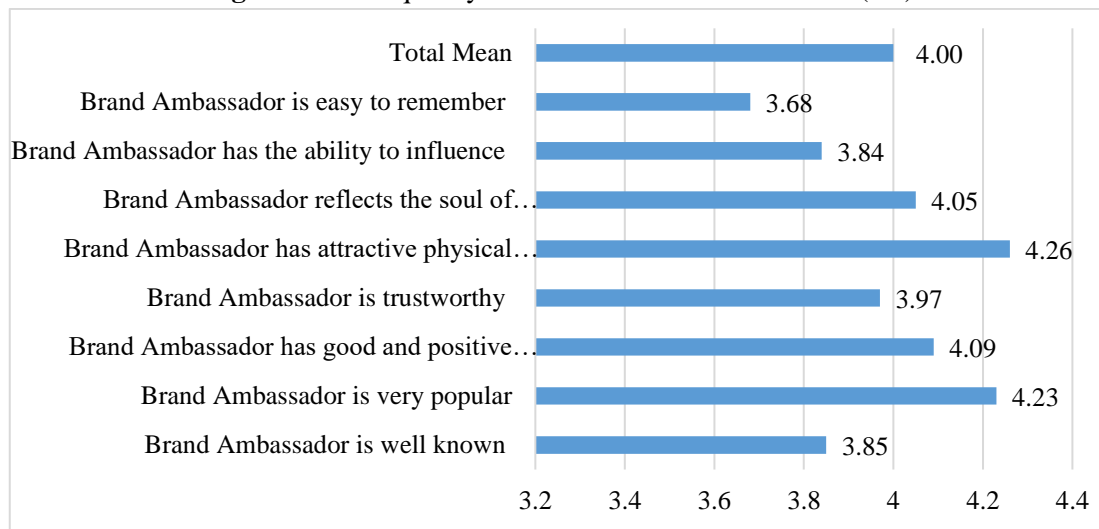
Source: Processed data, 2023

Answer scale, strongly agree (5); Agree (4); Neutral (3); Disagree (2) and Strongly Disagree (1)

The table above shows the frequency distribution of brand ambassador variable (X1) where there are 8 statements that represent each indicator of the brand ambassador variable. Mean the brand ambassador indicator answer of 4 shows strong
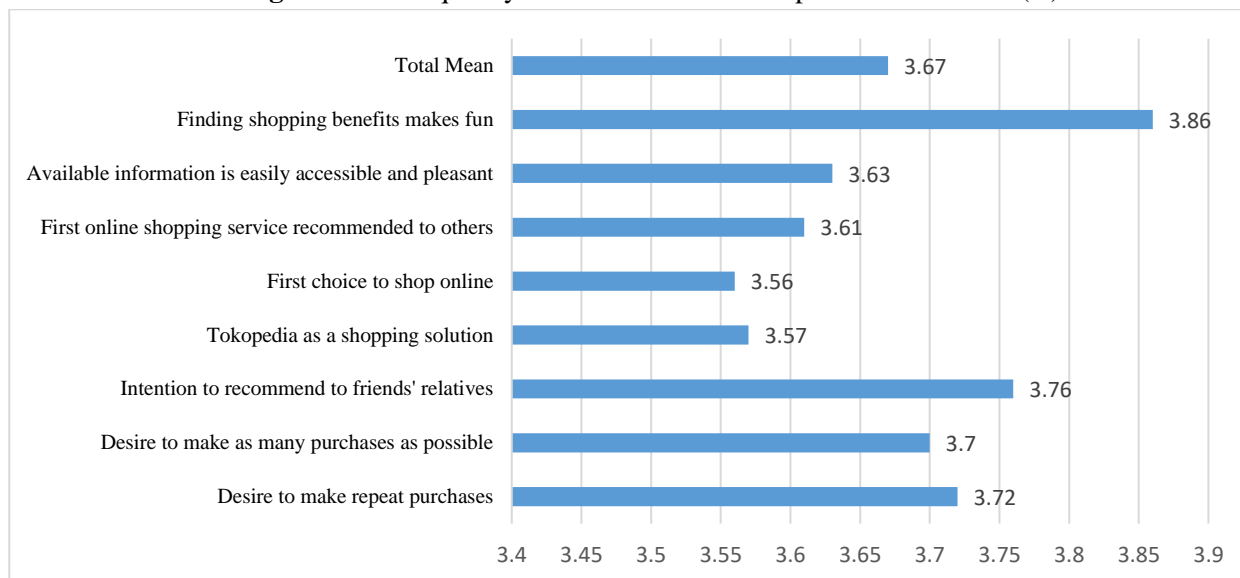
Fig 3. Mean Frequency Distribution Sales Promotion (X2)

Source: Processed data, 2023

Answer scale, strongly agree (5); Agree (4); Neutral (3); Disagree (2) and Strongly Disagree (1)
The table above shows the frequency distribution of the Sales Promotion variable (X2) where there are 17 statements that represent each indicator of the Sales Promotion variable. Mean sales promotion indicator answer of 3,72 shows strong

Fig 4. Mean Frequency Distribution Online Repurchase Intention (Y)

Source: Processed data, 2023

Answer scale, strongly agree (5); Agree (4); Neutral (3); Disagree (2) and Strongly Disagree (1)
The table above shows the frequency distribution of the online repurchase intention (Y) variable where there are 8 statements that represent each indicator of the online repurchase intention variable. Mean Online Repurchase Intention indicator answer of 3,67 shows strong

Each statement in the questionnaire that has been answered by 100 respondents has the lowest score (1) and the highest score (5).

a. Validity test

Validity test is a tool to measure whether each item used in a questionnaire is valid or not. Items in the questionnaire can be said to be valid if the value of R count > R table (Ghozali, 2018).

Table 1. Brand Ambassador Variable Validity Test (X1)

Item	R count	R table (0,05 = 0,195)	Information
X1.1	0,792	0,195	Valid
X1.2	0,785	0,195	Valid
X1.3	0,809	0,195	Valid
X1.4	0,817	0,195	Valid
X1.5	0,811	0,195	Valid
X1.6	0,836	0,195	Valid
X1.7	0,781	0,195	Valid
X1.8	0,750	0,195	Valid

Source: Processed data, 2023

The table 1 shows that each item in the questionnaire which represents each indicator of the brand ambassador variable is valid. This is proven by the calculated r value of each statement which is greater than the r table value ($R_{Count} > R_{table}$)

Table 2. Sales Promotion Variable Validity Test Results (X2)

Item	R Count	R table (0,05 = 0,195)	Information
X2.1	0,647	0,195	Valid
X2.2	0,670	0,195	Valid
X2.3	0,717	0,195	Valid
X2.4	0,695	0,195	Valid
X2.5	0,694	0,195	Valid
X2.6	0,814	0,195	Valid

X2.7	0,785	0,195	Valid
X2.8	0,783	0,195	Valid
X2.9	0,821	0,195	Valid
X2.10	0,772	0,195	Valid
X2.11	0,785	0,195	Valid
X2.12	0,801	0,195	Valid
X2.13	0,799	0,195	Valid
X2.14	0,731	0,195	Valid
X2.15	0,718	0,195	Valid
X2.16	0,781	0,195	Valid
X2.17	0,784	0,195	Valid

Source: Processed data, 2023

The table above shows that each item in the questionnaire that represents each indicator of the sales promotion variable is valid. This is proven by the calculated r value of each statement which is greater than the r table value.

b. Reliability Test

Reliability testing aims to measure the consistency of data held for a certain period of time. The criterion used is the Cronbach alpha (α) value, that is, a variable can be called reliable if the Cronbach's alpha value obtained is > 0.60. Conversely, if the Cronbach's alpha value obtained is <0.60 then the data variable is said to be unreliable.

Table 3. Reliability Test Results

Variable	Cronbach's alpha	N of Item	Information
Brand Ambassador	0,917	8	Reliabel
Sales Promotion	0,952	17	Reliabel
Online Repurchase Intention	0,949	8	Reliabel

Source: Processed data, 2023

Based on the table above, it shows that the brand ambassador variable as X1 has a Crobach's alpha value of 0.917, the sales promotion variable as X2 with a Cronbach's alpha value of 0.952 and the online repurchase intention variable as Y with a Cronbach's alpha value of 0.949.

c.   Multiple Linear Regression Analysis

According to Ghozali (2018), multiple linear regression analysis aims to determine the magnitude of the influence of the independent variable on the dependent variable. The results of the multiple linear regression analysis test are as follows;

Table 4. Multiple Linear Regression Analysis Test Results

Coefficients[a]							
	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	-1.645	2.196		-.749	.456		
Brand Ambassador	.137	.069	.131	1.982	.050	.701	1.427
Sales Promotion	.422	.037	.760	11.517	.000	.701	1.427
a. Dependent Variable: Online Repurchase Intention							

Source: Processed data, 2023

- Y = -1.645 is a constant where the online repurchase intention variable is the dependent variable which has not been influenced by the brand ambassador variable and the sales promotion variable as the independent variable.
- X1 = The regression coefficient value of the K-pop BTS brand ambassador (X1) is 0.137 which indicates a positive influence between the brand ambassador variable and the online repurchase intention variable (Y) where the brand ambassador variable has more influence on consumer interest in repurchasing a good or service when it is more well-known and credible.

- X2 = The online repurchase intention (Y) variable is positively influenced by the sales promotion variable, as evidenced by the sales promotion regression coefficient (X2) of 0.422 where the more attractive offers made, the greater the customer's interest in returning to buy a good or service.

d. F test

The F test is conducted to test the model whether it shows significant or insignificant. The basis for decision making in the F test is if F count ≤ F table or sig. F < α then the hypothesis is accepted and vice versa.

Table 5. Results of F Test

ANOVAa					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	3778.163	2	1889.081	115.244	.000b
Residual	1590.027	97	16.392		
Total	5368.190	99			
a. Dependent Variable: Online Repurchase Intention					
b. Predictors: (Constant), Sales Promotion, Brand Ambassador					

Source: Processed data, 2023

Based on the F test results in the ANOVA table above, the Fcount is 115.244 with a probability value of 0.000. While Ftabel with a significance level of 0.05, degree of freedom (df) or df1 = 2. df2 = 97 then Ftabel = 3.09. So it can be concluded that Fcount (115.244) is greater than Ftable (3.09). Based on the results of the F test, it proves hypothesis 1 that the brand ambassador variable and the sales promotion variable have a positive and significant influence on online repurchase intention.

e. The t-test

The t test is conducted to prove the significance of the influence of each independent variable on the dependent variable. The t test results can be shown in table 6 as follows;

Table 6. t Test Results of Brand Ambassador Variables on Online Repurchase Intention

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.054	2.908		3.802	.000
Brand Ambassador	.574	.089	.547	6.461	.000
a. Dependent Variable: Online Repurchase Intention					

Source: Processed data, 2023

The calculation of table 6 shows that the significant value of the effect of brand ambassador (X1) on online repurchase intention (Y) is 0.000 <0.05 and the calculated t value is 6.461> t table 1.985. This proves hypothesis 2 that brand ambassadors have a positive and significant impact on online repurchase intention (Y).

Table 7. Sales Promotion Variable t Test Results on Online Repurchase Intention

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.239	2.009		.119	.906
Sales Promotion	.461	.031	.832	14.832	.000
a. Dependent Variable: Online Repurchase Intention					

Source: Processed data, 2023

The calculation of table 7 shows that the effect of sales promotion (X2) on online repurchase intention (Y) online is 0.000 <0.05 and the tcount value is 14.832> ttable 1.985. This proves hypothesis 3 that the sales promotion variable (X2) has a beneficial and significant impact on users of the Tokopedia e-commerce application.

Discussion Of Research Results

a. The Effect of Brand Ambassador on Online Repurchase Intention

The brand ambassador variable has an impact on the online repurchase intention variable, this shows that consumers are more likely to return and make purchases on the Tokopedia e-commerce application when the celebrity is more famous and attractive. This is also consistent with previous research by Fariha (2019), which found that brand ambassadors have a significant effect on consumer intention to make repeat purchases. Basically, a person will have an interest in something related to someone he admires or his role model. By relying on famous celebrities as brand ambassadors, it is expected to emphasize consumer involvement in increasing profits or profits through purchases made. This also shows that through the selection of the right brand ambassador by paying attention in terms of popularity, credibility, strength and strong appeal, it can be a consideration for consumers to make purchases (Prastiwi et al, 2020). Tokopedia has a great opportunity to attract new clients through brand ambassadors who are well-known and have an attractive appearance as well as efforts to retain existing customers. This is also consistent with the age group for the most frequent online shopping in Indonesia, which is 18 to 35 years old (Dihni, 2022).

b. The Effect of Sales Promotion on Online Repurchase Intention

Based on previous calculations in the SPSS program, it can be seen that the sales promotion variable has a positive and significant impact. Coupons, discounts, rebates, and other short-term attractive offers are used as support to encourage customers to make more purchases. Basically, the fear of running out of discounts or attractive offers given will arise in a person, so the desire to make a purchase will be stronger. Sales promotion and temporary incentives aimed at attracting customers to buy certain goods or services are the main strategies in marketing campaigns (Kotler and Keller, 2016). Basically, someone will be interested in making a repurchase when they get good benefits in terms of products that meet expectations and are supported by exceptional service, because this will result in consumer pleasure and loyalty. This is also consistent with previous research which is a reference for current research, especially research conducted by Sari and Suryadi (2021) where the results show that sales promotion has a beneficial and significant impact on repurchase intentions.

V.   CONCLUSIONS

Based on the research findings, it can be concluded 1) Brand ambassadors and Sales Promotion as a whole have a positive and significant effect on the online repurchase intention of Tokopedia e-commerce application users 2) Brand ambassadors have a positive and significant effect on the online repurchase intention of Tokopedia e-commerce application users, 3) Sales Promotion partially has a good and significant impact on the online repurchase intention of Tokopedia e-commerce application users.

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