



The Influence of Brand Ambassadors, Brand Image, and Promotion on Shopee Consumer Purchase Decisions in Sukabumi Regency

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Abstract

This study aims to analyze the influence of brand ambassador, brand image, and promotion on consumer purchase decisions of Shopee users in Sukabumi Regency. The research employed a quantitative approach using a survey method through an online questionnaire. The sample consisted of Shopee consumers who had made at least four purchases within the past year, selected using purposive sampling. Data analysis was conducted using multiple linear regression with the assistance of SPSS version 25. The results show that simultaneously, brand ambassador, brand image, and promotion have a significant effect on purchase decisions. Partially, brand ambassador and promotion have a significant influence, while brand image does not significantly affect purchase decisions. These findings indicate that marketing strategies involving public figures and active promotional programs are more effective in encouraging consumer purchase decisions than solely relying on building brand image.

Keywords: Brand Ambassador, Brand Image, Promotion, Purchase Decision, Shopee.

1 Introduction

The development of digital technology has brought about major changes in the consumption patterns of modern society. Buying and selling activities that previously relied on face-to-face interaction are now increasingly shifting to the online realm, along with the increase in internet penetration and smartphone adoption in Indonesia. This transformation not only reflects lifestyle changes, but also shows a paradigm shift in the way consumers search for information, compare products, and make transactions. According to a report by the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia in 2024 has reached 221.56 million people or around 79.5% of the total population, an increase of 1.4% compared to the previous year. This figure confirms that digitalization has become an inseparable part of people's economic activities.

Marketplace as one of the tangible manifestations of e-commerce now functions as the main channel for consumers to shop online. Ease of access, product diversity, and competitive promotional programs make this platform increasingly in demand. Shopee, as one of the biggest players, managed to dominate the Indonesian e-commerce market. Data from Databoks (2024) shows that in October 2024 Shopee recorded 128.6 million monthly visitors, far exceeding its closest competitors. This dominance is inseparable from the aggressive marketing strategy implemented, especially through the use of popular brand ambassadors, strong brand image building, as well as massive promotional programs such as flash sales, free shipping, and

"double day" campaigns.

However, the effectiveness of such marketing strategies still raises debate. Some studies have given mixed results. Handayani (2022) found that brand ambassadors and promotions have an impact. Significant on the purchase decision, while the brand image has no significant effect. On the contrary, Putri (2023) reports that All Variables—brand ambassadors, brand image, and promotions—have a positive impact on purchasing decisions. These differences in findings suggest inconsistencies that are interesting to study further, especially in different geographical and demographic contexts.

Sukabumi Regency, as one of the areas with rapid growth of marketplace users, is a relevant context to research this phenomenon. Consumers in these areas have characteristics that may be different from consumers in big cities, so the research findings can provide a new perspective on the effectiveness of digital marketing strategies. Therefore, this study specifically aims to analyze the influence of brand ambassadors, brand image, and promotion on Shopee consumer purchase decisions in Sukabumi Regency.

2 Literature Review

Brand Ambassador

A brand ambassador is an individual that a company chooses to represent a brand with the goal of building an emotional connection with consumers. According to Kotler & Keller (2019), brand ambassadorship is a trust-based strategy because consumers are more easily influenced by public figures they admire.

Brand ambassador indicators according to Lea Greenwood (2012) in Mardiyah & Nora (2020) include:

1. Attractiveness – an appearance or charm that attracts the attention of consumers.
2. Trustworthiness – the level of reliability of the figure in conveying the brand's message.
3. Expertise – competence or knowledge possessed related to the product.
4. Similarity – the compatibility between the figure and the characteristics of the target market.
5. Power – the ability of the figure influences consumer decisions.

Brand Image

Brand image is a consumer's perception of a brand based on experience and exposure to marketing communications. Aaker (2018) emphasized that a positive brand image can increase consumer loyalty and trust.

The brand image indicators according to Aaker & Biel in Firmansyah (2019) are:

1. Corporate Image – consumer perception of a company's reputation.
2. User Image – a description of the consumer of who the user of the product is.
3. Product Image – consumer perception of product quality, design, and benefits.

Promotions

Promotion is a form of marketing communication to influence consumers to be interested in making a purchase. According to Kotler & Keller (2019), promotions include a variety of activities that encourage consumers to recognize and choose products.

Promotion indicators according to Kotler & Armstrong (2019:62):

1. Advertising – non-personal communication through mass media.
2. Sales Promotion (sales promotion) – short-term incentives, such as discounts, coupons, or flash sales.
3. Personal Selling – direct communication between sellers and consumers.
4. Public Relations – activities to create Imagery positive company.
5. Direct Marketing – direct communication to consumers, such as email, SMS, or apps.

Purchase Decision

Purchasing decisions are the process of consumers choosing a certain product or brand after going through the stages of identifying needs, evaluating alternatives, and purchasing (Kotler & Armstrong, 2019).

Indicators of purchasing decisions according to Kotler & Armstrong (2016) in Soetanto et al. (2020):

1. Product selection – the suitability of the product to the needs.
2. Brand choice – the consumer's decision to choose a particular brand.
3. Channel choice – selection of distribution channels/stores/platforms.
4. Purchase time – the decision on when to make a purchase.
5. Purchase amount – how many products were purchased.
6. Payment methods – payment methods The chosen by the consumer.

Research Gap

Previous research has shown inconsistent results. Some find that brand ambassadors and promotions have a significant effect on Verdict purchase (Handayani, 2022; Aisyah, 2022), while other research shows that brand image or brand ambassadors are not always significant (Najib, 2024; Samosir, 2021). These differences in results show that there is room for further research, especially in local contexts such as Sukabumi Regency, where consumer characteristics can differ from big cities.

3 Research Methods

This study uses a quantitative approach with a survey method. The research instrument is in the form of a structured questionnaire that is compiled based on the indicators of each variable and distributed online through Google Form. The population in this study is Shopee consumers in Sukabumi Regency, with the research sample determined Using purposive sampling technique. The respondent criteria set are consumers who have made purchases through Shopee at least four times in the past year. The sample count was selected taking into account the adequacy of the data for statistical analysis. The data used consisted of primary data obtained through the distribution of questionnaires directly to respondents, as well as secondary data obtained from literature, scientific articles, and relevant sources related to e-commerce and consumer behavior.

4 Results and Discussion

Validity Test

The validity test is carried out to measure whether or not a research instrument is valid. This test uses Pearson's product moment correlation technique, where a statement item is declared valid if the r-value is greater than the r-table value at a certain level of significance. In this study, the

number of respondents (N) was 100 people with a significance level (α) of 10%, so the r-table value used was 0.1654. Thus, each
 The statement item is said to be valid if R- calculates > 0.1654 .

The results of the validity test for each variable can be seen in the following table:

Table 4. 1 Results of the Brand Ambassador Validity Test (X1)

Questions	r Count	r Table	Remarks
X1.1	0.797	0.165	Valid
X1.2	0.804		Valid
X1.3	0.707		Valid
X1.4	0.726		Valid
X1.5	0.766		Valid
Total X1	1		Valid

Source: SPSS processed data, 2025

Table 4. 2 Brand Image Validity Test Results (X2)

Questions	r Count	r Table	Remarks
X2.1.1	0.799	0.165	Valid
X2.1.2	0.725		Valid
X2.2.1	0.690		Valid
X2.2.2	0.754		Valid
X2.3.1	0.783		Valid
X2.3.2	0.651		Valid
Total X2	1		Valid

Source: SPSS processed data, 2025

Table 4. 3 Promotion Validity Test Results (X3)

X3.5	0.712	Valid
Total X3	1	Valid

Source: SPSS processed data, 2025

Table 4. 4 Results of the Purchase Decision Validity Test (Y)

Questions	r Count	r Table	Remarks
Y.1	0.732		Valid

Y.2	0.630	0.165	Valid
Y.3	0.740		Valid
Y.4	0.712		Valid
Y.5	0.606		Valid
Y.6	0.577		Valid
Total Y	1		Valid

Source: SPSS processed data, 2025

The results of the validity test in Tables 4.4 to 4.7 show that all statement items in the variables of brand ambassador, brand image, promotion, and purchase decision have a value of r -calculated $>$ r -table, so that it is declared valid.

Reliability Test

Reliability tests are performed to measure consistency Instruments research. The test uses Cronbach's Alpha value, with the criterion that a variable is declared reliable if the Cronbach's Alpha value is greater than 0.60.

Table 4. 5 Reliability Test Results

Questions	r Count	r Table	Remarks
X3.1	0.745	0.165	Valid
X3.2	0.779		Valid
X3.3	0.706		Valid
X3.4	0.767		Valid

Source: SPSS processed data, 2025

Normality Test

Normality tests were carried out to find out if the research data was distributed normal. The test uses the Kolmogorov-Smirnov test with the data criteria declared normal if the significance value is greater than 0.1.

Table 4. 6 Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	3.57691129
Most Extreme Differences	Absolute	.064
	Positive	.033
	Negative	-.064
Test Statistic		.064
Asymp. Sig. (2-tailed)		.200 ^{c, d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

It can be concluded that the data has a normal distribution.

Multicollinearity Test

The multicollinearity test was carried out to determine whether there is a correlation between variables independent. The test used the Tolerance and Variance Inflation Factor (VIF) values with the criteria of no multicollinearity if the tolerance value > 0.10 and VIF < 10.

Table 4. 7 Multicollinearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11.640	2.999		3.881	.000		
	Brand Ambassador	.178	.106	.164	1.682	.096	.926	1.080
	Citra Merek	.077	.096	.080	.799	.426	.890	1.137
	Promosi	.333	.121	.284	2.749	.007	.825	1.213

a. Dependent Variable: Keputusan Pembelian

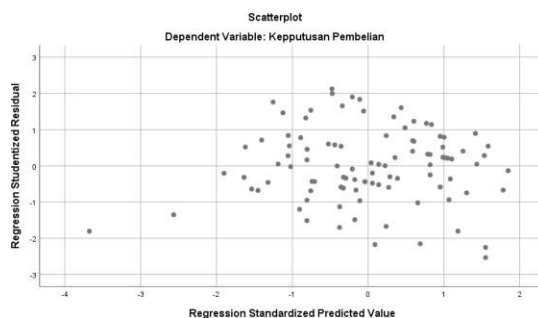
Source: SPSS processed data, 2025

Based on the test results, all independent variables had a tolerance value greater than 0.10 and a VIF value of less than 10. Thus, it can be concluded that there are no symptoms of multicollinearity in the regression model.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is or not a residual variance disparity in the regression model. In this study, the test was carried out using the scatterplot method by observing the spread of residual points on the x-axis.

Table 4. 8 Results of the Heteroscedasticity Test (Scatterplot)



Source: SPSS processed data, 2025

Based on the scatterplot, the residual points are randomly spread above and below the X axis and do not form a specific pattern. Thus, the regression model is stated Free from symptoms of heteroscedasticity.

Multiple Linear Analysis

Multiple linear regression analysis was used to determine the influence of brand ambassadors, brand image, and promotion on Shopee consumer purchase decisions in Sukabumi Regency.

Table 4. 9 Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.640	2.999		3.881	.000
	Brand Ambassador	.178	.106	.164	1.682	.096
	Citra Merek	.077	.096	.080	.799	.426
	Promosi	.333	.121	.284	2.749	.007

a. Dependent Variable: Keputusan Pembelian

Source: SPSS processed data, 2025

Based on the results of the SPSS output, the multiple linear regression equation is obtained as follows:

$$Y = 11.640 - 0.178x_1 + 0.077x_2 - 0.3337x_3 +$$

e

1. Constant (11,640): Shows that without the influence of brand ambassadors, brand image, and promotion, Value The purchase decision is estimated at 11,640.
2. Brand Ambassador ($\beta = 0.178$; Sig. $0.096 < 0.10$) Significantly affects decision: purchase. The more optimal the role of brand ambassadors, the higher the tendency of consumers to buy.
3. Brand Image ($\beta = 0.077$; Sig. $0.426 > 0.10$): It does not have a significant effect on purchase decisions, so brand perception has not yet become a determining factor for consumers.
4. Promotion ($\beta = 0.333$; Sig. $0.007 < 0.10$): Has a significant effect on purchasing decisions. Increased promotions have been proven to be able to encourage consumers to make purchases.

T test (Partial)

The t-test was performed to test for partial effects each independent variable against dependent variable. The test used a t-statistic with a significance level of $\alpha = 0.10$; The partial hypothesis is rejected if the significance value (p-value) < 0.10 .

Table 4. 10 Results of the t-test (Partial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.640	2.999		3.881	.000
	Brand Ambassador	.178	.106	.164	1.682	.096
	Citra Merek	.077	.096	.080	.799	.426
	Promosi	.333	.121	.284	2.749	.007

a. Dependent Variable: Keputusan Pembelian

Source: Data processed SPSS, 2025

Based on the results of the t-test, it was obtained that: $(df) = n - k - 1 = 100 - 3 - 1 = 96$.

With a significance level (α) of 10% (0.10), then the table t-value = 1.660.

1. Brand Ambassador Sig. 0,096 (<0.10) and t-count 1,682 ($>1,660$), have a significant effect on purchasing decisions. This means that the role of brand ambassadors is able to encourage consumers to make purchase decisions.
2. Brand Image Sig. 0.426 (>0.10) and t-count 0.799 (<1.660), does not have a significant effect on the purchase decision, so the brand perception is not strong enough to influence consumers.
3. Promotion Sig. 0.007 (<0.10) and t-count 2,749 ($>1,660$), influential significant to the purchase decision. This indicates a promotion effective in improving consumer purchasing tendencies.

F Test (Simultaneous)

The F test is used to determine the influence of independent variables simultaneously on dependent variables. The test was carried out with a significance level of $\alpha = 0.10$, where the regression model was declared significant if the value of F-calculate $>$ F-table or significance value $<$ 0.10.

Table 4. 11 F Test Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	232.405	3	77.468	5.871	.001 ^b
	Residual	1266.635	96	13.194		
	Total	1499.040	99			

a. Dependent Variable: Keputusan Pembelian
 b. Predictors: (Constant), Promosi, Brand Ambassador, Citra Merek

Source: SPSS processed data, 2025

To determine the significance of the model simultaneously, this value is compared with the F table at the significance level of $\alpha = 0.10$, with free degrees ($df_1 = 3$; $df_2 = 96$). Based on the reference of the distribution F, it is obtained that F table \approx 2.18.

Based on the results of the ANOVA test, an F-count of 5.871 with a significance of 0.001 was obtained. Because F-count (5,871) $>$ F-table (2:18) and sig. (0.001) $<$ 0.10, then the regression model is declared significant. This means that brand ambassadors, brand image, and promotions simultaneously have a significant impact on purchasing decisions.

Coefficient of Determination Test (R²)

The determination coefficient (R²) test is used to determine how much an independent variable is capable of explaining the variation of the dependent variable. The higher the R² value, the greater the proportion of variation in purchasing decisions that can be explained by brand ambassadors, brand image, and promotions.

Table 4. 12 Determination Coefficient Test Results (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.394 ^a	.155	.129	3.632

a. Predictors: (Constant), Promosi, Brand Ambassador, Citra Merek
 b. Dependent Variable: Keputusan Pembelian

Source: SPSS processed data, 2025

An R² value of 0.155 indicates that 15.5% of the variation in purchasing decisions can be explained by brand ambassadors, brand image, and promotions. Meanwhile, the remaining 84.5% were influenced by other factors outside of this research model.

5 Conclusion and Suggestions

Referring to the findings of the research that has been carried out regarding "The Influence of Brand Ambassadors, Brand Image, and Promotion on Shopee Consumer Purchase Decisions in Sukabumi Regency", the following can be concluded:

1. Brand ambassadors have a significant influence on the purchasing decisions of Shopee consumers in Sukabumi Regency, which shows that the better the role of brand ambassadors, the higher the tendency of consumers to buy.
2. Brand image does not have a significant effect on purchasing decisions, so consumer perception of the brand has not yet become a dominant factor in driving transactions.
3. Promotion has a significant effect and is the most dominant variable in influencing Purchase decisions, with free shipping, discounts, and flash sale programs received a positive response from consumers.
4. By Simultaneously, Brand Ambassadors, brand image, and promotions have a significant impact on purchasing decisions with Contributions 15,5%, while the rest were influenced by other factors outside the research model.

Referring to the findings and conclusions of this study, some suggestions that can be submitted to support the development of corporate strategies are as follows:

1. Shopee Recommended To maintain the power aspect of brand ambassadors and strengthen the dimensions of trust and expertise, in order to increase consumer credibility and trust.
2. Company need to integrate Strategies to strengthen brand image through improving services, systems, and communication, so that they can have a greater influence on purchasing decisions.
3. Personal selling promotion strategies need to be optimized because they are considered the most effective, while direct marketing methods should be evaluated to be more relevant and attractive to consumers.

Further research is suggested to add other variables, such as product quality, ease of payment, and consumer confidence, as well as expanding territories or using qualitative approaches to gain a deeper understanding.

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