

## **THE INFLUENCE BRAND AMBASSADOR to BRAND IMAGE ONLINE SHOP**

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### **ABSTRACT**

*The main purpose of this research is to determine the effect of Brand Ambassador on Brand Image Online Shops. The population in this research -- konsumen of Tokoedukasi and Tokopedia. This study uses the validity test and reliability test before to test the validity and reliability of any statement filled. Hypothesis testing is performed using F test, t test, multiple correlation greatly enhanced by and correlation greatly enhanced by of treatment. This research used classical nt apocryphal work test, which is consist of multicollinearity test, normally a test, heterokedastisity test, auto correlation test and linearity test.*

*The result of this research shown that financeroll.com were significant effect between Credibility ( $X_2$ ), Attraction ( $X_3$ ) and Power ( $X_4$ ) on Brand Image Online Shop ( $Y$ ) and Visibility ( $X_1$ ) does not significant effect on Our Brand Image Online Shop ( $Y$ )*

**Keyword:** Brand Ambassador, Visibility, Credibility, Attraction and Power

### **INTRODUCTION**

The development of technology and internet in Indonesia have great impact on the change business, namely from advertising, selling, interaction between humans, and so on. In addition, Indonesia is one of the countries in the world that has the number of population that quite a lot, so it makes Indonesia to the potential in marketing and selling products. Internet users in Indonesia is increasingly increased every year, at the end of 2013 internet users as many as 82 million people, in 2014 reached 107 million people, in 2015 expected internet users as many as 139 million people, so as well as growth internet users in Indonesia has become one of the opportunity to online shop or e-commerce in Indonesia.

Rapid growth markets e-commerce in Indonesia there is indeed already could not be no doubt about it. With the number of internet users that reached the figure 107 million people, the e-commerce to gold mine that is very tempting for some people who will be able to see the potential growth in the future. E-commerce in Indonesia in 2013 as many as 23%, at the end of 2014 as many as 40%, and at the end of 2015 e-commerce increased to 53%. This growth in the data on internet users in Indonesia that continues to grow every year.

Industry Developing e-commerce in Indonesia makes many actors e-commerce using various strategies to attract the attention of the consumers and affected customers to buy the product. The suspect e-commerce is required to become more sensitive to the desire consumers and

communicate its products in a good manner and efficient. One of the strategy this marketing is to use a figure that has charisma and capability to attracting many and attractive consumers. This is called celebrity endorser or brand ambassador.

According to a survey to 10 consumer e-commerce in Indonesia, 8 people said “a brand ambassador for affected their judgment against existence e-commerce because big name and image brand ambassador that was carried out by e-commerce added to their confidence to online shop was while the rest as many as 2 people argue that there is a brand ambassador does not affect perception and their evaluation existence e-commerce, the most important thing is product quality, price and service of e-commerce .

### **Brand Ambassador**

Natalia (2013) in his prediction that entitled Analysis/Appraisers usage Effective celebrity as a Brand Endorser to build a Brand Image, brand endorser / brand ambassador is one of the celebrity represent a certain brand during three years, brand ambassador for the one who represented as a portrait best products or services and brand ambassador strategy.

Nindwalanju (2013) in the research, entitled the influence Brand Ambassador in television advertising MAGNUM Classic toward the decision will brand ambassador is a person considered by the company and is held by the people in his daily life, this is related to his role as a communicator from the company to consumers in promoting a product.

Nindwalanju (2013) in the research, entitled the influence Brand Ambassador in television advertising MAGNUM Classic on Purchasing decisions, the model is used in the election brand ambassador is with the viscap model namely visibility, credibility, attraction and power.

#### 1. Visibilty

Visibility is to see how much popularity brand ambassador who was chosen by companies in representing its products.

#### 2. Credibility

Credibility is a component that see how much brand ambassador can be held by the community. This was related to how big trust that is in the knowledge that is in the brand ambassador and whether brand ambassador is in accordance to represent the product.

#### 3. Attraction

Attraction is divided into 2 characteristics, namely:

##### a. Likeability

Likeability that is meant is associated with physical attractiveness and personality. Between the brand ambassador and the prospective customers will set up a positive image to the products to the prospective customers also will like what was formed by brand ambassador

##### b. Similarity

Brand ambassador in advertising products must have similarities with target, for example in terms of emotional, the age, gender. This similarity will trigger the interest.

#### 4. Power

Power was looking at how much power which is owned by brand ambassador to do inducement to the candidates in considering the consumer product. Power that is how big effort, which will be done by brand ambassador in relation to our that he did with approaches to his prospective customers.

According to Putra (2014) in the research, entitled The influence Brand Ambassador to Brand Image and Its impact on Purchasing decisions, classify five specific dimensions endorser advertising to facilitate communication effectiveness. Five specific dimension endorser explained with acronym of TEARS.

##### a. Trustworthiness

Trustworthiness to refer to as far as where the source is seen as the integrity, the integrity and can be trusted

b. Expertise

Expertise to refer to the knowledge, experience or expertise that owned by a endorser associated with a brand that was supported

c. Attractiveness

Appeal to refer to themselves that is considered to be interesting to see in relation to the concept attractiveness. Glamour can include hospitality, pleasant, physical and work as some important dimension of the concept attractiveness.

d. Respect

Respect reflect quality is acceptable or vogue as a result of quality personal achievement

e. Similarity

Similarity is common on the audience is pointed to refer to the similarity between endorser and audience in this age, character, the interest, appetite, life style, social status and so on.

**Brand Image**

According to Frances and John (2014) in his research entitled Analysis of Effect of Visibility, Credibility, Attraction and Power Celebrity Endorser against Marcks Foundation Brand Image, Brand image is that the first is the notion of brands that are in the consumer's mind or memory, and the second is the way people think about a brand in the abstract in their thinking, even when they think about it, they do not deal directly with the product. The factors supporting the formation of brand image in relation to the brand association, among others:

1. *Favorability of brand association. One of the determining factors of brand image are the hallmarks of products, where these products ahead of the competition.*

2. *Strength (Familiarity) of brand association. Build the popularity of a brand famous brand manjadi not easy, but the popularity of becoming one of the keys that can form a brand image for consumers*

3. *Uniqueness of brand association. Uniqueness is owned by the product.*

**Factors that Influencing Brand Image**

According to Islami (2011) in or his image, entitled The influence brand (Brand Image) to product purchase Sophie Martin at the Polytechnic Institute Students MBP Medan, a brand that established will have outstanding position in the competition if supported by the association in the right direction. Various associations that are related to a series of the so-called Brand Image. More and more a association that has been established to be even more powerful brand image that belonged to him. There are eleven source association brand, namely:

a. Product attributes

Associate attributes or characteristics a product is positioning strategy that is most often used.

b. Intengibles Atribute

A factor does not exist is a common attribute, like perception quality, advances in technology, the impression that the digest a series attributes that objective.

c. Consumer's Benefit

Benefit to our customers can benefit as Rational (Rational Benefit) and the benefits psychology (Psychological Benefits).

d. Relative Price

Evaluation of the brand disebagian class this product will begin with the determination brand position was in one or two from high prices.

e. Aplication

This approach is to associate brand with a use or certain application.

f. User/ consumer

This approach is to associate a brand with a type user or customer class product.

G. Celebrity/ person

Relate to the well-known/artists with a brand can transfer association that strong which is owned by the well-known into brand.

H. Life style

The Association brand with a life style can be inspired by the association of customer brand with various characteristics personality and life style that is almost the same.

I. Product Class

Associate a brand through class product.

J. Competitors

Know competitors and try to equal or even surpassing competitors.

K. Country/ Geographic Area

A country can become a powerful symbol as long as it has a close relationship with the product, materials and ability.

### **HYPOTHESIS**

1. There were no different dimensions that are composed brand ambassador for visibility, credibility, attraction, and power together to influence the course of events in brand image online shops
2. There were no different dimensions that are composed brand ambassador for visibility, credibility, attraction, and power partially influence the course of events in brand image online shops

### **RESEARCH OBJECTS**

Questionnaire will be scattered through email to customers Tokoedukasi and Tokopedia, because Tokopedia is one of the few online shop that has been using brand ambassador in marketing and Tokoedukasi is the object in this research.

### **DEFINITION and MEASURING variable**

1. *Visibility* ( $X_1$ )

Visibility dimension is how much popularity a celebrity affected customer perception about existence brand image online shop . Muktammar (2014) in the research that there were two indicators, which is used to describe visibility are:

- a. Popularity: how much the community to know and understand celebrity
- b. Appearances: intensity powered celebrity in public.

2. *Credibility* ( $X_2$ )

Customer perception to use skills, knowledge and experience that relevant inventory endorser of online store that advertised and consumer confidence to endorser for providing information, which is not common and objective. Natalia (2013) that there were 2 indicators that can explain credibility, namely:

- a. Expertise: respondents can catch the impression that celebrity has the capability and expertise to communicate and give confidence to consumers about brand image online shop
- b. Trustworthiness: how much capability which is owned by brand ambassador to deliver the information is honest to his prospective customers

3. *Attraction* ( $X_3$ )

Attraction is a good physical appearance and non-physical one character or the interesting thing can support advertisements and can lead to attract audience to scrutinize ad. Natalia (2013) said that the indicator attraction there are three are:

- a. Similarity: respondents believe that celebrity as a figure who provides inspiration to respondents
- b. Familiarity: high intensity celebrity appeared in public
- c. Likability: attraction celebrity physically, character that is good and the ability to attract and draw respondents
4. Power ( $X_4$ )

Power is charisma that can affect an endorser for thinking behaviors, the attitude of respondents. Two indicators to explain power :

- a. An example: celebrity is a figure who should emulate
  - b. An Idol reference: celebrity could be made as an example or standard
5. *Brand Image (Y)*

Natalia (2013) in the research says that there are three indicators forming brand image, which is

- a. Favorability of brand association (superiority association brand): excellent range, where products are superior in the race and the extent to which a target is convinced that the brand's benefits
- b. Strength of brand association / familiarity of brand association: popularity brand to one of the keys to form brand image even building a brand popularity is not an easy thing
- c. Uniqueness of brand association : the uniqueness of the uniqueness that is owned by online shop

## **DISCUSSION**

The talks will be examined about- results of research that is in accordance with the aim of the research that will be applied. This research and interpreted use and theories logic that is, and then compare with the relevant empirical hits.

The influence sub variables Visibility ( $X_1$ ), Credibility ( $X_2$ ), Attraction ( $X_3$ ) and Power ( $X_4$ ) to the formation Brand Image (Y) partially.

1. Influence Visibility ( $X_1$ ) to Brand Image (Y). Based on the result data analysis that has been described above it has been proven that partially test result Visibility ( $X_1$ ) did not significantly exceed Brand Image (Y). Because respondents do not see how popular or how many fans who owned by brand ambassador for the affected assessment respondents against brand image online shops. This research was supported by Nurvianto and Mahmud (2014) in his research that was entitled to influence Endorser Brand Image Drum Tama in Semarang, who said visibility does not affect brand image. This research is also supported by Endang and Dina (2012) that entitled The influence Agnes Monica as Celebrity Endorser toward The Formation Brand Image Honda Vario said visibility does not affect brand image. Popularity many useful if the goal of communication is brand awareness. If popularity is used as a model, it will be able to make a problem especially for celebrities who became endorser many products. Consumers will be confused when connecting products with a celebrity advertising.
2. Influence Credibility ( $X_2$ ) to Brand Image (Y). Based on the result data analysis that has been described above it has been proven that partially test result Credibility ( $X_2$ ) significantly affect to Brand Image (Y). Because respondents considered brand image online shops is based on the knowledge brand ambassador about online shops that are advertised, so it could be increased the trust respondents to online shop .
3. Influence Attraction ( $X_3$ ) to Brand Image (Y). Based on the result data analysis that has been described above it has been proven that partially test result Attraction ( $X_3$ ) significantly affect to Brand Image (Y). Because respondents considered brand image online shops is based on a level that is preferred audience (likeability) and high similarities with that the

user's personality products (similarity), so it could be increased the trust respondents to online shop.

4. Influence Power ( $X_4$ ) to Brand Image (Y). Based on the result data analysis that has been described above it has been proven that partially test result variables Power ( $X_4$ ) significantly affect to Brand Image (Y). Because respondents considered brand image online store based ability brand ambassador to attracting consumers to use products and improve their ability brand ambassador for the inducement to consumers so that consumers are interested to buy the product in that advertised

Multiple regression analysis result from this research is known that the variables that have a dominant influence to Brand Image is Power ( $X_4$ ). The influence dominant Power ( $X_4$ ) was known that based on the t test largest the probability of 12.116 and 0.000 . This is because respondents in this research more influenced by brand ambassador ability to attract customers to use products. In addition, it is also selebirits ability to make inducement to consumers so that consumers are interested to buy the product in that advertised. And also be able to give inspiration and good example for customers

## CONCLUSION

This research aims to know which variables that affect Brand Image. In this research, the independent variables is Visibility ( $X_1$ ), Credibility ( $X_2$ ), Attraction ( $X_3$ ), and Power ( $X_4$ ) and dependent variable is Brand Image (Y).

Based on calculations multiple regression analysis, can be known:

1. Based on F tests, it is known that the F-calculate that 87,193 more may have from F 2.467 but it was decided  $H_0$  was rejected, this decision is enhanced by the probablitas that less than  $\alpha$  (0.05 ) . It can be concluded that all independent variables together to influence the brand image
2. Based on multiple regression analysis, can be known as possible the independent variables to dependent variable, Visibility of 0.168 and the t test of 0.555, Credibility of 0.063 and the t test of 0.005, Attraction of 0.038 and the t test of 0.000 and Power of 1.193 and the t test of 0.000 so that it can be concluded that Credibility, Attraction, and Power directly proportional and influence Brand Image, while Visibility is inversely proportional and does not affect Brand Image. In other words, when Credibility, Attraction, and Power increased, so it would be followed by the increase Brand Image. While the Visibility is not followed the increase Brand Image.

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