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## **The Influence of Brand Ambassador and Social Media Marketing on Purchase Intention Through Brand Image (Study on Consumers " Sang Dewa Snack")**

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### **Abstract**

*Brand ambassadors and social media marketing are effective marketing strategies in promotions to encourage purchases. This study aims to determine the direct and indirect effect of brand ambassadors and social media marketing on purchase intention through the brand image of Sang Dewa consumers. This study uses a descriptive explanatory quantitative approach. The population of this research is prospective consumers of Sang Dewa, the sampling technique used purposive sampling totaling 198 respondents. Data analysis of this research was carried out using the SEM Partial Least Square (PLS) method using WarpPLS 7.0 software, descriptive analysis and Sobel test. The results show that: 1) brand ambassadors have a positive and significant direct effect on brand image & purchase intention 2) social media marketing has a direct positive and significant effect on brand image & purchase intention 3) brand image has a direct positive and significant effect on purchase intention 4) brand ambassador has a positive and significant effect on purchase intention through brand image 5) social media marketing has a positive and significant effect on purchase intention through brand image. Based on the results of this study, the researcher provides suggestions, namely adjusting product characteristics with brand ambassador figures and carrying out more effective promotional activities.*

**Keywords: Brand Ambassador, Social Media Marketing, Purchase Intention, Brand Image**

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## **INTRODUCTION**

As business competition is getting tougher, brand ambassadors and social media marketing have become an effective marketing strategies in conveying promotions and attracting consumers' attention to get closer to the brand and encourage purchases (Wang & Hariandja, 2016; Fawwaz & Indrawati, 2018). According to Firmansyah (2019), a brand ambassador is someone who has a passion for the brand and can influence or invite consumers to buy or use a product. In general, brand ambassadors come from circles such as celebrities and artists, athletes, singers, or figures who have been known to the public. The use of brand ambassadors is not only limited to promoting products but also aims to increase consumer involvement to be closer to the brand and encourage purchases (Wang & Hariandja, 2016). Consumers can perceive a brand as having good quality simply because of the endorsement of their favorite celebrity personality.

In addition to using brand ambassadors as a tool to communicate product offerings to customers, companies can adopt marketing strategies through social media. Based on the Indonesian Digital Report 2021 (Hootsuite) shows that active social media users reach 170 million, or equivalent to 61.8% of the total population in Indonesia. The number of social media users in 2021 has grown by 10 million or around 6.3% compared to the previous year. The average internet user has spent accessing social media (via all devices) 3 hours, 41 minutes (Hootsuite, 2021). Atshaya & Rungta (2016) stated that social media marketing focuses on designing content that is unique and helps attract users' attention, which encourages users to share it with others. Active social media can attract more consumers or new visitors.

Consumers can immediately respond on social media by providing opinions, comments, and suggestions about products or services so that consumers can get the products they need easily.

A positive brand image can connect a strong, best, and unique perception of the brand in the minds of consumers. With a positive brand image, the company can develop a wider product line by utilizing the positive image that has been formed to increase product sales. In this case, brand ambassadors and social media marketing act as a bridge in conveying a brand's message to brand perceptions in the minds of consumers. Brand ambassadors and social media marketing are important parts of an online marketing strategy, which aims to encourage the purchase intention of a product. Furthermore, the use of brand ambassadors and social media marketing aims to make advertisements more attractive and effective which can easily attract the attention of consumers who encourage purchase intentions. Based on data from BPS (Central Bureau of Statistics) recorded that the food industry has made sales online, amounting to 79.68% and the most widely used means through social media is 50.12%. As a result, today's marketers are competing to develop the right marketing strategy. Social media marketing and brand ambassadors are considered appropriate marketing strategies in today's digital era.

Sang Dewa Snack is one of the brands that adopt a marketing strategy through brand ambassadors and social media marketing. Sang Dewa Snack is a banana chip snack product with a variety of flavors that are presented. Sang Dewa Snack carries the concept of unique packaging, where each package depicts the face or character of the brand ambassador to create a brand image in the minds of consumers. The character in the Sang Dewa Snack package is Dewa Eka Prayoga or often nicknamed "God of Selling" who is a writer and business coach. Furthermore, Sang Dewa Snack also adopts social media marketing by presenting content to build communication between brands and consumers. Based on their official Instagram account @sangdewaofficial in January 2022, shows several 72,300 followers. In presenting Instagram content, it is also inseparable from the appearance of the face of the brand ambassador. This is supported by the statement of Almaida et al (2019) that in communicating on social media, some companies use brand ambassadors to convey information about their products.

## **RESEARCH METHODS**

This research uses a quantitative approach and the type of this research is descriptive explanatory research. This study has independent variables, namely Brand Ambassador (X1) and Social Media Marketing (X2), the dependent variable is Purchase Intention (Y), and the mediating variable is Brand Image (Z). The population in this study are prospective consumers of Sang Dewa, with the following criteria: 1) Prospective consumers aged 18-40 years 2) Prospective consumers who know the Sang Dewa Snack brand 3) Prospective consumers who intend to buy Sang Dewa Snack products. The sampling technique in this study used purposive sampling which was calculated using the Lemeshow formula (1997) so that 198 respondents were obtained. The data collection technique in this study was by distributing closed questionnaires via google form to research respondents. The data analysis technique used path analysis and the Sobel test. The data analysis technique in this study was carried out using the Partial Least Square (PLS) method using WarpPLS 7.0. software.

Analysis of the data used in this study is SEM Partial Least Square (PLS) method using WarpPLS 7.0 software, descriptive analysis and Sobel test.

## RESULTS AND DISCUSSION

### Result

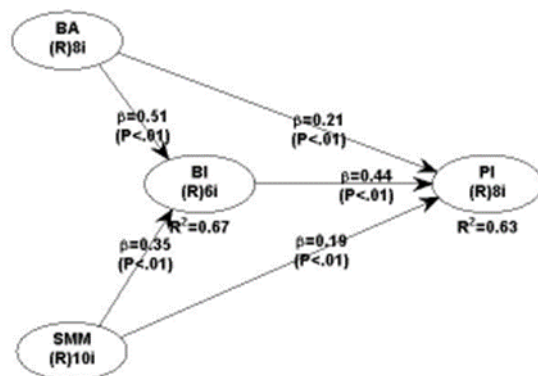


Figure. 1. PLS Line Model

#### A. Inner Model - Adjusted R-Squares

Adjusted R-squares aim to explain the effect of certain exogenous latent variables on whether endogenous latent variables have an effect. The calculation results of Adjusted R-squares are presented in the following table:

Table 1: Adjusted R-Squares

Variable	Adjusted R-squares
Purchase Intention	0,629
Brand Image	0,666

Based on the table above, it can be seen that the Adjusted R-squares value of the purchase intention variable is 0.629 or 62.9%. This shows that the purchase intention variable can be explained by the brand ambassador, social media marketing, and brand image variables of 62.9%. Meanwhile, the remaining 37.1% is explained by other variables not discussed in this study.

Then the value of the Adjusted R-squares of the brand image variable is 0.666 or 66.6%. This shows that the brand image variable can be explained by the brand ambassador and social media marketing variables of 66.6%. Meanwhile, the remaining 33.4% is explained by other variables not discussed in this study.

#### B. Hypothesis testing

Hypothesis testing aims to test the effect of exogenous variables directly and indirectly on endogenous variables. In testing the hypothesis if the path coefficient is positive and the p-value  $< 0.05$  (significance level = 5%), then there is a positive and significant effect of exogenous variables on endogenous variables. The results of testing the direct and indirect influence hypothesis are presented in the following table:

Table 2: Hypothesis Testing

Exogenous	Mediator	Endogenous	Path Coefficient	Indirect Coefficient	SE	P Value	Description
Brand Ambassador	-	Purchase Intention	0,209	-	0,068	0,001	Accepted
Social Media	-	Purchase Intention	0,194	-	0,068	0,003	Accepted

<i>Marketing</i>							
<i>Brand Ambassador</i>	-	<i>Brand Image</i>	0,514	-	0,064	<0,001	Accepted
<i>Social Media Marketing</i>	-	<i>Brand Image</i>	0,345	-	0,066	<0,001	Accepted
<i>Marketing</i>							
<i>Brand Image</i>	-	<i>Purchase Intention</i>	0,441	-	0,065	<0,001	Accepted
<i>Brand Ambassador</i>	<i>Brand Image</i>	<i>Purchase Intention</i>	-	0,227	0,048	<0,001	Accepted
<i>Social Media Marketing</i>	<i>Brand Image</i>	<i>Purchase Intention</i>	-	0,152	0,049	0,001	Accepted

**Variable structural models brand image :**

$$\text{Brand Image} = 0,514(\text{Brand Ambassador}) + 0,345(\text{Social Media Marketing})$$

**Variable Structural Model purchase intention :**

$$\text{Purchase Intention} = 0,209(\text{Brand Ambassador}) + 0,194(\text{Social Media Marketing}) + 0,441(\text{Brand Image})$$

1. H1: There is a positive and significant influence between brand ambassadors on the brand image of Sang Dewa consumers. Based on the table above, it is explained that the path coefficient is 0.514 with a P value of <0.001. Thus, H1 is accepted.
2. H2: There is a positive and significant influence between social media marketing on the brand image of Sang Dewa consumers. Based on the table above, it is explained that the path coefficient is 0.345 with a P value of <0.001. Thus, H2 is accepted.
3. H3: There is a positive and significant influence between brand ambassadors on the purchase intention of Sang Dewa consumers. Based on the table above, it is explained that the path coefficient is 0.209 with a P value of 0.001. Thus, H3 is accepted.
4. H4: There is a positive and significant influence between social media marketing on the purchase intention of Sang Dewa consumers. Based on the table above, it is explained that the path coefficient is 0.194 with a P value of 0.003. Thus, H4 is accepted.
5. H5: There is a positive and significant influence between the brand image on the purchase intention of Sang Dewa consumers. Based on the table above, it is explained that the path coefficient is 0.441 with a P value of <0.001. Thus, H5 is accepted.
6. H6: There is a positive and significant influence between brand ambassadors on purchase intention through the brand image of Sang Dewa consumers. Based on the table above, it is explained that the path coefficient of the influence of Brand ambassadors on Purchase Intention through Brand Image is 0.227 with a P value of <0.001. Thus, H6 is accepted.
7. H7: There is a positive and significant influence between social media marketing on purchase intention through the brand image of Sang Dewa consumers. Based on the table above, it is explained that the path coefficient of the influence of social media marketing on purchase intent through brand image is 0.152 with a P value of 0.001. Thus, H6 is accepted.

**Discussion**

**The influence of Brand Ambassador on the Brand Image of Sang Dewa consumers**

Based on the results of the analysis in chapter IV, the path coefficient is 0.514 with a P value of <0.001. The test results show that the path coefficient is positive and the P value is < level of significance ( $\alpha = 5\%$ ) which means that the brand ambassador has a positive and significant effect on the brand image of Sang Dewa consumers.

There are several tools to create a brand image, one of which is through a brand ambassador. Cuong et al (2021) explain that a brand ambassador is an individual appointed by the company as a representative who has a strong influence on presenting the best image of a product, so that consumers are interested in using the brand, and usually from famous figures such as celebrities.

This research is supported by research by Fawwas & Indrawati (2018) which proves that brand ambassadors have a positive and significant effect on brand image. Almada et al (2019) in their research also state that the influence of brand ambassadors on brand image is more dominant than the influence of social media influencers on brand image. In this case, the better the brand ambassador, the better the brand image.

#### **The Influence of Social Media Marketing on Brand Image of Sang Dewa consumers**

Based on the results of the analysis in chapter IV, the path coefficient is 0.345 with a P value of  $<0.001$ . The test results show that the path coefficient is positive and the P value is  $<$  level of significance ( $\alpha = 5\%$ ) which means that social media marketing has a positive and significant effect on the brand image of Sang Dewa consumers.

In this case, the better social media marketing, the better the brand image. Bilgin (2018) reveals that to attract consumers' attention and create a positive brand image in the minds of consumers, companies/businesses can apply all communication channels in marketing activities, one of which is through social media marketing. The company's brand image will be more positive if the company can manage social media marketing well.

The results of this study are supported by the research of Sanny et al (2020) which proves that social media marketing has a significant effect on brand image. A business that is successful in becoming a brand will have a special position in the minds of consumers and will build a business identity (Bilgin, 2018). In addition, research by Moslehpour et al (2020) states that social media marketing directly and significantly affects brand image.

#### **The influence of Brand Ambassador on Purchase Intention of Sang Dewa consumers**

Based on the results of the analysis in chapter IV, the path coefficient is 0.209 with a P value of 0.001. The test results show that the path coefficient is positive and the P value is  $<$  level of significance ( $\alpha = 5\%$ ) which means that the brand ambassador has a positive and significant effect on the purchase intention of Sang Dewa consumers.

In this case, the better the brand ambassador, the higher the purchase intention. The use of brand ambassadors is carried out by companies to invite and influence consumers so that consumers are interested in using the product. Lestari et al (2021) consumers will be more interested in products used by public figures that can influence their purchasing decisions for a product.

Thus, this study is in line with research by Nurunnisha et al (2021) which states that brand ambassadors have a significant effect on purchase intention. The same thing was revealed in the research of Safira et al (2020) if brand ambassadors have a positive effect on purchase intentions, where celebrity brand ambassadors who are known to have good personalities and are good at interacting with consumers will encourage purchase intentions.

#### **The Effect of Social Media Marketing on Purchase Intention of Sang Dewa consumers**

Based on the results of the analysis in chapter IV, the path coefficient is 0.194 with a P value of 0.003. The test results show that the path coefficient is positive and the P value is  $<$  level of significance ( $\alpha = 5\%$ ) which means that social media marketing has a positive and significant effect on the purchase intention of Sang Dewa consumers.

In this case, the better social media marketing, the higher the purchase intention. Several factors can encourage consumer purchase intentions, one of which is social media marketing.

Astuti & Putri (2018) in their research states that the more Instagram users are involved in social media marketing activities, the greater their buying interest.

In line with this, the results of research by Moslehpor (2020) state that social media marketing also encourages consumer purchase intentions. Alfeel & Ansari's research (2019) confirms that social media marketing has a positive effect on consumer purchase intentions so in this case social media marketing cannot be avoided by companies. Karman's research (2015) also states that social media marketing has a positive effect on consumers' purchase intentions.

#### **The Influence of Brand Image on Purchase Intention of Sang Dewa consumers**

Based on the results of the analysis in chapter IV, the path coefficient is 0.441 with a P value of <0.001. The test results show that the path coefficient is positive and the P value is < level of significance ( $\alpha = 5\%$ ) which means that social media marketing has a positive and significant effect on the purchase intention of Sang Dewa consumers.

In this case, the better the brand image, the higher the purchase intention. Several factors can encourage consumer purchase intentions, one of which is the brand image. Savitri et al (2022) in their research stated that brand image is often used as a reference by consumers to make purchasing decisions when consumers do not have experience or knowledge about the product. A product that has a high brand image is often considered to have better quality than a product from a company with a lower brand image (Sallam, 2016).

This study supports the research of Ahmad et al (2019) which states that brand image affects purchase intention. In line with this research, Putri & Tiarawati (2021) stated that brand image has a positive and significant effect on online purchase intentions. Usman & Ariyani's research (2020) states that the variable that has a major influence on purchase intention is the brand image.

#### **The influence of Brand Ambassador on Purchase Intention through the brand image on Sang Dewa consumers**

Based on the results of the analysis in chapter IV, the path coefficient is 0.227 with a P value of <0.001. The test results show that the path coefficient is positive and the P value is < level of significance ( $\alpha = 5\%$ ) which means that there is an influence of brand ambassadors on purchase intention through the brand image on Sang Dewa consumers.

Brand image is something that is considered capable of forming opinions and perceptions of consumer confidence in a product (Rahmawan & Suwitho, 2020). This can be done through a brand ambassador marketing strategy to invite consumers to use the product and provide a positive brand image in the minds of consumers. The purpose of using a brand ambassador is to influence consumer buying interest through the popularity of celebrities as a company strategy in marketing their products (Cece, 2015).

In line with this research, Oktaviani & ZA (2021) stated that brand image has a positive and significant effect in providing a mediating effect on the influence of brand ambassadors on purchase intention. This is in line with several previous studies that brand image plays a significant role in mediating the influence of brand ambassadors on purchase intention (Kurniawan, 2021; Achmad et al, 2021). The indirect influence path coefficient produces a sufficient amount, this is because Sang Dewa consumers think they do not fully know Dewa Eka before becoming Sang Dewa's brand ambassador. In addition, consumers of the Gods consider that Dewa Eka has not fully exerted a great influence on his followers because consumers of the Gods are not necessarily followers of Dewa Eka.

#### **The Influence of Social Media Marketing on Purchase Intention through Brand Image on Sang Dewa consumers**

Based on the results of the analysis in chapter IV, the path coefficient is 0.152 with a P value of 0.001. The test results show that the path coefficient is positive and the P value is <

level of significance ( $\alpha = 5\%$ ) which means that there is an influence of social media marketing on purchase intention through the brand image on Sang Dewa consumers.

Brand image can be improved by using effective social media marketing. When social media users have positive emotions (happy or satisfied), they will share that information with other group members which affects their purchase intention (Aji et al., 2020).

In line with this research, Pramudita & Sitinjak (2021) state that marketing using social media can influence consumers regarding purchase intentions through brand image. This research is also supported by previous research that if there is a significant relationship between social media marketing and purchase intention through brand image (Savitri et al, 2021; Putra & Evanita, 2021; Adriana et al, 2022).

The coefficient of the indirect influence path produces a sufficient amount, this is because Sang Dewa consumers consider Instagram's social media marketing @sangdewaofficial to be good enough to provide space for consumers to share information, ease of expressing opinions with other consumers so that it can be considered by consumers in purchasing intentions.

## CONCLUSION

The results show that: 1) brand ambassadors have a positive and significant direct effect on brand image & purchase intention 2) social media marketing has a direct positive and significant effect on brand image & purchase intention 3) brand image has a direct positive and significant effect on purchase intention 4) brand ambassador has a positive and significant effect on purchase intention through brand image 5) social media marketing has a positive and significant effect on purchase intention through brand image.

Based on the results of this study, the researchers provide suggestions, namely: 1) adjusting product characteristics with a brand ambassador figure 2) carrying out stronger promotional activities either through other social media or participating in MSME events and participating in sponsorship 3) for further researchers to seek to further deepen and expand this research both in terms of variables and research methods 4) maximize the role of brand ambassadors and social media marketing content, presenting new products at prices that can be reached by various groups.

The limitations of this study are 1) This study only covers the majority of adolescents and young adults as respondents 2) This study is considered a narrow sample because the study was only conducted on online consumers 3) This study only uses quantitative methods to determine the effect of social media marketing on purchase intention consumer.

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