THE INFLUENCE OF BTS BRAND AMBASSADORS ON TOKOPEDIA CONSUMERS' BUYING INTEREST

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ABSTRACT

More and more marketplaces have sprung up in Indonesia, causing high market competition. One of these marketplaces is Wikipedia. One of Tokopedia's steps in attracting consumer interest is to use BTS as a brand ambassador. This study aims to determine the effect of the BTS brand ambassador on the buying interest of Tokopedia consumers. This research uses Source Credibility Theory, and the research method used is quantitative. Primary data for this study were obtained from a survey of 120 Tarumanagara University students and secondary data from books, journals, and previous research. To take the sample using the purposive sampling method with the type of cross-sectional survey by distributing questionnaires. The analytical methods used are validity, reliability, correlation, simple linear regression, determination, and t-test with SPSS version 25. The correlation test results show a 36.9% strong correlation between the brand ambassador variable (X) and the buying interest variable (Y), and 63.1% influenced by other variables. This is supported by the results of the t-test and the sig level of 0.000 <0.05, which means Ha is accepted, namely, the BTS brand ambassador affects the buying interest of Tokopedia consumers.

Keywords: Brand ambassador, buying interest, consumers

1. PREFACE

According to data released by the Internal Data Corporation (ICD), Indonesia is one of the countries with the fastest growing market and online transactions in Southeast Asia. As many as 30 million people have made online transactions [1]. This can be caused by the number of marketplaces popping up in Indonesia. The number of marketplaces in Indonesia causes high competition so that marketplaces are competing to attract people's attention, including one of Indonesia's largest marketplaces, Tokopedia.

Tokopedia is a digital-based buying and selling company under the auspices of PT. Tokopedia and founded by William Tanuwijaya and Leontinus Alpha Edison on August 17, 2009. Quoted from Tribunnews.com, the marketplace ranking for the January to March 2021 period is led by Tokopedia with 126.4 million monthly visitors [2]. Tokopedia has used celebrities as brand ambassadors to maintain its position and attract public interest.

One of the celebrities who became Tokopedia's brand ambassador is BTS. BTS is a boy band from South Korea with seven members: Kim Nam Jun, Kim Suk Jin, Min Yun Ki, Jung Ho Suk, Park Ji Min, Kim Tae Hyung, and Jung Jung Kook. Where in recent years, is very popular, including in Indonesia. This is also the first time Tokopedia has appointed an international artist as its brand ambassador. Tokopedia first introduced BTS as brand ambassadors in October 2019, and in January 2021, Tokpedia again appointed BTS as brand ambassadors. Tokopedia said that the partnership between Tokpedia and BTS since 2019 has generated a lot of enthusiasm from the community, BTS' inspiring journey and achievements, and unrelenting commitment to spreading positive influence, making BTS the perfect partner that represents the charm of the Tokopedia brand.

In this study, the researcher wanted to know the influence of the BTS brand ambassador on the buying interest of Tokopedia consumers and how big the influence was. According to Royan in Sudigno (2017), a brand ambassador is someone whom the company trusts to represent a product to attract or invite the public to use the product [3]. A person or celebrity can often be chosen as a brand ambassador because of their positive image, so they are seen as representing the overall product image. According to Chris Grams, a brand ambassador should, as much as possible have the same philosophy as the product or company [4]. According to Royan in Ningrum (2016), the critical characteristics of a brand ambassador are: visibility (popularity) which is the popularity attached to brand ambassadors, credibility (credibility), namely the trust and expertise possessed by brand ambassadors, attraction (attraction) which is something that attractiveness of the brand ambassador who attracts the attention of the public, and power, namely the strength of the brand ambassador in attracting the attention of the public so that they can buy the product or brand being marketed [5].

Hovland, Janis, Kelly put forward the theory of source credibility which states that a communicant will be more easily persuaded or influenced if the communicator has flexibility and a high level of trust [6]. This can be interpreted that consumers will be more interested and believe in a brand if the celebrity who offers or advertises the brand has high credibility. The hypothesis in this study is the influence of BTS as a brand ambassador on the buying interest of Tokopedia consumers [7]. In identifying buying interest, there are several indicators according to Tjipto, namely transactional interest, which tends to buy goods. Reference interest, where consumers tend to recommend goods to others, and preference interest, namely the nature of consumers who already have a primary choice, and exploratory interest, namely continuous consumer behavior. Looking for product information of interest[8].

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Figure 1
Thinking Framework
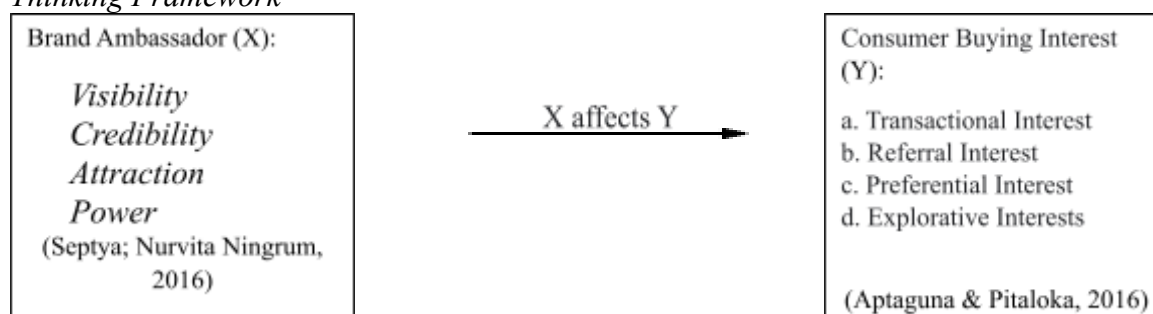
Source: Personal Documentation

2. RESEARCH METHOD

The method used is the correlation method using a quantitative approach. Correlation research according to Ninit Alfianika, namely, research with data collection to find out whether there is a relationship between variables that are of concern to research [10]. This study uses primary data and secondary data for data collection. Primary data was obtained by distributing questionnaires with a Likert scale, and secondary data was obtained from related books, journals, and previous studies.

In collecting primary data, the researcher used the purposive sampling technique. According to Santoso and Tjiptono in Putra and Candraningrum (2021), purposive sampling is sampling with particular criteria. In collecting the questionnaire, there were 120 respondents. Questionnaires were distributed to respondents who met criteria such as male and female, Tarumanagara University students and had used the Tokopedia marketplace. Fill out the questionnaire using Google Form.

The data processing technique of this research uses the SPSS version 25 program. The data analysis technique uses a correlation test, simple linear regression, coefficient of determination test, and t-test. Before analyzing the data, the validity and reliability tests have been carried out first. According to Arikunto, validity is a measure of the level of accuracy of an instrument. At the same time, reliability is a test to ascertain whether an instrument is reliable enough to collect data [11].

3. RESULT AND DISCUSSION

The results of filling out the questionnaire show that of 120 respondents, 77.5% of respondents are women, and 22.5% are men. From this study, it can also be seen that 69.2% of respondents were aged 20-21 years, followed by those aged 18-19 years at 27.5%, and the remaining 3.3% were aged over 21 years.

After obtaining the questionnaire data, the researcher conducted a validity test, reliability test, and data analysis technique using the SPSS ver.25 program and obtained the following results:

Table 1
Validity Test

Item	R Hitung	R Tabel	Keterangan
X1	0.609	0.1793	Valid
X2	0.744	0.1793	Valid
X3	0.603	0.1793	Valid
X4	0.803	0.1793	Valid
X5	0.831	0.1793	Valid
X6	0.643	0.1793	Valid
X7	0.757	0.1793	Valid
X8	0.807	0.1793	Valid
X9	0.732	0.1793	Valid
X10	0.732	0.1793	Valid
X11	0.674	0.1793	Valid
X12	0.665	0.1793	Valid
Y1	0.537	0.1793	Valid
Y2	0.650	0.1793	Valid
Y3	0.657	0.1793	Valid
Y4	0.712	0.1793	Valid
Y5	0.677	0.1793	Valid
Y6	0.620	0.1793	Valid

Y7	0.725	0.1793	Valid
Y8	0.578	0.1793	Valid
Y9	0.546	0.1793	Valid
Y10	0.694	0.1793	Valid

Source: Data Processing by Researchers

In the validity test, to see if the questionnaire is valid, it can be seen by comparing rcount > table. table in this study was 0.1793, so it was known that the questionnaire of the two variableswas declared valid.

Table 2
Reliability Test (X)

Reliability Statistics	
Cronbach's Alpha	N of Items
.907	12

Source: Data Processing by Researchers

Table 3
Reliability Test (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.846	10

Source: Data Processing by Researchers

In the reliability test, the questionnaire is said to be reliable if Cronbach Alpha > 0.6. After testing the reliability of the two variables, it can be seen that the questionnaire is reliable, this can be seen from the Cronbach Alpha of the Brand Ambassador variable of 0.907 and the Cronbach Alpha of the Buying Interest variable of 0.846, so it is more significant than 0.6

Table 4
Correlation Coefficient Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.608[a]	.369	.364	4.321

a. A. *Predictors: (Constant), Brand Ambassador*

b. B. *Dependent Variable*: Minat Beli

Source: Data Processing by Researchers

In table 4, it can be seen that the brand ambassador variable and the buying interest variable have a strong relationship. This is known because the R-value is 0.608, which is in the 0.60-0.799 interval. From the results in table 2, it can also be seen that the ability of the Brand Ambassador variable to the Buying Interest variable, it can be seen that the R^2 value is 0.369, which means that the Brand Ambassador variable affects the Buying Interest variable by 36.9%. In comparison, other factors influence the remaining 63.1%.

Table 5

Simple Linear Regression Analysis

Coefficients						
Model		*Unstandardized B*	*Coefficients Std. Error*	*Standardized Coefficients Beta*	*t*	*Sig.*
1	*(Constant)*	14.134	3.264		4.330	.000
	Brand Ambassador	.517	.062	.608	8.314	.000
a.	*Dependent Variabel*: Minat Beli					

Source: Data Processing by Researchers

From the data in table 3, it is known that Y is 14.134 and the regression coefficient is 0.517. So, it can be concluded that an increase in the value of X by 1 increases the value of the Y variable by 0.517. The table also shows that the t-value is 8.314 with a sig level of 0.000 <0.05, it is known that Ha is accepted, that is, there is an influence of the BTS brand ambassador on the buying interest of Tokopedia consumers.

The results of the questionnaire and the tests above show that BTS as a brand ambassador impacts the buying interest of Tokopedia consumers. This can also be seen from some of the respondents' answers regarding BTS as Tokopedia's brand ambassador, per the source credibility theory used in this study. Rustikasari said that more credible celebrities will lead to more attitude changes [12]. As in this case, the community or Tokopedia consumers who see BTS as brand ambassadors, where BTS has popularity, experience, and achievements that make people or consumers believe and are interested in using the Tokopedia marketplace.

4.   CONCLUSIONS AND RECOMMENDATIONS

Based on the discussion and research results about the influence of the BTS brand ambassador on the buying interest of Tokopedia consumers, it can be seen that the BTS brand ambassador affects the buying interest of Tokopedia consumers. From the results of the questionnaire conducted to 120 respondents, it can be seen that BTS as Tokopedia's brand ambassador is following the characteristics or indicators of the brand ambassador: visibility, credibility, attractiveness, and strength.

As a brand ambassador, BTS shows a value of 0.608 due to the correlation coefficient test, which means it strongly influences the buying interest of Tokopedia consumers. It is known that the Brand Ambassador variable is influenced by the Purchase Interest variable as much as 36.9% and the remaining 63.1% by other variables. This is supported by the results of the t-test with a sig level of 0.000 <0.05 so Ha is accepted which means that there is an influence of the BTS brand ambassador on the buying interest of Tokopedia consumers.

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