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## THE EFFECT OF THE BTS AMBASSADOR BRAND AND SALES PROMOTION ON THE IMPULSE BUYING OF TOKOPEDIA CUSTOMERS ALL OVER INDONESIA IN THE TOKOPEDIAxBTS 12TH ANNIVERSARY EDITION EVENT

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### Abstract

Modern humans are starting to take advantage of technological sophistication and shifting human behavior into opportunities that can be used as business fields, one of which is Tokopedia. More and more similar businesses make companies need to make strategies in order to survive in the face of competition, some of which are by using brand ambassadors and making sales promotions. This study aims to determine and analyze the effect of Brand Ambassador and sales promotion on Impulse Buying of Tokopedia customers at the TokopediaxBTS 12th Anniversary Edition Event. This type of research is descriptive analysis using multiple linear regression analysis. The sampling technique used is non-probability sampling with an accidental sampling approach. The results of this study indicate that simultaneously, the brand ambassador variable and sales promotion have a positive and significant effect on impulse buying. Partially, the brand ambassador variable has a positive and significant effect on impulse buying while the sales promotion variable has a negative and insignificant effect on impulse buying.

**Keywords:** Brand Ambassador, Sales Promotion, Impulse Buying, TokopediaxBTS

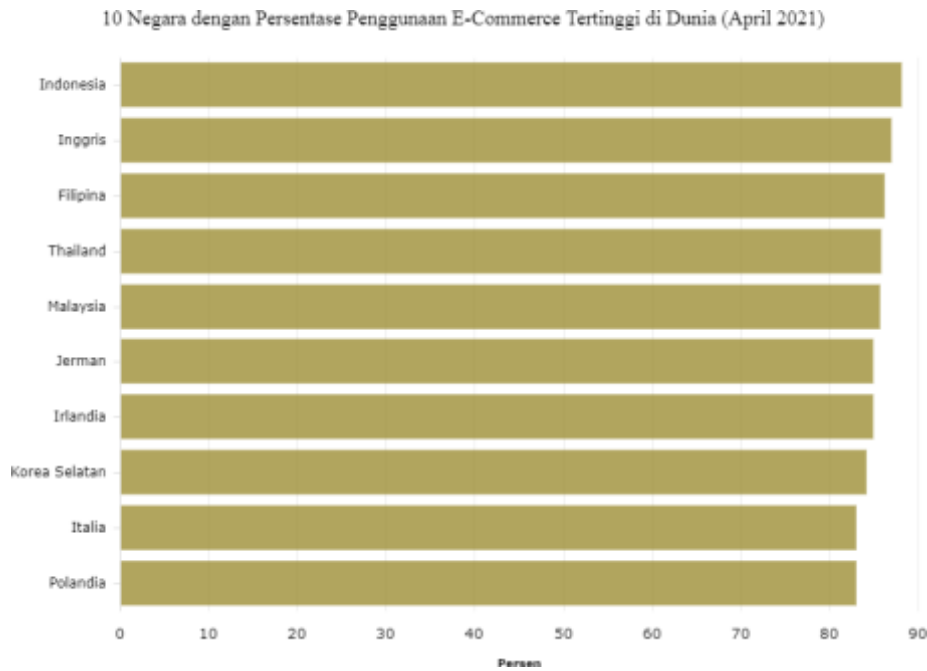
### Introduction

In modern life like today, modern humans have begun to prioritize time efficiency and practicality in carrying out all their activities so that these two things become one of the most prominent shifts in human behavior. The change in the shape of the market from conventional to digital can be said to be a form of shifting human behavior that reaches out to the business sector. The emergence of many e-commerce sites such as Tokopedia, Shopee, Bilibli, Bukalapak, JD.ID is a tangible form that this business opportunity has good prospects and is well received.

E-commerce is a form of buying and selling transactions in the form of goods and services using electronic media and utilizing the internet in its use. Based on data compiled by we are social, until April 2021, Indonesia is in the top 10 and is the country with the highest level of e-

commerce usage in the world.

**Figure 1. Countries with Highest E-commerce Users in the World in 2021**



In Indonesia, there are many kinds of e-commerce that can be used by the public to meet their needs, one of which is Tokopedia.

Operating for 12 years, making Tokopedia further strengthen its position and existence in the digital industry. Quoted in the online news portal, CNBC Indonesia, and data sourced from Similar Web, Tokopedia successfully stood in the highest position by controlling 32.04% of the traffic share marketplace in Indonesia in January 2021 and increased to 33.07% in March 2021.

Domain	Traffic Share	Change	Rating	Monthly Visitor	Unique Visitor
 tokopedia.com	33.07%	↑ 11.81%	#222	132.0M	40.62M
 shopee.co.id	29.73%	↑ 5.6%	#225	118.6M	35.67M
 bukalapak.com	7.79%	↑ 5.34%	#1.442	31.11M	12.77M
 lazada.com	7.45%	↑ 13.6%	#1.256	29.75M	11.90M
 blibli.com	4.86%	↑ 1.26%	#3.037	19.41M	10.07M
 iprice.co.id	2.28%	↑ 7.63%	#7.583	9.110M	6.317M
 amazon.com	2.23%	↑ 3.06%	#12	8.899M	6.110M
 cekresi.com	1.22%	↑ 11.83%	#19	4.868M	3.304M
 ralali.com	1.21%	↑ 14.22%	#17	4.849M	1.354M
 jd.id	0.93%	↑ 9.51%	#15	3.700M	1.687M

As is known, today the level of business competition in all industries is very tight. If they are not good at maintaining their existence, a company can be eliminated from the competitive arena. Various kinds of efforts and strategies are never tired of trying to be carried out by

Tokopedia in promoting Tokopedia to the public so that people are at least interested in using the Tokopedia application, for example making advertisements through collaboration with public figures so that they are then used as brand ambassadors to support their products or carry out sales promotions by providing loyalty gifts such as Free Premium Gifts.

*Brand ambassadoris* someone who cooperates with the company to promote its products to the public. Before choosing BTS as a brand ambassador, Tokopedia certainly did a lot of consideration because the brand ambassador that would be chosen would later represent Tokopedia to the public. In addition to having a globally recognized name, Tokopedia's External Communication Senior Lead details the achievements and visions of BTS and the messages they consistently convey in their work, namely hard work to realize dreams, anti-bullying and other positive messages, in line with the spirit of Tokopedia. .

During its twelve years of existence, Tokopedia is known to have organized many events. Starting from the routine Indonesian Shopping Time (WIB) every 25th until the end of the month, until the latest is the Tokopedia birthday event which carries the TokopediaxBTS 12th Anniversary Edition theme. The events organized by Tokopedia are not only aimed at introducing Tokopedia to the public but also to attract public interest or enthusiasm to try using products from Tokopedia. At the latest TokopediaxBTS 12th Anniversary Edition event, Tokopedia tried to provide an additional form of sales promotion by giving customers the opportunity to get a free premium gift in the form of an exclusive BTS Photocard.

Quoted from inet.detikcom,Erwin Dwi Saputra, AVP of Fulfillment Tokopedia say that the enthusiasm of the community is extraordinary duringeventTokopediaxBTS 12th Anniversary Edition is taking place. He also explained that sellers who participated in this program also managed to record an average increase in transactions of 26 times compared to the same period in the previous year.

The fast duration of the sold-out BTS member Photocards shows the high enthusiasm of the public for the TokopediaxBTS 12th Anniversary Edition event. This certainly shows that the royalty of Indonesian fans towards their idols is extraordinary. Fans are even willing to pay just to get a collection of idols' merchandise. This can happen because fans who already like it until they finally buy it are no longer because of a need but to fulfill the desire for pleasure (Baudrillard, in Wulandari et al, 2018). Research conducted by Millah (2019) on a Korean boy group, BTS, also shows that celebrity worshiping behavior is positively correlated with consumptive behavior.

*events*which is heldTokopedia is always tempting to follow, especially K-Popers who are the main target of the TokopediaxBTS 12th Anniversary Edition event. The impact of sales promotions carried out by Tokopedia through this event is quite beneficial for many parties, in addition to providing benefits to Tokopedia, this event also benefits sellers who participate in this program and this event is also able to provide satisfaction to customers, especially fans by providing Free Premium Gifts. in the form of an exclusive photocard of BTS members. But on the other hand, this can also be the seed for the emergence of consumptive behavior that

makes them make unplanned purchases or commonly called impulse buying.

*Impulse buying* can be defined as a sudden and powerful urge, persisting and unplanned, to buy directly, without paying much attention to the consequences (Utami, 2018:56). The things behind someone's decision to make impulse buying are different from one another because each individual has different perspectives and expectations on a product. The desire to try new brands or products that have not been tried before, the existence of discounts, attractive packaging, gifts from product purchases, or advertisements that attract interest can be a reason for someone to make impulse buying.

Based on the background described above, the authors are interested in conducting research on the Influence of BTS Brand Ambassadors and Sales Promotions on Impulse Buying of Tokopedia customers throughout Indonesia.

## LITERATURE REVIEW

### *Brand Ambassador*

According to Shimp in Cahyoulun (2018), brand ambassadors are ad supporters or also commonly known as advertising stars who support advertised products.

#### 1. Brand Ambassador Indicator

VisCap has 4 indicators, Royan in Cahowulan (2018) explains that the 4 indicators in VisCap are:

- a. Visibility
- b. Credibility
- c. Attractiveness
- d. Power

### **Sales promotion**

Sales promotion refers to all promotional activities (other than advertising, PR, online marketing/social media, direct marketing, and personal selling) that stimulate short-term behavioral responses from consumers, trades (such as distributors, wholesalers, or retailers), and salespeople. company(Andrews & Shimp (2018: 512)).

Kotler and Armstrong (2018: 219) have revealed that there are several promotional tools.

- a. Side
- b. Couponing
- c. Free Premium Gifts
- d. Contest and Sweepstakes
- e. Cash Refund Offer(Rebates)
- f. Bonus Packs
- g. Price off Deals
- h. Loyalty Program
- i. Event Marketing

### **Free Premium Gifts**

*Free Premium Gifts* is a gift given to consumers for free or can also be given at a lower price than it should be to persuade consumers to buy the main product provided.

#### 1. Free Premium Gift Indicator

The indicators used in the free Premium Gift as stated by Ayuning (2019) are as follows:

- a. Knowledge
- b. Favorite
- c. Interest

## RESEARCH METHODS

The type of research used in this research is descriptive quantitative because the results of the research conducted are in the form of numbers and analyzed using statistics. In this study, the population used is Tokopedia customers who make purchases at least once on 17-30 August 2021, 24-30 September 2021, 24-30 November 2021 at 15.00-16.00 WIB. The sample in this study was determined using the Hair formula. The number of research samples based on the calculation of the Hair formula is 60 people. The sampling technique used in this study is non-probability sampling with an accidental sampling approach.

## RESULTS AND DISCUSSION

### VALIDITY TEST

#### 1. Brand Ambassador

Table 1. Brand Ambassador Validity Test

<b>r count</b>	<b>r table 5% (100)</b>	<b>Sig.</b>	<b>Criteria</b>
0.596	0.254	<0.001	<b>Valid</b>
0.523	0.254	<0.001	<b>Valid</b>
0.683	0.254	<0.001	<b>Valid</b>
0.679	0.254	<0.001	<b>Valid</b>
0.574	0.254	<0.001	<b>Valid</b>
0.582	0.254	<0.001	<b>Valid</b>
0.709	0.254	<0.001	<b>Valid</b>
0.629	0.254	<0.001	<b>Valid</b>
0.582	0.254	<0.001	<b>Valid</b>
0.612	0.254	<0.001	<b>Valid</b>

#### 2. Sales promotion

Table 2. Sales Promotion Validity Test Results

<b>r count</b>	<b>r table 5% (100)</b>	<b>Sig.</b>	<b>Criteria</b>
0.803	0.254	<0.001	<b>Valid</b>
0.761	0.254	<0.001	<b>Valid</b>
0.867	0.254	<0.001	<b>Valid</b>

#### 3. Impulse Buying

Table 3. Results of Impulse Buying

<b>r count</b>	<b>r table 5% (100)</b>	<b>Sig.</b>	<b>Criteria</b>
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0.464	0.254	<0.001	<b>Valid</b>
0.501	0.254	<0.001	<b>Valid</b>
0.472	0.254	<0.001	<b>Valid</b>
0.423	0.254	<0.001	<b>Valid</b>
0.307	0.254	<0.001	<b>Valid</b>
0.388	0.254	<0.001	<b>Valid</b>
0.515	0.254	<0.001	<b>Valid</b>
0.255	0.254	<0.001	<b>Valid</b>
0.503	0.254	<0.001	<b>Valid</b>

Based on the results of the validity tests carried out on each indicator of each variable, the results of the calculated r of each variable are greater than the r table. The variables used in this study are Brand Ambassador (X1), Sales Promotion (X2) Impulse \Buying (Y) variables. The r table in this validity test was obtained from N = 60 respondents, namely 0.254 with a significance result of less than 5% or 0.05. Based on tables 4.7, 4.8 and 4.9, it can be seen that r arithmetic is greater than r table so it can be concluded that all questionnaire instruments in this study are valid.

#### RELIABILITY TEST

Table 4. Reliability Test Results

No	Variable	Number of Items	Cronbach's Alpha Count	Information
1	<i>Brand Ambassador(X1)</i>	10	0.753	Reliable
2	Sales Promotion (X2)	3	0.831	Reliable
3	<i>Impulse Buying(Y)</i>	9	0.661	Reliable

Based on table 4. it can be seen that the reliable test conducted on Brand Ambassador (X1), Sales Promotion (X2) Impulse Buying (Y) variables obtained Cronbach's Alpha > 0.60. Thus, each variable used in this study is said to be reliable.

#### NORMALITY TEST

Table 5. Normality Test Results

Unstandardized Residual
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N		60
Normal Parameters, b	mean	0E-7
	Std. Deviation	1.91988034
	Absolute	0.058
	Positive	0.058
Most Extreme Differences	negative	-.055
		,451
Kolmogorov-Smirnov ZAsymp.		,987
Sig. (2-tailed)		

a. Test distribution is Normal.

b. Calculated from data.

Based on table 5. the results of the normality test using the Kolmogorov Smirnov method on SPSS indicate that the significance value of the variable is greater than the standard error significance value (0.05), which is  $0.451 > 0.05$ . So it can be stated that the variables used in this study are normally distributed.

#### MULTICOLLINEARITY TEST

Table 6. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VI F
(Constant)		
1	,605	1,654
BrandAmbassador		
Sales promotion	,605	1,654

a. Dependent Variable: ImpulsBuying

Based on table 6. it can be seen that the results of the multicollinearity test of the independent variables (Brand Ambassador (X1) and Sales Promotion (X2)) in this study indicate that the tolerance value of each variable is more than 0.1 or 10% and the VIF value is respectively each variable is less than 10.

**HETEROCEDASTICITY TEST**

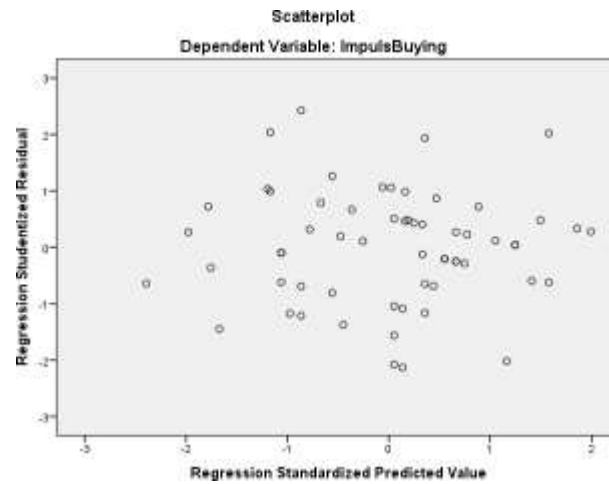


Figure 3. Heteroscedasticity Test Results

Based on Figure 3. above, the results of the heteroscedasticity test above do not show a certain pattern and the points spread above the number 0 on the Y axis. Thus, it can be concluded that there is no heteroscedasticity in this study.

**AUTOCORRELATION TEST**

Table 7. Autocorrelation Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin - Watson
1	,365	,13	,103	1.95	2.29
	a	4		3	6

a. Predictors:(Constant), Sales Promotion, BrandAmbassador

b. Dependent Variable: ImpulsBuying

Based on table 7. it can be seen that the value of Durbin Watson is 2.296. Meanwhile, from the table dW with a significance of 5% of the amount of data (n) = 60, k = 2 (the number of independent variables), the values obtained are dL = 1.514 and dU = 1.651. Thus, the results of the autocorrelation test in this study were  $dU < d < 4 - dU$ , namely  $1,651 < 2.296 < 2,348$ . Thus, it can be said that there is no autocorrelation in this study.



**MULTIPLE REGRESSION ANALYSIS**

Table 8. Multiple Regression Analysis Results

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	34,576	2,514
1 BrandAmbassador	,230	,078
Sales promotion	-,314	,202

Based on the above calculation results, the following multiple linear regression equation is obtained:

$$Y = 34,576 + 0.230 X_1 + -0.314 X_2 + e$$

The explanation of the above equation is as follows:

1. Constant (b0) of 34,576 shows that if the independent variables (Brand Ambassador and Sales Promotion) are constant, then the magnitude of the dependent variable is Impulse Buying of Tokopedia customers, which is positive at 34,576.
2. Brand Ambassador regression coefficient value(b1) of 0.230. This shows that if the Brand Ambassador variable (X1) increases by one unit, the impulse buying of Tokopedia customers will increase by 0.230 units assuming the other independent variables are constant.
3. Sales Promotion regression coefficient value (b2) of -0.314. This shows that if the Sales Promotion variable (X2) increases by one unit, the Impulse Buying of Tokopedia customers will decrease by 0.314 units assuming the other independent variables are constant. shows a confounding variable or standard error outside the model under study.

**F TEST (Simultaneous)**

Table 9. F . Test Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	33,513	2	16.756	4.39	0.017
Residual	217,470	57	3.815	2	B
Total	250,983	59			

a. Dependent Variable: ImpulsBuying

b. Predictors:(Constant), Sales Promotion, BrandAmbassador

From calculationThe results show that the value of Fcount as 4.392 with the value of Sig. 0.017. This shows that the result of the value of Sig. Fcount is  $0.017 < 0.05$ . From the above calculations also obtained the results Fcount> Ftable that is  $4.392 > 3.16$ . Thus, the results of the F test show that the independent variables Brand Ambassador (X1) and Sales Promotion (X2) simultaneously and significantly affect the Impulse Buying (Y) dependent variable.

**T TEST (Partial)**

Table 10. Partial T-Test Results

Model	Unstandardized Coefficients		Standardized Coefficient	T	Sig.
	B	Std. Error	Beta		
(Constant)	34,576	2,514		13,754	,000
1 BrandAmbassador	,230	,078	,466	2,939	,005
or Sales promotion	-,314	,202	-,246	-1,550	,127

a. Dependent Variable: ImpulsBuying

Based on table 10. the results of the t-test calculations are described as follows:

**1. T-test (Partial) Effect of Brand Ambassador Variable(X1) against Impulse Buying (Y)**

Based on the results of the above calculations, it can be seen that tcount> t table that is equal to  $2,939 > 2,002$  with sig. of 0.005, meaning that H0 is rejected because the significant level of tcount is  $0.005 < 0.05$ . It can be concluded that the Brand Ambassador variable (X1) partially has a positive and significant effect on Impulse Buying (Y).

**2. t-test (Partial) Effect of Sales Promotion Variables(X2) against Impulse Buying (Y)**

Based on the results of the above calculations, it can be seen that tcount> ttable i.e. of  $-1.550 < 2.002$  with a sig. of 0.127, meaning that H0 is accepted because the significant level of tcount is  $0.127 > 0.05$ . It can be concluded, the Sales Promotion variable (X2) partially has no effect and is not significant on Impulse Buying (Y).

**DISCUSSION**

**1. The influence of Brand Ambassador and Sales Promotion simultaneously on Impulse Buying (TEST F).**

Based on the results of the F test analysis conducted to determine whether the independent variable Brand Ambassador (X1) and Sales Promotion (X2) simultaneously have a significant effect on the dependent variable Impulse Buying (Y). The results of the F test show that the results of Fcount>Ftable. This explains that simultaneously, Brand Ambassador (X1) and Sales Promotion (X2) variables have a positive influence on Impulse Buying for Tokopedia

customers. Furthermore, the results of the calculation of the F (simultaneous) test in this study indicate that the significance level is less than 0.05. That is, the independent variable Brand Ambassador (X1) and Sales Promotion (X2) simultaneously have a significant effect on the dependent variable Impulse Buying (Y).

## **2. Partial influence of Brand Ambassador and Sales Promotion on Impulse Buying (TEST).**

### **a. The Influence of Brand Ambassadors on Impulse Buying of Tokopedia Customers**

Based on the results of the t-test analysis (partial test) the Brand Ambassador variable shows a value of  $t_{count} > t_{table}$ . This indicates that the Brand Ambassador variable has a positive influence on Impulse Buying which in this study is the Impulse Buying of Tokopedia customers.  $t$  indicates the significance value of the Brand Ambassador variable is less than 0.05. The results of this t-test (partial test) can be concluded that the independent variable Brand Ambassador has a significant influence on Impulse Buying.

These results are in accordance with the answers to the questionnaires that have been distributed. The results of respondents' answers also show that on each indicator of the Brand Ambassador variable, respondents on average give Agree answers. Brand Ambassador is one of the important factors that must be considered by every company or business actor who will market their products to the public.

### **b. The Effect of Sales Promotion on Impulse Buying of Tokopedia Customers**

Based on the results of the t-test (partial) analysis of the Sales Promotion variable, the  $t_{count}$  value is smaller than the  $t_{table}$  value. Thus, in the t-test (partial) the Sales Promotion variable can be said to have no positive and significant effect on Impulse Buying of Tokopedia customers.

When viewed from the significance level, the t-test (partial) of the Sales Promotion variable has a significant level of  $t_{count}$  greater than 0.05. From the results of the regression calculation and t test in this study, it can be concluded that partially sales promotion has a negative and insignificant effect on Impulse Buying of Tokopedia customers.

There are many forms of sales promotion that companies can use to attract potential customers or consumers. In this study, the form of promotion used is a free premium gift in the form of giving an exclusive BTS Photocard by making a purchase transaction within a certain period. This form of promotion is intended to stimulate people to think about making a purchase. Especially when the prize offered is something that is indeed a trend or the prize offered can only be obtained for a certain period. have gifts,

## **CONCLUSION**

1. Hypothesis 1 (H1) accepted. The results of this study indicate that the BrandAmbassador and Sales Promotion variables simultaneously or together have a positive and significant effect on Impulse Buying of Tokopedia customers. That is, the two variables can have an influence on the Impulse Buying variable.
2. Hypothesis 2 (H2) accepted. The results of this study state that the BrandAmbassador variable partially has a positive and significant influence on the Impulse Buying of Tokopedia BTS customers, helping the company grow by increasing the company's

website traffic. So it can be said that the bigger and more popular the Brand Ambassador, the higher the customer interest in making spontaneous purchases.

3. Hypothesis 3 (H3) rejected. The results of this study state that the Sales Promotion variable partially does not have a positive and significant influence on the Impulse Buying of Tokopedia customers. The gift giving (Free Premium Gift) at the TOKOPEDIAxBTS12th Anniversary Edition event was not enough to attract Tokopedia customers to buy goods impulsively because the prizes given were only able to attract certain groups, not enough to reach a wider audience.

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