

The influence of brand image and brand ambassador on purchase decisions of erigo products

Gibran Gibraltar*, Achmad Mansur Ali Suyanto**

* Telecommunications and Informatics Business Management Study Program, Faculty of Economics and Business, Telkom University, Indonesia

** Telecommunications and Informatics Business Management Study Program, Faculty of Economics and Business, Telkom University, Indonesia

Abstract- Since Indonesia entered the industrial era 4.0, various types of information have spread rapidly, including information about clothing products or better known as fashion trends. Fashion trends in Indonesia are now increasing along with the times so competition has begun to emerge in the world of fashion. Fashion brands in Indonesia are starting to think of various ways to promote their products so they won't lose out on competitiveness, one of which is by using the brand ambassador method. This study aims to describe the objective of knowing the influence of brand image and brand ambassadors on purchasing decisions at Erigo Company. This research is quantitative research with a survey method conducted on people who know Erigo products. The sampling technique was carried out using a non-probability sampling technique through a purposive sampling method and a total of 400 respondents were obtained. Data analysis was carried out using descriptive quantitative and multiple linear regression analysis. Referring to the results of the descriptive analysis, the overall brand image variable is 84.45% and is included in the very good category. Brand ambassador variable of 81.73% is included in the good category and Purchase Decision of 84.81% is included in the very good category. The results of multiple linear regression analysis on the influence of brand image and brand ambassadors on purchasing decisions simultaneously is 77.4% while the remaining 22.56% is influenced by other variables not examined in this study. Through the results of this research, it is hoped that it can make a reference for companies to increase the number of sales through brand image and brand ambassadors.

Index Terms- brand image, brand ambassador, purchase decision, erigo

I. INTRODUCTION

Since Indonesia entered the industrial era 4.0, various types of information have spread rapidly, including information about clothing products or better known as fashion trends (Putri et al., 2019; Surodjo et al., 2022; Tayibnapis et al., 2018). Currently, the world of Indonesian fashion is experiencing very rapid progress thanks to the contribution of young Indonesian designers who are creative and innovative in creating unique works that have high selling points in the Indonesian market. Because they are used regularly throughout the year, fashion products are products with a long

shelf life. Fashion includes clothing, bags, shoes and other accessories (Cimatti et al., 2017). The following are the results of product categories that are in great demand by consumers:

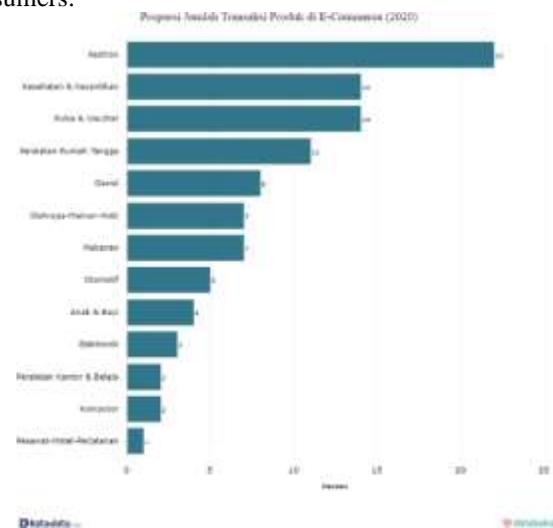


Figure 1. Proportion of Number of E-Commerce Product Transactions in 2020

It is recorded that the fashion product group has the highest percentage in the number of transactions with a percentage of 22% which is the largest percentage compared to other products. Followed by several types of health and beauty products which recorded 2nd position in e-commerce with a percentage of 14%. The proportion of transactions for credit and voucher products has the same number as that number (Lawi et al., 2017; Quispe-Torreblanca et al., 2019; Van Wegberg et al., 2018). Nowadays people are no strangers to the existence of the internet. Internet has brought big changes in life. The existence of the internet is considered quite a priority because it can make it easier to get information, as a means of communication, entertainment and business facilities (Mishra & Tyagi, 2022; Untari & Satria, 2019).



Figure 2. We Are Social Survey
(Source: Author Processed 2022)

The Figure above describes Based on the picture above, important information is presented about internet users, there are 204.7 million Indonesians and 191.4 active users of the One million social network. Doing business, business people realize that the internet and the media have great opportunities for business development. The presence of the internet and social media in the fashion industry is much more complex not only in terms of marketing and buying and selling, but throughout the entire fashion industry supply chain, including trend forecasting from an advertising creative point of view (González Romo et al., 2017; Sudha & Sheena, 2017).

Currently, the company is not only focused on results, but also builds a good brand image in the eyes of the public. With so many products, each company implements its own strategy to meet consumer needs. In recent years several brands have appeared selling products in the fashion category including, Erigo, Roughneck 1991, 3Second, Thanksinsomnia, and Dreambirds Artwear (Fathurahman & Sihite, 2022; Juwita et al., 2023). As written in the IDN Times article, there are 5 local streetwear brands described in the table:

Table 1. List of 5 Recommended Local Brand Streetwear According to IDN Times in Indonesia

No	Brand Name	Instagram Account	Number of Followers	Number of Posts
1	Erigo Apparel	@erigostore	2,4M	6.962
2	Roughneck1991	@roughneck1991	1,1M	467
3	3second	@its3second	1,1M	4.187
4	Thanksinsomnia	@thanksinsomnia	697K	5.877
5	Dreambirds Artwear	@dreambirdsartwear	341K	4.260

(Source: Author Processed 2022)

From Table 1. above, Erigo Apparel ranks first with the most followers on Instagram with 2.4 million followers among the four other competitors in local streetwear brands. The products offered by Erigo range from shirts, pants, jackets, hoodies and bags. Clothes or T-shirts from Erigo are created from high-quality cotton whose prices are fairly affordable and can satisfy consumers (Nugroho, 2022).

Erigo is a fashion brand in Indonesia created for various groups. The Erigo brand was created by Muhammad Sadad in 2010, Erigo is well known throughout Indonesia. As a fashion brand, Erigo presents products aimed at young

people to adults who want to look fashionable, relaxed and comfortable. Erigo's target market is the younger generation and millennial generation who have style in clothing and a comfortable appearance when worn. Erigo continues to launch new products with different concepts every month (Kumar & Yadav, 2020; Risnaldi & Prasetya, 2023). Erigo presents products that prioritize quality innovation and move with the times to meet all the needs of its consumers. Erigo targets young people, especially the Z generation, so they can compete in the fashion business in Indonesia (Tarigan & Raja, 2022; Wibowo et al., 2023). In addition, Erigo applies low prices, holds promotions and uses marketing services through social media influencers so that Erigo is widely known. Erigo also placed an advertisement for the brand on Billboard Time Square in New York, USA, in early March 2021, which of course made the brand even more recognized in the international market. Erigo has also successfully presented his newest collection at the prestigious New York Fashion Week 2022, demonstrating its presence in the global market (Rosita et al., 2023).

Companies compete with each other in marketing their products in the minds of consumers for their products (Al Badi, 2018; Tien et al., 2019). How important it is to understand consumers can be found in the definition of marketing itself, one of the instruments used by companies that lead persuasive communications in their products is the promotion of celebrities and influencers on social media. Erigo must have an in-depth strategy to market products to be more effective, so that more products that can be offered are recognized and better than its competitors. Efforts to be better than its competitors in taking advantage of promotions using brand ambassadors.

With such a competitive business competition requires a strong marketing strategy so that the business can grow and survive from competitors. Therefore, companies must provide attractive innovations to market their products. For example by using brand ambassadors as a marketing strategy (Mudzakir, 2018; Saldaña et al., 2019). Erigo carried out his marketing strategy by branding streetwear and traveling concepts (Mujanah & Satriatama, 2022). From the concept used by Erigo, Erigo chose several celebrities or influencers who are known by the Indonesian people and have concepts that match Erigo's products. Then there were several brand ambassadors from Erigo namely Raffi Ahmad, Denny Sumargo, Arief Muhammad, Gading Martin, and Den Dimas.



Figure 3. Raffi Ahmad Brand Ambassador
(Source: Instagram @erigostore)

In general, Erigo advertising a product can make consumers aware of the existence of the product and make it easier for consumers to get the product, the variety of products offered by manufacturers makes the buying decision process even longer (Permadani & Hartono, 2022; Utami et al., 2021; Yodi et al., 2020). Purchase decisions made by consumers are often based on several factors, one of which is a strong brand image (Rachmawati et al., 2019; Waluya et al., 2019). Companies compete with each other in marketing their products in the minds of consumers for their products. How important it is to understand consumers can be found in the definition of marketing itself, one of the instruments used by companies that lead persuasive communications in their products is the promotion of celebrities and influencers on social media. Efforts to be better than its competitors in taking advantage of promotions using brand ambassadors.

The decision to purchase a product is highly dependent on consumer satisfaction, product image and value. Quality products certainly affect consumer demand, the better the quality, the more naturally the more satisfied customers, the greater the demand (Nandi et al., 2017; Suchánek & Králová, 2019). This encourages clothing manufacturers to try that the products they make must be of good quality. Purchasing decisions will involve various things including consumer satisfaction, a good brand image, as well as products, prices, places and promotions. If a customer is satisfied with a product, it is possible that the customer will repurchase the product.



Figure 4. Consumer Comments Regarding Erigo

As can be seen in the picture above, several consumers commented that Erigo is a well-known brand in Indonesia. This proves that consumers will assume that if a well-known product brand has a good and superior brand image, this will be a consideration in a purchasing decision. This helps create loyalty and preference, and differentiates products from competitors. According to (Lina, 2022) (Lina, 2022; Lubis et al., 2020) customer loyalty is an important factor in winning the competition.

Consumers often trust products with a positive image and buy their products because they perceive the brand to provide good quality and meet their needs. Therefore, brand image plays an important role when influencing consumer purchasing decisions. In addition, according to what has been described above, brand ambassadors also certainly have an important role in the progress of a business. The following are consumer comments regarding the brand ambassador chosen by Erigo.



Figure 5. Consumer Comments Regarding Brand Ambassador Erigo

Based on the source of the figure above, it can be seen that consumers are happy with the Erigo brand ambassador. This means that the selection of Erigo's brand ambassador is correct, because the presence of celebrities and influencers on social media is very important in offering goods or services, starting from persuading, seducing and promoting goods to be something that must be done properly. The trust of celebrities and influencers plays an important role in creating positive attitudes or evaluations from consumers in advertising which can reduce consumers' perceived complexity and perceived risk in making purchasing decisions and increase the perceived certainty of the expected results, thereby positively influencing their purchase intentions. With good marketing, the goods sold will sell well in the market,

this can be identified in purchasing decisions through brand image and brand ambassadors that are carried out optimally (Ilham et al., 2020; Rahman et al., 2022).

Based on the explanation above, it can be assumed that brand image and brand ambassador together have an influence on purchasing decisions for Erigo products. Therefore, the authors conducted a study entitled "The Influence of Brand Image and Brand Ambassador on Erigo Product Purchasing Decisions".

II. RESEARCH METHOD

Types of research

In this research, the purpose of this research is to describe the situation of carefully examining certain phenomena and finding facts and trying to find factors and variables as the causes of phenomena or variables related to this research. Therefore, the purpose of this research is descriptive. The research method used is quantitative. Rahi, (2017) argues that quantitative research is research based on positive philosophy, which functions as a research direction for a particular population or sample.

This study uses a survey research strategy, namely behavioral. This research by collecting information from various entities or individuals at the same time obtains factual information that highlights these findings about variable information (Tellis et al., 2019). The survey has been conducted online and published by including a survey link so that respondents can access and fill in the questions provided on the link. Questions submitted to respondents are called questionnaires (Saptutyningasih & Setyaningrum, 2020).

This study aims to test the existing hypotheses. Furthermore, the results of the data collection received will explain the relationship between the independent variables and the dependent variable so that they know what the concept is. Where is this research, the independent variables are Brand Image (X1) and Brand Ambassador (X2), then the dependent variable is Purchase Decision (Y). Operational Variables and Measurement Scales.

Table 2. Operational Variables

No	Variable	Dimensions	Indicator	Scale	Item
1	Brand Image (X1) Kotler & Keller (2016)	Strength of brand association	Brand Erigo has an attractive appearance	Ordinal	1
			Brand Erigo has good quality	Ordinal	2

No	Variable	Dimensions	Indicator	Scale	Item	
2	Brand Ambassador (X2) Kertamukti (2015)	Favorability of brand association	Brand Erigo has a good function	Ordinal	3	
			The Erigo brand is easy to remember	Ordinal	4	
			Brand Erigo is the only fashion brand that I remember	Ordinal	5	
		Uniqueness of brand association	Brand Erigo has a good impression in my mind	Ordinal	6	
			The Erigo brand has its own uniqueness compared to its competitors	Ordinal	7	
			The Erigo brand has a variety of prices compared to its competitors	Ordinal	8	
			The Erigo brand has a different product appearance compared to its competitors	Ordinal	9	
			Visibility	I know Raffi Ahmad is the Erigo Brand Ambassador	Ordinal	10
				I know the brand Erigo because	Ordinal	11

No	Variable	Dimensions	Indicator	Scale	Item
			Raffi Ahmad is its Brand Ambassador		
			Raffi Ahmad often appears in Erigo's advertisements	Ordinal	12
		<i>Credibility</i>	Raffi Ahmad as Erigo's Brand Ambassador understands the value of Erigo's products	Ordinal	13
			Raffi Ahmad as Erigo's Brand Ambassador or can make consumers interested in buying Erigo products	Ordinal	14
			I bought erigo products because Raffi Ahmad is the brand ambassador	Ordinal	15
		<i>Attraction</i>	Raffi Ahmad as Erigo's Brand Ambassador or has a personality that matches Erigo's target market.	Ordinal	16

No	Variable	Dimensions	Indicator	Scale	Item
			Raffi Ahmad as a Brand Ambassador has a special charm that makes consumers interested.	Ordinal	17
			I like Erigo products because Raffi Ahmad uses the same product.	Ordinal	18
		<i>Power</i>	Raffi Ahmad as Brand Ambassador or Erigo has good interactions with consumers.	Ordinal	19
			Raffi Ahmad as the Erigo Brand Ambassador or is able to invite consumers to buy Erigo products.	Ordinal	20
			Raffi Ahmad as Erigo's Brand Ambassador or was able to make me buy his product.	Ordinal	21
3	Keputusan Pembelian (Y1) Kotler & Armstrong	<i>Pilihan Produk</i>	I chose the Erigo brand because Erigo has a variety of products.	Ordinal	22
			I chose the Erigo brand	Ordinal	23

No	Variable	Dimensions	Indicator	Scale	Item
			because Erigo has products that can be used by all groups.		
			I made the Ergio brand as an alternative product in purchasing similar products.	Ordinal	24
		Pilihan merek	Brand Erigo sells unique products.	Ordinal	25
			The Erigo brand markets products with strong characteristics.	Ordinal	26
			The Erigo brand makes it easy for consumers to recognize their products.	Ordinal	27
			Brand Erigo always provides convenience to consumers.	Ordinal	28
		Pilihan Penyalur	Brand Erigo has a complete stock of goods.	Ordinal	29
			Brand Erigo has a low price.	Ordinal	30
			I buy Erigo products repeatedly.	Ordinal	31
		Waktu Pembelian	I bought	Ordinal	32

No	Variable	Dimensions	Indicator	Scale	Item
			Erigo products when there was a discount.	al	
			I bought Erigo products according to my needs	Ordinal	33
		Purchase Amount	I bought erigo products more than 1 item	Ordinal	34
			I bought Erigo products according to my needs	Ordinal	35
			I feel that the Ergo brand fulfills consumer needs.	Ordinal	36
			Brand Erigo has an easy payment method	Ordinal	37
		Payment method	Brand Erigo has a complete payment method	Ordinal	38
			Erigo always provides good service consumers	Ordinal	39

In this study using sequential measurements in order to measure each variable, which serves as a provider of

information, namely the value of the answer. Ordinal scales can make it easier to choose the percentage of respondents to a certain element as the most important element. Ordinal scales can

provide better information. The variables measured by the instrument are periodic questionnaires arranged according to the Likert scale type statement. By using a Likert scale, each statement in the questionnaire has 5 answers, namely a score of 1 to 5. For more detailed information, see Table:

Table 3. Likert Scale Measurement

Statement	Score
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

(Source: Research processed data, 2023)

Population

Mohajan, (2018), population is a broad field, including subjects or objects that are supported by qualities and characteristics. The theme or object is determined by the researcher being studied and is expected to produce a conclusion. This is related to the opinion of Ajello et al., (2020) which states that populations are not always animate/inanimate objects, the population of this study are Erigo consumers in Indonesia.

Sample

The author uses non-probability sampling through purposive sampling because the amount of consumer data for Erigo products in Indonesia is unknown. According to Hennink & Kaiser, (2022) a sampling technique in which researchers cannot add up the exact number of populations, so the authors sort the samples using special conditions. The focus of the criteria used is data on the population of people who know Erigo products in Indonesia. The criteria needed to use purposive sampling are the researcher uses an equation which can be used when conducting non-probability sampling which is the equation of (Bernoulli), namely:

$$n = \frac{(Z \frac{\alpha}{2})^2 \cdot p \cdot q}{e^2}$$

Information:

n = Number of samples

a = Degree of accuracy

Z = Value taken from standard normal table

p = Probability of the population not being sampled

q = The probability of the population not being sampled

e = Solution error rate:

$$n = \frac{1.96^2 \times (0,5 \times 0,5)}{(0,05^2)}$$

$$n = \frac{0,9604}{0,0025}$$

$$n = 384,16$$

This study uses an accuracy rate of a = 5% with a confidence level of 95% which produces a value of Z = 1.96 while the error rate is e = 5%. Based on the data above, it can be concluded that the minimum number is 384.16 respondents, rounded up to 385 respondents, but rounding is done to avoid mistakes to 400.

Data Processing Techniques

Validity test has a function as a tool to find the accuracy of an instrument in a measurement. While the reliability test aims to suitability of measuring instruments. Classic assumption test. Defined as a test that serves to prove multiple linear regression analysis of classical deviations.

III. RESULTS AND DISCUSSION

(Source: Author Processed Data, 2023)

Based on the picture above regarding the P-Plot graph, it explains that the data is normally distributed. If it does not form a special form, it is said to be normal. strengthen the results of the P-Plot graph, a statistical test was carried out using the Kolmogorov Smirnov test and it can be classified as normal when the significance value is > 0.05.

Table 4. Results of One Sample Kolmogorov Smirnov

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		400
Normal Parameters ^{a,b}	Mean	.000000
	Std. Deviation	2.69055125
Most Extreme Differences	Absolute	.045
	Positive	.045
	Negative	-.039
Test Statistic		.045
Asymp. Sig. (2-tailed)		.054 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction

From the picture seen Asymp. Sig. (2-tailed) is 0.054 > 0.05, so the residual values in this study are normally distributed.

Uji Multicollinized

Hayes & Montoya, (2017) said as a tester in the regression model by seeing whether there is a correlation between (independent) variables. According Schober et al., (2018) if you have more than one variable there can be a higher correlation between variables. If the result is a VIF value <10, the regression model can be said to be good and there is no multicollinearity.

Table 5. Multicollinearity Test Results

Model		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1	(Constant)	8.880	1.872		4.641	.000		
	Brand Image	1.416	.875	.890	16.010	.000	.423	2.363
	Brand Ambassador	.281	.044	.233	6.399	.000	.423	2.363

a. Dependent Variable: Keputusan Pembelian

(Source: Author Processed Data, 2023)

It can be seen from the table of VIF values on variable X1, namely Brand Image, and variable X2, namely Brand Ambassador 2,363 <10, which means that there are no symptoms of multicollinearity. The table also shows that the tolerance value is 0.423 > 0.10. Then it is concluded that there is no multicollinearity.

Heteroscedasticity Test

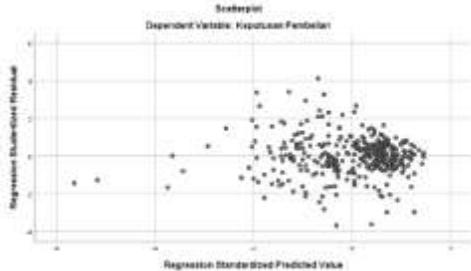


Figure 7. Heteroscedasticity Test
(Source: Author Processed Data, 2023)

Based on the heteroscedasticity test with the Scatterplot method in the picture above, it illustrates that the points are spread above and below 0 on the Y axis and there is no clear pattern. So there is no heteroscedasticity.

Multiple Regression Analysis

In reviewing the influence of Brand Image (X1) and Brand Ambassador (X2) on Purchase Decision (Y1) on Erigo, the researcher uses multiple regression analysis:

$$Y = a + b_1X_1 + b_2X_2$$

It was found that the calculation of the SPSS 23 software results for multiple regression analysis was:

Table 6. Multiple Regression Analysis

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.689	1.872		4.641	.000		
	Brand Image	1.416	.875	.890	16.010	.000	.423	2.363
	Brand Ambassador	.281	.944	.233	6.350	.000	.423	2.769

a. Dependent Variable: Keputusan Pembelian

(Source: Author Processed Data, 2023)

From the table above it is stated that the constant value is 8,689. The value of the constant t shows the dependent variable, namely the Purchase Decision when receiving the influence of brand image (X1) and brand ambassador (X2) so that the average size of the Purchase Decision is 8,689.

The brand image regression coefficient is 1.416 so it is positive. This shows that Purchasing Decisions have a correlation between Purchasing Decisions. And the regression coefficient is 1.416 so that it can be interpreted that if the brand image goes up, the Purchase Decision also increases 141.6% of the brand image.

The brand ambassador regression coefficient is 0.281 so it is said to be positive. This means that there is a correlation with the Purchase Decision. The regression coefficient value is 0.281 so that it can be interpreted that if the brand ambassador goes up, the Purchase Decision will also increase by 28.1% of the brand ambassador.

Hypothesis testing

The function of testing the hypothesis is to measure the significance of the hypothesis that has been set. The tests include the t test and F test. The t test is used as a test of the influence between independent variables, namely brand image and brand ambassador on the dependent variable, namely Purchase Decision. The hypothesis is:

1. The influence of brand image (X1) on the purchase decision (Y)

H0: There is no influence of Brand Image on the purchase decision of Erigo products.

H1: There is an influence of Brand Image on the purchase decision of Erigo products.

2. Influence of Brand Ambassador (X2) on Purchase Decision (Y)

H0: There is no influence of Brand Ambassador on Erigo product purchase decision.

H2: There is an influence of Brand Image on the purchase decision of Erigo products.

The criteria used in the test include: t count (observation) > t table (critical value) and a significance value of less than 0.05, then H_0 is rejected and H_1 is accepted, meaning that the independent variables affect the dependent variable. t count (observation) < t table (critical value) and a significance value of more than 0.05 then H_0 is accepted and H_1 is rejected, meaning that the independent variables affect the dependent variable. To determine the value of t table, it is determined:

1. 5% error rate and degrees of freedom (df) – (n-k-1)
2. n – The total sample is 400
3. k - The total variable used is 3
4. Then the degrees of freedom (df) – (400-3-1) – 396

Table 7. Test Results t

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.689	1.872		4.641	.000		
	Brand Image	1.416	.875	.890	16.010	.000	.423	2.363
	Brand Ambassador	.281	.944	.233	6.350	.000	.423	2.769

a. Dependent Variable: Keputusan Pembelian

(Source: Author Processed Data, 2023)

The t test carried out is a two-way test, so the t table used is (α/2: df) = (0.025: 396) so the t table value is 1.649. Below is the result of the description of the t test:

1. Brand Image (X1)

For the brand image variable (X1) obtained t count 18.810 > 1.649 with a significance value of 0.000 <0.05. It can be concluded that H0 is rejected and H1 is accepted, so there is a partial and significant influence between brand image and purchasing decisions on Erigo.

2. Brand Ambassador (X2)

For the brand ambassador variable (X2) obtained t count 6.350 > 1.649 with a significance value of 0.000 <0.05. It is said that H0 is rejected and H1 so that there is a partial and significant influence between brand ambassadors on purchasing decisions on Erigo.

The F test functions to test all independent variable hypotheses, namely brand image (X1) and brand ambassador (X2), which are included in the model that affect the dependent variable, namely Purchase Decision (Y).

In order to find the t table value, we need the degrees of freedom for the numerator and denominator:

1. 5% error rate and degrees of freedom (df) – (n-k-1);(n-k)
2. Degrees quantifier – k-1 – 3-1 – 2
3. Denominator degrees of freedom – n-k-1 – 400 - 3-1 – 396
4. Maka F tabel - 3.02

Table 8. F-Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33061.876	2	16530.938	679.988	.000 ^b
	Residual	9651.321	397	24.311		
	Total	42713.198	399			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Brand Ambassador, Brand Image

(Source: Author Processed Data, 2023)

Based on the F test, the calculated F value is 679,988 and a significance of 0.000. It can be concluded that $F_{count} > F_{table}$ or $679,988 > 3.02$ and a significance level of $0.000 < 0.05$. It is concluded that H_0 is rejected and H_1 is accepted, so that there is an influence of brand image and brand ambassador on purchasing decisions on Erigo.

Determination Coefficient Test (R²)

The coefficient of determination (R²) calculates the reliability of the model in explaining the variation of the independent variable to the dependent variable. Below is the result of testing SPSS 23.

Table 9. Test Results for the Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.880 ^a	.774	.773	4.93058

a. Predictors: (Constant), Brand Ambassador, Brand Image

b. Dependent Variable: Keputusan Pembelian

(Source: Author Processed Data, 2023)

Table 4 shows an R of 0.880 and (R²) 0.774. This value serves to see the influence of brand image and brand ambassador on Purchasing Decisions. Calculation using the formula below:

$$\begin{aligned} Kd &= r^2 \times 100\% \\ &= (0,880)^2 \times 100\% \\ &= 0,774 \times 100\% \\ &= 77,4\% \end{aligned}$$

The coefficient of determination from the calculation results obtained is 77.4%. Then there is the influence of brand image and brand ambassador variables on purchasing decisions of 77.4% while 22.56% are influenced by other variables not examined in this study.

Analysis of Research Results and Discussion

From the results of the research on 400 respondents, namely Erigo consumers, the results obtained from the profile research that the majority were male, amounting to 51.4% (206 people), and the majority were aged 18-23 years with a total of 169 respondents or as much as 42.3%.

1. Results of Brand Image Descriptive Analysis

Based on the results of descriptive analysis using 400 respondents. Of the 9 statements, the statement that got the highest percentage was "Brand Erigo is easy to remember" at 88.95%, and it is very good, this means that the majority of respondents can remember the Erigo brand well. While the lowest percentage was "Brand Erigo is the only fashion brand that I remember" at 74.25%, including good. This means that the majority of respondents can remember the Erigo brand well, but Erigo is not the only brand that respondents remember. Overall

from the brand image variable with a percentage of 84.45%. This indicates that Erigo's brand image is already very good.

According to Bilgin, (2018) brand image refers to a brand identity in the form of names, words, signs, symbols, designs, or a combination of these elements, which are used to identify products or services from a particular company or group of sellers. as well as a differentiator from products or services offered by competitors. Quoted Cha & Seo, (2019) brand image is a feeling in consumers and businesses towards products.

2. Results of Brand Ambassador Descriptive Analysis

Based on the results of descriptive analysis using 400 respondents. Of the 12 statements, the statement that received the highest percentage was "Raffi Ahmad as Erigo's Brand Ambassador makes consumers interested in buying Erigo products" of 85.95%, including very well, this means that the dominant respondents acknowledged that Raffi Ahmad had a positive impact that is, consumers can be attracted to the Erigo brand. While the lowest percentage was "I bought Erigo products because Raffi Ahmad is the brand ambassador" of 73.85%, included in the good category. So it was concluded that consumers made purchases of Erigo products because Raffi Ahmad is the brand ambassador of Erigo. Overall from the brand ambassador variable with a percentage of 81.73%. This indicates that Erigo's brand ambassador is good.

According to Lestari et al., (2021) explains that a brand ambassador is someone who represents the company so that it can have a positive impact on sales and consumer purchase intention. According to Usman & Aryani, (2019) celebrity involvement is a brand endorser or brand ambassador, the decision to choose a particular celebrity is influenced by several factors. The first consideration is whether the celebrity can represent the characteristics of the currently trending product. The second consideration is the company's availability of funds to pay for the celebrity as the face of the brand. Brand ambassadors can be interpreted as advertising supporters by choosing people who have a big impact and appearance that attracts the attention of consumers. Brand Ambassadors function as a marketing tool that has proven to be very effective in increasing product sales as long as the selected brand ambassadors have a good impression in the eyes of consumers and also follow the target market and product segments (Putri et al., 2019).

3. Results of Descriptive Analysis of Purchasing Decisions

Based on the results of descriptive analysis using 400 respondents. Of the 12 statements, the statement that received the highest percentage was "Erigo has a complete payment method" of 88.75% which is very good. So most of the respondents admit that they feel that Erigo has a complete payment method. While the lowest percentage is "I buy Erigo products repeatedly" of 78.75%, this is considered good. This means that the majority of respondents admit that they make repeated transactions with Erigo products. Overall from the Purchase Decision variable with a value of 84.81%. This indicates that Erigo's purchase decision was very good.

The purchase decision is the purchase process when the customer actually makes a transaction (Hanaysha, 2018). Purchasing decision is an act of whether to buy (transact) or not.

Total customers are an indicator of achieving company goals (Rachmawati et al., 2019). From a human resources perspective, the importance of a company's image as a strong asset for carrying out company operations is highly emphasized. This has the potential to influence consumer purchasing decisions. In addition, brand image also plays an important role in consumer decision making and post-purchase behavior (Komaladewi & Indika, 2017; Shabrin et al., 2017).

4. The influence of brand image on purchasing decisions

Analysis of the results of the t (partial) test that has been tested explains that there is a partial influence of brand image and significance on purchasing decisions. Shown based on the results of the t test count $18.810 > 1.649$ with a significance value of $0.000 < 0.05$. So that H_0 is rejected and H_1 is accepted, so that there is a partial and significant influence between brand image and purchasing decisions on Erigo.

5. Influence of Brand Ambassadors on Purchase Decisions

Analysis of the results of the (partial) t test research that has been carried out states that there is a partial and significant influence of brand ambassadors on purchasing decisions. This is shown based on the results of the t-count test $6.350 > 1.649$ with a significance value of $0.000 < 0.05$. Then H_0 is rejected and H_1 is concluded that there is a partial and significant influence between brand ambassadors on the Purchase Decision on Erigo.

6. The Influence of Brand Image and Brand Ambassador on Purchasing Decisions

Multiple linear regression analysis shows that brand image and brand ambassador variables have a positive or unidirectional effect on purchasing decisions. This shows that if the brand image and brand ambassador variables increase, the purchase decision also increases, the F test, Brand Image (X1) and Brand Ambassador (X2) simultaneously have a significant effect on Erigo's Purchase Decision (Y). Based on the F test, the calculated F value is 679,988 with a significance value of 0.000. So it can be concluded that $F_{count} > F_{table}$ or $679,988 > 3.02$ and a significance level of $0.000 < 0.05$. This means that H_0 is rejected and H_1 is accepted, which means that there is an influence of brand image and brand ambassador on purchasing decisions on Erigo.

IV. CONCLUSION

From the results and discussion in chapter IV regarding the influence of brand image and brand ambassadors on Erigo's purchasing decisions, the following are the conclusions of this study:

1. The Effect of Brand Image on Erigo's Purchase Decision. From the analysis of the t test (partial), there is a partial influence of brand image and significance on purchasing decisions. This is shown based on the results of the t-count test of $18.810 > 1.649$ with a significance value of 0.000 less than 0.05. So it can be concluded that there is a positive and significant influence between brand image and purchasing decisions on Erigo.
2. The Influence of Brand Ambassadors on Erigo Purchasing Decisions. From the analysis of the t test (partial) there is a

partial influence of brand ambassadors on purchasing decisions. This is shown based on the results of the t-count test of $6.350 > 1.649$ with a significance value of 0.000 less than 0.05. So it can be concluded that there is a positive and significant influence between brand ambassadors on purchasing decisions on Erigo

3. The Influence of Brand Image and Brand Ambassador on Erigo Purchasing Decisions. The results of multiple linear regression analysis state that brand image and brand ambassador variables have a positive or unidirectional effect on purchasing decisions. From the research that has been done, namely the F test, Brand Image (X1) and Brand Ambassador (X2) simultaneously have a significant effect on Erigo's (Y) Purchase Decision. Based on the F test, the calculated F value is 679,988 with a significance level of 0.000. So it can be concluded that $F_{count} > F_{table}$ or $679,988 > 3.02$ and a significance level of $0.000 < 0.05$. This means that there is an influence of brand image and brand ambassador on purchasing decisions on Erigo simultaneously.

V. SUGGESTION

Suggestions that can be presented by researchers, researchers describe as follows:

1. Advice for Companies. On the brand image variable, Erigo should pay more attention to the indicator "Brand Erigo is the only fashion brand that I remember" which has the lowest score. The suggestion from the researchers is that Erigo can innovate to increase the unique value or characteristics of its products, so that consumers can always remember Erigo, for example by creating the latest and innovative designs, premium quality materials, or certain values that Erigo carries. In addition, Erigo also needs to study market needs and the latest fashion trends, so that he can adapt products to consumer demand, so that the Erigo brand will stick in the minds of consumers.
 - In the brand ambassador variable, Erigo should pay more attention to the indicator "I bought Erigo's product because Raffi Ahmad is the brand ambassador". The suggestions from researchers are to increase the marketing carried out and the interaction between brand ambassadors (Raffi Ahmad) and consumers. For example, Raffi Ahmad must have extensive knowledge about Erigo products, so that the information conveyed by Raffi Ahmad is in line with Erigo's goals. Create an effective marketing campaign by involving Raffi Ahmad using social media in order to measure how much influence the audience has on the product promoted through the brand ambassador and must pay attention to the match between the characteristics of the brand ambassador and the Erigo product that will be marketed so that it can influence the brand image of Erigo.
 - In the purchase decision variable, Erigo should pay more attention to the indicator "I buy Erigo products

repeatedly". The suggestions from researchers are that Erigo improves product quality so as to build consumer confidence and improve designs as attractive as possible and create special sales techniques so that consumers have an interest in buying more than one Erigo brand product. With this, of course, the effect is that consumers make repeated purchases of products. In addition, Erigo is better able to recognize and understand the needs of consumers and target markets by utilizing features on social media such as providing question boxes on Erigo's Instagram social media about products that consumers need and want.

2. Suggestions for Further Researchers

This study explains how brand image and brand ambassadors influence Erigo's purchasing decisions, therefore, for further research the researchers suggest to research with similar objects but using variables not examined in this study, such as service quality, user satisfaction, brand awareness, and others. Conduct research with different objects or companies but use variables so that they can be used as comparisons. Doing research with the same variables, using the theories of different experts, so as to add insight, such as brand image, brand ambassador, and purchasing decisions.

REFERENCES

- [1] Ajello, M., Angioni, R., Axelsson, M., Ballet, J., Barbiellini, G., Bastieri, D., Gonzalez, J. B., Bellazzini, R., Bissaldi, E., & Bloom, E. D. (2020). The fourth catalog of active galactic nuclei detected by the Fermi Large Area Telescope. *The Astrophysical Journal*, 892(2), 105.
- [2] Al Badi, K. S. (2018). The impact of marketing mix on the competitive advantage of the SME sector in the Al Buraimi Governorate in Oman. *SAGE Open*, 8(3), 2158244018800838.
- [3] Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business & Management Studies: An International Journal*, 6(1), 128–148.
- [4] Cha, S.-S., & Seo, B.-K. (2019). The effect of brand trust of home meal replacement on repurchasing in online shopping. *The East Asian Journal of Business Management*, 9(3), 21–26.
- [5] Cimatti, B., Campana, G., & Carluccio, L. (2017). Eco design and sustainable manufacturing in fashion: A case study in the luxury personal accessories industry. *Procedia Manufacturing*, 8, 393–400.
- [6] Fathurahman, A. A., & Sihite, J. (2022). Effect Of Promotion, Brand Image, And Product Quality On Re-Purchase Interest Through Customer Satisfaction As Intervening On Erigo Apparel Products. *Dinasti International Journal of Management Science*, 3(4), 621–631.
- [7] González Romo, Z. F., Garcia Medina, I., & Plaza Romero, N. (2017). Storytelling and social networking as tools for digital and mobile marketing of luxury fashion brands. *Journal of Interactive Mobile Technologies*, 2017, 11 (6).
- [8] Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23.
- [9] Hayes, A. F., & Montoya, A. K. (2017). A tutorial on testing, visualizing, and probing an interaction involving a multicategorical variable in linear regression analysis. *Communication Methods and Measures*, 11(1), 1–30.
- [10] Hennink, M., & Kaiser, B. N. (2022). Sample sizes for saturation in qualitative research: A systematic review of empirical tests. *Social Science & Medicine*, 292, 114523.
- [11] Ilham, A. I., Hartono, S., & Handiman, U. T. (2020). The Influence of Product Quality, Price and Brand Image On Customer Satisfaction Through Purchasing Decisions (Case: Hansaplast Koyo in Tangerang). *International Journal Of Business Marketing and Management (IJBMM)*, 5(2), 2456–4559.
- [12] Juwita, S. R., Anshori, D. S., Sunendar, D., & Kuwing, A. (2023). Preservation of Indonesian language Buttons carves and Erigo in public spaces (Implementation of Law Number 24 of 2009 and PERMENDAG No. 73/M-Dag/Per/9/2015). *BAHA STRA*, 43(1), 1–11.
- [13] Komaladewi, R., & Indika, D. (2017). A review of consumer purchase decision on low cost green car in West Java, Indonesia. *Review of Integrative Business and Economics Research*, 6(2), 172.
- [14] Kumar, S., & Yadav, R. (2020). Comparison between Erigo tilt-table exercise and conventional physiotherapy exercises in acute stroke patients: A randomized trial. *Archives of Physiotherapy*, 10(1), 1–9.
- [15] Lawi, A., La Wungo, S., & Manjang, S. (2017). Identifying irregularity electricity usage of customer behaviors using logistic regression and linear discriminant analysis. *2017 3rd International Conference on Science in Information Technology (ICSITech)*, 552–557.
- [16] Lestari, I., Manullang, M., Butar-Butar, R. S., & Daulay, Z. R. (2021). The Effect Of Brand Ambassador and Prices on The Purchase Decision Of Android Hand Phone Through Interest In Buying Consumers In Medan City. *International Journal of Science, Technology & Management*, 2(4), 1321–1326.
- [17] Lina, R. (2022). Improving Product Quality and Satisfaction as Fundamental Strategies in Strengthening Customer Loyalty. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 2(1), 19–26.
- [18] Lubis, A., Dalimunthe, R., Absah, Y., & Fawzee, B. K. (2020). The influence of customer relationship management (CRM) indicators on customer loyalty of sharia based banking system. *Lubis, A*, 84–92.
- [19] Mishra, S., & Tyagi, A. K. (2022). The role of machine learning techniques in internet of things-based cloud applications. *Artificial Intelligence-Based Internet of Things Systems*, 105–135.
- [20] Mohajan, H. K. (2018). Qualitative research methodology in social sciences and related subjects. *Journal of Economic Development, Environment and People*, 7(1), 23–48.
- [21] Mudzakir, F. (2018). The influence of brand ambassador usage toward brand image of Oppo. *Prosiding Industrial Research Workshop and National Seminar*, 9, 648–654.
- [22] Mujanah, S., & Satriatama, R. (2022). The Effect of Customer Delight, Brand Image, and Product Innovation on The Purchase Decision of The Erigo Brand in The City of Surabaya. *Journal of Applied Management and Business*, 3(2), 65–76.
- [23] Nandi, R., Bokelmann, W., Gowdru, N. V., & Dias, G. (2017). Factors influencing consumers' willingness to pay for organic fruits and vegetables: Empirical evidence from a consumer survey in India. *Journal of Food Products Marketing*, 23(4), 430–451.
- [24] Nugroho, M. I. (2022). Global value chains participation to enhance export: Evidence from Indonesian apparel SMEs. *Journal of Socioeconomics and Development*, 5(1), 99–114.
- [25] Permadani, N. A., & Hartono, A. (2022). Analysis of the Effect of Attraction, Expertise, Interaction, Image Satisfaction, and Advertising Trust on Purchase Intention in Social Media Influencer Marketing on Erigo Consumers in

- Indonesia. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(2), 10555–10562.
- [26] Putri, I. Y., Suyastri, C., & Samsi, D. T. (2019). South Korea's digital diplomacy in the era of the industrial revolution (Case Study: South Korea Influenced Indonesia). *Journal of Diplomacy and International Studies*, 2(2), 61–76.
- [27] Quispe-Torreblanca, E. G., Stewart, N., Gathergood, J., & Loewenstein, G. (2019). The red, the black, and the plastic: Paying down credit card debt for hotels, not sofas. *Management Science*, 65(11), 5392–5410.
- [28] Rachmawati, D., Shukri, S., Azam, S., & Khatibi, A. (2019). Factors influencing customers' purchase decision of residential property in Selangor, Malaysia. *Management Science Letters*, 9(9), 1341–1348.
- [29] Rahi, S. (2017). Research design and methods: A systematic review of research paradigms, sampling issues and instruments development. *International Journal of Economics & Management Sciences*, 6(2), 1–5.
- [30] Rahman, M. A., Afwa, A., & Agusven, T. (2022). THE INFLUENCE OF BRAND AMBASSADOR JOE TASLIM AND TRUST IN SHOPEE INDONESIA'S PURCHASING DECISIONS. *PENANOMICS: International Journal of Economics*, 1(2), 231–242.
- [31] Risnaldi, P., & Prasetya, P. (2023). Erigo Customer Loyalty at Shopee E-Commerce. *Indonesian Journal of Business and Entrepreneurship (IJBE)*, 9(1), 141–141.
- [32] Rosita, L., Hariyati, F., Akbari, D. A., & Agustini, V. D. (2023). Implementation of Integrated Marketing Communication for ERIGO Brand Through Instagram. *Technium Social Sciences Journal*, 42, 63–75.
- [33] Saldaña, C. M., Welner, K. G., Malcolm, S., & Tisch, E. (2019). Examining the New Phenomenon of Teachers as Brand Ambassadors. *Commercialism in Education Research Unit*.
- [34] Schober, P., Boer, C., & Schwarte, L. A. (2018). Correlation coefficients: Appropriate use and interpretation. *Anesthesia & Analgesia*, 126(5), 1763–1768.
- [35] Shabrin, N., Khandaker, S., Kashem, S. B. A., Hie, C. K., & Susila, T. (2017). Factors affecting smartphone purchase decisions of generation-Y. *Journal of Contemporary Issues in Business and Government, The*, 23(1), 47–65.
- [36] Suchánek, P., & Králová, M. (2019). Customer satisfaction, loyalty, knowledge and competitiveness in the food industry. *Economic Research-Ekonomska Istraživanja*, 32(1), 1237–1255.
- [37] Sudha, M., & Sheena, K. (2017). Impact of influencers in consumer decision process: The fashion industry. *SCMS Journal of Indian Management*, 14(3), 14–30.
- [38] Surodjo, B., Astuty, P., & Lukman, L. (2022). Creative Economic Potential of The Fashion, Crafts and Culinary Sub Sector in The New Normal Era. *Proceedings of the 2nd International Conference on Law, Social Science, Economics, and Education, ICLSSEE 2022, 16 April 2022, Semarang, Indonesia*.
- [39] Tarigan, A. N., & Raja, P. L. (2022). Influence Of Celebrity Endorser And Brand Image On Purchase Decision Of Erigo Products:(Study On Erigo Consumers In Medan City). *Journal Of Management, Accounting, General Finance And International Economic Issues (MARGINAL)*, 2(1), 282–298.
- [40] Tayibnapis, A. Z., Wuryaningsih, L. E., & Gora, R. (2018). The development of digital economy in Indonesia. *IJMBS International Journal of Management and Business Studies*, 8(3), 14–18.
- [41] Tellis, G. J., MacInnis, D. J., Tirunillai, S., & Zhang, Y. (2019). What drives virality (sharing) of online digital content? The critical role of information, emotion, and brand prominence. *Journal of Marketing*, 83(4), 1–20.
- [42] Tien, N. H., Vu, N. T., & Tien, N. V. (2019). The role of brand and brand management in creating business value case of Coca-Cola Vietnam. *International Journal of Research in Marketing Management and Sales*, 1(2), 57–62.
- [43] Untari, D. T., & Satria, B. (2019). Measuring website effectiveness in communicating tourism destinations in Jakarta, Indonesia. *African Journal of Hospitality, Tourism and Leisure*, 8(4), 1–16.
- [44] Usman, O., & Aryani, Y. (2019). The Effect of Brand Ambassador, Brand Image, Product Quality, and Price on Purchase Intention. *Brand Image, Product Quality, and Price on Purchase Intention (December 31, 2019)*.
- [45] Utami, F. M., Karisma, F. N., & Zhafira, S. A. (2021). The Effect of Instagram Communication on Consumer's Perception of Erigo Store. *PETANDA: Jurnal Ilmu Komunikasi Dan Humaniora*, 4(1), 1–11.
- [46] Van Wegberg, R., Tajalizadehkhoo, S., Soska, K., Akyazi, U., Ganan, C. H., Klievink, B., Christin, N., & Van Eeten, M. (2018). Plug and Prey? Measuring the Commoditization of Cybercrime via Online Anonymous Markets. *USENIX Security Symposium*, 1009–1026.
- [47] Waluya, A. I., Iqbal, M. A., & Indradewa, R. (2019). How product quality, brand image, and customer satisfaction affect the purchase decisions of Indonesian automotive customers. *International Journal of Services, Economics and Management*, 10(2), 177–193.
- [48] Wibowo, B. Y., Saptianing, S., & Wahyuningrum, P. (2023). The Influence Of Influencer Endorsement And Brand Image On Purchasing Intentions Gen Y And Z. *International Journal of Economics, Business and Innovation Research*, 2(01), 156–168.
- [49] Yodi, H. P., Widyastuti, S., & Noor, L. S. (2020). The effects of content and influencer marketing on purchasing decisions of fashion erigo company. *Dinasti International Journal of Economics, Finance & Accounting*, 1(2), 345–357.

AUTHORS

Gibran Gibraltar – Telecommunications and Informatics Business Management Study Program, Faculty of Economics and Business, Telkom University, Indonesia.

Achmad Mansur Ali Suyanto – Telecommunications and Informatics Business Management Study Program, Faculty of Economics and Business, Telkom University, Indonesia.

Correspondence Author – Gibran Gibraltar,