

THE EFFECT OF BRAND AMBASSADOR AND SALES PROMOTION ON REPURCHASE INTENTION OF TOKOPEDIA CUSTOMERS IN BANDUNG, INDONESIA

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Abstract

Marketplace competition in Indonesia is very tight, some of the top marketplaces in Indonesia: Shopee, Tokopedia, Lazada, Bukalapak and Blibli. This study focuses on Tokopedia which is ranked second in the Top Brand Award (2021). This study aims to examine the repurchase intention of Tokopedia customers based on two independent research variables: brand ambassador and sales promotion. 138 valid respondents were involved in data processing. Hypothesis testing found that brand ambassadors and sales promotions have a positive effect on repurchase intention.

Keywords: brand ambassador, sales promotion, repurchase intention, Tokopedia

INTRODUCTION

Increasingly advanced technology can now be used to facilitate daily activities such as exchanging information or communicating with other individuals. Indonesia is one of the many countries that have been affected by technological developments, especially internet/digital technology. Figure-1 shows the survey results of the *Indonesian Internet Service Providers Association* (APJII) of all provinces in Indonesia for the period 2019-Q2/2020. It is showed that most internet users in Indonesia are residents of the island of Java, this is due in part to the availability of more adequate infrastructure. West Java is the province that contributes the largest internet users in Indonesia, followed by Central Java and East Java.

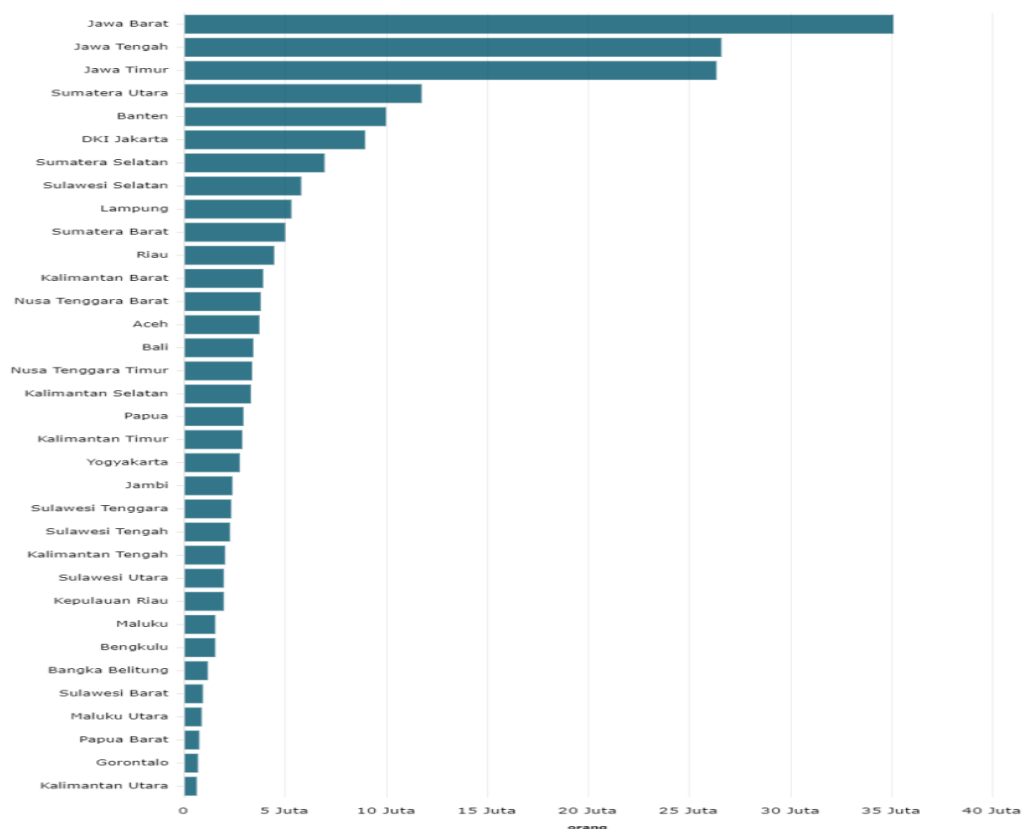


Figure-1

Internet Users by Province in Indonesia 2020

Source: Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) 2020. Accessed on 14 August 2021.

In addition to communicating or exchanging information, internet technology also has a positive impact on the trade sector. Many business actors use this technology to support the sustainability of their business processes. The development of technology and the internet network is currently in accordance with the development of online business among the community. With the internet network, it can make it easier for businesspeople to make online sales transactions. There are already many marketplaces operating in Indonesia to make it easier for Indonesian people to sell or buy online/virtually. According to Robert and Bernadetha (2017), marketplace is an information system where sellers and buyers make interactions. In the market sellers and buyers may exchange ideas about prices, products, and complete transactions with each other through electronic communication devices. Marketplace or commonly referred to as e-commerce is efficient, because with e-commerce, buyers do not have to go directly to meet merchants to see the products to be purchased.

Marketplace competition in Indonesia is very tough, and not only dominated by one dominant player (Hidayat, 2018). Because shopping through e-commerce is considered easier, more practical, and more efficient, many e-commerces have appeared in Indonesia. Table-1 shows the data and rankings of e-commerce in Indonesia which are the results of a survey from the official Top Brand Index website which organized by two institutions, namely Majalah Marketing and Frontier Group.

Table-1.
Top Brand Index Fase-2 2021

No	Brand	TBI 2020	
1	Shopee.co.id	41,8%	TOP
2	Tokopedia.com	16,7%	TOP
3	Lazada.com	15,2%	TOP
4	Bukalapak.com	9,5%	
5	Blibli.com	8,1%	

Source: Top Brand Award (<https://www.topbrand-award.com>) 2021, accessed on 11 Oktober 2021.

One example of an e-commerce company that exist until now is Tokopedia. According to the official website page, Tokopedia was founded by William Tanuwijaya and Alpha Edison on 6 February 2009. Table-1 shows that Tokopedia's ranking is in second place, far below from Shopee as the number one top brand index. Reporting from the official website page for the Top Brand Award (2021), this ranking is based on several criteria. Firstly, the mind share criterion shows the strength of the brand in positioning itself in the minds of customers for the specified category. Secondly, the market share criterion which shows the strength of the brand in the market and related to customer buying behavior. Finally, the commitment share criterion which shows the strength of the brand in encouraging customers to repurchase in the future. Therefore, as the largest e-commerce player in Indonesia, Tokopedia must improve its performance, especially by increasing consumer repurchase intention.

There are several ways to increase consumers repurchase intention. One of which is by using brand ambassadors. Brand ambassador is representative of a brand, in which a brand ambassador has a duty and functions to make a positive impact on the brand (Laliya, Suryanto, & Kuncoro, 2019). An attractive brand ambassador that has a positive image in public will have a good effect on a brand and will encourage consumer repurchase intention toward a brand. Some previous research (for example: Fariha, 2019; Lestari, 2020) demonstrated that brand Ambassadors have a positive influence on repurchase intention.

Reported on its official website, (Tokopedia.com, 2021), Tokopedia appointed a boyband from South Korea, namely BTS, which stands for Bangtan Sonyeondan or "Beyond the Scene" as one of the brand ambassadors of its brand. BTS, which consists of seven members, namely RM, JIN, SUGA, J-HOPE, JIMIN, V and JUNGKOOK, has broken many records in the world of music. With the appointment of BTS as brand ambassador, it is hoped that Tokopedia can increase sales rate through repurchase intention within Tokopedia consumers.

In addition to the brand ambassador, there is also a sales promotion that can be used to increase repurchase intention of a brand. According to Irfaannumilah (2017) and Thalita (2020), sales promotion is a form of persuasion that can attract the attention of consumers through various incentives or strong and attractive offers with the aim of stimulating product purchases by consumers and encouraging sales rate. By using many sales promotion tools, such as: samples, vouchers, product guarantees, refund offers, subscription rewards, and so on, it will certainly increase sales numbers or repurchase intention from consumers in the short term and long term. Some of previous studies give evident that sales promotion has a positive influence to repurchase intention (Bhatti, 2018; Lee & Shin, 2014; Ya, 2017). Thus, this study is aimed to investigate the repurchase intention of Tokopedia brand by using two independent variables, namely brand ambassador and sales promotion.

LITERATURE REVIEW

2.1 Repurchase Intention

Repurchase intention is the intention of a customer to buy a product that has already been purchased in the past (Megantara, 2016). Repurchase intention is one of buying behavior of consumers who feel the value and goods, or services offered by the company in accordance with consumer expectations (Putri, 2016). Repurchase intention can occur because consumers are willing to repurchase a product for a long time with the same company (Gounaris, Dimitriadis, & Stathakopoulos, 2010). This commitment arises because of the positive impression of consumers on a brand, and consumers satisfied with the purchase. Customer satisfaction is defined as all attitudes related to goods or services after being received and used so that it triggers a desire to repurchase. Efforts to retain consumers through customer satisfaction and encouraging repurchase is profitable for the company because it requires lower costs than having to find new customers (Fawzeaa, Sofiyah, Sudardjat & Young, 2019; Huang, Gao, Hsu, 2019; Lin & Lekhawipat, 2014; Mensah & Mensah, 2018).

According to Hasan (2013), there are four indicators to measure repurchase intention, that is:

1. Transactional interest is a person's tendency to buy a product.
2. Referential interest is the tendency of a person to refer products to customers others.
3. Preferential interest, which is an interest that describes the behavior of someone who has a main preference for the product. This preference can only be overridden if it occurs something with his preferred product.
4. Exploratory interest, this interest describes the behavior of someone who is always looking for information about the products they are interested in and looking for information to support positive characteristics of the product.

2.2 Brand Ambassador

Brand Ambassador is one of the tools used by companies to communicate and ultimately connect with the public to increase sales (Lea-Greenwood, 2012). The brand ambassador is usually an artist or public figure chosen by a company to represent the characteristics of the company. A brand ambassador is an advertising supporter of a brand or can also be said as ambassadors of a brand, they can provide testimonials, highlights, and reinforcements as well as endorsements (Goutam, 2013; Kertamukti, 2015). The use of a brand ambassador is one of the persuasive actions taken by companies to attract the attention of consumers because usually the choice of ambassador is based on a positive image through a well-known public figure so that it becomes a benchmark for increasing sales (Royan, 2004). Brand Ambassadors are widely used in promotional activities to reach consumers and act as representatives of the brands they support (Devi, 2015; Soniya & Raja, 201).

Brand Ambassador indicators according to Lea-Greenwood (2012) include:

- 1) Transference, is when a celebrity endorses a related brand with their profession,
- 2) Congruence, a key concept in brand ambassadors, namely ensuring that there is a 'fit' (fit) between brands and celebrities,
- 3) Credibility, the degree to which consumers see a source (Ambassador) have the relevant knowledge, expertise or experience and these resources (ambassador) can be trusted to provide objective and unbiased information,
- 4) Attractiveness, an attractive physical appearance that can support a product as well as advertising, and
- 5) Power, the charisma emitted by the person to be able to influence consumers so that consumers are influenced to buy or use the product.

Brand Ambassadors have a positive impact on the company. Many research previously proved that brand ambassadors have a positive effect on purchase interest (e.g., Burha, 2018; Lestari, 2020; and Utami, 2016). Therefore, the first hypothesis is:

H1: Brand ambassador has a positive effect on consumers repurchase intention

2.3 Sales Promotion

According to Kotler & Keller (2016), sales promotion are various short-term incentives to encourage trial purchase of products such as giving coupons, samples, premiums, advertising, and display. Meanwhile, according to Kotler & Armstrong (2014) sales promotion is an incentive that can attract offers for consumers to motivate consumers to make purchases. Sales promotion is a tool that is needed to attract buyers or retain existing buyers so as not to switch to competing products (Maliki, 2019; Sari, Pradhana, & Widharto, 2018). Sales Promotion is one element of the promotional mix, which can affect consumers through communication (Genchev & Todorova, 2017). Sales Promotion consists of techniques that aimed at increasing sales rate in a short time (Fam, Brito, Gaddekar, Richard, Jargal, & Liu, 2019; Orji, Oyenuga, & Ahungwa, 2020).

Kotler and Keller (2016) mention that there are several promotion indicators sales include:

- 1) Promotion frequency is the number of sales promotions carried out in a time through sales promotion media.
- 2) Promotion quality is a measure of how well the sales promotion is done.
- 3) Promotion quantity is the value or number of sales promotions given to consumers.
- 4) Promotion time is the length of promotion carried out by the company.
- 5) The determination or suitability of the promotion is a necessary factor for achieving the desired target of the company.

In the marketplace business, the right sales promotion can increase sales. Research on sales promotion on repurchase intention has been carried out by previous researchers (Examples: Ariska & Wijaksana, 2017; Rosaliana & Kusumawati, 2018; Ummamah, 2018; and Zulganef, Riyanto, Aryatri, Cahyani, & Fahera, 2020). The previous researchers demonstrated that sales promotion has a positive effect on repurchase intention. Based on the results of previous studies, the next hypothesis can be proposed:

H2: sales promotion has a positive effect on consumers repurchase intention

RESEARCH METHODOLOGY

This research is quantitative research using a questionnaire as the main means of collecting primary data. Not only that, but this study also uses data from websites, newspapers, and books as secondary data. The population in this study is Tokopedia consumers who have shopped at Tokopedia in Bandung City who know the BTS boy band group. The sampling technique used is a non-probability technique, which means that the sampling is subjective.

Questionnaires were distributed via Google-Form and have received 138 respondents, and the measurement scale used is the Likert scale adopted from previous studies. In this study, there is one dependent variable (repurchase intention) and two independent variables (brand ambassador and sales promotion). Repurchase intention is measured by measurements from Hasan (2013), brand ambassadors are measured by measurements from Lea-Greenwood (2012), and sales promotion is measured using measurements from Kotler and Keller (2016).

This study uses multiple regression testing which aims to test hypotheses and uses statistical analysis tools SPSS ver 23. Before testing the hypothesis, it has been confirmed that the questionnaire is valid and reliable because the results of Cronbach's Alpha scores are .806, .809, .787 respectively for brand ambassadors, sales promotions, and repurchase intention.

RESEARCH RESULT AND DISCUSSION

4.1 Characteristics of Respondents

Table 2 below is a description of the characteristics of 138 respondents. There were 300 questionnaires distributed, but 180 questionnaires were returned. From the Returning Questionnaire, 42 respondents were considered invalid due to incomplete answers.

Tabel 2
The Characteristics of Respondents

Characteristic	Detail	Total	Percentage (%)
Gender	Men	55	39.9
	Women	83	60.1
Education	Senior high school and below	69	50.0
	Diploma	12	8.7
	Undergraduate - S1	52	37.7
	Graduate - S2	3	2.2
	Postgraduate	2	1.4
Age	20 years old below	5	3.6
	20 – 29 years old	116	84.1
	30 – 39 years old	7	5.1
	40- 49 years old	6	4.3
	50 years old above	4	2.9
Occupation	Housewife	3	2.2
	Private Sector Employee	24	17.4
	Civil Servant/Army/Police Officer	9	6.5
	Entrepreneur	12	8.7
	Students	79	57.2
	Other	11	8.0
Buying Frequency	Once a week	15	10.9
	Several times a week	10	7.2
	Once a month	71	51.4
	Other	42	30.4
Monthly expenditure	Less than Rp.2.500.000	94	68.1
	Rp. 2.500.000 - Rp. 4.999.999	30	21.7
	Rp. 5.000.000 - Rp. 7.499.999	5	3.6
	Rp. 7.500.000 - Rp. 10.000.000	3	2.2
	More than Rp. 10.000.000	3	2.2
	Other	3	2.2
Tokopedia Reference	Internet	26	18.8
	Family/Relative	3	2.2
	Mass Media	1	0.7
	Social Media	22	15.9
	Friends	80	58.0
Other e- commerce users	Yes	6	4.3
	No	131	94.9
Other e- commerce preferences	JD.ID	7	5.1
	Bukalapak/OLX	2	1.4
	Lazada	3	2.2
	Shopee	86	62.3
	Shopee;Amazon	1	0.7
	Shopee;Bukalapak/OLX	5	3.6
	Shopee;Bukalapak/OLX;JD.ID	2	1.4
	Shopee;Bukalapak/OLX;Lazada	5	3.6
	Shopee;Bukalapak/OLX;Lazada;JD.ID	2	1.4
	Shopee;Lazada	20	14.5
	Shopee;Lazada;JD.ID	4	2.9
	Shopee;Zalora	1	0.7

Source: Data Processing Results

From Table 2 the respondents are dominated by women (60.1%), this is reinforced by data obtained from the katadata.co.id article in August 2020 (accessed on October 4, 2021) which explains that women are more often do transactions in e-commerce than men. The education of the respondents was dominated by high school and below (50%) and undergraduate (37.7%). While the age of the respondents is dominated by

productive age 20-29 years as much as 84.1%, this is in accordance with Tokopedia's segmentation which targets young and adult ages to become consumers.

The occupation of the respondents varied with the dominance of students/students (57.2%), followed by private employees (17.4%), entrepreneurs (8.7%), civil servants/TNI/POLRI (6.5%), housewives (2.2%), and others (8.0%). Most respondents also revealed that their monthly expenses were less than IDR 2,500,000 (68.1%) followed by income of IDR 2,500,000-IDR 4,999,000 (21.7%).

For reference, 79.8% of respondents know Tokopedia through social media and the internet. This shows that social media can be an effective promotion platform. Regarding shopping intensity, respondents mostly answered once a month (51.4%). This figure is not considered good because as many as 94.9% of respondents stated that they also use other e-commerce for shopping activities which are dominated by Shopee users as much as 62.3%.

4.2 Descriptive Analysis

Table 3 shows the descriptive analysis (mean) of the variables studied. When viewed per variable, the brand ambassador variable has the highest mean, which is 4.03 followed by sales promotion (3.93) and repurchase intention (3.62).

When viewed per dimension for each variable, the power dimension (4.34) is the dimension with the largest mean in the brand ambassador variable. While the smallest mean is the congruence dimension (3.84). For the sales promotion variable, the dimension of promotion frequency is the highest mean value (4.15), while the dimension of Accuracy or suitability of promotional objectives has the lowest mean (3.81). This means that respondents agree that Tokopedia often holds sales promotions, but respondents do not agree with the statement that Tokopedia has the privilege of providing sales promotions. For the repurchase intention variable, the dimension that has the highest mean is transactional interest (4.03), meaning that respondents tend to strongly agree with the statement "I am willing to repurchase at Tokopedia". While the preferential interest dimension is the dimension that has the smallest mean value (3.21), meaning that respondents tend to be less loyal to Tokopedia, because most respondents do not choose Tokopedia as their only e-commerce choice.

Table 3
Descriptive Analysis of All Variables Understudy

Variable	Mean	Dimension	Mean
Brand Ambassador	4.03	☐ Transference	4.08
		☐ Congruence	3.84
		☐ Credibility	3.88
		☐ Attraction	4.00
		☐ Power	4.34
Sales Promotion	3.93	☐ Promotion Frequency	4.15
		☐ Promotion Quality	3.78
		☐ Promotion Quantity	3.92
		☐ Promotion Time	4.00
		☐ Accuracy or suitability of promotional objectives	3.81
Repurchase Intention	3.62	☐ Transactional interest	4.03
		☐ Referential interest	3.84
		☐ Preferential interest	3.21
		☐ Exploratory interest	3.56
		☐ Exploratory interest	3.47

Source: Data Processing Results

4.3 Results of testing and discussion of hypotheses

Table 4 shows the results of the regression test to test the hypotheses. The results show that all hypotheses are accepted with a significance level below the required level. All independent variables, namely brand ambassadors ($\beta = .191$, $p < .01$) and sales promotion ($\beta = .570$, $p < .00$) have a significant effect on repurchase intention at Tokopedia. These results support previous studies such as: Ariska & Wijaksana, 2017; Burha, 2018; Lestari, 2020; Rosaliana & Kusumawati, 2018; Ummamah, 2018; Utami, 2016; and

Zulganef et al., 2020). The sales promotion variable has a higher number than the brand ambassador; Thus, according to respondents, sales promotion is a factor that is more considered by users than the brand ambassador factor.

In addition, the F test also shows that the two independent variables simultaneously affect repurchase intention. The value of R^2 is 0.439, which means that brand ambassadors and sales promotion explain 44% of the variance of repurchase intention. The 56% variance of repurchase intention was explained by other variables that were not studied, for example: pricing, ease of use, convenience, satisfaction, service quality, and others.

Table 4
Multiple Regression Analysis Results

Independent Variabel:	Dependent Variable: Repurchase intention Standardize Beta
Brand Ambassador	.191*
Sales Promotion	.570**
R^2	.439
F	52.881**

*Note. Significant levels ** $p < .01$; * $p < .1$*

Source: Data Processing Results

CONCLUSION, RECOMMENDATIONS AND FURTHER RESEARCH

This study shows that brand ambassadors and sales promotions affect customer repurchase intention at Tokopedia. Therefore, several conclusions can be drawn. First, because Tokopedia's consumers are dominated by students and private employees, there is an opportunity for Tokopedia to increase customer visits by offering products related to student needs. One of the issues to consider regarding the customer's marketing experience is information about product availability and sales promotions. Second, the ambassador's brand reputation is considered good. However, according to respondents, Tokopedia does not have a uniqueness in its promotions. This can be explained by several facts such as: most customers only make purchases once a month or less, the level of other e-commerce users is very high, and they still buy from competitors. Finally, this study reveals that sales promotion has a stronger relationship with repurchase intention than brand ambassadors. In this case, repurchase intention can be interpreted as the tendency of users to reuse Tokopedia for their e-commerce transactions in the future. Users' positive perceptions of Tokopedia's services as well as positive personal experiences in using the application encourage their tendency to repurchase products/services in the future.

Based on the conclusions above, to increase customer repurchase intention, this study suggests four recommendations. First, Tokopedia must offer unique products and services to customers, especially for students and private employees. Second, Tokopedia must improve the way information is handled to meet consumer needs. Tokopedia must improve the consumer experience by providing accurate information about product availability, price, quality, and so on. Third, Tokopedia must increase sales promotion by paying attention to customer needs and desires. It is hoped that if customers are satisfied with shopping promotions at Tokopedia and trust the services provided by Tokopedia, they will not hesitate to refer Tokopedia to their social media voluntarily and take repurchase actions. Fourth, Tokopedia must improve its brand ambassador by using celebrities who are indeed known both in Indonesia and in the world and can represent the right character of its customers.

This study has limitations regarding the domicile of the dominant respondents only from the Bandung area (West Java). Therefore, further research should improve the distribution of respondents to all regions in Indonesia. This study also suggests looking further into promotional issues, for example creativity in developing promotional materials that support viral marketing, increasing advertising mix, and others.

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