THE INFLUENCE OF THE USE OF BRAND AMBASSADOR ‘STRAY KIDS’ IN SHOPEE 12.12 BIRTHDAY SALE ADVERTISEMENT AND SHOPEE’S BRAND IMAGE TOWARDS BRAND LOYALTY

PENGARUH PENGGUNAAN BRAND AMBASSADOR ‘STRAY KIDS’ DALAM IKLAN SHOPEE 12.12 BIRTHDAY SALE DAN BRAND IMAGE SHOPEE TERHADAP BRAND LOYALTY

Sri Nur Astika¹, Sylvie Nurfebriaraning, S.Sos, M.Si²

S1 Communication Science, The Faculty of Communication and Business, Telkom University
srinurastika@student.telkomuniversity.ac.id¹, sylvienurfebia@telkomuniversity.ac.id²

Abstrak

Kata Kunci: Brand Ambassador, Brand Image, Brand Loyalty

Abstract
Brand Ambassador is one of the marketing communication strategies in the form of promotion through humans to increase brand core value. Brand Image is the perception and trust in the consumer’s mind towards the brand that can increase brand loyalty. Consumers may decide to use a product or service based on the person giving them influence. Consumers are more likely to choose and be loyal to a good brand they already trust rather than trying a new brand. This research aims to determine how much influence Stray Kids brand ambassadors and Shopee’s brand image towards Shopee’s brand loyalty. This research used quantitative methods with causal type. The sampling technique in this study used non-probability sampling type purposive sampling. The sample used as many as 166 respondents from the population with an unknown size of Shopee users among Stray Kids fans. The data analysis used in this study includes correlation coefficients, multiple linear regression tests, T-tests, F tests, and determination coefficients. The results showed that brand ambassador ‘Stray Kids’ had a positive and significant influence on Brand Loyalty, with an increase of 0.118. Shopee’s brand image has a positive and significant influence on Brand Loyalty with an increase of 0.553. ‘Stray Kids’ brand ambassador and Shopee brand image simultaneously influence brand loyalty by 57.9%. The remaining 42.1% were influenced by factors not discussed in the study.

Keywords: Brand Ambassador, Brand Image, Brand Loyalty
1. INTRODUCTION

The rapid development of technology and the internet in Indonesia has a major impact on business change. Starting from how to advertise, how to carry promotional activities, and how to communicate between people, etc. Technology usage and unlimited internet access became the initial avenue of the emergence of e-commerce in Indonesia. This situation certainly indicates the growth of e-commerce in Indonesia. In Q4 2020, Shopee is ranked first among the e-commerce in Indonesia followed by Tokopedia, Bukalapak, Lazada, and Blibli (Iprice.co.id, 2021).

Shopee’s success cannot be separated from the success of the integrated marketing communication strategy that Shopee has carried out aggressively. One of which is a promotional strategy using a brand ambassador that is hoped to get public attention. Currently, Korean music industry has become the beginning of Korean Wave emergence, which has its influence (Indonesiana.id, 2021). Korean Wave has been widely used and become a trend in Indonesia in implementing brand promotions. An example is the use of Korean celebrities as brand ambassadors to represent the company. Many companies and brands in Indonesia use Korean celebrities as brand ambassadors with the aim of targeting the international market (Storelogy.com, 2021).

Shopee made a big step by collaborating with Korean celebrity. The enthusiasm of K-Pop fans is the reason why Shopee uses Korean celebrity in promotions, namely Stray Kids. Stray Kids have selected as Shopee’s brand ambassador for the Shopee 12.12 Birthday Sale ads. The high number of Shopee users who are young generation is the reason why Shopee chose Stray Kids. Shopee is attached to its young, creative, and passionate value. It is in line with the Stray Kids members who are young with powerful energy and have a lot of achievement and awards as the best new comer Korean boy group (Koreaboo, 2021). So, that Stray Kids is believed to be able to attract the public’s attention and can retain customers. The use of brand ambassadors is a promotional strategy to connect brands emotionally with customers. Brand ambassadors are believed to have the power to attract customers psychologically to a brand (Shimp, 2003).

Shopee occupies the first in the Top Brand Index category of e-commerce. It means that Shopee has a strong brand image. Shopee’s achievement make it e-commerce that is often used by loyal Shopee users (Topbrand.com, 2021). Brand image is one of the vital aspects of brand or company. The brand image will always be remembered first by consumers when they hear the name of a brand (Purnomo, 2018). It is challenging to attract new customers and retain potential customers loyalty without a strong brand image (Rizan, Saidani, & Sari, 2012).

Brand Image has a crucial role in brand loyalty because a brand that has a bad image will reduce consumer confidence. Loyalty arises from feeling of pleasure arising from consumers experience with the brand. In loyalty behavior, customers will not switch to other brands (Suryanto & Sari, 2020). Shopee has had a new program since 2020, namely, Shopee Loyalty. It aims to show appreciation to loyal customers.

Shopee strives to retain customers and maintain the position of its e-commerce competitors. Shopee’s effort are reflected in the appointment of Stray Kids as brand ambassador, intensive promotional activities, and creating loyalty program. Shopee is counted as e-commerce that has a strong brand image. This study focuses on how to appoint Stray Kids as brand ambassador and the image owned by Shopee influence the brand loyalty. The focus of this research is on Shopee users among Stray Kids fans in Indonesia.

In this study, the approach used is a causal descriptive type of quantitative method. This method is used because it aims to find out the causal relationship between two or more variables. The population and sample used in this study were Shopee users among Stray Kids fans. The research data will be processed by quantitative descriptive analysis, correlation coefficient, multiple linear regression model, t-test, f-test, and coefficient of determination.

The following are the problem identification of this research:

2. How much influence of Shopee’s Brand Image towards Brand Loyalty?
2. LITERATURE REVIEW

a. Brand Ambassador

According to Lea-Greenwood in (Masyita, 2017), brand ambassador is instrument used by companies to communicate brands. Brand ambassadors also used to connect brands with consumers and as the company’s representative. The sub variable that used for the indicators is the VisCAP model (Rossiter, Percy, & Bergkvist, 2018):

1). Visibility
2). Credibility
3). Attraction
3). Power

b. Brand Image

Brand image is the perception, assumption, or beliefs possessed by consumers. The image owned by a brand is reflected in the associations constructed in consumers’ memory (Kotler & Keller, 2007). The sub variable that used for the indicators is the aspect of the brand (Keller, 2013):

1). Strengths of Brand Association
2). Favorable of Brand Association
3). Uniqueness of Brand Association

c. Brand Loyalty

Brand loyalty is a more favorable attitude towards a brand than other brands. It is accompanied by repeat usage which are a hallmark of good brand loyalty. Brand loyalty occurs because of brand experimentation and supported by the satisfaction that leads to brand reuse (Schiffman & Kanuk, 2007). The sub variable that used for the indicators is the aspect of brand loyalty (Aaker, 1991):

d. 1). Behavior Measures
e. 2). Measuring Switch Cost
f. 3). Measuring Satisfaction
g. 4). Measuring Liking Brand
h. 5). Measuring Commitment

d. Research Framework

The research framework is used to determine the research hypothesis which according to the theoretical review.

3. RESEARCH METHOD

a. Population and Sample

The population in this study is Shopee users among Stray Kids fans in Indonesia, whose numbers are unknown. From these populations were drawn samples with specific relevant criteria and could support this study. Based on the calculation with Cochran formula, the number of samples needed in this study was minimum of 100 respondents. But this study obtained more than 100 which is 166 respondents.

b. Data Collecting Technique

The data in this study is from respondents’ answers obtained through a questionnaire and in the form of Likert scale. The online questionnaires were distributed manually to respondents on Twitter and Instagram who fit the criteria.

c. Data Analysis Technique

The research data were processed by quantitative descriptive analysis, correlation coefficient, multiple linear regression model, t-test, f-test, and coefficient of determination.

4. RESULT AND DISCUSSION

a. Descriptive Statistic Analysis

The results of the analysis obtained on the brand ambassador (X1) variable get 92.4% in the very good category. It can be seen in Figure 2 below:

\[
\begin{array}{cccccc}
\text{Not Very Good} & \text{Not Good} & \text{Pretty Good} & \text{Good} & \text{Very Good} \\
20\% & 36\% & 52\% & 68\% & 84\% & 100\%
\end{array}
\]

\[92.4\%\]

\(H_1, H_2\)

Figure 2. Continuum Line of Brand Ambassador Variable

Source: Processed by Researcher (2022)
The result of the analysis obtained on the brand image (X2) variable get 91.2% in the very good category. It can be seen in Figure 3 below:

(91.2%)

<table>
<thead>
<tr>
<th>Not Very Good</th>
<th>Not Good</th>
<th>Pretty Good</th>
<th>Good</th>
<th>Very Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>36%</td>
<td>52%</td>
<td>68%</td>
<td>84%</td>
</tr>
</tbody>
</table>

**Figure 3. Continuum Line of Brand Image Variable**
Source: Processed by Researcher (2022)

The result of the analysis obtained on the brand loyalty (Y) variable get 81.7% in the good category. It can be seen in Figure 3 below:

(81.1%)

<table>
<thead>
<tr>
<th>Not Very Good</th>
<th>Not Good</th>
<th>Pretty Good</th>
<th>Good</th>
<th>Very Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>36%</td>
<td>52%</td>
<td>68%</td>
<td>84%</td>
</tr>
</tbody>
</table>

**Figure 4. Continuum Line of Brand Image Variable**
Source: Processed by Researcher (2022)

c. Correlation Coefficient

**Table 1. Correlation Test Result**

<table>
<thead>
<tr>
<th>Correlations</th>
<th>X1</th>
<th>X2</th>
<th>Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1 Pearson Correlation</td>
<td>1</td>
<td>.646*</td>
<td>.478*</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>166</td>
<td>166</td>
<td>166</td>
</tr>
<tr>
<td>X2 Pearson Correlation</td>
<td>.646*</td>
<td>1</td>
<td>.605*</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>166</td>
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<td>166</td>
</tr>
<tr>
<td>Y Pearson Correlation</td>
<td>.478*</td>
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<td>1</td>
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<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>166</td>
<td>166</td>
<td>166</td>
</tr>
</tbody>
</table>

Source: SPSS’ Data (2022)

Based on Table 1, the correlation coefficient between Brand Ambassador and Brand Loyalty is 0.478 which shows a positive relationship between the Brand Ambassador ‘Stray Kids’ and Brand Loyalty. It indicates that the relationship between Brand Ambassador and Brand Loyalty is in moderate correlation. The correlation coefficient between Brand Image and Brand Loyalty is 0.605 which shows a positive relationship between Shopee’s Brand Image and Brand Loyalty. The coefficient value indicates that the relationship between Brand Image and Brand Loyalty has a strong correlation.

**Figure 5. P-Plot Normality Test Result**
Source: SPSS’ Data (2022)

Based on Figure 5, the data distribution of the Brand Ambassador, Brand Image, and Brand Loyalty variables in the graph above is spread out and follows a diagonal line. In the Kolmogorov-Smirnov table, the significance value (2-tailed) is 0.103. Thus, the significance value is 0.103 > 0.05, it can be concluded that the residual data has a normal distribution.

**The Influence of Brand Ambassador towards Brand Loyalty**

The partial influence of Brand Ambassador ‘Stray Kids’ on Brand Loyalty is known by comparing the significance value on T-test. If the value of Sig. < 0.05 means the effect is significant. However, if the value of Sig. > 0.05 means that the influence is not significant. The significance value of Brand Ambassador to Brand Loyalty is 0.007, which is smaller than 0.05. It can be interpreted that the Brand
Ambassador 'Stray Kids' has a significant influence on Brand loyalty.

The magnitude of the strength of the influence of the independent variable on the dependent variable is known by looking at the Beta or Standardized Coefficient value in the regression result. The Beta value of the Brand Ambassador (X1) variable to Brand Loyalty (Y) is 0.118. So, the partial influence of Brand Ambassador on Brand Loyalty is 11.8%. It explains that if every 1% increase in the Brand Ambassador variable, there will be an increase in the Brand Loyalty variable of 0.118.

The First Hypothesis:

$H_{01}$ : There is no influence of Brand Ambassador 'Stray Kids' in Shopee 12.12 Birthday Sale ads towards Brand Loyalty.

$H_{a1}$ : The Brand Ambassador 'Stray Kids' in Shopee 12.12 Birthday Sale ads has a positive and significant influence towards Brand Loyalty.

The T-test for the first hypothesis, it is known that the t-count value of the Brand Ambassador variable is 2.854. The t-table for two independent variables with a total sample (N) of 166 is 1.654. The Brand Ambassador (X1) variable has a t-count value of 2.854 (>1.654). It explains that the Brand Ambassador (X1) variable significantly influences the Brand Loyalty (Y) variable. So, it can be assumed that $H_{01}$ is rejected and $H_{a1}$ is accepted. Therefore, the Brand Ambassador 'Stray Kids' has a positive and significant influence on Brand Loyalty with the value of 11.8 percent.

The Influence of Brand Image towards Brand Loyalty

The partial influence of Shopee’s Brand Image on Brand Loyalty is known by comparing the significance value on T-test. If the value of Sig. < 0.05 means the effect is significant. However, if the value of Sig. > 0.05 means that the influence is not significant. The significance value of Brand Image towards Brand Loyalty is 0.000, which smaller than 0.05. It can be interpreted that Shopee’s Brand Image has a significant influence on Brand Loyalty.

The magnitude of the strengths of the influence of the independent variable on the dependent variable is known by looking at the Beta or Standardized Coefficient value in the multiple linear regression. The Beta value of the Brand Image (X2) variable to Brand Loyalty (Y) is 0.553. So, the partial influence of Brand Image on Brand Loyalty is 55.3%. It explains that if every 1% increase in the Brand Image variable, there will be an increase in the Brand Loyalty variable of 0.553.

The Second Hypothesis:

$H_{02}$ : There is no influence of Shopee’s Brand Image towards Brand Loyalty.

$H_{a2}$ : Shopee’s Brand Image has a positive and significant influence towards Brand Loyalty.

The T-test for the second hypothesis, it is known that the t-count value of the Brand Image variable is 6.280. The t-table for two independent variables with a total sample (N) of 166 is 1.654. The Brand Image (X2) variable has a t-count value of 6.280 (>1.654). It explains that the Brand Image (X2) variable significantly influences the Brand Loyalty (Y) variable. So, it can be assumed that $H_{02}$ is rejected and $H_{a2}$ is accepted. Therefore, the Shopee’s Brand Image has a positive and significant influence on Brand Loyalty with the value of 55.3 percent.

The Influence of Brand Ambassador and Brand Image towards Brand Loyalty

This hypothesis testing using the F-test is used to measure the influence simultaneously. Simultaneous significance of influence between independent variables, which include Brand Ambassador (X1) and Brand Image (X2) on Brand Loyalty (Y).

The Third Hypothesis:

$H_{03}$ : There is no influence of Brand Ambassador ‘Stray Kids’ and Shopee’s Brand Image towards Brand Loyalty.

$H_{a3}$ : The Brand Ambassador ‘Stray Kids’ and Shopee’s Brand Image have a simultaneous influence towards Brand Loyalty.

The F test for the third hypothesis, the results of hypothesis testing for simultaneous influence obtained a significance value of 0.000. This significance value is smaller than the value of which is 0.05 (Sig ≈ 0.000 < 0.05). So, it is assumed that $H_{03}$ is rejected and $H_{a3}$ is accepted, which means that the Brand Ambassador 'Stray Kids' in the Shopee 12.12 Birthday Sale Advertisement and Shopee's Brand Image has a simultaneous influence on Brand Loyalty.
The magnitude of the influence of the independent variable on the dependent variable simultaneously is known by the value of the coefficient of determination, namely the value of R Square multiplied by 100 percent. The R Square value is 0.579. Thus, the coefficient of determination is 57.9 percent. So, the influence of Brand Ambassador 'Stray Kids' and Shopee's Brand Image simultaneously on Brand Loyalty is 57.9%.

5. CONCLUSION AND SUGGESTION

a. Conclusion

Based on the processing and analysis of the data obtained, it can be concluded that the brand ambassador 'Stray Kids' in the Shopee 12.12 birthday sale advertisement has a positive and significant influence on brand loyalty. It is known from the results of the comparison of the t-count, which is greater than the t-table. The magnitude of the influence of brand ambassadors on brand loyalty is seen in the regression with the power of influence of 0.118 or 11.8%. Shopee's brand image has a positive and significant impact on brand loyalty. It is known from the comparison results that the t-count is greater than the t-table.

The magnitude of the influence of brand image on brand loyalty is seen in the regression with an influence strength of 0.553 or 55.3%. Then, the 'Stray Kids' brand ambassador and brand image simultaneously influence brand loyalty. The influence is given by the 'Stray Kids' brand ambassador and Shopee's brand image towards brand loyalty on Shopee users among Stray Kids fans is 57.9%. Meanwhile, the remaining 42.1% is influenced by other factors not examined in this study.

b. Suggestions

Researchers suggest PT. Shopee International Indonesia to use well-known celebrities as permanent brand ambassadors and more relatable to the target audience in every promotional activity, such as in advertising, events, etc. The research result indicates that the Power dimension in Brand Ambassador variable has the smallest score. The partial influence of Brand Ambassador towards Brand Loyalty is lower than Brand Image towards Brand Loyalty.

Researchers also suggest that Shopee carry out promotional activities more effectively and consistently. It is intended to increase the number of application and website visits and be in the first position. It is related to the research results that Brand Loyalty variable has the lower score and percentage than Brand Ambassador and Brand Image variable.

REFERENCES
