



Contents lists available at [Journal IICET](http://journal.iicet.org)

**JPPPI (Jurnal Penelitian Pendidikan Indonesia)**

ISSN: 2502-8103 (Print) ISSN: 2477-8524 (Electronic)

Journal homepage: <https://jurnal.iicet.org/index.php/jppi>



## 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

Sri Nur Astika<sup>\*)</sup>, Sylvie Nurfebriaraning  
Universitas Telkom, Indonesia

### Article Info

#### Article history:

Received Jun 11<sup>th</sup>, 2022  
Revised Sep 05<sup>th</sup>, 2022  
Accepted Oct 31<sup>st</sup>, 2022

#### Keyword:

Brand ambassador,  
Brand image,  
Brand loyalty

### ABSTRACT

Consumers may decide to use product or service based on people who influence them. Consumers more likely to choose and be loyal to good brand they already trust rather than trying a new brand. Brand loyalty owned by the company aims to increase brand value by maintaining consumers not to switch to other brands. 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. 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.



© 2022 The Authors. Published by IICET.

This is an open access article under the CC BY-NC-SA license  
(<https://creativecommons.org/licenses/by-nc-sa/4.0>)

### Corresponding Author:

Sri Nur Astika  
Universitas Telkom  
Email: [srinurastika@student.telkomuniversity.ac.id](mailto:srinurastika@student.telkomuniversity.ac.id)

### Introduction

The rapid development of technology and the internet in Indonesia has a major impact on business change. Digital media is not only for finding information; it is already the key to business efficiency. Starting from how to advertise, how to carry a promotional activity, and how to communicate between people, etc. This is supported by finding Berisha-Shaqiri (2014) which states that Information Technology and the Internet are not only important features to facilitate communication between people, but also a way to create new business models, by changing business development and transforming it in a positive direction. Internet can be considered as a strategic resource through which companies can promote their work and services as well as expand into new markets. Companies that take advantage of this new technology can be more efficient in conducting business activities and create a competitive advantage.

Technology usage and unlimited internet access became the initial avenue of the emergence of e-commerce in Indonesia. Ease of access makes consumers switch to finding information on product or service needs by the

internet. This situation certainly indicates the growth of e-commerce in Indonesia which is growing (unpas.ac.id, accessed on May 27, 2022, 11:40 WIB). Various provision of needs such as digital and non-digital goods that are integrity by technological becomes its characteristic. It becomes a different offering from the online shopping phenomenon and e-commerce in the digital era. Indonesia is the country with the largest e-commerce market in Southeast Asia. There is a survey that shows the level of online shopping activity in Indonesia. Based on Wearesocial and Hootsuite, 90% of internet users in Indonesia have shopped online through e-commerce (Sirclo.com, accessed on April 17, 2021, 16:00 WIB).

Filter by Business Model Store Type Store Origin Select Data Per Quarter Q4 2020

Merchant	Monthly Web Visits	AppStore Rank	PlayStore Rank	Twitter	Instagram	Facebook	Number of Employees
1  Shopee	129,320,800	#1	#1	541,700	7,100,000	19,908,390	9,066
2  Tokopedia	114,655,600	#2	#4	710,400	2,400,000	6,372,160	4,521
3  Bukalapak	38,583,100	#7	#7	199,600	1,363,070	2,514,260	2,446
4  Lazada	36,260,600	#3	#3	411,400	2,600,000	30,461,740	4,500
5  Blibli	22,413,100	#6	#5	514,800	1,389,780	8,539,020	2,106

**Figure 1.** The Map of E-Commerce in Indonesia Q4 2020

Source: iprice.co.id, accessed on March 22, 2021, 11:29 WIB

Figure 1.3 shows there is a change in the e-commerce rank visitors from the previous quarter. In Q4 2020, Shopee was ranked first, and Tokopedia ranked second as described. However, in Q1 2021, Shopee dropped to the second position, and Tokopedia ranked first with the most visitors. It certainly shows the implication of the phenomenon, namely Shopee experiencing a decrease in visitors. The downgrade occurred during the period when Stray Kids became Shopee's brand ambassador. Various factors certainly cause this phenomenon. Therefore, researchers want to investigate further the phenomenon experienced by Shopee.

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 who is getting public attention. Currently, Korean music industry has become the beginning of Korean Wave emergence, which has its influence. This phenomenon has a reasonably strong impact on marketing communications in Indonesia, especially in advertising (indonesiana.id, accessed on May 9, 2021, 10:00 WIB). An integrated marketing communication strategy such as advertising which added with Korean Wave is considered to have its charm. 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, accessed on May 27, 2022, 14:50 WIB).

It has been done by Shopee that has raised many brand ambassadors who come from among the popular celebrities and exist in promotional activities; advertising. Celebrities selected to be brand ambassadors are usually featured in advertising impressions and are part of the advertisement. Shopee made a big step by collaborating with Korean celebrity. The enthusiasm of K-Pop fans is the reason why Shopee uses Korean celebrities in promotions, namely Stray Kids. 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: 455). A brand ambassador is defined as an individual public figure or celebrity trusted to represent the company. They are selected and customized based on identity and characteristics of a brand or company (Pratami & Sari, 2020).

The character and image of a brand or company are considered influential in maintaining loyalty to the brand. According to (Kotler & Keller, 2013), brand image is the views and beliefs that come from consumers. It is where the perceptions held by consumers have been embedded in the memories and consumers' minds. Brand image is one of the vital aspects of a brand or company. This brand image will always be remembered first by consumers when they hear the name of a brand. According to (Kotler & Armstrong, 2018), competition with competitors does not only depend on product quality. The consumers' perception of the brand also has an essential role in competing in the market. These consumer perceptions can be described through a brand image that grows and sticks in the minds of consumers. According to Ismani (2008), it is

challenging to attract new customers and retain customers without a strong brand image (Rizan et al., 2012). Having a positive brand image is crucial that companies need to pay attention to. The marketing communication strategy that intensively carried out and Shopee's popularity make it a strong image.

**Table 1.** Top Brand Index E-Commerce

Brand	TBI 2021
Shopee.co.id	41.8%
Tokopedia.com	16.7%
Lazada.co.id	15.2%
Bukalapak.com	9.5%
Blibli.com	8.1%

Source: topbrand-award.com, accessed on January 12, 2022, 15:00 WIB

Table 1 is the Top Brand Index data category of e-commerce or online buying and selling sites. It can be seen that many e-commerce brands provide many offers in increasing customer desires. Shopee occupies the first position, which means that Shopee has a strong brand image. Shopee's achievements make it e-commerce that is often used by loyal Shopee users. Brand image has a crucial role in brand loyalty because a brand that has a bad brand image will reduce consumer confidence.

Using brand ambassadors and a strong brand image is considered as suitable means in retaining customers. It certainly creates a form of consumer behavior that is beneficial for the brand. One of the things that can provide benefits for the brand is a form of brand loyalty. According to Kotler and Keller (2018) (Suryanto & Sari, 2020) loyalty arises from feelings of pleasure or disappointment arising from consumer expectations and experiences with brands. In loyalty behavior, customers will not want to switch to other brands. This understanding aligns with the definition by Setiadi (Angela & Paramita, 2021); brand loyalty is a happy attitude towards a brand. This joyful attitude occurs consistently and is manifested in long-term brand purchases. In addition, brand loyalty is a measure of the relationship between customers and brands (Durianto, Darmadi, Sugiarto, & Budiman, 2004).

This research implies previous research, which refers to a study by Pradnyan (2020) titled "The Influence of Brand Ambassadors and Brand Image on Purchase Intention of Tokopedia Application Users." The research results of brand ambassadors with 74.4% are included in the excellent category but have no significant effect on purchase intention. Meanwhile, Brand Image has a significant influence on purchase intention. Research by Utaminingsih (2021) titled "The Influence of Brand Ambassador Stray Kids on Brand Loyalty Shopee." The results showed that the Stray Kids brand ambassador influenced 51.9% of brand loyalty to Shopee users. Research by Pramesthi (2020) with the title "The Influence of BTS as Tokopedia's Brand Ambassador on Brand Switching." The study results illustrate that BTS as Tokopedia's brand ambassador (X) significantly influences brand switching by 67.8%.

It is known that Shopee's competitor position appoints and uses Korean celebrities as brand ambassadors. And the image of Shopee's competitors is getting stronger, such as Tokopedia. Shopee made similar efforts and strengthened its image to prevent consumers from switching to other brands. Departing from the things described above, the author feels that it needs to be researched further. The author sees the possibility of using Korean celebrities as brand ambassadors in advertisement shows, and Shopee's brand image can influence brand loyalty. However, this cannot be known and confirmed, so empirical evidence is needed. Therefore, this research's focus is to partially find out the influence of brand ambassadors and brand image on brand loyalty. Shopee strives to retain customers and maintain the position of its e-commerce competitors. Shopee's efforts are reflected in the appointment of Stray Kids as brand ambassadors, intensive promotional activities, and creating loyalty programs. Shopee is counted as e-commerce that has a strong brand image as described before. This study focuses on how to appoint Stray Kids as brand ambassadors and the image owned by Shopee affects brand loyalty. The focus of this research is on Shopee users among Stray Kids fans in Indonesia.

In this study, the component that has chosen to be an indicator of the brand ambassador variable, namely, Visibility, Credibility, Attraction, and Power. It is used to see and assess the characteristic of the brand ambassador (Rossiter, Percy, & Bergkvist, 2018: 456). The aspect of the brand used to be an indicator for the brand image variable, namely, Strengths of Brand Association, Favorable of Brand Association, and Uniqueness of Brand Association. This aspect is used to measure public perception of a brand (Keller, 2013: 78). The component that has chosen to be an indicator of the brand loyalty variable is according to Aaker (1991) in Aaker, Biel, & Biel (2013) which mentions the aspect of brand loyalty. It consists of behavior Behavior Measures, Measuring Switch Cost, Measuring Satisfaction, Measuring Liking Brand, and Measuring Commitment (Aaker, 1991: 48). This study uses all the component as an indicator to measure each variable in this study. Based on the description above, therefore the problem identification in this study: how much

influence of the use of Stray Kids brand ambassador in Shopee 12.12 Birthday Sale advertisement towards brand loyalty, how much influence of Shopee's brand image towards brand loyalty, and how much influence does Stray Kids brand ambassador and Shopee's brand image towards brand loyalty.

## Method

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 sampling technique used in this study is non-probability sampling using purposive sampling. This study uses the sampling technique to obtain a representative sample representing the population. Determination of the sample size using the Cochran formula because the total population is unknown, and the minimum amount obtained is 100 samples. The number of samples that obtained in this study are 166 respondents that came from Shopee users among Stray Kids fans in Indonesia. 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 data processed using SPSS ver. 25 for windows program, and Microsoft Excel for data transformation from ordinal to interval data.

In this study, there are two types of variables studied, including: This study has two independent variables, namely, Brand Ambassador (X1) and Brand Image (X2). The dependent variable in this study is Brand Loyalty (Y). The classical assumption tests used in this study are normality tests, multicollinearity tests, and heteroskedasticity tests. The test will be conducted on data collected from research questionnaires distributed to respondents.

Based on data collection conducted by researchers, this study had 166 valid respondents. All respondents match the criteria, namely Shopee users, Stray Kids fans, and consumers who have seen the Shopee 12.12 Birthday Sale advertisement. If you look at the characteristics of the respondents, it is known that most of the respondents are female, with a percentage of 93%, totaling 154 respondents. The majority of respondents in this study were aged 16-20 years with a percentage of 50% or 83 people, and 21-25 years by 39% or 64 people. The majority of respondents are students and students with a percentage of 70% or as many as 116 respondents.

## Results and Discussions

### Brand Ambassador (X1)

According to Lea-Greenwood in (Masyita, 2017), brand ambassadors are instruments used by companies to communicate brands. In addition, brand ambassadors are also used by companies to connect brands with consumers. A brand ambassador plays an important role in influencing consumers' minds to increase product sales. Based on data processing and discussion of respondents' responses to brand ambassador variables, there are four dimensions: Visibility obtained a percentage of 92.6%, Credibility gained a percentage of 92.3%, Attraction gained a percentage of 93.3%, and Power gained a percentage of 89.5%. The total score and percentage obtained show that the Brand Ambassador variable gets a percentage of 92.4%. The point on the continuum line indicates that the Brand Ambassador variable is in the category of very good. The results were obtained from respondents' responses, namely Shopee users among Stray Kids fans. According to respondents, it can be concluded that stray kids brand ambassador in Shopee 12.12 Birthday Sale ads has become a good brand ambassador for Shopee.

### Brand Image (X2)

According to (Kotler & Keller, 2013), 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. Based on the data processing, there are three dimensions of Brand Image, including Strength of Brand Association with a percentage gain of 93.6%, Favorable of Brand Association dimension of 86.3%, and Uniqueness of Brand Association of 91.2%. The total score and the percentage obtained show that the Brand Image variable gets a percentage of 91.2%. Based on the continuum line point, the Brand Image variable is in the very good category. These results were obtained from respondents' responses, namely Shopee users among Stray Kids fans. Thus, it can be concluded that the majority of respondents have an excellent perception of Shopee. It means that Shopee has a good and strong brand image in the minds of consumers.

### Brand Loyalty (Y)

According to (Schiffman & Kanuk, 2007: 213), brand loyalty is a more favorable attitude towards a brand than other brands. It is accompanied by a sense of liking and trust from customers that lead to repeated and constant actions, such as using a brand. Brand loyalty occurs because of brand experimentation and is supported by the satisfaction that leads to brand reuse. Based on the data processing, there are five dimensions of Brand Loyalty, including the Behavior Measure dimension with a percentage of 81.6%, the Measuring Switch Cost dimension of 75.6%, the Measuring Satisfaction dimension of 81.8%, the Measuring Liking Brand dimension of 86.9%, and the Measuring Commitment dimension of 82.5%. The recapitulation results of the Brand Loyalty variable show that the Brand Loyalty variable gets a percentage of 81.7% with a score of 7462. Based on the continuum line point, the Brand Loyalty variable is in a good category. These results were obtained from respondents' responses, namely Shopee users among Stray Kids fans. Thus, it can be concluded that Shopee has good brand loyalty from customers and the public.

### Normality Test

The normality test was carried out in this study to see the distribution value of the primary research data. The Kolmogorov-Smirnov statistics is used to see the data distribution in this study. While the basis for making decisions for the Kolmogorov-Smirnov test is if the significance value is  $> 0.05$ , the residual value of the data is normally distributed. If the significance value is  $< 0.05$ , the residual value of data is not normally distributed. Based on the data in Table 2, the significance value (2-tailed) of the Brand Ambassador (X1), Brand Image (X2), and Brand Loyalty (Y) variables is 0.103. Thus, the significance value is  $0.103 > 0.05$ , and it can be concluded that the residual data has a normal distribution.

**Table 2.** Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
<b>N</b>		166
<b>Normal Parameters<sup>a,b</sup></b>	Mean	.0000000
	Std. Deviation	5.40298417
<b>Most Extreme Differences</b>	Absolute	.089
	Positive	.047
	Negative	-.089
<b>Test Statistic</b>		.089
<b>Asymp. Sig. (2-tailed)</b>		.103 <sup>c</sup>

Source: SPSS Output of Data Processing (2022)

### Multicollinearity Test

The multicollinearity test is a test that aims to detect whether or not a correlation is found between independent variables. A good regression model should not correlate with each other between the independent variables. If there is a correlation between the independent variables, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation values between independent variables are equal to zero (Ghozali, 2018: 178).

**Table 3.** Multicollinearity Test Result

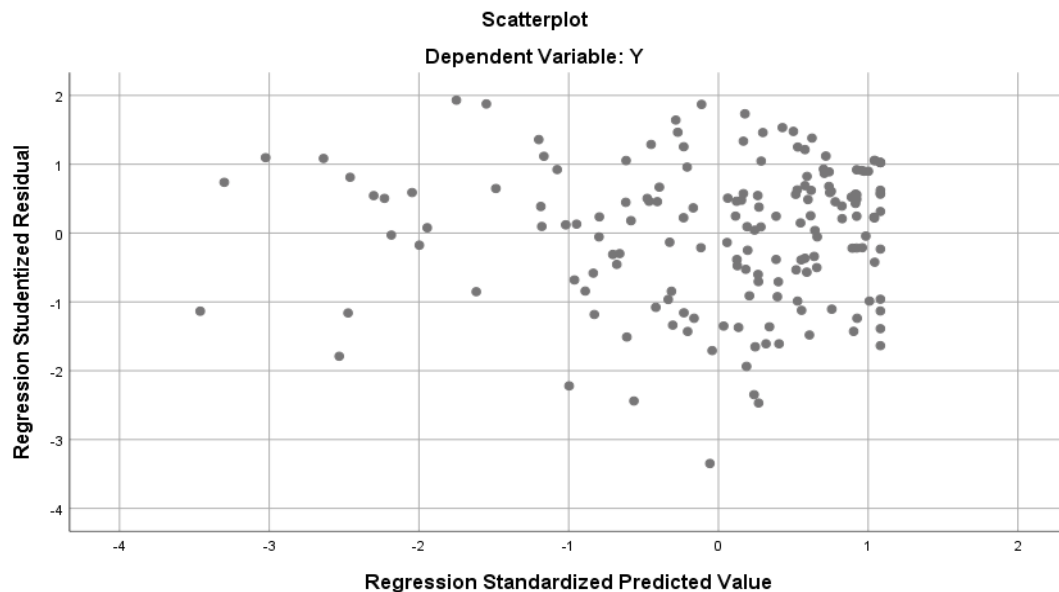
Variable	Tolerance	VIF	Result
<b>Brand Ambassador (X1)</b>	.582	1.717	Free of multicollinearity
<b>Brand Image (X2)</b>	.582	1.717	Free of multicollinearity

Source: SPSS Output of Data Processing (2022)

Based on Table 4.23, the independent variables X1 (Brand Ambassador) and X2 (Brand Image) have a tolerance value of  $0.582 > 0.100$  and a VIF value of  $1.717 < 10.00$ . It can be concluded that the multicollinearity assumption has been fulfilled, or there are no multicollinearity symptoms.

### Heteroscedasticity Test

The heteroscedasticity test is a test to detect whether there is a residual variance inequality in a regression model. If the residual variance from one observation to another remains, it is called homoscedasticity. The regression model can be a good regression model if there is homoscedasticity or there is no variance inequality (Ghozali, 2018: 137). Heteroscedasticity testing in this study is carried out with a Scatterplot graph by looking at specific patterns. There is no heteroscedasticity symptom if the spread of the data points pattern above and below or around the number 0 and the spread of the data points does not form a certain pattern.

**Figure 2.** Heteroscedasticity Scatterplot Graph

Source: SPSS Output of Data Processing (2022)

Based on Figure 2.24, the data points spread above and below the number 0 on the Y-axis. The spread of data points on the Scatterplot graph does not have a certain pattern and distributes randomly. So, it can be concluded that the data in this study did not occur heteroscedasticity symptoms. It explains a balance of variables between Brand Ambassador, Brand Image, and Brand Loyalty variables. So that the heteroscedasticity assumption test in this study has been fulfilled.

The assumption results show that the data collected meets the three requirements of the classical assumption test. The next stage is to analyze the correlation test, which aims to determine the level of correlation between variables. The correlation coefficient measures the criterion of the level of relationship between variables. Furthermore, multiple linear regression tests to assess the strength of the influence of the independent variable on the dependent variable. It is followed by partial hypothesis testing with the T-test and simultaneous hypothesis testing with the F test. The coefficient of determination measures the magnitude of the simultaneous effect.

**Table 4.** Correlation Test Result

		Correlations		
		X1	X2	Y
X1	Pearson Correlation	1	.646**	.478**
	Sig. (2-tailed)		.000	.000
	N	166	166	166
X2	Pearson Correlation	.646**	1	.605**
	Sig. (2-tailed)	.000		.000
	N	166	166	166
Y	Pearson Correlation	.478**	.605**	1
	Sig. (2-tailed)	.000	.000	
	N	166	166	166

Source: SPSS Output of Data Processing (2022)

According to (Sugiyono, 2008), there are guidelines for the degree of relationship can be used, as follow: The following are the T-test criteria in multiple linear regression analysis, namely by comparing t-count with t-table: (1) if t-count > t-table and the significance value is less than 0.05, then  $H_0$  is rejected, and  $H_a$  is accepted. It explains the significant influence of the independent variable on the dependent variable. (2) if t-count < t-table and the significance value is more than 0.05,  $H_0$  is accepted, and  $H_a$  is rejected. It explains that there is no significant influence of the independent variable on the dependent variable.

**Table 6.** T-Test in Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.868	3.803		.228	.820
	X1	.118	.064	.150	2.854	.007
	X2	.553	.088	.508	6.280	.000

a. Dependent Variable: Y

Source: SPSS Output of Data Processing (2022)

### The Influence of Brand Ambassador towards Brand Loyalty

Based on Table 4, it can be seen that the correlation coefficient between Brand Ambassador and Brand Loyalty is 0.478. It explains that there is a positive relationship between the Brand Ambassador 'Stray Kids' and Brand Loyalty. The coefficient value indicates that the relationship between Brand Ambassador and Brand Loyalty is in moderate correlation. Thus, the better the Brand Ambassador, the higher the level of Brand Loyalty. On the other hand, the lower the Brand Ambassador, the lower the Brand Loyalty level.

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. Based on Table 6, it is known that 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 table. 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 percent. 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<sub>01</sub> : There is no influence of Brand Ambassador 'Stray Kids' towards Brand Loyalty.

H<sub>a1</sub> : The Brand Ambassador 'Stray Kids' has a positive and significant influence towards Brand Loyalty.

The T-test for the first hypothesis, based on Table 6, 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 variable (Y). So, it can be assumed that H<sub>01</sub> is rejected and H<sub>a1</sub> 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

Based on Table 4, it can be seen that the correlation coefficient between Brand Image and Brand Loyalty is 0.605. It explains that there is 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. Thus, the better the Brand Image, the higher the level of Brand Loyalty. On the other hand, the lower the Brand Image, the lower the Brand Loyalty level.

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. Based on Table 6, it is known that 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 table. 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 percent. 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<sub>02</sub> : There is no influence of Shopee's Brand Image towards Brand Loyalty.

H<sub>a2</sub> : Shopee's Brand Image has a positive and significant influence towards Brand Loyalty.

The T-test for the second hypothesis, based on Table 6, 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<sub>0</sub> is rejected and H<sub>a1</sub> 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 basis for making the F-test decision is if the significance value is less than 0.05, then the independent variable affects the dependent variable simultaneously.

Table 7. F-Test Result

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	<b>Regression</b>	2938.829	2	1469.415	49.726	.000 <sup>b</sup>
	<b>Residual</b>	4816.719	163	29.550		
	<b>Total</b>	7755.548	165			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: SPSS Output of Data Processing (2022)

H<sub>03</sub> : There is no influence of Brand Ambassador 'Stray Kids' and Shopee's Brand Image towards Brand Loyalty.

H<sub>a3</sub> : The Brand Ambassador 'Stray Kids' and Shopee's Brand Image have a simultaneous influence towards Brand Loyalty.

The F test for the third hypothesis, according on Table 7, 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<sub>0</sub> is rejected and H<sub>a3</sub> is accepted, which means that the Brand Ambassador 'Stray Kids' on 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. Based on Table 8, it is known that 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 percent. Meanwhile, the remaining 42.1 percent is influenced by other variables not discussed.

According to Lea-Greenwood, a brand ambassador is an instrument that companies use to communicate with the brands. A brand ambassador plays an essential role in influencing the minds of consumers to increase sales of a brand's products. Consumers tend to be more interested in brands that use celebrities as brand ambassadors (Masyita, 2017). Based on the data obtained in this study, it was obtained that the Brand Ambassador 'Stray Kids' in Shopee 12.12 Birthday Sale ads had a positive and significant influence on Brand Loyalty.

The results of this study prove the theory described by (Rossiter, Percy, Bergkvist 2018) that using brand ambassadors in promotional activities will bring high opportunities in reaching the target market. Brand Ambassadors can increase consumer attention to the brand to cause consumer belief and loyalty to a brand. The results obtained align with Chan's statement that pointed out marketing communication activities, such as advertising, promotional tools, direct responses, and customer relationships. It can be used to maximize marketing communication strategies, which can strengthen brand equity, one of which is brand loyalty (Pranata & Mayliza, 2019).



**Table 8.** Coefficient of Determination Test Result

Model	Model Summary <sup>b</sup>				
	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.616 <sup>a</sup>	.579	.571	5.43603	1.942
a. Predictors: (Constant), X2, X1					
b. Dependent Variable: Y					

Source: SPSS Output of Data Processing (2022)

Furthermore, according to Simamora, Brand Image is a unity of ideas, perceptions, beliefs, and impressions embedded in a person's mind towards a brand. Thus, brand image has a vital role in shaping consumer attitudes and actions towards a brand (Ghifari, 2017). Based on the data analysis obtained in this study, it was obtained that Brand Image has a positive and significant influence on Brand Loyalty. The results of this study prove the theory put forward by Belch and Belch (2018). Belch and Belch explain that the brand image embedded in the minds of consumers is relatively consistent in the long run. Brand image plays an essential role in influencing repeat purchases to have an impact on brand loyalty.

The results also correspond to statements by (Schiffman & Wisenblit, 2015). High brand loyalty will significantly increase the value of a brand that can be profitable for the company. The value comes from the basis of brand loyalty which is closely related to consumer and public perceptions of a brand. This perception is formed when consumers have their natural views and beliefs about a brand. The company must continue to maintain the form of loyalty to the brand in order to maintain brand value.

## Conclusions

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 in the partial test. The magnitude of the influence of brand ambassadors on brand loyalty is seen in the regression with the power of influence of 0.118. 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. Then, the 'Stray Kids' brand ambassador and brand image simultaneously affect 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.

In the brand ambassador variable, the attraction sub-variable is considered the best and has the highest score. The score and percentage obtained by the attraction dimension is 3875 or 93.3%. It can be concluded that the brand ambassador of 'Stray Kids' can attract customers with its attractiveness. From the brand image variable, the strengths of brand association sub-variable are considered the best and have the highest score, which is 4664 or 93.6%. It can be concluded that the audience remembers Shopee very well, and Shopee has a strong image in customers' minds. While on the brand loyalty variable, the dimension of measuring liking brand is considered the best with a score and percentage of 1444 or 86.9%. So, it can be concluded that Shopee has the advantage that the public and its users very like it.

## References

- Aaker, D. A., Biel, A. L., & Biel, A. (2013). *Brand equity & advertising: advertising's role in building strong brands*. Psychology Press.
- Angela, S., & Paramita, S. (2021). The Influence of Marketing Communication Through #TokopediaWIB TV Show Event on Brand Loyalty of Tokopedia (A Survey on K-Pop Fans). *Conference Proceedings: Atlantis Press*. doi: 10.2991/assehr.k.210805.110
- Berisha-Shaqiri, A. (2014). Impact of information technology and internet in businesses. *Academic Journal of Business, Administration, Law and Social Sciences*, 1(1)73-79.

- Durianto, Darmadi, Sugiarto, & Budiman, L. J. (2004). *Brand Equity Tren Strategi Memimpin Pasar*. Jakarta: PT Gramedia Pustaka Utama.
- Ghifari, A. (2017). *Pengaruh Brand Image terhadap Keputusan Pembelian Sepeda Motor Honda Beat Series*. Telkom University.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate: Dengan Program IBM SPSS 25 (Edisi 9)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Indonesiana.id. (2021, February 18). *K-Pop dan Media Sosial; Mantra Baru dalam Strategi Pemasaran*. Retrieved from <https://www.indonesiana.id/read/145527/k-pop-dan-media-sosial-mantra-baru-dalam-strategi-pemasaran>
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity (4th Edition)*. England: Pearson Education.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing (17th Edition)*. United States: Pearson Education.
- Kotler, P., & Keller, K. L. (2013). *Manajemen Pemasaran (12th Edition)*. Indonesia: INDEKS.
- Masyita, D. A. (2017). *Pengaruh Brand Ambassador Dian Sastrowardoyo terhadap Brand Image Produk Makeup L'OREAL Paris*.
- Pradnyan, P. N. A. (2021). *Pengaruh Brand Ambassador dan Brand Image terhadap Minat Beli Pengguna Aplikasi Tokopedia (Studi kuantitatif pada pengguna aplikasi Tokopedia di DKI Jakarta*. Telkom University.
- Pramesthi, J. A. (2020). *Pengaruh BTS Sebagai Brand Ambassador Tokopedia Terhadap Brand Switching*.
- Pranata, H. I., & Mayliza, R. (2019). *Pengaruh Komunikasi Pemasraan Terpadu Dan Ekuitas Merek Terhadap Loyalitas Konsumen Pada CV. Laris Motor Cabang Air Haji*. 10.31219/Osf.Io/D9qsu.
- Pratami, R., & Sari, A. (2020). *Korean Celebrity Brand Ambassador as a Strategy to Increase Sales of PT. Shopee Indonesia (Study: "Gfriend" In Shopee 11.11 Big Sale)*. Mediator: Jurnal Komunikasi, 13(2), 249–262. doi: 10.29313/mediator.v13i2.6090
- Rizan, M., Saidani, B., & Sari, Y. (2012). *Pengaruh Brand Image dan Brand Trust terhadap Brand Loyalty Teh Botol Sosro*. JRMSI.
- Rossiter, J. R., Percy, L., & Bergkvist, L. (2018). *Marketing Communications: Objectives, Strategy, Tactics (1st Edition)*. Los Angeles: SAGE.
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior (11th Global Edition)*. England: Pearson Education.
- Schiffman, L., & Kanuk, L. L. (2007). *Perilaku Konsumen (7th Edition)*. Indeks.
- Sirclo.com. (2020). *Menilik Tren Perkembangan E-Commerce Indonesia di 2020*. Retrieved from <https://www.sirclo.com/menilik-tren-perkembangan-e-commerce-indonesia-di-2020/>
- Sugiyono. (2008). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: ALFABETA.
- Suryanto, S., & Sari, W. P. (2020). *Pengaruh Terpaan Iklan Pahlawan Top Up Terhadap Brand Loyalty OVO (Survei pada Pengguna OVO usia Dewasa Awal)*. Prologia, 4(1), 121. doi: 10.24912/pr.v4i1.6448
- Unpas.ac.id. (2012). *Perkembangan E-Commerce di Indonesia*. Retrieved from <http://www.unpas.ac.id/perkembangan-e-commerce-di-indonesia/>
- Utaminingsih, S. L. (2021). *Pengaruh Stray Kids Sebagai Brand Ambassador Terhadap Brand Loyalty Shopee*.