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The Influence of NCT 127 as a Brand Ambassador and Brand Trust on Consumer Purchase Decisions at Blibli Online Shopping Site (Study on NCT 127 fans in Bandar Lampung)

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Abstract: Technological developments in Indonesia are currently growing rapidly and the presence of the internet has brought various conveniences and business opportunities for many people. The presence of the internet has enabled buying and selling activities to be carried out online, followed by the emergence of various online shopping or e-commerce sites in Indonesia, one of which is Blibli. Competition between e-commerce in Indonesia is getting tighter and the strategy used by Blibli in promoting their online shopping site is by taking advantage of the phenomenon that is currently being discussed, namely the Korean Wave phenomenon. Blibli takes advantage of this phenomenon by using K-Pop celebrity brand ambassadors as advertising stars and also building brand trust with consumers. NCT 127, a South Korean boy group with high popularity in Indonesia, was appointed as Blibli's brand ambassador. This study aims to determine the influence of NCT 127 as brand ambassadors and brand trust on consumer purchasing decisions on the online shopping site Blibli. The object of this research is NCT 127 fans in Bandar Lampung. This type of research is a quantitative research. This study used a purposive sampling method with a sample of 160 respondents and distributed via Google Form. This study uses multiple linear regression analysis and partial hypothesis testing (t-test). The results of the study show that partially there is a positive and significant influence between brand ambassador and brand trust variables on consumer purchasing decisions. The results obtained show that brand ambassadors have a positive and significant effect on consumer purchasing decisions with the highest contribution to the power dimension, and brand trust has a positive and significant effect on consumer purchasing decisions with the highest contribution to the trust dimension.

Keywords: Brand Ambassadors, Brand Trust, Consumer Purchasing Decisions, E-Commerce, Korean Wave

1. Preliminary

Technological developments in Indonesia are currently growing rapidly and increasingly advanced with the presence of Internet technology. The presence of the internet has brought changes to people's lifestyles and consumer behavior, as well as providing various benefits and advantages for many people, such as making it easier to find information and communicate. However, the presence of the internet also raises various business opportunities, one of which is in buying and selling activities. Buying and selling activities that were previously carried out conventionally or face to face, but now buying and selling activities have innovated so that they can be carried out via the internet or online. This innovation is supported by the emergence of online shopping or e-commerce sites in Indonesia such as Tokopedia, Shopee, Lazada, Bukalapak, Orami, Blibli, Ratali, Zalora, JD.ID, and Bhinneka. This creates intense competition for many

companies because each e-commerce is competing to attract the attention of potential customers by providing their advantages and providing various kinds of attractive offers for potential customers. One of the online shopping sites that people choose to shop at this time is Blibli.

Blibli is a local e-commerce company from Indonesia which was established in 2011. Blibli is the pioneer of an omnichannel trade and lifestyle ecosystem in Indonesia that has a focus on consumers and institutions. Blibli has carried out several innovative solutions and collaborations with the aim of bringing Blibli closer to their vision of becoming a leading and trusted trade and lifestyle omnichannel platform for all customers, both retail consumers and institutions. One of the innovations currently being made by Blibli is Blibli working with tiket.com so that customers can order tickets and use their tiket.com account freely through Blibli without having to download the tiket.com application because Blibli is already connected to tiket.com.

Based on an iPrice survey published in Databoks.katadata.co.id (2022) about the most e-commerce visitors in the first and second quarters of 2022 stated that in the first quarter of 2022 Blibli experienced unfavorable growth with a low number of visitors of 16.3 million and was ranked 6th. Meanwhile in the second quarter of 2022, the number of visitors experienced increased to 19.7 million and rose to rank 5. However, Tokopedia, which is the main competitor, is the most superior by being ranked 1st for 2 quarters in 2022. This means that public interest is in visiting and using Blibli as the online shopping site of choice. they are still considered lacking. Blibli needs to create an attractive strategy that can influence consumers to visit and decide to buy on the Blibli online shopping site.

According to Kotler et al. (2019) there is a process of making a decision to buy a product that starts from the stages of problem recognition, information search, evaluation of several alternatives, then a purchasing decision will be created and the formation of post-purchase behavior. In boosting consumer purchasing decisions, companies need to create a promotional strategy by paying attention to phenomena and trends that are currently being talked about and have a big influence on society today, one of which is the Korean Wave phenomenon. Indonesia is one of the countries that is experiencing the Korean Wave phenomenon, namely the spread of popular culture from South Korea which has become a belief and is accepted in various

circles of the world community (Nurunnisha, Roespinoedji, and Roespinoedji 2021). This phenomenon is used by Blibli to create a promotional strategy by making South Korean K-Pop celebrities become brand ambassadors and advertising stars for their company.

According to Lea-Greenwood (2012) brand ambassador is a tool used by companies to communicate and connect with the public, regarding how they actually increase sales. Domestic companies use brand ambassadors from South Korea to introduce their products with the aim that consumers are interested in buying because the model used follows the intended consumer target (Suleman et al. 2023). In July 2022, Blibli announced that a K-Pop singer from South Korea would become the brand ambassador for their company, NCT 127.

NCT 127 is a Sub-Unit of the NCT (Neo Culture Technology) boy group formed by SM Entertainment in 2016 with 9 members namely Taeyong, Taeil, Johnny, Yuta, Doyoung, Jaehyun, Jungwoo, Mark, and Haechan. The main reason for Blibli choosing the South Korean boy group NCT 127 to be the new face of their company is because currently most customers in Indonesia are dominated by millennials and Z generations, and have high enthusiasm for K-Pop culture and Indonesia is one of the countries that has a large number of K-pop fans. The biggest pop, as well as being active on social media to discuss their idols (Blibli friends 2022). In addition, reported in Media Indonesia (2022), CMO Blibli said that NCT 127's journey in providing the best work for fans to get the highest award has similarities with Blibli's commitment and efforts to always provide the best experience and service for customers. The collaboration between Blibli and NCT 127 confirms Blibli's commitment as an omnichannel commerce and lifestyle platform that can be trusted and integrated in accommodating customers' current lifestyle needs and always innovating.

Reported in GoodStats (2021) stated that according to a Twitter report, Indonesia is a country that has the largest K-Pop fans in the world, with NCT being the second most talked about idol globally on Twitter. This can be seen from the trending topic on Twitter Indonesia when NCT 127 was announced as the brand ambassador for Blibli.



Indonesia trends

1 · Trending

#BliblixNCT127

33.1K Tweets

Figure 1. NCT 127 is the No. 1 Twitter Trending Topic in Indonesia

Source :Twitter.com (2022)

Based on figure 1, NCT 127 became the number 1 trending topic on Twitter Indonesia on July 24 2022. It can be seen that when NCT 127 was announced as the brand ambassador for Blibli, NCT 127 fans who have the name NCTzen simultaneously supported and enlivened NCT 127 on Twitter with the hashtag #BliblixNCT127 has become trending topic 1. In addition, July 24 2022 is Blibli's 11th birthday where NCT 127 as brand ambassadors will fill the event and perform their song at the live show for Blibli's 11th birthday with the theme "Blibli Pasti Mer11ah" (Blibli Friends, 2022).

Currently, NCT 127 has many fans spread across cities in Indonesia who come from various ages, occupations, and incomes. NCT 127 fans scattered throughout the city have fanbases per region, one of which is NCT 127 fans in Bandar Lampung who have a fanbase group called "NCTzen Lampung". NCTzen Lampung is active in providing information regarding NCT 127, and often organizes various events to support NCT 127 which can be seen on Instagram @nctzen_lampung which currently has 2,021 followers.

Celebrities who are famous and chosen to be brand ambassadors will influence consumers in choosing to use or buy the products/brands offered. However, this cannot be separated from how consumers trust a brand/product and the ability of a brand ambassador, one of which is to create trust. According to Anderson and Narus (in Chae et al., 2019) said that brand trust is achieved through shared experiences and activities and is a necessary concept for a successful relationship between a company and its customers. Brand trust will determine consumer purchases of brands, and trust has the potential to create high-value relationships.

Blibli has various capabilities to fulfill the value of the things promised to meet the needs of guaranteeing customer satisfaction and building trust. Blibli in terms of building trust with consumers by providing lots of promos and discounts, a loyalty program for Blibli customers (Blibli reward points), guaranteed return of goods or refunds for 14 days, fast delivery with Blibli's internal goods delivery service, as well as customer service care 24/7. However, different from what was promised by Blibli, in 2022 there were several complaints filed by customers related to the Blibli online shopping site. This was reported on the website Media Konsumen (2022) such as complaints that the goods received do not match the order, the product does not match the description and Blibli does not provide a solution, Blibli takes sides with dishonest sellers, buys cellphones at Blibli but toys come, and various other complaints.

Based on the complaints that occurred, consumers were the most disadvantaged party and also Blibli. Cases of fraud committed by sellers on the Blibli online shopping site make consumers feel insecure and uncomfortable when shopping at Blibli. This causes the level of consumer confidence in Blibli to decrease.

Seeing that the level of competition between e-commerce companies in Indonesia is getting tougher, it's no wonder that companies are competing with each other to make the best possible marketing strategy and build brand trust. This is to attract potential customers to decide to make a purchase on their online shopping site.

Literature Review

A. Brand Ambassadors

According to Lea-Greenwood (2012) said that "Brand Ambassadors are a tool used by companies to communicate and connect with the public, regarding how they actually enhance sales". On the other hand, Kotler and Keller (2009) state that a brand ambassador is an advertising supporter or product spokesperson who is selected from famous or unknown people and has an attractive appearance to attract the attention and memory of consumers. According to Lea-Greenwood (in Azzahra et al., 2021) states that brand ambassadors have 5 dimensions in their measurement, namely:

- 1) Transference, i.e when a celebrity endorses a brand associated with their profession.

- 2) Congruence, that is ensuring that there is a "fit" between the brand and the celebrity is the key to celebrity endorsement.
- 3) Credibility, that is the extent to which consumers perceive the source of the brand ambassador as having relevant knowledge, expertise or experience.
- 4) Attractiveness, is namely non-physical indications that are expected to influence and provide benefits for a product or brand and advertising.
- 5) Power, that is a charisma emitted by brand ambassadors that can influence consumers so that consumers are influenced to buy or use the product being promoted.

B. Brand Trust

Chaudhuri and Holbrook (2001) states that brand trust is recognized as the readiness of consumers to rely on the ability of the brand to carry out its stated function. Meanwhile, according Delgado-Ballester (2003) Brand trust is defined as a state where a feeling of security can be felt when interacting with a brand based on the perception that the brand will be reliable and responsible for satisfying customers. According to Chaudhuri and Holbrook (in Cuong, 2020) states that brand trust has 4 dimensions in its measurement, namely:

- 1) Trust, that is the form that consumers trust a product or service through a brand.
- 2) Rely, that is a level of trust in the product or service of a brand that can be relied upon through a characteristic.
- 3) Honest, that is a level of trust in the brand that a product or service is an honest brand.
- 4) Safety, that is a level of security that is trusted by consumers of a brand for the product or service it has.

C. Consumer Purchase Decision

According to Kotler and Armstrong (2016) defines that purchasing decisions are part of consumer behavior how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and wants. Purchase decision is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them (Dewi et al., 2020). When consumers have no experience with a product, consumers tend to trust well-known brands. Kotler et

al., (2019) explains that there are five stages in the consumer purchasing decision process, namely:

- 1) Problem recognition
- 2) Information search
- 3) Evaluation of alternatives
- 4) Purchase Decision
- 5) Postpurchase behavior

2. Research Methods

This study uses a type of quantitative research. This study uses the Library Research data collection method and field research in the form of distributing questionnaires directly to respondents via Google Form. The population in this study is NCT fans in Bandar Lampung who have used and are currently using the online shopping site Blibli in making purchases. The sampling technique in this study used a non-probability sampling technique with a purposive type of sampling with the determination of respondents using a formula Hair et al., (2010) obtained amounted to 160 respondents in accordance with predetermined criteria. Methods of data analysis using Validity and Reliability Tests with data analysis techniques using descriptive analysis and multiple linear regression analysis. Hypothesis testing was carried out using the t-test and the Coefficient of Determination Test (R²). Then the results obtained were processed using SPSS software version 26.

3. Results and Discussion

3.1. Results

Regression Calculation Results

Table 1. Partial Test Results (t-test)

Coefficients	Unstandardized		standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Betas		
1 (Constant)	4,362	1.203		3,626	.000
Brand Ambassadors (X1)	.109	.049	.156	2,200	.029
Brand Trust (X2)	.788	088	.633	8,949	.000

Dependent Variable: Consumer Purchase Decision

Source: Data processed by researchers (2023)

The table above shows that the constant value is 4.36. Based on this, the regression equation is obtained as follows:

$$Y = 4.362 + 0.156 X1 + 0.633 X2 + e$$

Each variable is known to have a positive and significant influence. The Brand Ambassador variable only has an effect of 0.156, while the Brand Trust variable has an effect of 0.633. The two significant influences can be seen from the t-count value which is greater than the t-table value (2,200 and 8,949 > 1,975) and a significance value that is less than 0.05, so H1 is accepted and H2 is rejected, which means that Brand Ambassador and Brand Trust have a positive effect and significant impact on consumer purchasing decisions.

3.2. Discussion

In this study there are three variables, namely brand ambassadors, brand trust, and consumer purchasing decisions. Based on the research that has been done, it shows that the variable brand ambassador NCT 127 and brand trust have a positive and significant effect on consumer purchasing decision variables. It is said that 55.5% of consumer purchasing decisions on the Blibli online shopping site can be influenced by the Brand Ambassador and Brand Trust variables, while the remaining 44.5% are influenced by other variables not explained in this study.

A. The influence of NCT 127 as a Brand Ambassador on Consumer Purchase Decisions at Blibli Online Shopping Site

Based on the respondents' answers that have been obtained on the indicators of the brand ambassador variable, namely transference, congruence, credibility, attractiveness, and power, it is stated that by having a brand ambassador, consumers feel assisted in the decision-making process. This is based on the distribution of answers from the statements given to respondents on 5 dimensions which were developed into 7 statement indicators related to the brand ambassador variable.

Based on the results of the research that has been done, data is obtained which shows that among the 5 dimensions of the brand ambassador variable there is a dimension that has the highest percentage agree and strongly agree, namely the power dimension of 82.8%. It can be concluded that the most influential dimension for consumers is the power dimension. Respondents considered that Blibli uses brand ambassadors who have great power and can increase sales on the Blibli online shopping site, namely NCT 127. Meanwhile the dimension that has the lowest percentage agree and strongly agree is the transference dimension by 71.9%. So, it can be concluded that the more attractive the

Blibli brand ambassadors are, the more people decide to buy products at Blibli.

The results of this study support the results of previous research conducted by Nurhasanah et al., (2021); Suleman et al., (2023); Azzahra et al. (2021); Mani et al., (2022); Dewi et al., (2020); Rahman *et al.*, (2022) which states that brand ambassadors have a positive and significant effect on purchasing decisions.

B. The influence of Brand Trust on Consumer Purchase Decisions at Blibli Online Shopping Site

Based on the respondents answers that have been obtained on the indicators of brand trust variables, namely trust, rely, honest, and safety, it is stated that with brand trust, consumers feel confident to use the Blibli online shopping site for shopping. This is based on the distribution of answers from statements given to respondents on 4 dimensions which are developed into 4 indicator statements related to brand trust variables.

Based on the results of the research that has been done, data is obtained which shows that among the 4 dimensions of brand trust variables, there is a dimension that has the highest percentage value of agreeing and strongly agreeing, namely the trust dimension of 87.5%. Meanwhile the dimension that has the lowest percentage agree and strongly agree is the rely dimension of 75.1%. It can be concluded that the most influential dimension for consumers is the trust dimension. Respondents assessed that Blibli is always committed to keeping its promises in giving trust and satisfying consumers. This is what allows consumers to fully trust Blibli in making transactions. Thus, it can be concluded that the higher consumer trust in the Blibli brand, the higher the public will decide to make a purchase at Blibli.

The results of this study support the results of previous research conducted by Nurhasanah et al., (2021); Suleman et al., (2023); Putri Ayu and Ayu Ketut (2021); Rahman et al., (2022); Hanaysha (2022) which states that brand trust has a positive and significant effect on purchasing decisions.

4. Conclusion

Based on the results and discussion that has been carried out regarding the influence of NCT 127 as brand ambassadors and brand trust in the online shopping site Blibli (a study on NCT 127 fans in Bandar Lampung) using the SPSS version 26 analysis tool, the conclusions are described as follows:

- 1) Brand ambassadors has a positive and significant effect on consumer purchasing decisions on the

Blibli online shopping site. The dimension that has the highest contribution of influence is the dimension of power and the dimension that needs attention is the dimension of transference. It was concluded that the more attractive Blibli's brand ambassadors are, the more people decide to buy products at Blibli.

- 2) Brand trust has a positive and significant effect on consumer purchasing decisions on the Blibli online shopping site. The dimension that has the highest contribution to influence is the trust dimension and the dimension that needs attention is the rely dimension. It was concluded that the higher consumer trust in the Blibli brand, the higher the public will decide to make purchases at Blibli.

Suggestion

- 1) Blibli is expected to pay more attention to the transference dimension because it has the lowest influence. Blibli should be able to choose brand ambassadors who are in accordance with the characteristics of their company and who have knowledge or expertise in the same field. This is so that consumers feel that the skills possessed by the brand ambassador will be transferred to them.
- 2) Blibli can pay attention to the rely dimension because it is the dimension that has the lowest influence. In the future, Blibli is expected to continue to innovate on their online shopping site, such as creating a food delivery service that works with restaurants in each city so that consumers can order food quickly and easily through Blibli.
- 3) It is hoped that the online shopping site Blibli can improve the refund system to make it easier to do and re-evaluate the quality of sellers on their site so that cases of fraudulent delivery of goods are not repeated by implementing a direct blocking system for problematic sellers. This is so that consumers feel safe and satisfied and increase trust in Blibli.

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