

Impact of Korean Brand Ambassadors on Purchase Decisions at Tokopedia

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ABSTRACT

This research examines the impact of Korean brand ambassadors on consumer purchasing decisions on Tokopedia using the Systematic Literature Review (SLR) method following the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines. Literature analysis from 2019 to 2024 shows that Korean brand ambassadors have a significant influence on consumer purchasing decisions, especially among the younger generation. Brand ambassadors not only increase purchasing interest, but also strengthen brand image, which ultimately increases consumer loyalty. This study also found that the effectiveness of brand ambassadors is influenced by other factors such as marketing strategies on social media, competitive product prices, and positive reviews from consumers. In addition, the integration of brand ambassadors with other marketing elements such as creative and relevant advertising content strengthens the emotional connection between consumers and brands. The results of this research emphasize the importance of synergy between the use of brand ambassadors and other marketing strategies in driving purchasing decisions on e-commerce platforms such as Tokopedia.

Keywords: *Korean Brand Ambassador, Purchase Decision, Tokopedia, SLR.*

INTRODUCTION

Online shopping has become a trend due to the convenience of transactions and the ability to save consumers' time. One prominent marketplace is Tokopedia, founded

by William Tanuwijaya and Leontinus Alpha Edison in 2009 (Tokopedia.com, 2022). Tokopedia has evolved into one of the largest and most frequently visited e-commerce platforms in Indonesia (Tamtomo, 2021). To enhance promotional effectiveness, Tokopedia began collaborating with Korean public figures as brand ambassadors, which has proven effective in bridging the brand with the target audience and influencing consumer purchase decisions. A brand ambassador is an individual or group selected by a company to represent the brand with the aim of building a positive image and influencing consumer preferences and purchase decisions (Ratna et al., 2022).

In the marketing world, a brand ambassador is also referred to as a brand endorser or celebrity endorsement. Brand ambassadors play a crucial role in influencing consumer purchase decisions (Nguyen et al., 2023). In Indonesia, the popularity of Korean culture, particularly through K-pop and Korean dramas, creates significant opportunities for products associated with this culture. Indonesia ranks second in the number of K-pop viewers on YouTube, with a percentage of 9.9%, reflecting a high interest in products related to Korean culture (Priyanto et al., 2021). This interest often drives consumers to purchase related products or merchandise through e-commerce platforms, making Korean culture a major driver in online shopping trends. This strategy has proven to increase brand awareness and influence consumer purchase decisions, particularly among millennials who idolize these artists (Wibowo et al., 2022).

A brand ambassador who effectively conveys product information not only increases consumer awareness of the brand but also accelerates the decision-making process. The personality of the brand ambassador is often directly associated with the brand they represent, so consumers view the product not only as a commodity but also as a symbol of the values inherent in the brand (Aji et al., 2023). Research by Fariha (2019) found that the role of brand ambassador and brand awareness has a positive and significant impact on consumer purchasing decisions. Therefore, utilizing brand ambassadors with a global reach, such as public figures from Korea, is a highly effective strategy for companies to expand their market share, especially on platforms like Tokopedia.

This study aims to investigate the impact of Korean brand ambassadors on purchase decisions on Tokopedia using the Systematic Literature Review (SLR) method. The SLR method is a structured research approach to identify, evaluate, and interpret relevant research findings, providing comprehensive answers to research questions (Habibi et al., 2023). In this study, the SLR method is conducted following the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines, which are designed to minimize bias and enhance consistency throughout the literature review process. With the PRISMA guidelines, this research adopts a systematic approach to data selection, screening, and analysis, ensuring more transparent and high-quality

results (Page et al., 2021). The focus of this study is on literature published between 2019 and 2024 to provide a clear picture of the impact of using Korean brand ambassadors in the entertainment industry, such as K-pop and Korean dramas, on consumer purchase decisions on Tokopedia. The growing popularity of Korean culture in Indonesia makes Korean brand ambassadors, especially K-pop celebrities, a significant marketing strategy in attracting consumers on e-commerce platforms. By employing this method, the study is expected to provide a comprehensive synthesis of related studies and offer valuable insights for companies in designing more effective digital marketing strategies.

LITERATURE REVIEW

Brand Ambassadors

A brand ambassador, or brand representative, is an individual hired by a company to promote its products or services through social media, public events, and various other communication channels. According to Anang Firmansyah (2019), a brand ambassador is someone who is passionate about a particular brand, capable of influencing and encouraging consumers to purchase the product, and acts as a trendsetter for the company's offerings. The primary objectives of a brand ambassador include increasing brand awareness, attracting new customers, and strengthening relationships with existing ones. Companies often utilize brand ambassadors as part of their marketing strategies to promote products. The effectiveness of a brand ambassador in conveying product information directly impacts brand awareness among consumers, which in turn accelerates their decision-making process (Rohim & Asnawi, 2023). Indicators of a successful brand ambassador include: 1) Visibility, which measures the extent to which the brand ambassador can enhance brand exposure; 2) Credibility, reflecting the degree of trust consumers place in the brand ambassador's recommendations; 3) Attraction, assessing the brand ambassador's ability to capture the audience's attention and interest; and 4) Power, evaluating the brand ambassador's capacity to influence purchasing decisions and strengthen the brand's image.

Purchase Decision

Purchase decision refers to the process by which consumers select products or services to meet their needs or desires. This process involves multiple stages: identifying a need, gathering information, evaluating options, and making the final choice to purchase. According to Kotler & Keller (2018), the purchase decision is the result of a decision-making process in which individuals or groups weigh various factors to select the most suitable product. Important factors influencing purchase decisions include psychological aspects such as perception, motivation, beliefs, and attitudes, which shape

how consumers view products and their inclination to make a purchase (Schiffman et al., 2012). Social influences, including the impact of family, friends, and reference groups, are also critical in determining product choices (Solomon, 2020). Additionally, economic conditions, such as personal financial status and broader economic factors like inflation, affect consumers purchasing power and willingness. Cultural factors, which include values, habits, and traditions, further influence consumers' preferences and their product choices.

Tokopedia

Tokopedia is a leading e-commerce platform in Indonesia, which has played a crucial role in the country's digital trade ecosystem since its establishment in 2009. As a platform connecting buyers and sellers, Tokopedia has successfully developed a range of features and services to facilitate online transactions. According to Tokopedia's website (2022), Tokopedia provides a wide array of products across various categories, from daily necessities to electronics, all accessible through an innovative digital interface. This setup allows consumers to make purchases more efficiently and conveniently. As a pioneer in Indonesia's e-commerce industry, Tokopedia serves not only as a transaction platform but also as a driver of digital economic growth. With integrated payment systems and logistical support, Tokopedia enhances the efficiency and security of buying and selling processes, thereby strengthening the e-commerce ecosystem in Indonesia.

RESEARCH METHOD

This research is conducted using a descriptive analysis method, which falls under the category of qualitative methods. The analysis in this study employs a Systematic Literature Review (SLR) approach, guided by the PRISMA method as a reference for the literature review stages. The Systematic Literature Review (SLR) method is used to identify, assess, and synthesize all research findings that align with the research question, research topic, and phenomena relevant to the study. This method employs specific criteria to limit bias (Hadi, Tjahjono, & Palupi, 2020).

Research Question

The research questions in this study are formulated to address the primary needs related to the research topic, with the aim of guiding and focusing the literature search and subsequent analysis. The research questions consist of three main inquiries:

RQ1: What studies have been published regarding the influence of Korean brand ambassadors on purchase decisions on the Tokopedia platform?

RQ2: Do Korean brand ambassadors influence purchase decisions on the Tokopedia platform?

RQ3: How do Korean brand ambassadors correlate with other variables that can influence purchase decisions on the Tokopedia platform?

Search Process

The literature search in this study uses the Publish or Perish software to gather literature relevant to the research topic. The collected literature will then undergo the identification and screening stages based on predetermined inclusion and exclusion criteria.

Inclusion and Exclusion Criteria

This stage aims to determine whether the obtained literature is suitable for analysis and use as references in this research. Additionally, it ensures that the selected literature is relevant, of adequate quality, and aligns with the scope of the study. Literature is deemed suitable if it meets the following criteria:

1. The literature discusses the influence of Korean Brand Ambassadors on purchase decisions in Tokopedia.
2. The literature does not directly discuss a specific brand or store within Tokopedia.
3. The literature is published between the years 2019-2024.
4. The literature is an article from national or international journals (not proceedings).
5. The literature is an article accredited by Sinta.
6. The literature is obtained using the Publish or Perish software, with Google Scholar as the data source.

Quality Assesment

In research using the Systematic Literature Review (SLR) method, the collected literature will be evaluated based on predetermined criteria questions. This is to ensure that the obtained literature meets the quality and relevance requirements for the research topic. The criteria questions are as follows:

QA1: Does the literature discuss the influence of Korean Brand Ambassadors on purchase decisions in Tokopedia?

QA2: Does the literature not directly discuss a specific brand or store within Tokopedia?

QA3: Is the literature published between the years 2019-2024?

QA4: Is the literature an article from national or international journals (not proceedings)?

QA5: Is the literature an article accredited by Sinta?

QA6: Is the literature obtained using the Publish or Perish software, with Google Scholar as the data source?

Data Collection

Data collection using the Systematic Literature Review (SLR) method is a structured and systematic process for identifying, selecting, and gathering information relevant to the research topic. In this study, data collection is performed using a dataset sourced from Google Scholar with title words “Impact of Brand Ambassadors” and keywords “Impact of Brand Ambassadors, Korea, Purchase Decisions, Tokopedia” as well as a publication time frame from 2019 to 2024. The collected data will then be processed using the PRISMA method.

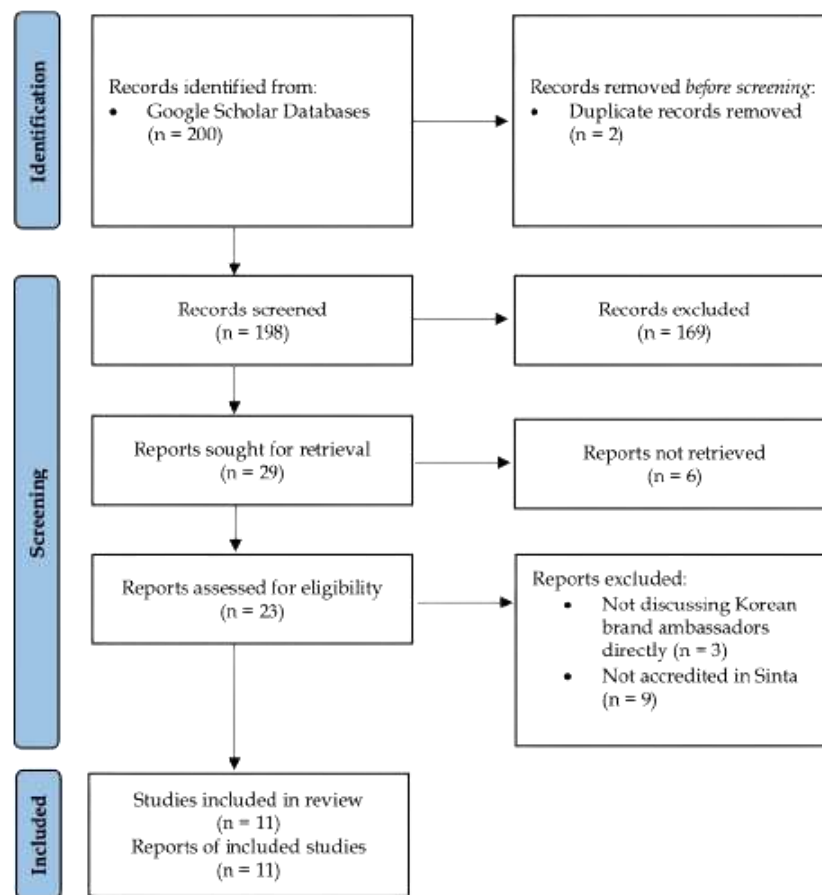


Figure 1. PRISMA Method

Data Analysis

Data analysis in the Systematic Literature Review (SLR) method involves several systematic stages to synthesize and analyze the literature collected according to the research topic. The analysis at this stage aims to address the following:

1. What studies have been published regarding the impact of Korean brand ambassadors on purchase decisions on the Tokopedia platform (RQ1)?
2. Does the presence of Korean brand ambassadors affect purchase decisions on the Tokopedia platform (RQ2)?
3. How does the correlation between Korean brand ambassadors and other variables that might influence purchase decisions on the Tokopedia platform (RQ3)?

DATA ANALYSIS AND DISCUSSIONS

RQ1: What studies have been published regarding the impact of Korean brand ambassadors on purchase decisions on the Tokopedia platform?

The results of the scientific articles obtained from the search using Publish or Perish software and the Google Scholar database, with title words “Impact of Brand Ambassadors” and keywords “Impact of Brand Ambassadors, Korea, Purchase Decisions, Tokopedia,” and a publication time frame from 2019 to 2024, yielded a total of 200 articles. The following data presents the articles based on the publication media that discuss similar topics:

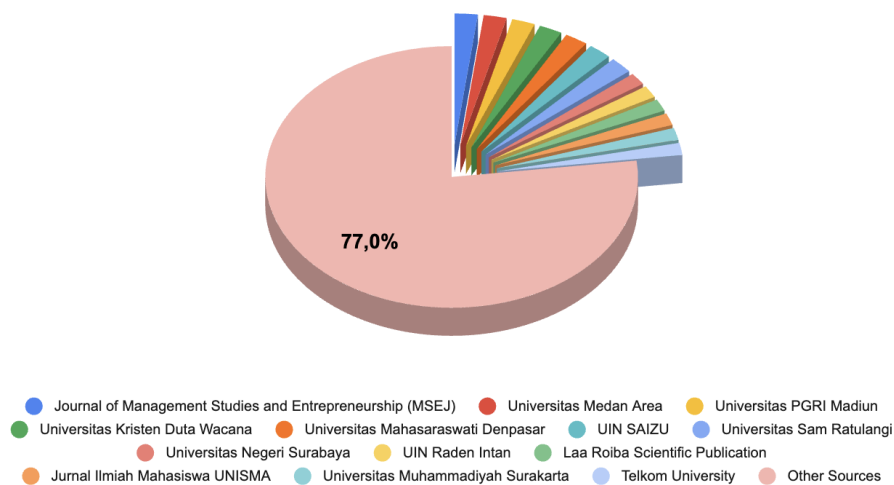


Figure 2. Publication Media

The following is a breakdown of the number of scientific articles based on publication media obtained using Publish or Perish software:

Table 1. Publisher Data

Publisher	TOTAL
Journal of Management Studies and Entrepreneurship (MSEJ)	4
Universitas Medan Area	4
Universitas PGRI Madiun	4
Universitas Kristen Duta Wacana	4
Universitas Mahasaraswati Denpasar	4
UIN SAIZU	4
Universitas Sam Ratulangi	4
Universitas Negeri Surabaya	3
UIN Raden Intan	3
Laa Roiba Scientific Publication	3
Jurnal Ilmiah Mahasiswa UNISMA	3
Universitas Muhammadiyah Surakarta	3
Telkom University	3
Other Sources	154
TOTAL	200

The data from the table above represents the total search results, which amounted to 200 articles. The next step involves processing these scientific articles using the PRISMA method, following various processes and criteria. After processing the articles with the PRISMA method, 11 articles were found to be suitable and relevant to the research topic. The following is a detailed list of these 11 articles:

Table 2. Scientific Article Data

Research Number	Author(s)	Title	Source
1	(Primolassa & Soebiantoro, 2022)	<i>Pengaruh Brand Ambassador Dan Brand Image Terhadap Keputusan Pembelian Produk Melalui Aplikasi Tokopedia</i>	Jurnal Pendidikan Tambusai
2	(Diawati, Putri, Sugesti, Hakim, & Farizki, 2021)	<i>Pengaruh Brand Ambassador Dan Viral Marketing Terhadap Proses Keputusan Pembelian Pada Konsumen Marketplace</i>	Jurnal Penelitian Pendidikan Indonesia
3	(Sinaga et al., 2023)	<i>Pengaruh Brand Ambassador Dan Brand Image Terhadap Keputusan Pembelian Pada E-Commerce Tokopedia</i>	Jurnal Manajemen Pendidikan Dan Ilmu Sosial
4	(Aziza & Rachman, 2023)	<i>Pengaruh Bangtan Sonyeondan (Bts) Sebagai Brand Ambassador, Daya Tarik Iklan, Dan Brand Image Terhadap Keputusan Pembelian Konsumen Di Tokopedia (Studi Pada Mahasiswa S1 FEB ULM)</i>	Jurnal Pendidikan Tambusai
5	(Karina, Siregar, Andriyanto, & Zaelani, 2024)	<i>Pengaruh Kepercayaan, Brand Ambassador, Kualitas Layanan Dan Harga Terhadap Keputusan Pembelian Pada Marketplace Tokopedia Indonesia</i>	Innovative: Journal Of Social Science Research
6	(Lailiya, 2020)	<i>Pengaruh Brand Ambassador Dan Kepercayaan Terhadap Keputusan Pembelian Di Tokopedia</i>	Iqtishad Equity Jurnal Manajemen
7	(Ilaisyah & Sulistyowati, 2020)	<i>Pengaruh Brand Ambassador Dan Iklan Terhadap Keputusan Pembelian Konsumen Pada Marketplace Tokopedia</i>	Jurnal Pendidikan Tata Niaga

8	(Kausarani & Sulaeman, 2023)	<i>Pengaruh Brand Ambassador Boygoup Bangtan Sonyeodan Dan Minat Beli Terhadap Keputusan Pembelian Menggunakan Market Place Tokopedia</i>	Jurnal Manajemen Dan Sains
9	(Purnama & Novitasar, 2022)	<i>Brand Image Pemediasi Pengaruh Advertising Dan Brand Ambassador Idol K-Pop Pada Keputusan Pembelian Di Tokopedia</i>	Jurnal Riset Akuntansi Dan Bisnis Indonesia
10	(Wibowo & Yusuf, 2023)	<i>Pengaruh BTS Sebagai Brand Ambassador Tokopedia Terhadap Keputusan Pembelian</i>	Jurnal Ilmiah Wahana Pendidikan
11	(Rani & Widyasari, 2022)	<i>Pengaruh Brand Ambassador, Kemudahan Penggunaan Dan Kepercayaan Terhadap Keputusan Pembelian Online (Studi Pada Konsumen Marketplace Tokopedia Di Rembang)</i>	Seiko : Journal Of Management & Business

RQ2: Does the presence of Korean brand ambassadors affect purchase decisions on the Tokopedia platform?

A brand ambassador is an individual appointed by a company to represent and promote the company's products or services. The objectives of appointing a brand ambassador include increasing brand awareness, building trust, boosting sales, communicating brand values, and enhancing interaction and engagement. The success of a brand ambassador can be considered achieved if they are able to influence individuals to make a purchase. One example of a company using brand ambassadors is Tokopedia, which employs Korean celebrities/influencers to promote its products.

Table 3. Impact of Brand Ambassadors Based on 11 Articles

Research Findings of the Article	
Influential	[1], [2], [3], [6], [7], [8], [10]
Not Influential	[4], [5], [9], [11]

The table presents the results from the 11 articles that have been analyzed, where the numbering in the table refers to Table 2. From this table, it can be observed that 7 articles conclude that Korean brand ambassadors have an impact on purchase decisions on the Tokopedia platform. In contrast, 4 articles indicate that Korean brand ambassadors do not influence purchase decisions on the Tokopedia platform. The influence of Korean brand ambassadors is attributed to their appealing physical appearance, intelligence, traits, personality, lifestyle, as well as their consumer trust, expertise, and popularity (Primolassa & Soebiantoro, 2022; Sinaga et al., 2023). Additionally, the achievements, the alignment between the brand ambassador and the company, and the power/charisma possessed by Korean brand ambassadors also influence purchase decisions on the Tokopedia platform (Ilaisyah & Sulistyowati, 2020; Lailiya, 2020).

Meanwhile, the articles that state Korean brand ambassadors do not influence purchase decisions on the Tokopedia platform provide several reasons. First, not all consumers on the Tokopedia platform like Korean brand ambassadors and prioritize needs over wants (Aziza & Rachman, 2023; Purnama & Novitasar, 2022). Second, purchase decisions are not solely influenced by brand ambassadors; consumers also consider factors such as price, quality, discounts, customer reviews, and personal preferences (Karina et al., 2024). Third, while the use of Korean brand ambassadors attracts the younger demographic, they may not have sufficient income to make purchases on the Tokopedia platform (Rani & Widyasari, 2022).

RQ3: How does the correlation between Korean brand ambassadors and other variables that can influence purchase decisions on the Tokopedia platform?

The correlation between Korean brand ambassadors and other variables affecting purchase decisions on the Tokopedia platform reveals several complex and interrelated interactions. Korean brand ambassadors not only serve as representatives or faces of marketing campaigns but also play a role and contribute to other factors influencing purchase decisions. According to research conducted by Diawati, Putri, Sugesti, Hakim, dan Farizki (2021), the variable of Korean brand ambassadors, along with the variable of viral marketing, has a simultaneous impact on purchase decisions on the Tokopedia platform. This means that using Korean brand ambassadors in conjunction with viral marketing strategies can enhance purchase decisions on Tokopedia. This increase is due to viral news about Korean brand ambassadors across various social media platforms, which captures public attention and encourages more people to make purchases.

Other research conducted by Sinaga et al (2023), Aziza and Rachman (2023), Ilaisyah and Sulistyowati (2020), and Purnama and Novitasar (2022) explains that the variable of brand ambassadors, along with the variables of brand image and advertisement appeal, has a simultaneous impact on purchase decisions on the

Tokopedia platform. Korean brand ambassadors are often seen as symbols that enhance a brand's positive image in the eyes of consumers. They not only bring significant popularity and influence but also add aspirational elements and a desired lifestyle to product promotions. Consequently, this positive association can alter consumers' perceptions of the quality and value of the products they represent, leading to increased interest and confidence in making purchases. Additionally, the use of engaging advertising strategies, such as compelling visual content and strong narratives, also has a significant impact on capturing consumers' attention in competitive e-commerce platforms like Tokopedia.

Research conducted by Kausarani and Sulaeman (2023) also reveals that the variables of purchase interest and brand ambassador have a simultaneous impact on purchase decisions on the Tokopedia platform. This indicates that when consumers evaluate a product, the presence of a brand ambassador—especially one who is popular and relevant, such as a Korean brand ambassador—not only generates strong interest but also enhances the appeal of the promoted product. The emotional response triggered by consumers' identification with the brand ambassador as an aspirational symbol can alter their perceptions of the product's value and quality, which in turn influences their decision to make a purchase. Thus, the integration of purchase interest driven by the brand ambassador and other factors such as price, service quality, brand image, viral marketing, and trust forms an important foundation in the purchase decision-making process on Tokopedia, reflecting the complexity of interacting factors in influencing consumer behavior.

CONCLUSIONS AND SUGGESTIONS

Conclusions

The study concludes that the use of Korean brand ambassadors has a significant impact on purchasing decisions on Tokopedia, particularly among young consumers influenced by Korean popular culture. Brand ambassadors such as K-pop stars and Korean drama actors are effective in increasing brand awareness and building a positive brand image, motivating consumers to make purchases. However, the impact of Korean brand ambassadors can vary depending on individual consumer preferences and other factors like price and product quality.

Integrating the use of brand ambassadors with other marketing strategies, such as viral marketing on social media and creative content, is crucial. The success of marketing strategies depends on a company's ability to combine various marketing elements holistically, enhancing brand awareness and fostering strong emotional connections with

consumers, ultimately driving repeat purchases and brand loyalty. While Korean brand ambassadors attract the attention of young consumers, their purchasing power is often limited. Therefore, effective marketing strategies must balance the emotional appeal of brand ambassadors with rational factors influencing purchasing decisions.

Suggestions

Based on the findings of this research, several suggestions can be made for the development of future marketing strategies:

1. Selection of Relevant Brand Ambassadors

Given the popularity of Korean culture in Indonesia, especially among younger generations, companies are advised to choose Korean brand ambassadors who are not only famous but also relevant to their target market. Selecting brand ambassadors with characteristics that align with the brand's image and products can enhance the brand's appeal to consumers. For instance, using Korean celebrities from K-Pop or Korean drama actors with large social media followings can help boost the brand's visibility in the market.

2. Maximize the Use of Social Media

Korean brand ambassadors often have significant influence on social media, so companies can leverage this by integrating their brand ambassador campaigns with a strong digital marketing strategy. The content created should be engaging and easily shareable by the brand ambassador's followers, thus creating a viral effect that can expand the marketing reach.

3. Cultural and Local Context

Although Korean brand ambassadors have strong appeal, companies must ensure that their campaigns also align with the local cultural context. Incorporating elements of Indonesian culture into the Korean image within marketing campaigns can create a deeper connection with consumers and ensure that the message is relevant to local preferences.

4. Effectiveness Measurement

Companies need to continuously measure the effectiveness of using Korean brand ambassadors in their campaigns. This can be done through customer surveys, social media analysis, and sales monitoring to ensure that the investment in brand ambassadors yields the expected results. With ongoing evaluation, companies can adjust their strategies to enhance the effectiveness of future campaigns.

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