

INFLUENCE BRAND AMBASSADOR, BRAND IMAGE, AND MOTIVATION IN THE INTEREST IN BUYING OF TOKOPEDIA ONLINE RETAIL CONSUMERS

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Abstract

E-commerce is a commercial transaction utilizing digital technology, ecommerce that has sprung up results in competition in attracting consumer buying interest. This study aims to determine the effect of brand ambassadors, brand image, and motivation on consumer buying interest in Tokopedia. This research method is quantitative with explanatory research type. The sample in this study were 155 respondents in Central Java who were Tokopedia consumers, using the convenience sampling technique. Data were obtained through an online questionnaire and data processing using SEM-PLS analysis with the help of the SmartPLS 4 program application. The results of this study show that brand ambassadors, brand image, and motivation have a positive and significant effect on buying interest and brand ambassadors have a positive and significant effect on brand image. Suggestions for further research conduct research using variables that can influence buying interest, namely promotion, price, and shopping experience and increase the number of samples.

Keywords: Brand Ambassador, Brand Image, Motivation, Buying Interest

INTRODUCTION

The development of internet technology has entered all aspects of Indonesian society's activities, including business activities. Business people who have large companies certainly use internet technology as a means of selling their products, this has resulted in the birth of online retail. Laudon and Traver (2017), describe online retail as a commercial transaction involving an exchange of value carried out using digital technology individually. Business people make this an opportunity in the online retail industry which is growing from time to time. Business people who sell products in online retail can achieve greater profits because their business reach is wider (Yustiana and Jamiat, 2021). The first online retailer in Indonesia was established in 2005 namely tokobagus.com and now it is olx.com which at that time

Online buying and selling forums are currently emerging, one of which is online retail which results in competition in fighting over the advantages and attractiveness of downloading and accessing Android or IOS based applications as a place for online buying and selling transactions, this makes companies have to look for

ideas and strategies to attract consumer buying interest (Oktaviani and Zainurossalamia, 2021). According to BPS data (2021), Central Java experienced the largest increase in the number of online retail users, namely 0.8%, while West Java was 0.51% and East Java was 0.46% (Ariyanti and Iriani, 2022).

One of the online retailers that experienced an increase was Tokopedia users who increased rapidly in Central Java and Solo, the increase was recorded to have doubled in various categories such as health, cellphone and tablet, food and drink, electronics, automotive, and so on (Suprobo, 2022). According to Fitriah (2018), one of the company's means of providing information, persuasion, and reminding consumers directly or indirectly about a product or brand being sold is marketing communications. The important thing that needs to be considered in communicating is through advertising in the form of a message sender or source, one of the interesting ways of advertising is by voting brand ambassador (Oktaviani and Zainurossalamia, 2021). According to Usman and Aryani (2013), use brand ambassador aims to influence or invite

consumers to use a product that is owned by the company, election brand ambassador usually a famous celebrity.

Brand ambassador is someone who has expertise in brands and influences and invites consumers to use products (Firmansyah, 2019). According to Naomi and Ardhiansyah (2021), Brand ambassador is an advertising component that can affect the popularity of a brand. One's popularity brand ambassador used as a magnet to attract the attention and interest of consumers towards the brand represented. one suitability brand ambassador with the brand is also important to support brand communication which in turn can form a positive brand image.

Character brand ambassador that match the brand image will create chemistry and creates attachment between figures brand ambassador and brand image. So that when the figure brand ambassador automatically referred to the represented product brand ambassador will also appear in the minds of consumers (Naomi and Ardhiansyah, 2021). According to Naomi and Ardhiansyah (2021), companies don't only use brand ambassador In attracting the attention of consumers, companies must also build a strong brand image.

Brand image is an idea, belief, brand impression that is in the minds of consumers which can lead to experiences of using company products or services (Naufal and Pradana, 2021). One of the things that can increase the stimulation of a product, namely brand image, in determining the purchase of a product, of course, pay attention to the brand image of the product. According to Kotler and Keller (2016), stating the definition of brand image is imagining an extrinsic nature of both products and services, in which a brand seeks to complement the psychological or social needs of customers. Strong brands have the power to dominate the market. This can reflect if the higher and bigger the brand image built by the company, the higher the level of consumer confidence in making a purchase so that it is possible to increase purchases (Nurhasanah and Karyaningsih, 2021). According to Amalia (2018), every person's activity is carried out by someone driven by a power within a person, this power is called motivation.

Motivation is a state within a person's personality that encourages the individual's desire to carry out activities in order to achieve a goal (Hesty and Widyasari, 2019). Motivation is formed from a stimulus that comes from within a person (physiological conditions), stimulation occurs due to a difference between what is felt and what should be felt (Dewiet al, 2018). Maslow (1954), stated that humans are motivated to satisfy a number of needs that are inherent in every human being which tend to be innate. This motivation will direct individual behavior towards a goal to achieve satisfaction (Illiyin and Itarahma, 2021). Motivation in marketing according to Sigit (2002), is the considerations and influences that encourage someone to make a purchase. Consumer motivation is an internal force that drives consumers to make purchases, while marketing activities are external influences that encourage consumer buying interest (Larasati and Oktivera, 2019).

Purchase intention is a process that consumers go through to buy an item or service which has previously been based on various considerations before finally making a purchase decision (Oktaviani and Zainurossalamia, 2021). Use Brand ambassador will attract consumer buying interest (Kharisma and Hutasuhut, 2019). This is based on research conducted by Andini and Lestari (2021), the research results show brand ambassador significantly influence purchase intention. The involvement and use of celebrities as brand ambassador can improve brand image (Nurwanti and Aulia, 2022), this is evidenced in research conducted by Anumillah and Zulestiana (2022), showing that brand ambassador positively and significantly shape the brand image. In addition, brand image also influences purchase intention, this is based on Naufal and Pradana's research (2021), the results of the study show that brand image has an effect on purchase intention. This study will also examine the effect of motivation on purchase intention with previous research on slab research et al (2019), the results of the study show that motivation influences purchase intention.

Tokopedia announced boy group South Korean origin BTS has officially become brand ambassador her since 2019 until now. Tokopedia believes that BTS has a aligned vision to demonstrate a strong commitment to innovation and a passion for continuing to create

opportunities. Tokopedia's collaboration with BTS also received extraordinary enthusiasm from the public (Ayu, 2022). Tokopedia has a good brand image, is easy to recognize and has its own characteristics that make it easier for application users to differentiate Tokopedia from its competitors (Novianti and Lestari, 2021).

Tokopedia doesn't just use brand ambassador in attracting consumers' attention, however, Tokopedia must also build a strong brand image (Novianti and Lestari, 2021). Building a brand image not only brings the brand to life, but also helps people gain interest in the brand and brings loyalty from consumers (Budelmann et al, 2010).

Yustiana and Jamiat (2021), in their research, suggested conducting research on other similar companies using the same variables, namely brand ambassador as well as suggesting to conduct research with the brand image variable as the independent variable. According to Nurwanti and Aulia (2022), the involvement and use of celebrities as brand ambassador can improve brand image. Therefore, researchers also examine the effect brand ambassador on brand image. Fauzia's research (2021), also suggests updating research variables with variables that can influence buying interest. Thus, this study examines the effect brand ambassador, brand image and motivation on buying interest in Tokopedia online retail.

This theory was first put forward by Hovland (1953). S-O-R theory or stimulus, organism, response is a theory that originates from psychology and then becomes a theory of communication due to the same object, namely humans whose souls include: attitudes, opinions, behavior, cognition, affection and conation. According to Mehrabian and Russel (1974), namely; (1) stimulus (s), is a stimulus that represents the user as a medium of information; (2) body (o), is a transformation process in which the user understands the stimulus into information; (3) response (r), is a certain behavioral response according to the content of the information provided.

Someone who is given stimulation in the form of a message with the use of interesting techniques when conveying a message will generate a special reaction to stimulus (Saleh and Pitriani, 2018). According to Yovita (2022), the realization of stimulation or stimulus Interestingly, it is hoped that consumers can react according to the company's expectations. This theory is based on the assumption that the cause of a change in behavior depends on the quality of the stimulus (stimulus) that it communicates with body. Therefore, the quality of communication sources such as credibility, leadership, style of speaking will determine the success of one's behavior change. According to Bungin (2007), response is behavior that can be observed or connected based on conditions felt by organisms or humans. When connected with this research, it can be determined that; (1) stimulus (S), ie brand ambassador Tokopedia; (2) body (O), is a Tokopedia online retailer; (3) response (R), is the reaction from the perceived brand image and purchase intention.

Maslow's model theory is often called the hierarchy of needs model because it involves community needs, so using this theory shows the need to complete something to motivate individuals to work. Suppose someone is trying to fulfill more basic needs before satisfaction of the highest needs or self-actualization (Nuret al., 2022). Maslow (1954), believes that human needs often have a hierarchical structure, including; (a) physiological needs, which are the most basic human needs, including their needs for food, drink, and comfort; (b) the need to feel safe, namely the need for security and stability, and the need to stay away from danger; (c) social needs, is the need for communication and friendly to others, the mission of friendship and a sense of belonging; (d) the need for respect, is that employees must be respected and understood by others; (e) self-actualization needs, are individual needs, which show the special personality of someone who is knowledgeable about individual potential. The form of this need can be in the form of a hope to produce something that is recognized in the community, namely that the work is very good and useful for the community or other people.

Brand ambassador is a supporter of advertisements or advertisement stars who support a product being advertised. Besides that, brand ambassador is someone who is trusted to represent a product. Use brand ambassador by the company aims to influence and invite consumers to be interested in their products. Brand ambassador can be interpreted as a company effort to influence and invite consumers by using celebrities as icons to convey the best image of

their products, so that consumers are interested in using them (Naomi and Ardhiansyah., 2021). Brand Ambassador is a communication strategy used by companies to convey the identity and image of their products to the public in the hope of being able to increase product sales (Ayu, 2022).

According to Royan (2005) there are indicators of brand ambassador namely; (1) visibility (popularity), is how well known brand ambassador known by the general public. According to Putra (2020), Popularity owned by a brand ambassador of course it will have an impact on the popularity of the product, with that a brand ambassador must have this aspect of popularity. Brand ambassador those who are well known by the wider community and have achievements in their fields can easily steal the public's attention and are able to carry out their duties in representing the brand as much as possible; (2) credibility (credibility), is the celebrity's ability or knowledge about the product, the ability in this case is to be able to build consumer confidence about the product. Therefore, the credibility that a celebrity has is able to represent the brand that will be advertised and the advertised product will be in accordance with the desired perception of consumers; (3) attraction (attraction), is an element that is considered attractive that can arouse consumer interest in the brand. Brand ambassador has two characteristics viz likability and similarity. Likability is the level of audience liking, meanwhile similarity is the level of personality and image similarity desired by users of the brand or product; (4) power (strength), namely the power possessed brand ambassador is the power that can increase the intensity of buyers of goods or services to make purchases. In this case brand ambassador must have the power to persuade audiences or be able to influence consumer opinion on the choice of a brand or product and be able to create a good and inherent brand image in the eyes of consumers.

Based on the description above it can be concluded brand ambassador is someone who is used to represent a brand by using a celebrity as an icon to convey the best image of its product which aims to influence and persuade consumers to be interested in using the product and is also expected to be able to increase sales.

Brand image is the impression that consumers or the public have of a brand as a reflection of the evaluation of the brand in question (Naomi and Ardhiansyah., 2021). The image of the brand is related to attitudes, beliefs and preferences for a brand. When consumers have a positive image of a brand, consumers will make purchases or purchase intentions (Lin et al., 2019). Kotler and Keller (2012), define brand image as perceptions and beliefs held by consumers, as reflected in associations that occur in consumer memory as a set of perceptions and beliefs held by customers towards a brand which is reflected through associations in memory. Brand image is a set of assumptions and consumer beliefs about a brand that they have obtained from various information and various sources (Andini and Lestari, 2021).

According to Kotler and Keller (2012), brand image indicators reveal that brand image measurement can be carried out based on the aspects of a brand, namely; (a) strength (strengthness). This is related to the advantages possessed by the brand which are physical in nature and are not found in other brands. The advantages of this brand refer to the physical attributes of the brand so that it is usually considered as an advantage that does not exist in other brands or competing brands. This strength group is the physical appearance of the product, the functioning of all product facilities, product prices, as well as the appearance of the supporting facilities of the product; (b) uniqueness (uniqueness), the ability to differentiate a brand among other brands. Uniqueness arises from product attributes that become a unique impression or differentiation between one product and another which gives reasons for consumers that they have to buy the product. Companies must be able to make their products unique and different from competitors' products; (c) favorite (favorable). The preferences here include the ease with which the product brand is pronounced and the brand's ability to remain remembered by customers as well as the compatibility between the brand impression in the minds of customers and the image the company wants for the brand.

Based on the description above, it can be concluded that brand image is a person's perceptions and beliefs that are embedded in consumer memory, a positive image in a brand can lead to purchase intentions in a person.

Motivation is a state within a person's personality that encourages the individual's desire to carry out activities to achieve a goal (Hesty and Widyasari, 2019). Meanwhile, according to Maslow (1954), states that humans are motivated to satisfy a number of needs that are inherent in every human being which tend to be innate. Motivation in marketing according to Sigit (2002), is the considerations and influences that encourage someone to make a purchase. Meanwhile, consumer motivation is someone who encourages the desire within to carry out activities to achieve a goal. This motivation will direct individual behavior towards a goal to achieve satisfaction (Illiyin and Itarahma, 2021).

Based on the description above, it can be concluded that motivation is a condition within a person that encourages a person's desire to carry out certain activities and make considerations for the buying process in order to achieve satisfaction.

According to Kotler and Keller (2012), consumer buying interest is consumer behavior where consumers have a desire to buy or choose a product, based on choosing, using, and consuming or even wanting a product. Purchase intention is an action that arises from within the consumer as a response to the feeling of wanting to buy a product (Nainggolan and Heryenzus, 2018). Purchase intention can be said to be a behavior that arises because of the desire to buy a product from consumers based on their knowledge of the product, experience in selecting products, using and consuming the desired product (Mardiani and Wardhana, 2018). Purchase intention includes the process of determining the occurrence of purchasing decisions by consumers for a product which includes information search activities, selection and determination regarding the product desired by consumers until a purchase decision occurs (Ayu, 2022).

According to Kotler and Keller (2012), explained that the indicator of buying interest is through the AIDA stimuli model, namely; (a)Attention (attention), one's buying interest begins with the stage of attention to a product, after hearing or seeing a product being promoted by the company; (b)Interest (interest), interest will arise when someone gets information about the product being promoted by the company; (c)Desire (desires), after consumers understand the advantages of the product, at this stage consumers will have the desire and desire to buy the product; (d)Action (action), after consumers know what they want and have the desire to buy they will decide to buy the product.

Based on the description above, buying interest is the process of determining a purchase decision or behavior that arises because of the desire to purchase based on knowledge regarding the product you want to buy.

METHOD

The type of research used in this research is explanatory research because it aims to examine the influence of the hypothesized variables. This explanatory research aims to test hypotheses to strengthen or reject pre-existing hypotheses. This research approach is a quantitative approach. According to Sugiyono (2020), a quantitative approach is a research method based on positivism, used to research certain populations and samples, collecting data using research instruments, and statistical data analysis. This study used a survey method with online questionnaires as a data collection tool.

This research will be conducted in Central Java Province. According to Suprobo (2022), Tokopedia users increased rapidly in Central Java and Solo, the increase was recorded to have doubled in various categories such as health, cellphone and tablet, food and beverage, electronics, automotive, and so on. Thus, researchers took locations in Java Middle. The research was conducted from December 2022 to August 2023.

The population according to Sugiyono (2013), is a generalized area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to be

studied and then drawn conclusions. The population in this study are people in Central Java province who are Tokopedia online retail consumers.

The sample according to Sugiyono (2013), is part of the number and characteristics possessed by the population. The number of samples in this study uses the Hair formula et al because the population is unknown or infinite. According to Hair et al (2019), determination of which sample representative is depending on the number of question items or statements multiplied by five to ten. The number of question items or statements in this study are 31 statements that will be examined so that the researcher determines the sample in this study a number of, $31 \text{ item} \times 5 = 155$ The calculation obtained a minimum sample using 155 sample respondents with the respondent criteria namely.

The sampling technique in this study is to use convenience sampling. According to Darmawan (2013), Sample convenience is a sampling technique based on chance alone, population members met by researchers and willing to be respondents will be sampled. The requirements for the sample in this study were that they had made purchases at online retailer Tokopedia domiciled in Central Java. Reasons for using the technique convenience sampling is due to time constraints.

Research instruments are tools used in research to collect data (Sugiyono, 2014). This study uses a questionnaire instrument that is used to record information through distributing questionnaires online, namely with Google Forms which can explain the relationship between related variables with respondents choosing options regarding statements submitted by researchers in Google Forms and each option selected has a score from 1- 5.

RESULTS AND DISCUSSION

Result

The research data was obtained by distributing online questionnaires to Tokopedia consumer respondents in Central Java province. Questionnaires were distributed online, namely through WhatsApp, Facebook, Instagram, and so on. Questionnaires were distributed through private and group messages that researchers followed and had their social media. Each questionnaire distributed to respondents is expected to fill out the statements submitted in accordance with what is felt.

distributed and returned can be seen in table 4.1 as follows.

Table 4.1 Distribution of Questionnaires

Information	Frequency	Presentase
Questionnaires distributed	157	100%
Returned questionnaire	157	100%
Fallen questionnaires	2	1,3%
Questionnaire that can be used	155	98,7%

Source: Primary data processed (2023)

Based on table 4.1 it can be explained that 157 questionnaires were distributed with a return rate of 100%, 2 of the 157 questionnaires were dropped. Therefore, the questionnaire that can be used is 155.

According to Ghazali (2018), validity is a measure that shows whether a research instrument is valid or not. An instrument is said to be valid, if it is able to measure what is desired and is able to fully disclose data from variables, so that validity can be used as a degree of accuracy between the data variables that occur in research objects and data that can be reported by researchers (Sugiyono, 2018). The validity test in this study uses convergent validity. According to Ghazali (2018), correlation can be said to fulfill convergent validity if the value outer loading greater than 0.7. Convergent validity can be fulfilled when each variable has a value Average Variance Extraced (AVE) >0.5 (Ghozali, 2021).

Table 4.2 Outer Loading

Statement	Brand Ambassador (X1)	Image Merek (X2)	Motivasi (X3)	Interest Belly (Y)	Information
BA1	0.744				Valid
BA2	0.717				Valid
BA3	0.754				Valid
BA4	0.785				Valid
BA5	0.799				Valid
BA6	0.819				Valid
BA7	0.768				Valid
BA8	0.774				Valid
CM1		0.821			Valid
CM2		0.765			Valid
CM3		0.759			Valid
CM4		0.797			Valid
CM5		0.722			Valid
M1			0.775		Valid

Source: Primary data processed (2023)

Table 4.2 Outer Loading (Advanced)

Based on table 4.2 above, it can be seen that the results of each research variable indicator have value outer loading > 0.7, so it can be concluded that all indicators are declared feasible or valid for use in research and can be analyzed further.

Table 4.3 Average Variance Extraced (AVE)

Variable	Average Variance Extraced (AVE)
Brand ambassador (X1)	0.594
Brand image (X2)	0.598
Motivasi (X3)	0.612
Buying interest (Y)	0.608

Source: Primary data processed (2023)

Based on table 4.3 above, it can be seen that the value Average Variance Extraced (AVE) for variables brand ambassador, brand image, motivation, and purchase intention > 0.5, it can be concluded that the indicators are stated to be good.

a general description of the respondents can be seen in terms of age, there are ages from >21 years with a total of 10 respondents or around 6.5%, ages 21-25 years there are 69 respondents or around 44.5%, aged 25-30 years there were 44 respondents or around 28.4%, aged >30 years there were 32 respondents or around 20.6%. In terms of gender, there were 91 male respondents or around 58.7% of the 155 respondents, while for female gender, there were 64 respondents or around 41.3%. In terms of education, elementary/equivalent, junior high/equivalent, and doctoral (S3) education were not respondents in this study with a value of 0% or 0 respondents, high school/equivalent education with a total of 29 respondents or around 18.7%, Diploma education was 37 respondents or around 23.9%, Bachelor education (S1) was obtained by 71 respondents or around 45.8%, Masters education (S2) was 18 respondents or around 11.6%, In terms of work, students have 41 respondents or around 26.5%, housewives only have 1 respondent or around 0.625%, entrepreneurs get 41 respondents or around 26.5%, technicians get the number of respondents 18 respondents or around 11.6%, Teachers or lecturers have a total of 28 respondents or around 18.1%, Professionals get 23 respondents or around 14.8%, Not yet working have a number of respondents only 1 respondent or around

0.625%, while for the other options, there are respondents who have jobs as employees and private employees who both have the number of respondents only 1 or around 0.625%. In this study, there were 26 respondents with a monthly income of <Rp. 1,000,000 or around 16.8%, income of Rp. 1,000,001 – Rp. 2,500,000 have a total of 20 respondents or about 12.9%, income Rp. 2,500,001 - Rp. 5,000,000 obtained by 35 respondents or around 22.6%, income Rp. 5,000,001 - Rp. 10,000,000 respondents obtained as many as 54 respondents or around 34.8%, then on income > Rp. 10,000,000 obtained by 20 respondents or about 12.9%.

Data characteristics consist of homogeneous data characteristics and heterogeneous data characteristics. To see the characteristics of the research data using descriptive statistical analysis by looking at the mean value, standard deviation, and variance. According to Ghazali (2016), the average or average value is obtained from the sum of all the values in each data. While the standard deviation value is the value used in determining the distribution of data in a sample and seeing how close the data are to the average value (Sekaran and Bougie, 2016). The variance is the sum of the squares of all individual values' deviations from the average value.

it can be seen that all standard deviation item values are smaller than the average value of 4.43, the item values are more accurate or close to the average. The characteristics of this research data are included in the characteristics of homogeneous data because the standard deviation value is lower than the average value. The characteristics of homogeneous data are data that have the same characteristics or do not vary.

MarkR-square used to measure the level of predictive relevance in research models. According to Hairet al (2011), valuer-square 0.25-0.50, the research model is declared weak, while for a value of 0.50-0.75 the model is stated to be quite good or moderate, if the valuer-square higher than 0.75, the research model is declared strong.

Based on table 4.7 above, shows the valuer-square on the brand image variable of 0.429 which means variablebrand ambassador able to explain the brand image variable of 42.9% and the remaining 57.1 is explained by other variables outside the research, while the buying interest variable has a valuersquare of 0.704 which means variablebrand ambassador, brand image, and motivation can explain the purchase intention variable by 70.4% and the remaining 29.6% is explained by other variables outside the research. According to Ghazali (2016), the coefficient of determination or valuer-square small means that the ability of the independent variable to explain the dependent variable is limited, if the value is close to 1 then the independent variable provides the information needed to predict the dependent variable. Besides that, valuer-square on the brand image variable, which is equal to 0.429, it means that the prediction on the model is weak becauser-square less than 0.50, this happens because of variable abilitybrand ambassador in explaining limited brand image variables. As for the value buying interest variabler-square of 0.704 which means that the prediction on the model is declared good because it has valuer-square greater than 0.50, it can be known variablebrand ambassador, brand image, and motivation can explain the variable of purchase intention well. The following is a picture of the test results and models in this study.

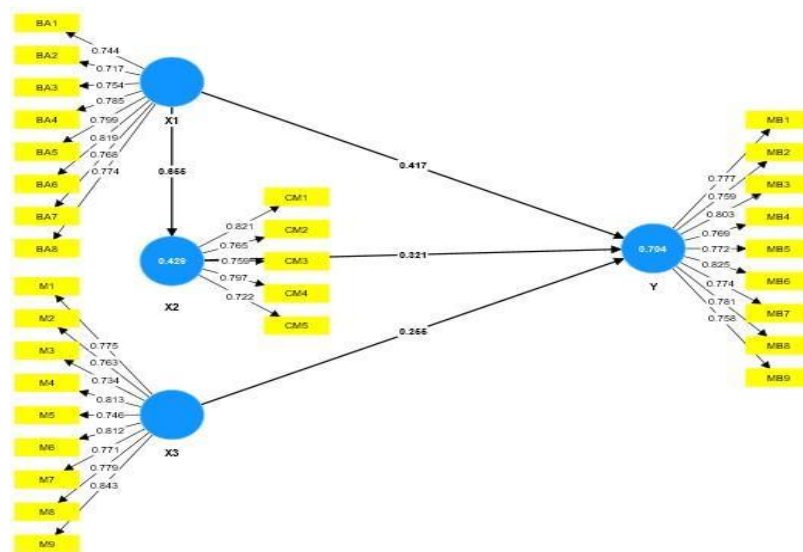


Figure 4.1 Test Results and Models

Discussion

Based on the findings of the research results in the form of a questionnaire which is then analyzed the data findings of the research results will be discussed in accordance with the theory and previous research as follows.

Based on the first hypothesis testing shows brand ambassador has a positive and significant effect on purchase intention seen from the positive original sample value of 0.655, and is significant with value p-values of 0.000 which means less than 0.05. The results of this study support the research of Andini and Lestari (2021), which was conducted on Tokopedia online retail consumers, which is the same as for Tokopedia online retail consumers, who found that brand ambassador has a positive effect on the buying interest of Tokopedia online retail consumers. The results of this study are also in line with the research of Oktaviani and Zainurossalamia (2021), the results of the study show that brand ambassador has a positive and significant effect on the interest in buying. And in Hendayana and Afifah's research (2020), which shows the results brand ambassador affect positive and significant to buying interest.

In this study using the SOR theory, namely respondents paying attention to Tokopedia, which is one of the online retailers in Indonesia that uses brand ambassador namely BTS to attract attention through advertisements, then this makes respondents have a desire to open the Tokopedia application which can generate buying interest. This is in accordance with the opinion of Hovland et al (1953), regarding the SOR theory that after a communicant processes and receives, there will be a willingness to change attitudes. Response or effect is a certain behavior change in the communicant, this change can be positive or negative. In this study, it was found that there was a change in positive behavior that was in accordance with the wishes of the communicant, namely the buying interest of consumers who would make purchases at Tokopedia online retail. Based on the results of this study, it can be concluded that brand ambassadors are able to attract buying interest and can generate attention, understanding, and information about Tokopedia because it is used as a symbol or message by online retailers.

Based on the second hypothesis testing shows that brand ambassador positive and significant effect on brand image seen from the value original sample which is positive that is equal to 0.417 and significant with value p-values of 0.000. The results of this study also support research conducted by Putra and Putri (2022), which shows that results brand ambassador positive and significant effect on brand image. The results of this study are also in line with the research of Anumillah and Zulestiana (2022), the results of the study show that brand ambassador positively and significantly shape the brand image.

This study uses the SOR theory and the results of these findings prove the SOR theory in which body or consumers get stimulus which then responds by looking stimulus. Instead, Tokopedia

chose BTS as the brand ambassador which is stimulus which is received by body or consumers, then respond based on the stimulus received in the form of views on the brand image of online retail Tokopedia. Based on this stimulus that Tokopedia uses brand ambassador able to provide a response in the form of a positive view or brand image that can be firmly attached to the minds of Tokopedia online retail consumers.

Based on the third hypothesis testing, it shows that brand image has a positive and significant effect on purchase intention with value original sample the positive one is 0.321 and is significant with value p -values of 0.006. This explains that the brand image of Tokopedia is attractive and recognized by respondents, and has good credibility. A good image creates a desire or interest in using Tokopedia online retail. The results of this study support the research conducted by Yoga and Pratiwi (2022), which has the same results, namely brand image has a positive and significant effect on purchase intention. The results of this study are also in line with the research of Naufal and Pradana (2021), the results of the study show that brand image has a positive and significant effect on purchase intention.

Based on the results of this study, the brand image that is well built by Tokopedia is able to stick well in the minds of consumers which can generate buying interest in consumers.

Based on the fourth hypothesis testing, it shows that motivation has a positive and significant effect on purchase intention with value original sample the positive is 0.255 and is significant with value p -values of 0.006. The results of this study support Lampengan's research et al (2019), the results show that motivation has a positive and significant effect on purchase intention. The results of this test are also in line with the results of Tilaar's research et al (2018), motivation has a significant effect on purchase intention.

This study uses Maslow's hierarchy of needs theory which shows the findings provide support for Maslow's hierarchy of needs theory, when low-level needs are met then the next need will increase. Therefore, in this study a person is motivated to fulfill his needs starting from the most basic things to the highest needs that can lead to buying interest. Based on the results of this study, the decrease and increase in motivation affects the increase and decrease in consumer buying interest.

CONCLUSIONS

Based on the results of the research analysis test that has been carried out, it can be concluded that brand ambassador has a positive and significant effect on buying interest among Tokopedia online retail consumers. In this case stimulus that is attractive in a person brand ambassador able to attract consumers' attention which can lead to positive behavioral changes, namely in consumer buying interest at Tokopedia online retail.

Based on the results of the research analysis test that has been carried out, it can be concluded that brand ambassador positive and significant effect on brand image among Tokopedia online retail consumers. Tokopedia chooses one brand ambassador to convey its best image to consumers, in this study it can be seen that brand ambassador Interestingly, it can elicit a response in the form of views on the Tokopedia brand image.

Based on the results of the research that has been done, it can be concluded that brand image has a positive and significant effect on buying interest in Tokopedia online retail consumers, the better the brand image in the minds of Tokopedia consumers, the higher the desire to make a purchase. In this case, Tokopedia's good brand image in the minds of consumers can generate buying interest in Tokopedia online retail consumers.

Based on the results of the research that has been done, it can be concluded that motivation has a positive and significant effect on consumer buying interest Tokopedia online retail. In this case, any increase or decrease in motivation can affect an increase or decrease in buying interest among Tokopedia online retail consumers.

The brand image variable using 3 indicators is used to measure the influence on the buying interest of Tokopedia online retail consumers namely strength (power), uniqueness (uniqueness), and favorable (favorites). The Tokopedia company can focus on these 3 indicators

to improve a good brand image in the minds of consumers, a good brand image can certainly generate interest in buying Tokopedia online retail consumers.

The motivation variable is used to measure the influence on the buying interest of online retail consumers Tokopedia 5 indicators namely physiological needs, the need to feel safe, social needs, the need for respect or appreciation, and the need for self-actualization. Therefore, the Tokopedia company can focus on these 5 indicators to generate motivation for the purchase intention of Tokopedia's online retail consumers.

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