



The Influence of Islamic Branding and Brand Ambassadors on Purchase Intention at Tokopedia

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Keywords

Islamic branding, Brand Ambassador, and Purchase Intention

Abstract

This study aimed to investigate three main objectives related to purchase intention at Tokopedia. Firstly, it examined the impact of brand ambassadors. Secondly, it analyzed the effect of Islamic branding. Lastly, it explored the combined effect of Islamic branding and brand ambassadors on purchase intention. Employing a quantitative descriptive research design, the study utilized surveys for data collection, with 91 respondents selected through purposive sampling. Analysis was conducted using IBM SPSS 20. The findings revealed several significant results: Islamic branding and brand ambassadors individually positively influenced purchase intention. Additionally, their combined effect further enhanced purchase intention at Tokopedia. These results underscore the effectiveness of Tokopedia Salam, incorporating Islamic branding, and utilizing popular brand ambassadors like BTS and BLACKPINK. Aligning branding strategies with consumer values and preferences, and leveraging influential personalities, proves pivotal in driving consumer engagement and purchase behavior on e-commerce platforms like Tokopedia. This research provides valuable insights for marketers seeking to optimize branding strategies and enhance purchase intention in online marketplaces.



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1. Introduction

Digital transformation has changed the lifestyle of the global community. Ease, convenience, security and speed have become the choice of consumers in fulfilling their daily needs. According to Carnegie (2020) in his book entitled *The 5 Essential people skills*, digitalization makes work easier and faster in the modern work environment. Digital transformation drives the increase and expansion of internet users (Albukhitan, 2020; Saarikko, Westergren, & Blomquist, 2020). Indonesia is in the top 3 highest internet users in March 2021 on an Asian scale (Fernandes et al., 2021; Kuss, Kristensen, & Lopez-Fernandez, 2021). The Hootsuite and We are Social survey report shows that the total number of internet users reached 202.6 million Indonesians, an increase of 15.5 percent. One of the services affected by the increase in internet users is e-commerce, which reached 69 percent (Putri et al., 2021).

Kotler and Keller (2016) state that e-commerce is a means of marketing digital transactions using a website that accommodates online product sales (Sayudin, Ningsih, Maulani, & Herdianto, 2023; Subawa & Budiadnyana, 2021). The largest e-commerce in Indonesia today is Tokopedia. Data from Similarweb on August 1, 2021 shows that Tokopedia is ranked first in the e-commerce category in Indonesia with a traffic share of 41.51% and total visitors of

154.18 million. With a valuation of around USD 7 billion to USD 10 billion, Tokopedia is the largest retail company in Southeast Asia (Gillera et al., 2021; Tolstoy, Nordman, Hånell, & Özbek, 2021).

Tokopedia's internal research reveals that 80% who access Tokopedia need halal and halal-certified products. The concept of halal consumption has become a basic rule that must be obeyed in Islam even by non-Muslim communities. However, there are still producers who do not understand the concept of halalan-toyyiban in a product. (Hassan, Mat Saad, Masron, & Ali, 2022). Islamic branding greatly contributes to the phenomenon of people's need for the halalness of a brand (Azam, 2016; Garg & Joshi, 2018). Therefore, Tokopedia launched the Tokopedia Salam service as an Islamic branding strategy to attract people, especially Muslims in Indonesia.

Tokopedia is the first e-commerce to launch halal e-commerce in its ecosystem compared to other competitors such as Shopee Barokah. However, based on social media Instagram, Tokopedia Salam followers only reached 85.9 thousand, while Shopee Barokah has reached 238 thousand as of June 2021. This identifies that Islamic branding has no effect on purchase intention. Several studies show similar results on this phenomenon such as Azam (2016) and also Sari (2021) (Azam, 2016). Their research shows that Islamic branding has a negative effect on purchase intention.

One of Tokopedia's strategies to increase traffic after a drastic decline is the use of brand ambassadors. The Hallyu or Korean Wave phenomenon which is getting bigger through K-Drama and K-Pop is a trend in marketing communication strategies (Lestari & Bafadhal, 2019). Millennials' high interest in the Korean Wave made Tokopedia choose boy groups Bangtan Sonyeondan (BTS) and BLACKPINK who have multibillion viewers as brand ambassadors. According to YuJin et al (2018), K-Pop idol fans will buy items related to their idols, such as exclusive photocards, albums, or other advertised promos (Kim & Lee, 2018).

Based on this phenomenon, it can be seen that brand ambassadors are able to influence purchase intention. In line with Respati and Widya's research (2017) which identified that brand ambassadors have a significant positive effect on the purchase intention of Wardah products. However, Nisa and Pramesti (2020) show different results (Nisa & Pramesti, 2020). Their research identified that purchase intention is not significantly influenced by brand ambassadors.

Many have studied e-commerce, especially the use of brand ambassador variables. Likewise with the Islamic branding variable. However, research that combines the two variables is still rare, especially research that examines the effect of halal e-commerce on general e-commerce traffic. Other researchers only combine endorser and Islamic branding variables. However, endorsers are certainly different from brand ambassadors.

Researchers use marketing communication theory as the basic concept of research analysis because according to Burnett 1993, this basic concept is very important in delivering messages between companies and consumers in influencing behavior by creating brand and marketer trust (Ebrahim, 2020; Habibi, Laroche, & Richard, 2014). Through this basic concept, Islamic branding and brand ambassadors act as a stimulus in influencing purchase intention behavior.

2. Materials and Methods

The research design uses quantitative methods (Kuantitatif, 2016; Sugiyono, 2010). Data were collected using non-probability sampling technique using purposive sampling method. Tokopedia users in Indonesia were selected as research samples through three categories, namely Tokopedia users, knowing Tokopedia greeting services, and recognizing BTS and Blackpink as Tokopedia brand ambassadors. The appropriate sample size according to Roscoe's theory is between 30 and 500 samples. If the sample is divided into several categories, then the number of samples in each category is at least 30 (Roscoe, 1975 in Sekaran and Bougie, 2017) (Sekaran & Bougie, 2017). Therefore, the researcher set the minimum number of samples in the three categories above at 90 samples. The questionnaire was distributed online with a Likert scale. Then, the data was processed through the SPSS 20 application to test the hypothesis, especially the influence of the independent variables.

3. Results and Discussions

Respondent description

The results of the frequency analysis in Table 1 indicate that female respondents contributed 61.5%. Meanwhile, the contribution of men is 38.5% of the total respondents. Respondents are dominated by Tokopedia users aged 17-25 years (68.1%), who on average are students (64%,8). 45.1% of respondents earn <Rp. 1,000,000.

Table 1. Description of Respondents

Demographics	Frequency	Percent
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Age	Under 17 years old	7	7,7
	17-25 years old	62	68,1
	26-30 years old	14	15,4
	31-35 years old	5	5,5
	35 and above	3	3,3
Gender	Male	35	38,5
	Female	56	61,5
Jobs	Student	59	64,8
	PNS	6	6,6
	Private Employee	13	14,3
	Self-employed	8	8,8
Revenue	More	5	5,5
	< IDR 1,000,000	41	45,1
	IDR 1,000,000 - IDR 3,000,000	13	14,3
	IDR 3,000,001 - IDR 5,000,000	17	18,7
	IDR 5,000,001 - IDR 7,000,000	14	15,4
	> IDR 7,000,000	6	6,6

Data Quality Test

Table 2. Validity Test

Variables	Q	r _{count}	r _{tabel}	Description
<i>Islamic Branding (X)₁</i>	1	,673	,206	Valid
	2	,841	,206	Valid
	3	,789	,206	Valid
	4	,773	,206	Valid
	5	,846	,206	Valid
	6	,786	,206	Valid
<i>Brand Ambassador (X)₂</i>	7	,794	,206	Valid
	8	,831	,206	Valid
	9	,807	,206	Valid
	10	,797	,206	Valid
	11	,830	,206	Valid
	12	,821	,206	Valid
	13	,855	,206	Valid
	14	,792	,206	Valid
<i>Purchase Intention (Y)</i>	15	,783	,206	Valid
	16	,725	,206	Valid
	17	,692	,206	Valid
	18	,795	,206	Valid
	19	,805	,206	Valid

20 ,572 ,206 Valid

Source: primary data processed by SPSS 2021

The validity test is used to measure whether the indicators used are valid or not (Sugiyono, 2016). The table above indicates that all items are valid for use. Evident from the acquisition of the r_{count} value $> r_{tabel}$.

Table. 3 Reliability Test

Variables	Cronbach's Alpha	Reliability Standard	Description
Islamic branding (X) ₁	0,876	0,61	Very Reliable
brand ambassador (X) ₂	0,927	0,61	Very Reliable
purchase intention (Y)	0,819	0,61	Very Reliable

Source: primary data processed by SPSS 2021

The reliability test is carried out to analyze the consistency of the indicator, whether the indicator used is reliable and remains consistent if the indicator is used again (Hair, Sarstedt, Pieper, & Ringle, 2012). The table above shows that all items are reliable and can be used repeatedly. This is shown in the Cronbach's Alpha value > 0.61 .

Classical Assumption Test

**Table 4. Kolmogrov Smirnov test
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		91
Normal	Mean	0000000
Parameters	Std.Deviation	2,60274240
Most Extreme Differences	Absolute	,136
	Positive	,069
	Negative	-,136
Kolmogorov-Smirnov Z		1,298
Asymp Sig. (2-tailed)		,069

Source: primary data processed by SPSS 2021

The normality test aims to assess whether the distribution of residual data is normal or not, not variable data (Ghozali, 2016). The table above shows the asymptotic value > 0.05 . This indicates that the data is normally distributed.

**Table 5. Multicollinearity Test
Coefficients^a**

Model		Cilinearity Statistics	
		Tolerance	VIF
1	Islamic Branding X1	0,661	1,512
	Islamic Branding X2	0,661	1,512
a. Dependent Variable	Purchase Intentuin (Y)		

Multicollinearity test is conducted to test the relationship between independent variables in regression mode there is intercorrelation or collinearity (Marranitha & Suardana, 2020). Based on the tolerance value > 0.10 and VIF < 10 shown in the table above, it can be stated that the independent variables do not show multicollinearity.

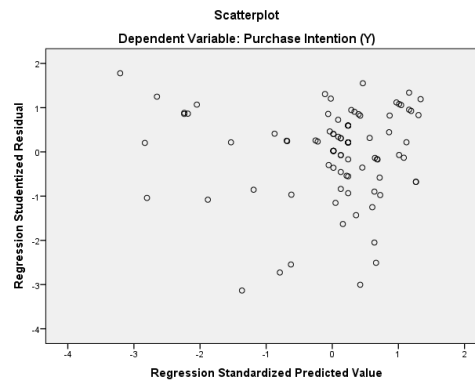


Figure 1. Heteroscedasticity test scatterplot model

Source: primary data processed by SPSS 2021

The figure above shows that the research data does not show symptoms of heteroscedasticity. This is based on the random distribution of points without forming a specific pattern.

Table 6. Multiple Linear Regression Test

		Unsandardized	Coefficients	Standardized
		B	Std. Error	Coefficients
Model				Beta
	(constant)	10,131	1,527	
1	Islamic Branding (X1)	0,197	0,066	0,26
	Brand Ambassador(X2)	0,308	0,048	0,562

Source: primary data processed by SPSS, 2021

Based on the table above, the regression equation is obtained as follows:

$$Y = 10.131 + 0.197X_1 + 0.308X_2 + \epsilon$$

The equation above shows that: Obtained a constant of 10.131. This means that when Islamic Branding and Brand Ambassador are 0 (zero), purchase intention is 12.286. In the Islamic branding variable $\beta_1 = 0.197$. If the Islamic branding variable experiences a one-unit increase, the purchase intention increases by 0.197. This means that the better the marketing strategy through Islamic branding is carried out, it will increase purchase intention. Likewise, vice versa, assuming other independent variables are fixed values

Meanwhile, in the brand ambassador variable, $\beta_2 = 0.251$. If the brand ambassador variable experiences a one-unit increase, the purchase intention increases by 0.261. This means that the better the marketing strategy through brand ambassadors is carried out, it will increase purchase intention. Vice versa, assuming other independent variables are constant.

**Table 7. Partial Test (T)
Coefficients^a**

Model		t	Sig.
	(constant)	6,635	0
1	Islamic Branding (X1)	2,974	0,004
	Brand Ambassador(X2)	6,417	0

Source: primary data processed by SPSS 2021

The test results obtained $t_{count} 2.974 > t_{table} 1.986$ with a sig level of $0.004 < 0.05$. This indicates that the Islamic branding variable partially has a positive and significant effect on purchase intention. Meanwhile, the variable

Table 8. Simultaneous Test (F)

ANOVA ^a						
Model		Sum of Scuares	df	Mean Square	F	Sig.
	Regression	681,639	2	340,819	54,62	,000 ^b

1	Residual	549,109	88	6,24
	SUM	1230,747	90	

Source: data processed by SPSS 2021

The results showed that $F_{\text{count}} 54.620 > F_{\text{tabel}} 3.100$ with sig $0.00 < 0.05$. From these results, it can be concluded that the Islamic branding and brand ambassador variables have a positive and significant effect simultaneously (together) on purchase intention.

Based on the R test², it is known that the adjusted R value² is 0.544 or 54%. This indicates that purchase intention is influenced by 54% by Islamic branding and brand ambassadors. This value indicates that the influence of the independent variable is strong. While 46% of purchase intention is explained by other variables

The test results in the T test of this variable explain that Islamic branding has a positive and significant effect on purchase intention on Tokopedia. Garg and Joshi (2020) state, this is because halal branding is a very important religious parameter measured before buying (Garg & Joshi, 2018). In accordance with the theory put forward by Yusof and Jusoh (2014) that individual attitudes towards Halal and haram are the principles of Muslim society in consuming goods and services. The results of this study are supported by Bukhari and Isa (2019) showing that Islamic branding can lead to the formation of emotional attachments between Muslim consumers and respective Islamic branding.

Purchase intention on halal products at Tokopedia Salam indicates that transactions made by Muslims tend to adjust their attitudes to religious rules in making purchases (Newas et al., 2016). This marketing strategy is certainly a stimulus in influencing consumer behavior to attract interest in buying halal products (Azam, 2016). This concept is in accordance with the middle theory of the grand theory of marketing communication used by researchers, namely TRA. Islamic branding is used to communicate a brand as a stimulus to influence buying interest (Rizkitysha and Ananto, 2020). This application indicates a positive and significant influence on purchase intention according to the results of research conducted by Afriantiy and Agustina (2020) on PT HNI HPAI Products in Bengkulu City.

The results of data analysis in the T test (partial) show that brand ambassadors have a positive and significant effect on purchase intention. These results are in line with previous research; Respati and Widya (2017), Agung (2020), Pandika et al (2021), who found that brand ambassadors have a positive and significant effect on purchase intention.

Lea-Greenwood (2012) states that brand ambassadors become representatives of a brand to communicate it to the public in order to attract buying interest. Rossiter and Percy (1997) state that one of the indicators that a brand ambassador must have is his popularity and image. Tokopedia chose BTS and BLACKPINK as brand ambassadors who can expand the sales target through their reputation.

Through the reputation of both idol groups, Tokopedia advertisements will attract more attention from K-Pop. According to YuJin et al (2018), K-Pop idol fans will buy goods advertised by their idols. YuJin et al's assumption is in line with marketing communication theory (Kim & Lee, 2018). Garg and Joshi (2020) explain that through TRA, brand ambassadors as a stimulus will influence their fans' decisions to buy advertised products (Garg & Joshi, 2018).

The positive and significant regression coefficient value means that the more optimal Islamic branding and brand ambassadors are, the more purchase intention increases on Tokopedia. Ferdinan (2002) (in Rif'adah, 2019) says that one of the benchmarks for a person's interest level is the tendency to recommend what is liked to others so that the person makes a purchase. The results showed that 97% were interested in recommending Tokopedia so that other people were interested in buying on Tokopedia on that recommendation. The results also show that buying interest in Tokopedia is quite high by prioritizing Tokopedia to find products of interest. This is in accordance with the theory of measuring buying interest by Ferdinan (2002) (in Rif'adah, 2019), that to measure the tendency of consumer buying interest, it can use exploratory interest as support for the product of interest.

In addition to the previously mentioned implications, the results of this study also have several other implications: Islamic branding-based marketing strategy: The findings of this study indicate that the application of the Islamic branding concept can be an effective marketing strategy in increasing purchase intentions on Tokopedia. The implication is that other e-commerce companies may consider adopting a similar approach by incorporating Islamic values in their branding strategy. This can help attract the attention and build trust of consumers who have preferences and needs associated with Islamic values.

The important role of brand ambassadors: This study shows that brand ambassadors have a significant influence on purchase intention on Tokopedia. The implication is that e-commerce companies may consider collaborating with celebrities or famous figures as their brand ambassadors to increase consumer purchase intentions. Choosing brand ambassadors that fit the target market and have high appeal can provide additional impetus in influencing consumer purchasing decisions.

The importance of using primary data: This study utilized primary data obtained through the use of questionnaires and observations. The use of primary data provides an advantage in collecting relevant and specific information for this study. The implication is that future research in this domain may consider the use of primary data to gain deeper insights into purchase intentions on e-commerce platforms such as Tokopedia.

Awareness of consumer preferences: The results of this study highlight the importance of understanding consumer preferences and needs in developing marketing strategies. In this context, e-commerce companies need to continuously monitor consumer trends and behavioral patterns and align their branding and marketing strategies with consumer wants and values. This will help them gain a competitive advantage and increase consumer purchase intentions on their e-commerce platforms.

Potential for further research: The results of this study also provide a basis for further research in this area. Further research could involve larger samples, include other variations of e-commerce platforms, or involve other factors that influence consumer purchase intentions. The implication is that future research could provide a more comprehensive understanding of the factors that influence purchase intentions in the e-commerce world and provide guidance for the development of more effective marketing strategies.

In addition to the previously mentioned implications, this research also produces implications relevant to the role of business competition in the e-commerce industry. The findings of this study indicate that Islamic branding strategies and the use of brand ambassadors can be significant differentiation factors in the context of business competition in the industry. In a competitive business environment, e-commerce companies need to find ways to differentiate themselves from their competitors. By implementing an Islamic branding concept that reflects Islamic values and collaborating with highly popular brand ambassadors, companies can build a strong image and attract the attention of potential consumers. This can provide a competitive advantage that differentiates them from their competitors and in turn, can increase consumer purchase intentions.

The results of this study emphasize the importance of a deep understanding of consumer preferences and needs in developing effective business competition strategies. E-commerce companies need to continuously monitor consumer behavior trends and patterns, and pay attention to the preferences and values relevant to their target market. With a good understanding of consumer wants and needs, companies can develop marketing strategies that are more targeted and can increase consumer purchase intentions. Fierce business competition encourages companies to continue to innovate and adapt to changing consumer needs, so that they can maintain their position in a highly competitive market.

The implications of this study also provide a foundation for further research in this area. Future research could involve other factors that influence consumer purchase intention in the e-commerce industry, such as product quality, user experience, or pricing strategy. In addition, further research could also consider different contexts, for example, exploring the influence of Islamic branding and brand ambassadors on other e-commerce platforms. By conducting more in-depth and comprehensive research, e-commerce companies can gain better insights to develop more effective and sustainable business competition strategies in meeting consumer needs and facing increasingly fierce competition in the e-commerce industry.

4. Conclusion

Based on the test results, it can be concluded that the Islamic branding and brand ambassador variables partially and simultaneously have a positive and significant effect on purchase intention on the Tokopedia platform by 54%. This shows that the implementation of an Islamic branding concept that reflects Islamic values and collaboration with brand ambassadors can positively influence consumer purchase intention. However, there are 46% other factors that influence consumer purchase intention that are not explained in this study. In this context, for Tokopedia as an e-commerce company that launched a halal platform, it is important for them to maintain and improve services related to halal product filtration. This will give consumers confidence that the products they buy are in accordance with Islamic principles and values. In addition, Tokopedia also needs to consider providing brand ambassadors for their services to increase consumer buying interest and increase product sales. The existence of a well-known and attractive brand ambassador can be an additional attraction for consumers in choosing Tokopedia as their e-commerce platform. Finally, as a company that is directly related to consumers, Tokopedia needs to maintain BTS and BLACKPINK as their brand ambassadors. Their presence as the face associated with Tokopedia can attract consumer attention and trust. Collaboration with popular brand ambassadors can help expand market reach and improve Tokopedia's brand image among consumers. Thus, Tokopedia can utilize the power of brand ambassadors to strengthen its position in the competitive e-commerce market. Overall, the results of this study provide a better understanding of the factors that influence purchase intentions on the Tokopedia platform. The implications of this study show the importance of Islamic

branding implementation and the use of brand ambassadors in the context of business competition in the e-commerce industry. Tokopedia as an e-commerce company can use these findings to optimize marketing strategies and increase their competitive advantage. In addition, this research also provides a foundation for future studies in exploring other factors that influence consumer purchase intentions and the influence of Islamic branding and brand ambassadors in the e-commerce industry more comprehensively.

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