

# The Influence of Brand Ambassadors on Tokopedia Buyer Interest in View from the Islamic Economic Consumption Theory

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**ABSTRACT.** The aim of this research is first, to find out the influence of the Tokopedia brand ambassador among Bengkulu Kpopers. Second, find out buyers' interest in the Tokopedia application. This research is associative quantitative research, namely research that explains the influence of Brand Ambassadors on Tokopedia buyer interest in terms of Islamic Economic consumption theory. Based on the research results, it was concluded that the influence of Brand Ambassadors on Tokopedia buyer interest was reviewed from the Islamic Economics consumption theory. The results of hypothesis testing obtained a significance figure of 0.063. This shows that there is a significant relationship in this hypothesis test because the significance number is  $> 0.05$  so that  $H_a$  which states that the use of Brand Ambassador has a positive effect on the interest of Tokopedia buyers in terms of Islamic economic consumption theory is accepted and  $H_0$  is rejected, meaning there is no influence on the use of the Brand. Ambassador (X) regarding the interest of Tokopedia buyers in terms of Islamic economic consumption theory (Y).

**Keywords:** Brand Ambassadors; Tokopedia; Islamic economics;

## INTRODUCTION

In this era, technology makes everything done easier. Humans always try to create things that can make their activities easier, this is what drives technological development very rapidly. Technological advances provide many benefits in progress in various social aspects, especially in information technology which has quite an influence on consumer behavior. One example of technology that is developing rapidly is trade.

In the current era of global competition, a person or group with a domestic brand must be ready to compete with the many foreign brands that are emerging and increasingly dominating. Apart from being of higher quality, foreign brands can also be said to be quite successful in highlighting the image of their country of origin as a weapon in attracting consumers. It is indeed quite difficult for local brands to win the competition in the market. Because in reality, currently consumers tend to buy a product not just because of the product, but because of the country of origin of the brand. The nature and character of consumers in Indonesia currently tends to prefer to follow foreign fashion trends that are currently popular.

Most Indonesians prefer to use foreign products rather than local products belonging to their own country. In fact, many of them are willing to spend quite large amounts of money to be able to buy and use the foreign branded products they want. This happens because consumers have a very high level of trust in foreign products, even though sometimes they know that there are some local products that are no less great in terms of quality when compared to foreign products.

In the consumer's view, products from abroad seem more luxurious and exclusive because they tend to be more expensive, of higher quality and are trusted because they are spread almost throughout the world. This phenomenon is very profitable for foreign brand companies investing in Indonesia. Apart from brand origin, there are several other things that can support and strengthen the value of a product. One of them is by having a Brand Ambassador. What is meant here is that Brand Ambassadors are employed by companies to become salespeople and physical representatives of a product. The use of Brand Ambassadors in the world of marketing is something that is very common. Many companies use Brand Ambassadors for their products from artists, musicians, athletes, business people and other popular people.

Companies choose Brand Ambassadors from among popular people so they can become a boost in their sales promotions. Apart from that, Brand Ambassadors can also help bring consumers closer to a product, so that it attracts more consumer interest in the product being offered.

Culture is a part of a society whose existence cannot be separated. However, along with developments, culture becomes dynamic and follows the times. One example is popular culture which is usually called pop culture. Pop culture is often known as mass culture which means emerging and "booming" culture that always exists in every generation or mass.

According to Burton, popular culture is dominated by the production and consumption of material goods and not by true art, when its creation is driven by the profit motive. Meanwhile, Ibrahim believes that popular culture supported by the cultural industry has constructed a society that is not just based on consumption, but has also made cultural artifacts into industrial products and of course commodities. One type of popular culture is Korean Pop culture or commonly known as Kpop.

Shopping online is one of the ways of shopping that is currently most popular with people from women to men. Because it is a way of shopping that doesn't drain a lot of energy, time and the goods offered are more complete at prices that are quite affordable, sometimes even 2 times cheaper than those sold in markets, of course this will make things easier for some people. As the word of Allah contained in QS Al-Insyrah verses 5-6 is as follows:

- فَإِنَّ مَعَ الْعُسْرِ يُسْرًا ﴿٥﴾ إِنَّ مَعَ الْعُسْرِ يُسْرًا ﴿٦﴾

Meaning: Because indeed after difficulty there is ease, indeed after difficulty there is ease. (Q.S. Al-Insyirah verse 5-6).

From the verse above, Allah S.W.T says that the difficulties presented in life must be behind them with ease. In the context of convenience, this verse can be related to people who shop online that ease of use can reduce a person's effort both in terms of time and energy in using a system.

Because people's interest in shopping is quite large from various parties. Seeing this, company parties must think about various ways that can be done so that the company's products can be superior to other companies. One of them is by using interesting and unique advertisements so that buyers can easily remember them.

One of the methods often used by online sales applications is that they usually compete to attract top and international artists, one of which is TOKOPEDIA, they make several K-Pop artists one of their Brand Ambassadors. In this way, they will attract more public interest. to use their application, especially young people who really like Korean idols.

The K-pop market is very large, because fans are loyal to their idols. Moreover, the existence of 'K-poppers' on the internet is extraordinarily strong, especially on Twitter. "If one of the idols does anything, especially related to Indonesia, it will immediately become a popular topic," said Rezki at the 2019 Social Media Week event, quoted from Sociolla.com, late last year (28/11/2019). Business and marketing researcher from Prasetya Mulya University, Agus Soehadi, said that South Korean celebrities act as supporters who can increase consumers' interest in buying products. The e-

commerce trend of attracting Ginseng Country artists cannot be separated from hallyu fans in Indonesia.

Growth in the business world has resulted in the emergence of intense business competition. The Tokopedia Marketplace was formed which became a means for sellers to offer their products online, and for consumers to make it easier to meet their needs. Tokopedia has always been in the top 3 rankings of the best sites in Indonesia from 2016-2019. Tokopedia is the e-commerce with the most average visitors / Monthly Active Users (MAU) per month during 2019, according to data reported from global solutech, Tokopedia is the marketplace that has the most visitors.

Tokopedia became the best marketplace in 2019 based on the number of MAUs which reached 140,000,000. However, Tokopedia is always less competitive with other marketplaces, if you look at the Appstore and Playstore rankings, Shopee is the number 1 marketplace, while Tokopedia is in second place, the same goes for Twitter, Instagram and Facebook users.

This is certainly a problem, why Tokopedia, which has the highest number of MAUs, is not yet ranked 1st and is only in the top 3 rankings on the list of the best marketplaces. Also in 2019, Tokopedia collaborated with the boy group BTS to become its Brand Ambassador, and took advantage of the Korean Wave phenomenon to attract consumer shopping interest.

In an effort to increase consumer interest in access, Tokopedia made a big breakthrough by providing a surprise for its customers, namely collaborating with BTS as its newest brand ambassador. Previously, the Tokopedia admin held a quiz to guess the voice of one of the members in the mysterious group who spoke "Hallo Indonesia How Are You" with the hashtag #CanTebakTheVoice.



Gambar 1.1 Chart Trending Topic Tokopedia

This sound guess received an extraordinary response. A second later the Twitter world was immediately excited, the name Tokopedia entered the top 10 trending topics on Twitter.

Tokopedia is currently very popular with Army fans, especially Indonesia. Reply columns, retweets and likes on Twitter, thousands of Army fans all over the world have given many positive comments on Tokopedia's decision to use BTS as brand ambassadors. The news of BTS becoming Tokopedia's brand ambassador really caught the public's attention until this news was picked up by one of the well-known media outlets, Koreaboo. Of course, this news will further develop Tokopedia's brand image to people outside of Indonesia, especially soldiers around the world.

Korean Wave or in Indonesian called Korean Wave is a term used to explain Korean pop culture which has spread rapidly globally and has been in demand by various countries in the world since the 1990s.

South Korea is one of the countries that has succeeded in producing well-known bands that have beaten bands from other countries, there are around forty million one hundred thirty seven thousand nine hundred and fifty three (40,137 953) band groups originating from South Korea, and around 14 (fourteen) percent are active and famous and some of them are very famous, such as EXO, Ikon, Seventeen, BTS (Bangtan Boys), Red Velvet, Day, Mamamoo, Twice, Blackpink, Oh My Girl, Mamamoo, Straykid, Stay C, TXT, The Boys, Ateez, Weekly, Enhypen, Secret Number arrived.

Kpopers are the most loyal fans when their idols become brand ambassadors for a product. Then it is certain that they will become loyal users of the product. The goal is solely to support his idol.

Quoting from [www.koreaboo.com](http://www.koreaboo.com), Indonesia is ranked third among BTS fans in the world. In this case, when someone becomes an Army he will be involved in activities related to BTS such as buying merchandise, watching concerts, attending fansigns, buying albums, and finding out a lot of information about BTS which can be obtained from various social media. One example of the fanaticism of BTS fans is that in order to instill a love for their idols, they flock to follow Tokopedia's Instagram and Twitter accounts, and what is most extraordinary is that they use and access Tokopedia.

This fanaticism has increased Tokopedia's popularity as a local online shop. Many people in various countries are interested in learning about Korean culture and language. Purchase interest is consumer behavior as a response to consumer interest in making a purchase.

Previous research conducted by Bhara and Syahida in 2019, the results of the research found a positive and significant influence from the Shopee Brand Ambassador, which at that time starred Blackpink, so that having Blackpink as Brand Ambassador would increase online shopping interest for consumers. Previous research conducted by Brilliantini et al, (2018), the results of this research show that Brand Ambassadors and Sales Promotions influence Purchase Interest in the LG G7 ThinQ Mobile Phone.

Based on the background above, researchers are interested in conducting research with the title: "The influence of Brand Ambassadors and the Korean wave on interest in online shopping via the Tokopedia Marketplace".

## **METHOD**

### **Types of research**

The type of research used in this research is quantitative survey research. Survey research is research conducted on large or small populations, but the data studied is sample data taken from that population, so that relative events, distributions and relationships between sociological and psychological variables are found.

### **Time and Location of Research**

#### **1. Time**

This research was conducted in 2023

#### **2. Research location**

**Location** The research location is determined purposively, meaning that the research is selected based on certain objectives which are selected according to the research objectives. The research area was determined to be Bengkulu. For this reason, this area will use the Tokopedia online shopping application more.

## RESULTS AND DISCUSSION

Based on the results of research on the influence of brand ambassadors on the interest of Tokopedia buyers in terms of Islamic economic consumption theory, the following results were obtained:

The influence of brand ambassadors on purchasing decisions. The results of respondents' responses show that brand ambassadors on the decision of the influence of kpop idols as brand ambassadors for the Tokopedia application are good, this is in accordance with the responses of respondents who agree with the research dimensions and indicators.

For the brand ambassador variable, the indicator that has a good response is that kpop idols as brand ambassadors have the ability to influence consumer perceptions about Tokopedia. Kpop idols as brand ambassadors have a good position in your memory. This shows that respondents have a positive assessment of K-Pop idols as brand ambassadors because what Korean idols convey can influence respondents to make purchases of the products they promote. Partial statistical tests show that brand ambassadors have a positive and significant influence on purchasing decisions. This means that the better the brand ambassador, the more buyer decisions on Tokopedia will increase.

Along with the interest of buyers who always follow what their idols do, this encourages companies to use artists, athletes or other public figures to represent their products, so brand ambassadors are considered to have quite an influence on product sales. This theory is in line with this research because the Tokopedia company chose BTS, Blackpink, NCT and other Korean artists as their brand ambassadors to increase product sales.

After analyzing all the results obtained from each variable, a hypothesis test was carried out using the Spearman's rho correlation coefficient formula via the SPSS (Statistical Product and Service Solution) application to test the hypothesis proposed in the research, namely whether there is an influence of brand ambassadors on the interest of Tokopedia buyers in terms of Islamic economic consumption theory or not.

Based on the test results, it shows that the brand ambassador variable has a significant positive effect on buyer interest. Based on the regression analysis carried out, a constant value of 3.521 was obtained and a significance figure of 0.063 was obtained. This shows that there is a significant relationship in this hypothesis test because the significance number is  $> 0.05$  so that  $H_0$  is accepted and  $H_a$  is rejected. This means that there is no influence of brand ambassadors (X) on Tokopedia buyers in terms of Islamic economic consumption (Y).

The results of the research above support research by Natalie Rahayu (2021) which revealed that there was no influence of the BTS brand ambassador on interest in buying Tokopedia according to Islamic economic consumption. This causes many young people to not be aware of the bad impact on finances, there is bad behavior if they shop excessively which is not in accordance with Islamic sharia because kpopers tend to make purchases if their idol is the brand ambassador of a product without really thinking about the item. need it or not.

## CONCLUSION

Based on the results of the research that has been carried out, it can be concluded as follows:

1. Respondents have a positive assessment of K-Pop idols as brand ambassadors because what Korean idols convey can influence respondents to make purchases of the products they promote. Partial statistical tests show that brand ambassadors have a positive and significant influence on purchasing decisions. This means that the better the brand ambassador, the more purchasing decisions at Tokopedia will increase.
2. Kpopers has had quite a big influence on the development of Tokopedia after making Korean artists as brand ambassadors, which can be seen from the drastic increase in Tokopedia which once topped the list of becoming the number 1 marketplace in Indonesia after making Korean idol Bangtan Boys (BTS) their brand ambassador.
3. Based on the results from the table above, it is known that the significance value (Sig) is  $0.063 > 0.05$ . So it can be concluded that the hypothesis  $H_0$  which states that brand ambassadors have a positive influence on Tokopedia buyer interest according to Islamic economic consumption is accepted. Meanwhile,  $H_a$  is rejected, meaning there is no influence of brand ambassador (X) on buyer interest according to Islamic economic consumption (Y).

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