THE INFLUENCE OF BRAND AMBASSADOR, BRAND AWARENESS, AND BRAND IMAGE ON CONSUMER BUYING INTEREST

[1]Devi Safitri
[1]Faculty of Economics and Business, Universitas Islam Lamongan
E-mail:[1] devisfitrii@unisla.ac.id

[2]Nanto Purnomo
[2]Faculty of Economics and Business, Universitas Islam Lamongan
E-mail:[2] nantopurnomo@unisla.ac.id

Corresponding Author: nantopurnomo@unisla.ac.id

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Abstract :_This study aims to determine whether there is an influence of each concept of variables from brand ambassador, brand awareness, and brand image on consumer purchasing interest in case study: mogu-mogu x seventeen on the autobase twitter account @caratstalk. The research method applied is a quantitative method with a descriptive approach. The results of the study found that each variable has a positive and significant influence on consumer purchasing interest in followers of the @caratstalk account on X from the Mogu-Mogu x Seventeen product. Brand Ambassador, Brand Awareness, and Brand Image Seventeen from the Mogu-Mogu product on followers of the @caratstalk account on social mediabrand through social media, especially on the @caratstalk account platform. High brand awareness or brand awareness influences the desire to buy Mogu-Mogu products._
Keywords: Brand Ambassador, Brand Awareness, Brand Image, Purchase Interest, Seventeen

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INTRODUCTION

Korean culture has developed rapidly and spread globally. Its existence tends to be accepted by the public from many circles, creating a phenomenon called the "Korean Wave" or also called Hallyu. This phenomenon can be found in Indonesia and its impact is very much felt in everyday life, especially for the millennial generation and generation Z. From the Korean Wave phenomenon, there is one term that is familiar, namely K-Pop. K-Pop is a pop music genre originating from South Korea. Twitter Korea released the 20 countries with the most fans and talking about K-pop on Twitter during 2021 with a total of 7.8 billion tweets. The data was taken from Global Tweets data, during the period January 1 to December 31, 2021, as shown in the table below.

Table 1. Countries with the most K-pop Fans 2021

No.	Country	Number of Tweets	No.	Country	Number of Tweets
1.	Indonesia	470 million tweets	12.	Türkiye	390 million tweets
2.	Japan	460 million tweets	12.	Argentina	380 million tweets
3.	Philippines	455 million tweets	13.	Vietnamese	375 million tweets
4.	South Korea	450 million tweets	14.	Peru	365 million tweets

5.	United States of America	445 million tweets	15.	Colombia	340 million tweets
6.	Thailand	435 million tweets	16.	Chile	330 million tweets
7.	Brazil	430 million tweets	17.	Canada	315 million tweets
8.	Mexico	425 million tweets	18.	French	310 million tweets
9.	India	420 million tweets	19.	Singapore	305 million tweets
10.	Malaysia	400 million tweets	20.	Ecuador	300 million tweets

Source : blog.x.com

The table above shows 20 countries with the most total kpop fans and Indonesia is ranked at the top with the largest number of fans in 2021. With the large number of K-pop fans in the country, various products in Indonesia compete by recruiting K-pop idols as brand ambassadors, ranging from skincare products, food, to drinks. The beverage product that will be discussed in this study is Mogu-Mogu, one of the famous beverage brands. Mogu-Mogu is a fruit juice product combined with nata de coco, and its small packaging makes it a favorite among various groups. Mogu Mogu sales data shows a 3% decline in popularity in the past year, with search volume now reaching 17,000 per month.

Mogu Mogu Inc. reported a 25.7% decline in revenue to RMB61.9 million for the first six months of fiscal 2024. The decline was due to intense market competition, declining consumer spending appetite, and a decline in KOL live streaming activities. Here are some of Mogu Mogu's Sales Data:

Table 2. Mogu Mogu Sales Data

Information	Nominal (RMB)	Year by Year
Income	61.9 million	Down 25.7%
GMV (Gross Merchandise Value)	1.442 billion	Down 34.3%
Revenue Commission	35.3 million	Down 36.6%
Operational Expenses	52.1 million	-

Source: stocktitan.net/news/MOGU

On May 24, 2024, Mogu-Mogu officially announced SEVENTEEN as their brand ambassador through their official Instagram account @mogumoguid. SEVENTEEN (세븐틴) is a South Korean boy band consisting of 13 members, formed by Pledis Entertainment. The group members include S-Coups, Jeonghan, Joshua, Jun, Hoshi, Wonwoo, Woozi, DK, Mingyu, The8, Seungkwan, Vernon, and Dino. SEVENTEEN debuted on May 26, 2015 with three sub-units, namely a hip-hop unit, a vocal unit, and a performance unit. SEVENTEEN's fandom name is CARAT.

On the Twitter platform, Seventeen fans in Indonesia also use the @caratstalk autobase account as a place to interact. The @caratstalk account is one of the most active and largest autobases for the Carat fandom in Indonesia. As of October 31, 2024, this account has more than 330,000 followers and 2,200 followings.

Mogu-Mogu Indonesia launched a new product, a drink with special packaging SEVENTEEN X MOGU-MOGU SIP. CHEW. FEEL MOGU MOGU. This collaboration product comes in a collaboration box containing a foldable card of SEVENTEEN members according to the unit and 6 bottles of Mogu-Mogu with various flavors.

Figure 1. Seventeen X Mogu-Mogu Sip. Chew. Feel Mogu Mogu

Of the many beverage products available, there is very tight competition among various brands, so Mogu-Mogu Indonesia needs to design and implement a unique strategy to attract new customers where many consumers tend to have products according to their brands. By choosing SEVENTEEN as Brand Ambassador, Sappe hopes to strengthen Mogu Mogu's position in the international market.

To increase public awareness and memory of the product, Mogu-Mogu Indonesia needs to advertise by collaborating with public figures who can function as Brand Ambassadors. In accordance with the explanation above, further research will be conducted with the title "The influence of brand ambassadors, brand awareness, and brand image on consumer purchasing interest (case study: mogu-mogu x seventeen on the autobase twitter account @caratstalk)".

LITERATURE REVIEW
Brand Ambassador
Brand ambassador is a person or group of people with fashion over the band and able to influence or have a persuasive attitude in taking customers to finally make a purchase or transaction of a product. The indicators are attractiveness, trustworthiness, and expertise.

Brand Awareness
According to Firmansyah (2019:44) Brand awareness is the ability of prospective buyers or consumers to recognize or remember a brand. The indicators are Recall, Recognition, Purchase Decision, and Consumption.

Brand Image
Brand image is a term, symbol or name applied by a company in order to

differentiate its products from competitors (Firmansyah, 2019:60). According to Biel in Firmansyah (2019:81) the indicators are: Company image, User image and Product image.

Purchase Interest

According to Rofiudin in Mulyawati et al. (2024), his interest is a human attitude or behavior that includes customer attitudes with the meaning of this behavior, namely to carry out or carry out purchases and this is in line with the customer's philosophy itself whether he is consistent in buying the goods or not and below are indicators of purchasing interest, namely Transactional Interest, Referential Interest, Preferential Interest and Explorative Interest.

RESEARCH METHODS

The approach applied here is a quantitative approach where Sugiyono (2019) explains that the quantitative approach can be interpreted as a research technique based on the philosophy of positivism, the method used is a descriptive method. The population in this study were followers of the autobase twitter account @caratstalk with a total of 330,000 followers, by a significance of 5% (0.05) or an accuracy level of 95%. The data were collected through a questionnaire method.

RESULTS AND DISCUSSION

Descriptive Analysis

This study implements assistance from Google Form to collect data distributed via social media with a duration of January 6 to January 22, 2025 along with the target of Twitter autobase followers @caratstalk as the target respondents with the following results:

Respondent Gender Description

Gender analysis of the results of distributing questionnaire data from 402 respondents can be reviewed through the total number of female and male respondents in the following table.

Table 3. Respondent Characteristics Based on Gender

Jenis kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	59	14.7	14.7	14.7
	Perempuan	343	85.3	85.3	100.0
	Total	402	100.0	100.0	

Source: Questionnaire data processed by SPSS 27

According to the table above, it is found that male respondents have a total of 59 people or 14.7% while female respondents are 343 people or 85.3%. So female respondents dominate in this study.

Respondent Age Description

Analysis of the age of respondents from the results of distributing questionnaire data from 48 respondents can be seen in the following table:

Table 4. Respondent Characteristics Based on Age

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 - 20	123	30.6	30.6	30.6
	21 - 25	211	52.5	52.5	83.1
	26 - 30	68	16.9	16.9	100.0
	Total	402	100.0	100.0	

Source: Questionnaire data processed by SPSS 27

According to the table above, informants or respondents aged 17-20 years are 123 people or 30.6%, aged 21-25 years are 211 people or 52.5%, aged 26-30 years are 68 people or 16.9%. So respondents aged 21-25 years dominate this study.

Description of Respondent's Last Education

The analysis of the last education of 402 respondents can be seen in the following table:

Table 5. Respondent Characteristics Based on Last Education

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA/SMK Sederajat	185	46.0	46.0	46.0
	Vokasi (D3)	38	9.5	9.5	55.5
	Sarjana (S1)	172	42.8	42.8	98.3
	Pascasarjana (S2)	7	1.7	1.7	100.0
	Total	402	100.0	100.0	

Source: Questionnaire data processed by SPSS 27

According to the table above, it can be seen that respondents or informants who have a last education of high school or equivalent vocational school are taken in total 185 people or 46% while respondents with a last education history of vocational or D3 total 38 people or 9.5%, undergraduate respondents have a rotation of 72 people or 42.8% and S2 namely 7 people or 1.7%. So respondents with a last education of high school / equivalent vocational school dominate this study.

Respondent Status Description

Analysis of respondent status from the results of distributing questionnaire data from 402 respondents can be seen in the following table:

Table 6. Respondent Characteristics Based on Status

Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	178	44.3	44.3	44.3
	Karyawan	177	44.0	44.0	88.3
	Pengusaha	34	8.5	8.5	96.8
	Lainnya	13	3.2	3.2	100.0
	Total	402	100.0	100.0	

Source: Questionnaire data processed by SPSS 27

According to the table above, it can be seen that respondents or informants who have student or student status are 178 people or 44.3%, those who have employee status are 177 people or 8.5%, informants with entrepreneur status are 34 people or 8.5% while other respondents are 13 people or 3.2% so that respondents who have student/college status dominate this study.

Instrument Testing
Validity Test

Validity test is implemented in order to review the validity or otherwise of each questionnaire on the variables of brand ambassador, brand awareness and brand image towards purchase interest. The critical value of this test is 0.082 with DF which is n-2, the significance remains, right? This is 0.05 or 5% and the instrument is stated times if the calculated R is greater than the R table or the significance value is less than 0.05, so the validity test is:

Table 7. Validity Test Results

No.	Variables	Statement	r count	r table	Information
1.	Brand Ambassador (X1)	X1.1	0.473	0.082	Valid
		X1.2	0.277	0.082	Valid
		X1.3	0.530	0.082	Valid
		X1.4	0.558	0.082	Valid
		X1.5	0.554	0.082	Valid
		X1.6	0.593	0.082	Valid
2.	Brand Awareness (X2)	X2.1	0.673	0.082	Valid
		X2.2	0.730	0.082	Valid
		X2.3	0.378	0.082	Valid
		X2.4	0.623	0.082	Valid
		X2.5	0.605	0.082	Valid
		X2.6	0.758	0.082	Valid
		X2.7	0.480	0.082	Valid
		X2.8	0.774	0.082	Valid
3.	Brand Image (X3)	X3.1	0.672	0.082	Valid
		X3.2	0.625	0.082	Valid
		X3.3	0.636	0.082	Valid
		X3.4	0.705	0.082	Valid

		X3.5	0670	0.082	Valid
		X3.6	0.665	0.082	Valid
4.	Purchase Interest (Y)	Y1	0.645	0.082	Valid
		Y2	0.701	0.082	Valid
		Y3	0.732	0.082	Valid
		Y4	0.697	0.082	Valid
		Y5	0.755	0.082	Valid
		Y6	0.800	0.082	Valid
		Y7	0.672	0.082	Valid
		Y8	0.612	0.082	Valid

Source: SPSS 27 Output Results

According to the table above, the output results prove that all indicators or question items from each variable here have a calculated R value that exceeds the R table, meaning that the indicators for each variable are declared valid.

Reliability Test

The results of the reliability test of variables X1, X2, and X3 against Y using SPSS 27 with a total of 402 respondents can be shown in the following table:

Table 8. Reliability Test Results

No.	Variables	Cronbach Alpha	Reliability Standard	Information
1.	Brand Ambassador (X1)	0.403	0.60	Reliable
2.	Brand Awareness (X2)	0.791	0.60	Reliable
3.	Brand Image (X3)	0.743	0.60	Reliable
4.	Purchase Interest (Y)	0.854	0.60	Reliable

Source: SPSS 27 Output Results

According to the table above, the conclusion is that the statements in this questionnaire are variables, thus showing that each question item in the research to review or assess variables can obtain data consistently so that if the question is asked again, the answer will be consistently the same as the previous answer.

Multiple Linear Regression Analysis Results

The test results apply SPSS 27 so that the output obtained is in the following table:

Table 9. Multiple Linear Regression Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1.793	1.625		-1.103	.271
	X1	.046	.074	.019	.624	.533
	X2	.609	.040	.593	15.294	<,001
	X3	.536	.073	.320	7.380	<,001

a. Dependent Variable: Y

Source: SPSS 27 Output Results

$$Y = a + b1x1 + b2x2 + b3x3 + e$$
$$Y = -1.793 + 0.046X1 + 0.609X2 + 0.536X3 + e$$

The equation shows the correlation between the dependent and independent variables which is partial in nature and it can be concluded that: The constant value is -1.793 which means that if the brand ambassador, brand awareness, and brand image are equal to 0, then the purchase interest is -1.793. The regression coefficient X1 (Brand Ambassador) is positive, which is 0.046, so it can be interpreted that if the brand ambassador increases by 1 unit, it means that there is an increase in purchase interest of 0.046 and vice versa if there is a decrease in purchase interest of 0.046. The regression coefficient X2 (Brand Awareness) is positive, which is 0.609, so it can be interpreted that if the brand ambassador increases by 1 unit, it means that there is an increase in purchase interest of 0.609 and vice versa if there is a decrease in purchase interest of 0.609. The regression coefficient X3 (Brand Image) has a positive value of 0.536, which means that if the brand ambassador increases by 1 unit, there will be an increase in purchasing interest of 0.536 and vice versa if there is a decrease in purchasing interest of 0.536.

Results of the Coefficient of Determination (R2) Test

In knowing the coefficient of determination test, apply SPSS 27, namely:

Table 10. Results of the Determination Coefficient Test (R2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.875^a	.765	.763	2.039	1.958

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Source: SPSS 27 Output Results

From the results of the table above, the R square value of independent variables X1, X2, and X3 obtained a value of 0.765 or 76.5%. So it can be concluded that X1, X2, and X3 have an influence of 76.5% on Y, while the other 23.5% is influenced by other independent variables.

T-Test Results

The T test is used to test the ability of a regression coefficient partially (each), the results of the T test are shown in the following table:

Table 11. T-Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.793	1.625		-1.103	.271		
	X1	.046	.074	.019	.624	.533	.659	1.518
	X2	.609	.040	.593	15.294	<,001	.392	2.548
	X3	.536	.073	.320	7.380	<,001	.315	3.179

a. Dependent Variable: Y

Source: SPSS 27 Output Results

From the results of table 11 above, the t table is obtained through the formula df = n - k with a significant value of 5%, where (n) is the number of respondents = 402, (k) is the number of variables = 4 (df = 402 - 4 = 398). So that it gets a t table of 1.649. Brand Ambassador has a significant effect on purchasing interest because the significant value is 0.624. Brand Awareness has a significant effect on purchasing interest because the significant value is 15.294. Brand Image has a significant effect on purchasing interest because the significant value is 7.380.

F Test Results

This test is intended to examine whether all independent variables simultaneously affect the dependent variable or not. The results are:

Table 12. F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5392.062	3	1797.354	432.381	<,001[b]
	Residual	1654.435	398	4.157		
	Total	7046.498	401			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Source: SPSS 27 Output Results

Based on the table, it is known that the Fcount value > Ftable (432.381 > 2.63) and the significance result is 0.000 < 0.05. This shows that H0 is rejected and H1 is accepted, so brand ambassadors, brand awareness, and brand image simultaneously (together) have a significant effect on purchasing interest.

Discussion

The research aims to find out and explain how the three variables can affect consumer purchasing interest. The process of taking samples specifically through purposive sampling techniques is distributed through questionnaires. Here are the test results:

1. Influence of Brand Ambassadors on Purchase Interest

A marketing tool, namely the Ambassador section, is applied in order to characterize or provide an icon for services or products through creative standards in

marketing promotions. This can attract purchasing power or buying interest from customers with a certain market. The results of the analysis on the Brand Ambassador, namely Seventeen through the Mogu-Mogu product on X on the @caratstalk account prove that brand representatives have a positive and significant impact on the buying interest of customers or fans as evidenced by the initial sample value, namely the t statistic of 0.624, which means it is greater than 1.96 and the p value is less than 0.05. This is relevant to previous research which found that the ambassador brand can optimize consumer buying interest so that it can be concluded that Seventeen as a Brand Ambassador has succeeded in increasing buying interest from the target followers of the @caratstalk twitter autobase.

2. Influence of Brand Awareness on Purchase Intention

Brand Awareness has a positive and significant effect, according to the researcher. This shows that the significance value is below 0.05 and that the t count (15.294) is greater than the t table (1.649). This means that high brand awareness or brand awareness affects the desire to buy Mogu-Mogu products. This can be concluded because brand awareness shows significant or important brand awareness in increasing purchase interest; or good or high brand awareness will affect good brand loyalty, and low or bad brand awareness will affect bad brand loyalty. A significant effect shows that brand awareness shows significant or important brand awareness in increasing purchase interest of @caratstalk account followers.

3. Influence of Brand Image on Purchase Intention

Brand image is a method of a product or service that is recognized as a brand through various deliberate efforts in order to influence customer perceptions of the organization, this includes how people give their perspective on a brand to a company. The results of the analysis show where Brand Image has a significant positive impact on the buying interest of customers or followers of the @cadatstalk account in a significant positive way as indicated by the initial sample value and the statistical test value, which is 7.380, which means it is greater than 1.96. According to research from Arianty & Andira (2021), it states that the brand image has a significant positive impact on buying interest, which means that the brand image of Seventeen on Mogu-Mogu in X is able to increase the buying interest of customers, namely followers of the @caratstalk account as the target buyer.

4. The influence of Brand Ambassador, Brand Awareness, and Brand Image on Purchase Interest

Brand Ambassador, Brand Awareness, and Brand Image Seventeen of Mogu-Mogu products towards followers of the @caratstalk account on social media X based on the results of statistical tests that have been carried out on three variables, each has exceeded the standard significance value, so it can be concluded that the three variables can increase purchasing intentions and increase product sales from the Mogu-Mogu brand through social media, especially on the @caratstalk account platform as the main target.

CONCLUSION AND SUGGESTIONS

As the results above, the conclusion is that there is a positive and significant influence of the variables Brand Ambassador, Brand Awareness, and Brand Image Seventeen from the Mogu-Mogu product on the followers of the @caratstalk account on social media X based on the results of statistical tests that have been carried out on the

three variables, each of which has exceeded the standard significance value, so it can be concluded that the three variables can increase purchasing intentions and increase product sales from the Mogu-Mogu brand through social media, especially on the @caratstalk account platform. High brand awareness or brand awareness affects the desire to buy Mogu-Mogu products. This can be concluded because brand awareness shows significant or important brand awareness in increasing purchasing interest; in other words, good or high brand awareness will affect good brand loyalty, and low or bad brand awareness will affect bad brand loyalty.

The suggestion for this research is that it is hoped that further research can examine other variables besides Brand Ambassador, Brand Awareness, and Brand Image as a form of broader exploration to examine what factors influence purchasing interest or with the same variables but with other broader and more substantial product and idol study objects.

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