



## JOURNAL

### **Determination of Factors Influencing DKI Jakarta Consumers Purchasing Decisions on Local Fashion Brands**

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#### **Abstract:**

This research aims to determine the factors that influence DKI Jakarta consumers' purchase decisions regarding local fashion brands. In this research, there are five variables, namely brand ambassador, brand image, brand awareness, purchase intention, and purchase decision, including the sample criteria of residing in DKI Jakarta, being 18 years old, knowing the local fashion brand Erigo, and having made transactions purchasing products from the brand. Erigo local fashion minimum once. The research method used is quantitative with purposive sampling data collection techniques. This research produced data from 281 respondents which were analyzed using the Structural Equation Modeling (SEM) technique. The results show that brand ambassadors have a positive and significant effect on purchase intention, brand image has a positive and significant effect on purchase intention, brand awareness has a positive and significant effect on purchase intention. Meanwhile, brand ambassadors do not have a positive and insignificant influence on purchase decisions. Furthermore, purchase intention has a positive and significant effect on purchase decisions, and brand awareness has a positive and significant effect on purchase decisions.

**Keywords:** brand ambassador, brand image, brand awareness, purchase intention, purchase decision, local fashion brands, Erigo

#### **Background**

Indonesian people's consumption of clothing is increasing sharply. The Central Statistics Agency (BPS) noted that Gross Domestic Product (GDP) data for the textile and apparel industry from 2012 – 2022 saw significant growth. In 2021, on the basis of constant prices (ADHK) from the textile and apparel industry it will only be IDR 127.43 trillion, then it will increase in 2022 by 9.34% to IDR 139.33 trillion. In line with the increase in clothing consumers in Indonesia, the growth of modernization is also one of the factors causing the escalation of interest in fashion trends. Fashion trends in Indonesia are supported by several factors, namely the internet, mass media, the entertainment world and the business world. However, it is unfortunate that the facts seen show that fashion trends in Indonesia tend to still imitate western styles. Realizing this, Muhammad Sadat, as a member of the nation who



founded the local fashion brand Erigo, is actively making efforts to increase the interest of fashion industry consumers in Indonesia towards fashion products from local brands.

This is proven by the results of a pre-survey conducted by researchers on 60 respondents. The data results show that the local fashion brand most popular with consumers is Erigo. Erigo is the superior product with a percentage of 51%. Then, Thanksinsomnia with a percentage of 25%, Roughneck 13.3%, Shining Bright 5%, and in last place Leaf with a percentage of 3%, and 1% is other local fashion brands. Meanwhile, the results of the pre-survey are also supported by those showing the results of shop analysis in July 2023 at one of the Shopee e-commerce sites sourced from the Digital Market Analytics Intelligence software tool, namely Dimia.id, that Erigo is a local fashion brand that has the most consumers compared to its competitors in the last 30 days. Based on the results of this analysis, Erigo is in the first level in sales of the best-selling product category, namely men's clothing with a total of 40,740 sold.

These results are also supported by the fact that Erigo managed to get a MURI record in the category "Most T-Shirt Sales Through Online Media in One Hour" as reported by Media Indonesia, Nurcahyadi (2019) by selling 1,500 shirts in one hour. In line with these results, quoted from Warta Ekonomi, Silfia (2022) that in 2022 Warta Ekonomi through the "Indonesia Millennials' Brand Choice Awards 2022: Increase Capability, Thinking Innovatively" awarded Erigo, namely Erigo as "Indonesia Excellent Millennials' Brand Choice 2022". Sadad implemented several strategic methods to maintain and develop Erigo, such as creating the #StopAsianHate campaign on Billboard Times Square New York, participating in many big events, one of which was the Jakarta Clothing Expo, collaborating with e-commerce Tokopedia and appearing at New York Fashion Week, using public figures and influencers for endorsements, launching online web stores, and so on.

This method is carried out to build people's purchase intention so that they ultimately make a purchase decision and become Erigo consumers. However, from the efforts made, of course, Erigo has not only achieved success, but there are several factors that have problems and can influence people's purchase intention which can result in poor consumer purchase decisions regarding Erigo. The first is the brand ambassador, in 2018 Erigo used Adipati Dolken and Vanessa Priscilla as brand ambassadors and from 2020 until now they have changed to Raffi Ahmad. Raffi Ahmad's contribution as Erigo's brand ambassador can be said to be good, this is supported by data sourced from Google Trends which states that Erigo's level of popularity has increased since using Raffi Ahmad as brand ambassador. These results are also supported by several positive perspectives shared by the public via Twitter social media.

Meanwhile, apart from this, there is a negative perspective towards Raffi Ahmad. The public considers that since Erigo uses Raffi Ahmad as its brand ambassador, Erigo is not a product that is very easy for anyone to buy because the price is relatively cheap, thus creating an impression that is not exclusive among the public. Apart from that, another factor is that Erigo's brand image creates a negative perspective in society, people think that Erigo's quality is not good. Apart from that, the brand awareness that Erigo has built also has problems that need to be addressed because people have just realized that Erigo is a local fashion brand in Indonesia. Sadad needs to pay attention to some of these problems because they can affect people's purchase intention and purchase decisions regarding Erigo. Through the problems that exist in several of these variables, this research was conducted to determine whether or not there is an influence of these variables on people's purchase decisions regarding the local fashion brand Erigo.



## **THEORETICAL FRAMEWORK**

### **Purchase Decision**

Nilda, Erfiza, dan Yasqi (2020) stated that purchasing decisions are a thought process that leads consumers to identify needs, produce choices, and choose certain products or brands. Hanaysha (2018) states that purchasing decisions involve a sequence of choices made by consumers before making a purchase, which begins after the consumer has the desire to fulfill a need. Basically, purchase decision is consumer behavior in determining whether to carry out a purchase transaction or not. When making decisions, quantity is one of the determining factors for a company to achieve its goals. This is because customers are often faced with many choices for using products or services (Rachmawati et al., 2019).

### **Brand Ambassador**

Firmansyah (2019) defines a brand ambassador as someone who has a passion for a brand and can change the mindset of potential consumers to use or buy products from the brand being promoted. In line with this, Sabella, Hermawan, dan Dhewi (2022) also stated that companies use brand ambassadors to invite and influence consumers so that consumers are interested in using the product. Referring to Percy dan Elliot (2021), there are several indicators that can measure brand ambassadors, namely the VisCAP model (Visibility, Credibility, Attraction, Power). The VisCAP model indicators can be a benchmark for how far a brand ambassador chosen by a company can have a positive impact on the company.

### **Brand Image**

Lee dan Lee (2018) state that brand image is a collection of brand associations that appear in the minds of consumers. Brand image is a type of association that appears in consumers' minds when they remember a particular brand. According to Arif dan Sari (2020) brand image is the image or impression that a brand creates in the minds of customers. Brand image is an image that represents or represents the feelings of consumers and a business about the entire company or organization and its products or individual product lines (Clow & Baack, 2018).

### **Brand Awareness**

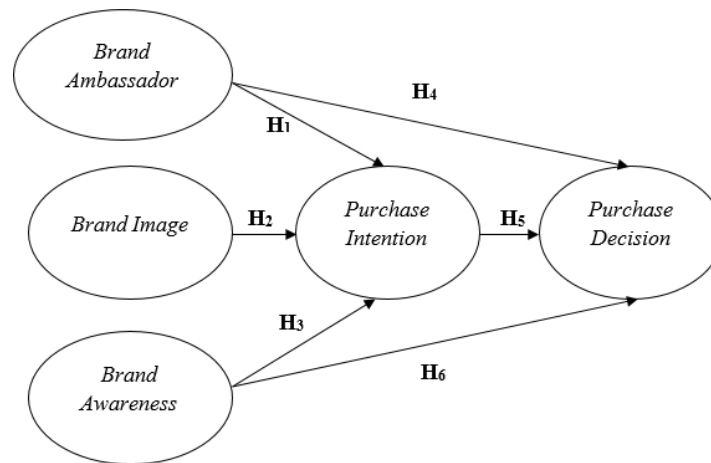
Sadrabadi, Saraji dan MonshiZadeh (2018) stated that brand awareness is the ability of a brand to appear in the minds of consumers when consumers think of certain products and how easily the name appears. Agung, Darma, dan Mahyuni (2021) stated that brand awareness is an important component and is always one of the goals of every marketing activity carried out by a brand. Meanwhile, Gunawan, Haryono dan Andreani (2021) also define brand awareness as the consumer's ability to remember and be aware of a brand.

### **Purchase Intention**

Saputro dan Sugiharto (2018) stated that after consumers know information related to a product, the next stage is called purchase intention. Padhy dan Sawlikar (2018) define purchase intention as planning to buy goods or get services. This refers to a customer's desire to buy a particular product from a particular brand. Purchase intention is a form of belief in buying a product before making a purchasing decision (Mahmud, 2022).



Figure 1 shows the theoretical framework of this research model which consists of five variables, namely brand ambassador, brand image, brand awareness, purchase intention, and purchase decision. The figure shows that these five variables influence each other.



**Figure 1 Research Model**

Source: Processed by Researchers (2023)

## Research Hypothesis

Based on the theoretical framework above, it shows the research hypothesis that will be tested by researchers, namely:

- (H1) – Brand ambassador will influence purchase intention positively and significantly
- (H2) – Brand image will influence purchase intention positively and significantly
- (H3) – Brand awareness will influence purchase intention positively and significantly
- (H4) – Brand Ambassadors will influence purchase decisions positively and significantly
- (H5) – Purchase intention will influence purchase decisions positively and significantly
- (H6) – Brand awareness will influence purchase decisions positively and significantly.

## METHOD

### Place and Time of Research

This research took six months to obtain the required data, starting from March – August 2023 with domicile in DKI Jakarta. This time is estimated to be the right and most effective time for researchers to carry out research.

### Research Design

Researchers completed the research using a quantitative research approach. In this research approach, the method used is the survey method

### Population and Sample

In this research, the population that will be used by researchers is all the people of DKI Jakarta who fall into the category of early adults of productive age. Meanwhile, in sampling, researchers used a non-random sampling method with a purposive sampling technique.



Purposive sampling technique is used by researchers based on certain considerations, such as previously known characteristics or properties of the population. The characteristics that were targeted by researchers to select respondents in this study were residing in DKI Jakarta, minimum age 18 years, familiar with the local fashion brand Erigo, and having made a product purchase transaction from the local fashion brand Erigo at least once.

### **Measurement Scale**

This study uses a 6-point Likert scale, namely that there are the options Strongly Disagree (SS) with a score weight of 1, Disagree (TS) with a score weight of 2, Slightly Disagree (STS) with a score weight of 3, Slightly Agree (SS) with a score weight of 4, Agree (S) with a score weight of 5, and Strongly Agree (SS) with a score weight of 6, using a Likert scale can present individual traits, such as knowledge, attitudes and behavior which are measured through the strength or intensity of a person's experience with a series of options ranging from strongly disagree to strongly agree (Stockemer, 2019).

### **Data Collection Technique**

In this research, researchers used primary data collection techniques, namely by distributing questionnaires or questionnaires containing a set of questions or statements that had been processed by researchers and would later be answered by respondents. This questionnaire will be distributed to respondents who have certain criteria according to what has been determined by the researcher online in the form of a Microsoft Form and will be distributed via social media applications (Whatsapp, Line, Instagram, G-mail, Twitter, Telegram, etc.).

### **Data Analysis Technique**

The next stage after the data is collected is the data analysis technique. At the data analysis stage, researchers used the Structural Equation Model (SEM) research model with the Statistical Package for the Social Sciences (SPSS) and Analysis of Moment Structure (AMOS) data processing tools. In data analysis techniques, researchers use several stages, namely descriptive analysis, validity testing, reliability testing, model feasibility testing, and hypothesis testing.

## **RESULT**

### **Descriptive Data**

In this study, researchers obtained 281 respondents. Based on the data results, it shows that all respondents (100%) live in DKI Jakarta with a minimum age of 18 years, know the local fashion brand Erigo and have made a minimum purchase transaction once. The dominant gender is male with a total of 193 respondents, while the other 88 respondents are female with a dominant age of 18 - 25 years, totaling 173 respondents, 117 respondents have working jobs. Meanwhile, the dominant 192 respondents had unmarried marital status and 130 respondents had an educational level that had completed high school. Apart from that, 109 respondents had an income of IDR 2,500,000–IDR 5,000,000.



### Validity and Reliability Test

Based on table 1 which shows the results of the brand ambassador validity and reliability test, it states that the six indicators are declared valid and reliable because the factor loadings value exceeds the value of 0.40 and the Cronbach's alpha value shows a value of 0.933, which is a value that exceeds the value of 0.70.

**Table 1 Brand Ambassador Validity and Reliability Test Results**

Item	Indicator	Factor Loadings	Cronbach's Alpha
BA1	In my opinion, Raffi Ahmad as brand ambassador has the ability to convey messages well while promoting local fashion brand Erigo products	0,755	0,933
BA2	As a brand ambassador, Raffi Ahmad has a personality that suits what I want	0,882	
BA3	In my opinion, both direct (face to face) and indirect (social media) interactions carried out by Raffi Ahmad with consumers are very good.	0,894	
BA4	It was very easy for me to recognize Raffi Ahmad as a brand ambassador because he has high popularity in the eyes of consumers	0,891	
BA5	Raffi Ahmad has the ability to attract me as a consumer of the local fashion brand Erigo	0,876	
BA6	In my opinion, Raffi Ahmad as the brand ambassador speaks honestly according to the facts when promoting local fashion brand Erigo products	0,900	

Source: Processed by Researchers (2023)

Based on table 2 which shows the results of the brand image validity and reliability test, it states that the six indicators are declared valid and reliable because the factor loadings value exceeds the value of 0.40 and the Cronbach's alpha value shows a value of 0.950, which is a value that exceeds the value of 0.70.

**Table 2 Brand Image Validity and Reliability Test Results**

Item	Indicator	Factor Loadings	Cronbach's Alpha
BI1	I see that the product quality of the local fashion brand Erigo is very good	0,881	0,950
BI2	In my opinion, the local fashion brand Erigo has a distinctive character image that can differentiate it from its competitors	0,897	
BI3	Erigo is a local fashion brand that is at the forefront compared to its competitors in my perception	0,906	
BI4	I feel that using products from the local fashion brand Erigo can improve social status	0,872	
BI5	I am sure that the local fashion brand Erigo has a good reputation	0,912	
BI6	Local fashion brand Erigo is recommended by famous people so it creates a good reputation in my mind	0,902	

Source: Processed by Researchers (2023)

Based on table 3 which shows the results of the validity and reliability test for brand awareness, it states that the six indicators are declared valid and reliable because the factor loadings value exceeds the value of 0.40 and the Cronbach's alpha value shows a value of 0.945, which is a value that exceeds the value of 0.70.



**Table 3 Brand Awareness Validity and Reliability Test Results**

Item	Indicator	Factor Loadings	Cronbach's Alpha
BAW1	I can imagine (products, designs, colors, etc.) the local fashion brand Erigo	0,902	0,945
BAW2	I know Erigo as a local fashion brand	0,878	
BAW3	I can recognize Erigo easily among other local fashion brands	0,915	
BAW4	The characteristics of the local fashion brand Erigo came to mind quickly	0,874	
BAW5	I can quickly remember marketing activities about the local fashion brand Erigo	0,877	
BAW6	I easily noticed the logo of the local fashion brand Erigo	0,876	

Source: Processed by Researchers (2023)

Based on table 4 which shows the results of the purchase intention validity and reliability test, it states that the six indicators are declared valid and reliable because the factor loadings value exceeds the value of 0.40 and the Cronbach's alpha value shows a value of 0.972, which is a value that exceeds the value of 0.70.

**Table 4 Purchase Intention Validity and Reliability Test Results**

Item	Indicator	Factor Loadings	Cronbach's Alpha
PI1	I have an interest in buying products from the local fashion brand Erigo	0,931	0,972
PI2	If I have the opportunity, I will buy local fashion brand Erigo products in the future	0,939	
PI3	In my opinion, products from the local fashion brand Erigo have good value and are worth buying	0,936	
PI4	If I were given the opportunity to buy one of the products from the local fashion brand Erigo, I would definitely buy it	0,937	
PI5	I am willing to buy products from the local fashion brand Erigo	0,945	
PI6	It is very possible for me to buy products from the local fashion brand Erigo in the future	0,936	

Source: Processed by Researchers (2023)

Based on table 5 which shows the results of the purchase decision validity and reliability test, it states that the six indicators are declared valid and reliable because the factor loadings value exceeds the value of 0.40 and the Cronbach's alpha value shows a value of 0.958, which is a value that exceeds the value of 0.70.



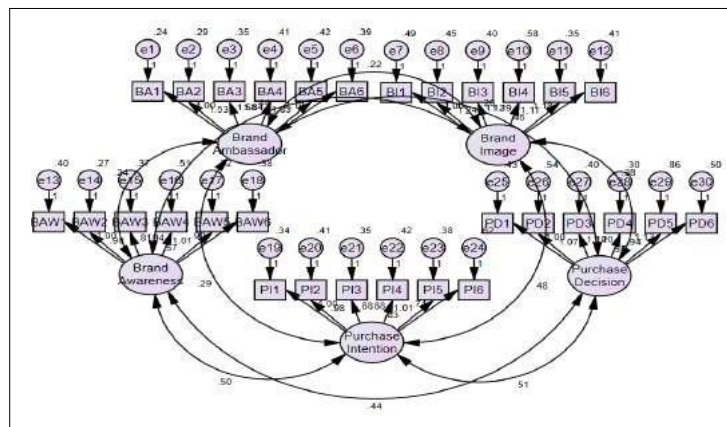
**Table 5 Purchase Decision Validity and Reliability Test Results**

Item	Indicator	Factor Loadings	Cronbach's Alpha
PD1	I will decide to buy a product from the local fashion brand Erigo, influenced by the price of the product offered	0,916	0,958
PD2	Knowing or being familiar with the local fashion brand Erigo made me decide to buy Erigo products	0,924	
PD3	I decided to buy products from the local fashion brand Erigo because I believe in their good quality	0,938	
PD4	An easy payment system is a factor I consider in deciding to purchase products from the local fashion brand Erigo	0,902	
PD5	I decided to buy products from the local fashion brand Erigo because I was influenced by friends or family	0,864	
PD6	I decided to buy Erigo products because Erigo is a local fashion brand that I need	0,918	

Source: Processed by Researchers (2023)

### Model Feasibility Test

The next stage is testing the feasibility of the model used in this research using the help of Analysis of Moment Structure (AMOS) software version 24. The benchmark for whether a research model is good or not is adjusted to the predetermined cut off values, such as Chi-square, Probability, CMIN/DF, RMSEA, GFI, AGFI, TLI, and CFI. If during processing an inappropriate value appears, the research model needs to be modified, the aim of which is to find suitability or conformity of the model with the predetermined values. Figure 2 shows the model before modification or at the beginning.



**Figure 2 Model Before Modification**

Source: Processed by Researchers (2023)

Based on table 6, the data shows that only the RMSEA index complies with the cut off value provisions, while the other indices do not comply. This means that the research model used by researchers cannot be said to be a good latent construct. Therefore, researchers must modify the research model by eliminating several indicators that indicate error. It is hoped that changes in the construct or research model carried out by researchers can make the research model more appropriate.



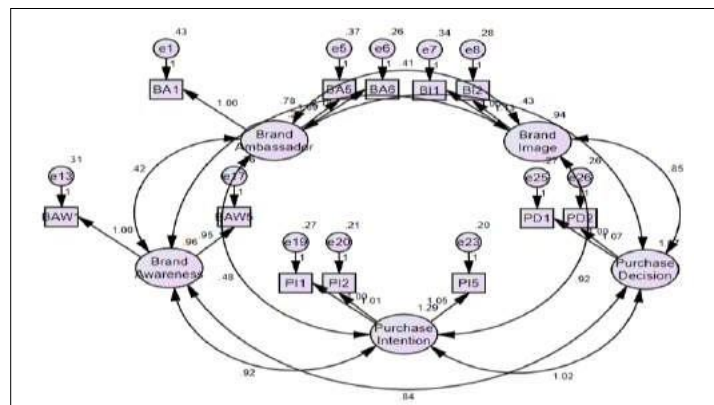


**Table 6 Goodness of Fit Before Model Modification**

Indeks	Cut off Value	Results	Information
Chi – Square	Expected to be small	968,075	Not Appropriate
Probability	$\geq 0.05$	0,000	Not Appropriate
CMIN/DF	$\leq 2.00$	2,451	Not Appropriate
RMSEA	$\leq 0.08$	0,072	Good Fit
GFI	$\geq 0.90$	0,812	Not Appropriate
AGFI	$\geq 0.90$	0,778	Not Appropriate
TLI	$\geq 0.95$	0,939	Not Appropriate
CFI	$\geq 0.95$	0,945	Not Appropriate

Source: Processed by Researchers (2023)

Figure 3 shows the model after modification, the data states that the brand ambassador variable remains with three indicators, namely items BA1, BA5, and BA6. Next, there are two remaining indicators for the brand image variable, namely items BI1 and BI2. In the brand awareness variable there are two remaining indicators, namely items BAW1 and BAW5. There are three remaining indicators for the purchase intention variable, namely PI1, PI2, and PI5, while there are two remaining indicators for the purchase decision variable, namely PD1 and PD2 items.



**Figure 3 Model After Modification**  
 Source: Processed by Researchers (2023)

Based on table 7 which shows the goodness of fit indices after modifying the model, it shows that the research model or construct is in accordance with the cut off value provisions. Chi-square obtained a value of 38.162, probability obtained a value of  $0.286 \geq 0.05$ , CMIN/DF obtained a value of  $1.122 \leq 2.00$ , RMSEA obtained a value of  $0.021 \leq 0.08$ , GFI obtained a value of  $0.976 \geq 0.90$ , AGFI obtained a value of  $0.954 \geq 0.90$ , TLI obtained a value of  $0.998 \geq 0.95$ , and CFI obtained a value of  $0.998 \geq 0.95$ .



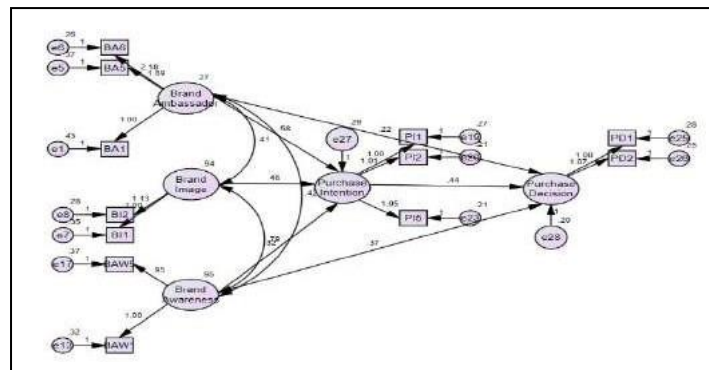
**Table 7 Goodness of Fit Indices After Model Modification**

Indeks	Cut off Value	Results	Information
Chi – Square	Expected to be small	38,162	Good Fit
Probability	≥ 0.05	0,286	Good Fit
CMIN/DF	≤ 2.00	1,122	Good Fit
RMSEA	≤ 0.08	0,021	Good Fit
GFI	≥ 0.90	0,976	Good Fit
AGFI	≥ 0.90	0,54	Good Fit
TLI	≥ 0.95	0,998	Good Fit
CFI	≥ 0.95	0,998	Good Fit

Source: Processed by Researchers (2023)

### Hypothesis Testing

Hypothesis testing is carried out using AMOS version 24. The hypothesis is declared accepted or has a significant effect if the Critical Ratio or C.R.  $\geq 1.96$  and P value  $\leq 0.05$  (Hair et al., 2018). Figure 4 shows the structural model of hypothesis testing.



**Figure 4 Hypothesis Testing Structural Model**

Source: Processed by Researchers (2023)

Based on table 8, which is the result of processed data, it shows that the hypotheses accepted in this research are H1, H2, H3, H5, and H6. This is because some of these hypotheses have C.R. value results which is in accordance with what has been determined or is equal to  $\geq 1.96$  and also a P value  $\leq 0.05$ . Meanwhile, H4 is rejected because the C.R. value and the P value does not reach the specified conformity or is the same as C.R.  $\leq 1.96$  and P value  $\geq 0.05$ .

**Table 8 AMOS Data Processing Estimation Results**

Hypothesis	Independent Variable		Dependent Variable	C.R.	P	Results
H <sub>1</sub>	Brand Ambassador	→	Purchase Intention	3,117	0,002	H <sub>1</sub> Accepted
H <sub>2</sub>	Brand Image	→	Purchase Intention	4,149	***	H <sub>2</sub> Accepted
H <sub>3</sub>	Brand Awareness	→	Purchase Intention	2,717	0,007	H <sub>3</sub> Accepted
H <sub>4</sub>	Brand Ambassador	→	Purchase Decision	1,295	0,195	H <sub>4</sub> Rejected
H <sub>5</sub>	Purchase Intention	→	Purchase Decision	9,709	***	H <sub>5</sub> Accepted
H <sub>6</sub>	Brand Awareness	→	Purchase Decision	3,553	***	H <sub>6</sub> Accepted

Source: Processed by Researchers (2023)



## DISCUSSION

### **The Influence of Brand Ambassadors on Purchase Intention**

Based on the test results presented by researchers in this study in the table above, it can be concluded that hypothesis one (H1) which states that brand ambassadors have a positive and significant influence on purchase intention is **accepted**. This can be seen based on the results of hypothesis testing which shows the C.R. value amounting to 3.117, which is a value greater than the value requirement for C.R. is  $\geq 1.96$  and the probability value (P) is 0.002, which is smaller than the stipulated P value of  $\leq 0.05$ . The results of this research are supported by previous research, such as research conducted by Echeche et al. (2023) who stated the same results in their research that brand ambassadors on Tiktok have a positive and significant influence on the purchase intention of young professionals in San Pedro, Laguna. Apart from that, Mardiani dan Wardhana (2018) in their research also stated that the brand ambassadors used by Bandung Kunafe Cake, namely Irfan Hakim and Ananda Omesh, had a significant influence on purchase intention. Pidada dan Supartyani (2022) in their research which tested the influence of brand ambassadors in the web series "Jejak Rasa" on purchase intention for Sasa products also stated that these two variables had a positive and significant influence.

### **The Influence of Brand Image on Purchase Intention**

Based on the test results presented by researchers in this study in the table above, it can be concluded that hypothesis two (H2) which states that brand image has a positive and significant influence on purchase intention is **accepted**. This can be seen based on the results of hypothesis testing which shows the C.R. value amounting to 4,149, which is a value greater than the value requirement for C.R. is  $\geq 1.96$  and the probability value (P) is 0.000, which is smaller than the stipulated P value of  $\leq 0.05$ . The results of this research are supported by previous research, such as research conducted by Suhud et al. (2022) who tested one of the hypotheses, namely the influence of brand image on purchase intention of waterproof smartphones. The results show that brand image has a significant impact on smartphone purchase intention. The same results were also shown in research conducted by Mao et al. (2020) by testing one of their hypotheses, namely that brand image has a direct influence on purchase intention. Meanwhile, Hien et al. (2020) in their research tested several hypotheses, one of which was the influence of brand image on purchase intention. The results show that brand image has a direct influence on purchase intention.

### **The Influence of Brand Awareness on Purchase Intention**

Based on the test results presented by researchers in this study in the table above, it can be concluded that hypothesis three (H3) which states that brand awareness has a positive and significant influence on purchase intention is **accepted**. This can be seen based on the results of hypothesis testing which shows the C.R. value amounting to 2,717, which is a value greater than the value requirement for C.R. is  $\geq 1.96$  and the probability-statistical (P) value is 0.007, which is smaller than the stipulated P value of  $\leq 0.05$ . The results of this research are supported by previous research, such as research conducted by Tan et al. (2021) that brand awareness influences purchase intention. These results were also shown in the research of Machi et al. (2022) that brand awareness has a significant and positive influence on consumer purchase intention when shopping online. Boonsiritomachai dan Sud-On (2020) in their research also



stated that one of the hypothesis tests, namely brand awareness, has a positive and significant influence on the purchase intention of foreigners who use mobile applications to book hotels.

### **The Influence of Brand Ambassadors on Purchase Decisions**

Based on the test results presented by researchers in this study in the table above, it can be concluded that hypothesis four (H4) states that brand ambassadors have a negative and insignificant influence on purchase decisions or can be said to be **rejected**. This can be seen based on the results of hypothesis testing which shows a (C.R.) value of 1.295, which is smaller than the specified value for C.R. is  $\geq 1.96$  and the probability-statistical (P) value is 0.195, which is greater than the stipulated P value of  $\leq 0.05$ . The rejection of H4 is not in line with several studies that researchers have previously described, namely research conducted by Kuncoro and Windyasaki (2021), Suleman et al. (2023), and Kok et al. (2021) whose results state that brand ambassadors have a positive and significant influence on purchase decisions. However, the results of testing hypothesis four in this study are in line with research conducted by Hera dan Fourqoniah (2023) which stated that brand ambassador Nagita Slavina had no negative and insignificant influence on consumer purchase decisions for MS Glow Beauty Skincare. Apart from that, the same results were also shown in research by Hafilah, Chaer, dan Usman (2019) which stated that brand ambassadors did not have a negative and insignificant influence on Samsung smartphone purchase decisions. Furthermore, Jannah dan Hadita (2022) also stated that the NCT Dream's brand ambassador had no negative and insignificant influence on consumer purchase decisions on Lemonilo. Through previous research which is in line with the results of this research, it is noted that brand ambassadors do not have a positive and significant influence on consumer purchase decisions.

### **The Influence of Purchase Intention on Purchase Decision**

Based on the test results presented by researchers in this study through the table above, it can be concluded that hypothesis five (H5) which states that purchase intention has a positive and significant influence on purchase decisions is accepted. This can be seen based on the results of hypothesis testing which shows the C.R. value amounting to 9,709, which is a value greater than the value requirement for C.R. is  $\geq 1.96$  and the statistical probability (P) value is 0.000, which is smaller than the P value requirement of  $\leq 0.05$ . The results of this research are supported by previous research, such as research conducted by Dapas et al. (2019) also shows one of the hypotheses, namely consumer purchase intention has a positive and significant effect on purchase decisions at the online fashion store Zalora.com. Apart from that, Komalasari, Christianto, dan Ganiarto (2021) in their research also stated that the purchase intention of people who live in Jabodetabek has a significant influence on purchase decisions in e-commerce. Research conducted by Tiwari dan Joshi (2020) also stated the same results in one of the hypothesis tests, namely that purchase intention has a positive and significant influence on the purchase decisions of online shop consumers in India.

### **The Influence of Brand Awareness on Purchase Decisions**

Based on the test results presented by researchers in this study in the table above, it can be concluded that hypothesis six (H6) which states that brand awareness has a positive and significant influence on purchase decisions is **accepted**. This can be seen based on the results of hypothesis testing which shows the C.R. value amounting to 3,553, which is a value greater than the value requirement for C.R. is  $\geq 1.96$  and the statistical probability (P) value is 0.000,



which is smaller than the P value requirement of  $\leq 0.05$ . The results of this research are supported by previous research, such as research conducted by Nofal, Calicioglu, dan Aljuhmani (2020), whose research also shows the results of testing the same hypothesis that brand awareness has a positive and significant influence on purchase decisions caused by advertising. Scoal Network Sites (SNS). The same results are also supported by Dewi, Edyanto, dan Siagian (2020) who state that brand awareness of Pantene products has a significant influence on consumer purchase decisions. In line with these results, the same thing was also stated in research by Mukaromah, Kusuma, dan Anggraini (2019) that brand awareness had a positive and significant influence on purchase decisions for The Body Shop in Bali.

## CONCLUSION

Based on research conducted by researchers on 281 respondents according to the required sample characteristics, it can be concluded that, (H1) brand ambassadors has a positive and significant influence on purchase intention, (H2) brand image has a positive and significant influence on purchase intention, (H3) brand awareness has a positive and significant influence on purchase intention, (H4) brand ambassadors do not have a positive and insignificant influence on purchase decisions, (H5) purchase intention has a positive and significant influence on purchase decisions, and (H6) brand awareness has a positive and significant influence on purchase decisions.

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