

# The Influence of Brand Ambassador toward Purchase Intention of Fila on Social Media

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**Keywords:** Brand Ambassador, Purchase Intention, Social Media.

**Abstract:** The purpose of this study was to determine whether there is a relationship and influence between BTS as brand ambassadors and interest in buying Fila products. This study uses an associative quantitative research method that distributes questionnaires to @filaindonesia Instagram followers and uses SPSS 25 to obtain data process results. The results obtained from this study are that there is an influence and relationship between BTS as brand ambassadors and interest in buying Fila products. The conclusion from this research is that BTS brand ambassadors produce a strong enough relationship and low influence on buying interest in Fila's products.

## 1 INTRODUCTION

The rapid development of technology and information today makes competition between companies increasingly fierce in attracting consumers to choose their products, especially for companies engaged in similar fields. This makes them have to be more creative in making strategies to increase interest in the community. One way that companies do to achieve this is by promoting to a wide audience and adapting products to the target market in order to increase the reputation and consumer awareness of a company, as well as reach a wider range of consumers which can then affect people's buying interest. Therefore, promotion is one of the most important aspects in attracting consumers to convey information about products to consumers tailored to the target market which will later be able to attract new consumers, influence consumers to buy products and form the desired image of buyers so that they attract interest. One of the promotional activities that are generally carried out by companies and brands is cooperating with or inviting brand ambassadors to help achieve the goals desired by the company. The use of celebrities or individuals who are known to the public as brand ambassadors trusted by marketers can be one of the determining factors in influencing what the celebrity says and has a positive influence on consumers (Soniya, 2018) so as to move the masses,

attract attention and consumers. More broadly, brands and companies often hire celebrities or famous people with a good reputation to represent their labels.

Fashion is one of the important sectors in the industry that is endlessly discussed and growing rapidly over time. In Indonesia, as reported by CNBC, the economy in the creative industry sector is strongly influenced by the fashion industry which contributes around 18.01% or 116 Trillion Rupiah (Andrea, 2019). Fashion in Indonesia is developing widely, one of which is in the field of sports. Currently, sports can be said to be one of the lifestyles that are developing in young people. Fashion stylist Caren Delano said that people's passion now is exercising while looking stylish, which is a new global fashion trend today. This can be seen from the high profit selling well-known sports brands that are the people's choice (Tashandra, 2019).

Fila is a company founded by the Fila brothers in 1911 whose products were initially centered on textiles and knitted garments. Fila then started to launch sportswear in 1973 with the F symbol in the box, which then began actively collaborating with athletes by providing sportswear designed to provide a sense of total freedom for its athletes. Fila then developed into a company that provides clothing not only for sports, but also for fashion that always follows trends and times. Seeing from the high and many competitions and the high sales profit of its competitors, Fila made a strategy to be remembered

and increase consumer awareness which in turn could increase buying interest in the wider community, especially Indonesia to buy Fila products. To promote its brand, Fila actively invites several well-known celebrities, one of which is by collaborating with BTS, a South Korean boyband to become the global face and model of Fila products worldwide since October 1, 2019 (Suryandari, 2019).

BTS or Bangtan Sonyeondan or "Beyond The Scene" is a South Korean boy band that debuted in 2013 and has 7 members. This boy band has become a superstar who broke countless global awards and recognition from fans through original self-produced music, best performances and the way to communicate with fans, also known as ARMY. BTS itself also made a positive impact through the LOVE MYSELF campaign and the UN speech "Speak Yourself" and was named one of TIME 100: The Most Influential People Of 2019 (Ibighit, 2021). Due to its popularity and many achievements, BTS has been partnered with several times to become brand ambassadors for several brands, some of which are Puma in 2015, Line, collaborating with the Dior brand in 2019 and many more (Andrea, 2019).

BTS itself has an official Instagram account called @bts.bighitofficial which has 31.2 million followers, which has become the boy band group with the highest number of followers in 2018. In Indonesia, BTS fans, also known as ARMY, are very numerous. This can be seen from BTS' new song "Dynamite" quoted from Koreaboo, Indonesia is located at number one as the country that contributes the most views, with a total viewer of 48.5 million. Seeing the large number of BTS fans from Indonesia, we can find many fanbase accounts on Instagram, some of which have tens to hundreds of thousands of followers. In this fanbase account, they will later provide the latest information regarding BTS, such as the latest songs, the fashion used by BTS members, performances and concerts, and much more. In 2017, Indonesia is said to occupy the first position as the largest number of loyal BTS fans (Permita). Seeing from a series of achievements, the positive image that BTS always brings at all times, making BTS have many fans and great enthusiasm from ARMY (as BTS fans are called), makes fashion company Fila invite BTS to become brand ambassadors and present BTS X product collaborations. Fila which can be the attraction of a company to its consumers, so that it is expected to have an effect on someone's buying interest in Fila products promoted by the boyband BTS.

Seeing the magnitude of competition between sports clothing brands today, companies certainly

need to develop new strategies continuously to attract consumers' attention and make consumers remember related brands and products, thus influencing their buying interest in the end. Like other sportswear brands, Fila also wants to increase awareness of its products to consumers, so Fila invites BTS to become brand ambassadors. With a positive image and a large number of fans, it is hoped that Fila products can be remembered by consumers who are in accordance with the target market which will later affect an increase in buying interest or not.

## 2 LITERATURE REVIEW

### 2.1 Marketing

The definition of marketing or marketing is the process by which companies create value for customers and build strong customer relationships, with the aim of capturing value from customers in return. Today, marketing is not just about selling, but also satisfying customer needs, by becoming a part of consumers' lives and adding to the experience through the brand. If marketers engage consumers effectively, understand their needs and develop products that provide more customer value, price, distribution and promote them well, then the product will sell easily. Marketing is around in several forms, such as old traditional forms and in new forms such as websites, mobile applications, videos and social media. The marketing concept is the achievement of organizational goals depends on knowing the needs and wants of the target market and providing the desired satisfaction better than competitors. The marketing concept itself has a customer-centered "feel and respond" philosophy. The marketing concept is not about finding the right customer for the product, but finding the right product for the customer (Kotler and Ketler, 2016).

### 2.2 Brand Ambassador

A brand ambassador is a well-connected person or celebrity who is used to promote and advertise a product or service. He is a diplomat, representative of an organization, institution or company that best describes a product or service. Brand ambassador is brand face and finger; everything they touch, the brand touches. Brand Ambassadors form the public image of the brand and are used by human companies to convey their message to the public. Nontraditional marketing companies leverage Brand Ambassadors in campaigns to answer questions, engage audiences,

and increase brand awareness. Using a reputable company to supply this type of staff allows the company to retain high-quality applicants who reflect the target demographic in order to reach consumers in the most effective way (Aggarwal, 2009).

Brand Ambassador is an instrument used by companies to communicate and connect with the community, about how they can increase sales (Greenwood, 2013). Brand ambassadors will later provide information about the uses and benefits of a product, as well as provide reasons why consumers should buy the product (Mudzakir, 2018). As the face of a product, it is expected that the brand ambassador has strong knowledge of the product so that he can explain it in every discussion. It is also important for consumers to view brand ambassadors as reliable, trusted and admired figures to create good relationships, because one of the duties of brand ambassadors is to make close relationships with consumers or audiences as natural as possible (11). There are several characteristics of brand ambassadors in VisCAP: (1) Visibility, (2) Credibility, (3) Attraction, (4) Power (Samosir et al., 2016).

## 2.3 Social Media

Oxford University Press explains that social media is defined as an application for users to generate content, share material and take part in social networks (Ahmad et al., 2019). Meanwhile, social media is a medium used by consumers for text, image, sound and videobased information both with other people and companies and vice versa (Kotler and Ketler, 2016). There are some of the most used social media such as YouTube, WhatsApp, Facebook and Instagram. Taking data from We Are Social in Databox in 2019, social media users in Indonesia reached 150 million or about 56% of the total population. Meanwhile, gadget (mobile) social media users reach 130 million or around 48% of the total population.

Instagram is an application that allows users to take photos, videos, apply digital filters and other activities. The name Instagram itself comes from "instant" and "telegram" where instant itself comes from a polaroid camera which at that time was known as instant photos. So Instagram can also display photos instantly, and telegram means a tool that works to provide information to people quickly, such as Instagram which is able to upload photos in fast time with an internet connection so that information can be conveyed quickly (Sendari, 2019).

## 2.4 Purchase Intention

Buying interest is a condition where consumers tend to buy certain products under certain conditions. Buying interest is usually influenced by several factors such as consumer behavior, perceptions and attitudes, where it is very important to understand customer buying behavior which is the key to accessing how they make decisions and evaluate certain products (Fitrianto et al., 2020). The purchase decision consists of five stages: (1) Need recognition, (2) Information search, (3) Alternative evaluation, (4) Purchase decision, (5) Post purchase behaviour (Kotler and Armstrong, 2018).

Based on the background and the concepts used in this research, the following framework is obtained:

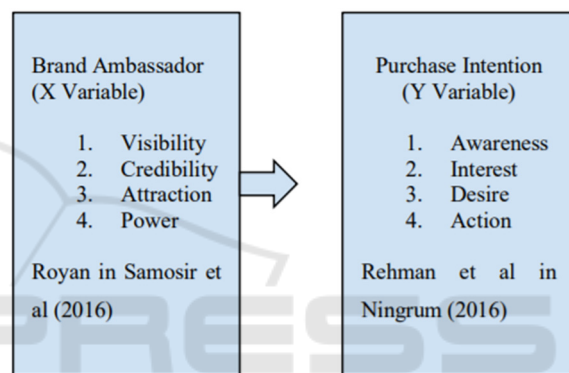


Figure 1: Research design.

## 3 RESEARCH METHOD

The research approach that will be used in this research is a quantitative approach. Quantitative approach is the process of collecting, analyzing, interpreting and writing the results of studies using numbers (Creswell and Creswell, 2018). The quantitative method approach will test objective theories by examining the relationship between variables, where the variables can be measured using numbers that can be analyzed with statistics. This study uses a quantitative approach because it wants to know the influence and relationship between the variables produced by the brand ambassador on buying interest. In addition, every consumer has his own experience with the variables in this study, so it needs limitations to get the results of the study.

The type of research used in this study is associative research. Associative research is a type of research that is asking for the relationship between two or more variables (Sugiyono, 2019). The form of associative research relationship that will be used in

this study is a causal relationship whose relationship is causal, where there are independent variables (influenced variables) and dependent variables (influenced variables). This study uses causal associative research to find out the effect generated by the BTS brand ambassador on the purchase intention of FILA products and the relationship between the BTS brand ambassador and the interest in buying FILA products for BTS fans. The research design that will be used in this study is a survey research method. Survey research provides a quantitative description of the trends, attitudes and opinions of a population, by studying a sample of the population (Creswell and Creswell, 2018). This study uses survey research methods to obtain data and information from respondents regarding topics related to brand ambassadors and buying interest, which are represented by respondents from populations with certain characteristics.

Variables refer to characteristics or attributes of individuals or organizations that can be measured or observed and vary among people or organizations to be studied. Variables that are often measured in research such as gender, age, socioeconomic status, attitudes and behaviors such as racism, social control, political power or leadership. The population in this study has several categories such as Fila Indonesia's Instagram followers, who have an age range of 18 to 35 years, domiciled in Indonesia, who are fans of BTS and have followed BTS's Instagram account. The total population in this study amounted to 78.200 followers who followed Fila Indonesia's Instagram until November 3, 2020.

Because the population must follow certain criteria, the research will use a sampling technique in the form of non-probability sampling. Non-probability sampling is a non-random and subjective sampling technique, where each member of the population does not have the same opportunity to be a sample (Kurniawan and Puspitaningtyas, 2016). The non-probability sampling method has several techniques and what will be used in this study is a purposive sampling technique, where the sampling technique has certain criteria or considerations from members of the population. The considerations that will be used in selecting the sample in this study are BTS fans from Indonesia who have an age range of 18 to 35 years, have an Instagram account and are followers of Fila Indonesia's Instagram, domiciled in Indonesia and follow BTS's Instagram account. The sample was taken from a population of 78.200 followers who followed Fila Indonesia's Instagram until November 3, 2020 using the Slovin Formula which can be calculated by the following formula use

a tolerable error limit of 10%, so the sample size in this study is as follows:

$$n = \frac{78.200}{1 + (78.200)10^2} \quad (1)$$

$$n = 98,7 \quad (2)$$

$$n = 100 \quad (3)$$

## 4 RESEARCH RESULT DISCUSSION

The results of this study indicate that all statement items in the X variable in the form of brand ambassadors and the Y variable in the form of buying interest are declared valid because all questions have an r arithmetic value greater than r table (0.198) so that it can be continued to the next test, namely in this study the reliability.

Table 1: Index Average Percentage of Respondents Answers on Brand Ambassador.

Dimensions	Percentage
Visibility	97%
Credibility	95.1%
Attraction	98.4%
Power	96.4%

Among the four dimensions, the dimension that has the highest average answer index frequency is the Attraction dimension, which is 98.4%. Based on the percentage of answers to the questionnaire, according to Ferdinand (Ferdinand, 2014) this percentage value is included in the high criteria. The statement that has the highest answer index value is "BTS is the idol of the fans," this shows that the respondents agree that BTS is an idol and is very popular with their fans. This can be seen from the large number of fans, both in Indonesia and in other countries. So that it can attract people to buy the attributes they use. The lowest average frequency index for the respondents' answers is the Credibility dimension with 95.1% and shows that the percentage value falls into the medium criteria. The statement that has the smallest index value is "BTS has extensive knowledge regarding FILA brand information", this shows that according to respondents, BTS is not that intense with FILA products.

Table 2: Index Average Percentage of Respondents Answers on Purchase Intention.

Dimensions	Percentage
Awareness	88.7%
Interest	89.9%
Desire	90.6%
Action	88.7%

Based on the results of the average frequency of the index values, respondents agree, they want to have Fila products after seeing BTS using those products, which is an indicator of the Desire dimension. It can be seen that with the presence of BTS as brand ambassadors for FILA products, it makes respondents who see it want to also have the same product they are wearing. While the lowest average frequency index for the respondents answer is Action dimension with 85.4% for the smallest index value is "I have a tendency to buy Fila products after seeing BTS using these products." It means that respondents don't really have a tendency to buy Fila products after seeing BTS using these products.

Table 3: Table of X Variable Reliability Test Results.

Reliability Statistics	
Cronbach's Alpha	N of Items
0.869	16

In the table above, it can be seen that the results of testing the Cronbach's Alpha value for the brand ambassador variable are 0.869. So it can be concluded that the brand ambassador variable is declared reliable, because the data results show  $0.869 > 0.60$ , so the statements in the questionnaire can be continued for further data testing.

Table 4: Table of Y Variable Reliability Test Results.

Reliability Statistics	
Cronbach's Alpha	N of Items
0.868	12

In the table above, it can be seen that the results of testing the Cronbach's Alpha value for the buying interest variable are 0.868. So it can be concluded that the buying interest variable is declared reliable, because the data results show  $0.868 > 0.60$ , so the statements in the questionnaire can be continued for further data testing.

The results of the data above indicate that the normality level is 0.130 which is greater than the

significance level of 0.05, so it can be concluded that the data is normally distributed because  $0.130 > 0.05$  (significance level value).

The results of the Pearson correlation coefficient test which can be seen in the table above are obtained with a numerical value of 0.393. Based on the correlation coefficient table, it is known that there is a low relationship between the Brand Ambassador BTS variables and the purchase intention of FILA products. Both variables have a low correlation with being in the range 0.20-0.399.

Table 5: Table of Normality Test Results with Kolmogorov-Smirnov.

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		103
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Standard Deviation	4.59676607
Most Extreme Differences	Absolute	0.78
	Positive	0.41
	Negative	-0.78
Test Statistic		
Asymp. Sig. (2-tailed)		.130 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data

c. Lilliefors Significance Correction.

Table 6: Table of Test Result of Brand Ambassador Variable Correlation Test with Purchase Interest Variable.

Correlations			
		Purchase Intention	Brand Ambassador
Purchase Intention	Pearson Correlation	1	.393**
	Sig. (2- tailed)		.000
	N	103	103
Brand Ambassador	Pearson Correlation	.393**	1
	Sig. (2- tailed)	.000	
	N	103	103

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Table 7: Table of Regression Analysis Test Results.

Coefficients				
Model	Unstandardized Coefficients		Standardized Coefficients	t Sig.
	B	Std. Error	Beta	
(Constant)	12.459	9.529		1.308 .194
1 Brand Ambassador	.528	.123	.393	4.294 .000

a. Dependent Variable: Purchase Intention

Based on the results of the above data processing will be entered in the regression equation as follows:

$$Y = a + bX \quad (4)$$

$$Y = 12,459 + 0,528X \quad (5)$$

The regression analysis value is 0.528 which can be concluded that every addition to the X variable will give an increase in the value of the Y variable by 0.528. So, it can be concluded from the data above that there is a positive influence between BTS brand ambassadors on buying interest in Fila products. The positive influence can be seen by the higher the value of the variable X, the value of the variable Y will also be higher.

To see the magnitude of the resulting effect between the X variable and Y variable, the coefficient of determination formula is used in the form of:

$$KD = (r)^2 \times 100 \quad (6)$$

Table 8: Table of Coefficient of Determination Test Result.

Reliability Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.393 <sup>a</sup>	.154	.146	4.169
a. Predictors: (Constant), Brand Ambassador				
b. Dependent Variable: Purchase Intention				

$$KD = (0,154) \times 100 \quad (7)$$

$$KD = 15,4 \quad (8)$$

Based on the results of the above calculation, it was found that the influence of the X variable, namely the brand ambassador and the Y variable, namely buying interest was 15.4% and the rest (100%-15.4%) which was 84.6% was a contribution originating from other factors. outside of this research.

Table 9: Table of T-test: the Influence of Brand Ambassador Usage Toward Purchase Intention.

Coefficients				
Model	Unstandardized Coefficients	Standardized Coefficients	t Sig.	
	B	Std. Error	Beta	
(Constant)	12.459	9.529		1.308 .194
1 Brand Ambassador	.528	.123	.393	4.294 .000
a. Dependent Variable: Purchase Intention				

Hypothesis:

- Ho1: There is no influence between brand ambassador usage toward purchase intention of Fila
- Ha1: There is influence between brand ambassador usage toward purchase intention of Fila
- Ho2: There is no relationship between brand ambassador with toward purchase intention of Fila
- Ha2: There is relationship between brand ambassador usage with purchase intention of Fila Decision making basis:
- If Sig. < 0.5 then Ha is accepted
- If Sig. > 0.1 then Ho is accepted Decision making with the value of t count and t table:
- If t count > t table, then Ha is accepted
- If t count < table, then Ho is rejected

Based on the results of the analysis obtained with the help of SPSS 25, it can be seen that the value of Sig. The brand ambassador variable is 0.000 < 0.05. If it is seen on the basis of decision making on the hypothesis, the value of Sig. < 0.05 so Ha is accepted and Ho is rejected.

The results showed that all statements from variable X in the form of brand ambassadors and variable Y in the form of buying interest which were tested for validity had valid results because they met the requirements, in the form of the calculated r value obtained greater than r table, namely 0.198 so it can be said that all statements on the questionnaire distributed can be used for further research.

Furthermore, the reliability test that has been carried out shows that the Cronbach's Alpha value in the statements of the variables X and Y has a value greater than 0.60, so it meets the reliable requirements and can be used for further research. In the results of normality research, it can be seen that the two variables, in the form of variables X and Y, meet the requirements of the normality test, where the significance value is greater than 0.5 so that the data can be said to be normally distributed.

Correlation test was conducted to measure the relationship between two variables in this study, namely between variables X and Y variables. The results obtained were 0.393 which can be concluded that there is a less strong relationship between X and Y variables. Promotional strategies using brand ambassadors do not always provide a positive relationship. which is significant, as can be seen in the journal Effect of Celebrity Endorser and Sales Promotion on Brand Excellence and Its Influence on

Interest in Buying Honda Beat Motorcycles, where the correlation or relationship between brand ambassadors and purchase intention is 33.9%. There are several other factors that can influence buying interest, which can be seen from the journal *The Effect of Service Quality and Promotion of Relaxister Sleepwear on Online Purchase Interest*, that promotion and service quality provide a significant relationship to buying interest, which is 70% or 0.700 which means it is strong or positive (Budianto and Antonio, 2018). There are also other factors, such as in the journal *The Effect of ECommerce Brand Image on Consumer Buying Interest (Survey on Tokopedia Customers)*, where brand image in e-commerce that is able to influence consumer buying interest is 0.836 which means it has a very strong relationship (Wijaya and Oktavianti, 2018). Another factor that can also influence buying interest is through marketing communications. In the research journal *The Effect of Marketing Communication on Product Purchase Interest of PT. INDOFOOD CBP Sukses Makmur Bitung* explains that marketing communication is able to provide a significant relationship to buying interest, which in this study obtained a correlation coefficient of 67% which means it has a strong relationship (Moniaga et al., 2017).

In the T test, it can be seen that the significance value obtained is  $0.000 < 0.05$ . So, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, where it can be concluded that there is an influence and relationship between the variables X and Y. the influence and relationship between the BTS brand ambassador variable on buying interest in FILA products. In simple regression analysis, it can be seen that the value of  $Y = 12.459 + 0.528X$ , which can be concluded that every additional value in the X variable will give an additional value of 0.528 to the Y variable. So if there is a positive increase in the X variable it will affect the Y variable.

## 5 CONCLUSION

Based on the results of the research that has been done, it can be concluded that there is an influence generated by the brand ambassador on buying interest which is quite low, which is 0.393. And there is a positive relationship generated by the brand ambassador on buying interest, where the result is 0.528. So if there is a positive increase in the X variable, namely the brand ambassador, it will affect the Y variable, namely buying interest positively.

This research is expected to be used or continued for further research, using other methods such as

qualitative methods in order to dig deeper into the use of brand ambassadors in increasing buying interest in a company. Further research can use several other complementary variables such as promotion, price, service quality, brand image and marketing communication so that it can provide further research results in a more complete and detailed manner that can be used by a company in increasing purchase intention.

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