

The Influence of Advertising Creativity, Advertising Attractiveness, Brand Ambassador Credibility, and Trust on Purchase Intention in The Tokopedia Application (Study of Ads: *Selalu Ada, Selalu Bisa*)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Kreativitas Iklan, Daya Tarik Iklan, Kredibilitas Brand Ambassador, dan Kepercayaan terhadap minat beli di Aplikasi Tokopedia. Peneliti menggunakan metode kuantitatif dan menggunakan Teknik Non-Probability sampling yang ditentukan berdasarkan sampling purposive. Pengambilan sampel berasal dari 100 responden Mahasiswa Manajemen UMG angkatan 2018-2021 dengan menyebarkan kuesioner. Pengujian menggunakan metode SPSS, dan pengujian analisis menggunakan uji instrumen, uji asumsi klasik, dan uji hipotesis. Hasil menunjukkan bahwa kreativitas iklan, daya tarik iklan, kredibilitas brand ambassador dan kepercayaan berpengaruh positif dan signifikan terhadap minat beli di aplikasi Tokopedia.

Kata Kunci: Kreativitas, Iklan, Daya Tarik, Kredibilitas, Kepercayaan, Minat beli

ABSTRACT

This study aims to determine the effect of Advertising Creativity, Advertising Attractiveness, Brand Ambassador Credibility, and Trust on buying interest in the Tokopedia application. Researchers used quantitative methods and used Non-Probability sampling technique which was determined based on purposive sampling. Sampling came from 100 respondents of UMG Management Students class 2018-2021 by distributing questionnaires. Tests using the SPSS method, and analysis testing using test instruments, classical assumption tests, and hypothesis testing. The results show that advertising creativity, fish attractiveness, relying on brand ambassadors and trust have a positive and significant effect on buying interest in the Tokopedia application.

Key words: Advertising, Creativity, Attractiveness, Credibility, Trust, Purchase Intention.

INTRODUCTION

Based on the databox, by Iprice research Tokopedia is e-commerce with 147.8 million visitors visiting the Tokopedia website, second place followed by shopee with 127 million visitors, the next ranking is Bukalapak with 29.5 million visitors, then blibli with 18.4 million visitors, 7 million Bhinneka, orami 6.3 million, ralali 5.1 million, JD.ID 3.8 million and the last order Zalora with 3.4 million visitors (source: katadata.co. en, 2021). The data shows that consumers' interest in visiting the web is very high. The e-commerce is the favorite transaction for most young people

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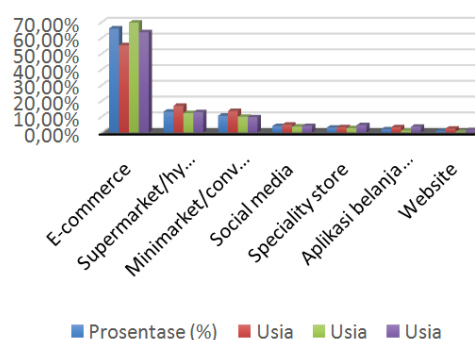


Figure 1. Trend Shopping E-commerce Dominated by Young People

Figure 1 shows that trend spending of e-commerce seems to be higher, contributed by generation Z and Millennials. Based on UMN Consulting 's 2021 research, which is an independent advisory and research institute specializing in research on markets and other consumer behavior, the research involving 1,321 respondents aged 18-24 throughout Indonesia showed that 66.09% of respondents chose e-commerce and mostly dominated by generation Z and Millennials of 69.72% aged 18-22, and 63.59% aged 23-24.

Mini research was carried out by researchers with 50 management students from class 2018-2021 as respondents, as many as 35 students were active users of Tokopedia, and the following are the results of mini research on buying interest of active management students at Muhammadiyah Gresik University class of 2018-2021:

Table 1:Percentage of Buying Interest in the Tokopedia Application for UMG Active Students Batch 2018-2021

Interest in Buying E-Commerce Tokopedia	Yes	No
Respondents are always looking for as much information as possible about Tokopedia.	70%	30%
The online shopping trend of respondents is Tokopedia as the main choice.	64%	18%
Respondents voluntarily recommend Tokopedia to those closest to them	36%	14%
Respondents always want to buy Tokopedia products.	34%	16%

In table 1 above, it is found that 70% of students are always looking for information about Tokopedia, then it is found that 64% of student shopping trends are Tokopedia as the first choice, and as many as 36% of students voluntarily recommend Tokopedia to those closest to them. Whereas 34% of students always want to buy Tokopedia products, and the rest is only 16%. This indicates that Tokopedia is still an idol and the tendency online of management students

Trend shopping online is increasingly in demand, making e-commerce vying to create creative and innovative advertisements as a marketing communication tool that can attract buying interest for potential consumers. The advertising slogan *#Selalu Ada, Selalu Bisa* be on Tokopedia which is campaigned through the WIB (Indonesian Shopping Time) program, every 25th-until the end of the month by providing discounts, cashback, free shipping, in each product category. Huge discounts, unlimited free shipping or the best offers are the main attraction for every program presented by Tokopedia.

The increasing spread of Korean pop culture worldwide has made trend in promotional strategies to support advertising in many companies, one of which is Tokopedia.election of BTS as brand ambassadors from 2019-present, is inseparable from the strong influence of its members. This choice has been proven because the monthly shopping festival “*Waktu Indonesia Belanja*” (WIB) Tokopedia, which took place on Wednesday, 29 July 2020, reaped high interest. Tokopedia was visited more than 100 million times in just 5 days, namely 25-29 July 2020, more than 5,000 items were sold every minute during the event. (source: *lifestyle.bisnis.com*, 2021).

Incredible enthusiasm from the Tokopedia 2020 WIB (Indonesian Shopping Time) shopping festival program. Making Tokopedia committed to providing derivative programs from the *# Selalu Ada, Selalu Bisa* to provide the best offers every 25th-end of the month. That was proven in January 2021 BTS was again appointed as brand ambassadors. Apart from that, Tokopedia also announced the appointment of a global mega star from South Korea, namely Blackpink, as another Tokopedia brand ambassador.

The collaboration between the two was accompanied by levels of visits to Tokopedia which managed to overtake Shopee in the first quarter of 2021. Based on Good Stats data, by Iprice research. Total website visits Tokopedia

was in the top ranking position from January 2021 to March consecutively, Q1 counted 135,076,700 visits per month, then in Q2 it reached 147,790,000 visits per month, and in Q3 it reached its peak of 158,136,700. The number of visits to the Tokopedia platform increased after the announcement of two brand ambassadors, namely BTS and Blackpink in January 2021. Both of them appeared on the Indonesia Shopping Time (WIB) TV Show which is held at the end of each month.

BTS or Beyond the Scene is currently the most popular South Korean idol boy group and has won many national and international music awards such as the biggest music award Billboard Music Award and American Music Award. In addition, BTS is the first Korean artist to rank first on the Billboard Hot 100 and Billboard 200, where the Billboard Hot 100 ranks songs based on their popularity in the US. Meanwhile, the Global 200 displays the most popular songs globally based on sales and streaming data from more than 200 regions. BTS has made a good impact on the world through the Love Yourself campaign activities and is again trusted to give the speech "Life Goes On" at the United Nations in 2020. Based on the achievements achieved by BTS above, advertisers take advantage of the value of credibility (trust) by selecting endorsers who are widely trustworthy, honest, and reliable.

Based on the jakpat special report e-commerce survey 1st semester of 2021, it shows that consumer confidence in Tokopedia is very good. Tokopedia's satisfaction level is at the 4.41 level from a scale of 1-5, Shopee's satisfaction level is at the 4.38 level, and Bukalapak, which has just had a successful IPO, has a satisfaction level of 4.2 out of 204 respondents.

Jakpat also said that Tokopedia's NPS figure was 49% of 567 respondents. This illustrates that around 49% e-commerce Tokopedia. There are three categories of responses in the NPS, namely promoters who provide recommendations to other consumers. Then passives who do not behave and

detractors are types of respondents who do not provide recommendations. (source: finance.detik.com, 2021).

Trend of shopping in online (e-commerce) where you see the products offered through pictures, videos that you see through advertisements and you can't see the products directly, whether the products sent are in accordance with the promises offered, or the pictures and videos that are displayed. Therefore, the trust factor is a factor that causes consumers to believe or not to a brand. Previous studies have been conducted by Andini and Lestari (2021) showing that brand ambassadors have no significant effect on purchase intention, while Johannes and Siagian's research. (2021), stated that brand ambassadors have a partially significant effect on the purchase intention variable.

In Akmal's research (2020), the results of the study show that creativity has a positive and significant effect on purchase intention, while the attractiveness of the #Mau in Guarantee advertisement has no effect on purchase intention. In Shinta's research (2020), the attractiveness of advertising campaigns has a significant influence on the variable of buying interest. Therefore, the variables above are important to study, using a quantitative approach, while for the variables creativity and trust are used as the dominant variables because they have the strongest determination on purchase intention, for this reason the author wants to propose the title "the influence of advertising creativity, advertising attractiveness, credibility brand ambassador, and trust in buying interest in the Tokopedia application (Study of Ads #*"Selalu Ada Selalu Bisa"*)

LITERATURE REVIEW

Advertising Creativity

Moriarty et al (2011:432), advertising messages to be conveyed must be creative and attractive. Creative advertising is not merely creating something unusual or strange, advertising must have a positive relationship

with the target consumer (connection element), provide information or reflect brand positioning strategies (fit element), so that advertising can be said to be creative only if the advertisement are interconnected and appropriate, Shimp (2014: 220).

Beyond being creative, when an ad is original, unique, fresh, unexpected, easy to remember, easy to understand, believable and impressive it will make the target audience to always remember and change their perception/opinion/attitude about the brand and leave a lasting impression, when the ad already attached, it will build interest in consumer buying interest and audience curiosity, to find out more about the products offered, Shimp (2014: 220). consumer buying interest online-shop supports advertising creativity having a positive and significant effect on online buying interest.

H1: Advertising creativity has a significant effect on purchase intention on the Tokopedia Application.

Advertising Attractiveness

Schnurr et al (2017), attractive and creative advertisements are expected to provide advertising appeal or power of impression to attract audiences. Kotler and Armstrong (2012: 466) state that an attractive advertising appeal is an advertisement with meaningful characteristics, advertisements that are credible, and have unique features. Advertising appeals include rational and emotional advertising appeals.

Marhadi, Sulistyowati, and Nursanti (2014) rational appeal is advertising by emphasizing certain characteristics of the product, focusing on certain traits or qualities that exist in the product or service. Meanwhile, Baines (2013) emotional advertising appeals come from the emotions and feelings of consumers. Advertising appeals are very important because they offer positive stimuli to increase consumer buying interest motivation. Another study was conducted by Anggraeny and Andarini (2021), supporting that the

attractiveness of advertisements partially and simultaneously influences purchase intention on the online shopping site Tokopedia.

H2: Advertising attractiveness has a significant effect on buying interest in the Tokopedia Application

Credibility Brand Ambassador

Shimp (2014: 260), a celebrity gains audience trust through his life professionally and personally, as expressed by the general public through the mass media. Shimp (2014: 261), suggests the second aspect of credibility is expertise. Refers to the knowledge, experience or skills possessed by an endorser relating to the endorsed brand. In this case, because of the background, as well as the experience or skills and knowledge brand ambassador towards Tokopedia which has and forms a positive spirit in accordance with the millennial target market with the Tokopedia products offered.

Megayani (2022), regarding the influence BTS brand ambassadors having the same confidence interval as brand ambassadors on Tokopedia's buying interest, where both of them became Tokopedia's brand ambassadors. It can be said that brand ambassadors of BTS and Blackpink have the same effect on purchase intention and have a positive relationship between the brand ambassador credibility variable on purchase intention.

Shimp (2014: 261), physical attractiveness is another dimension of brand ambassadors. Celebrities who are chosen are more than physical attractiveness seen by consumers as brand ambassadors, but are tasked with introducing products with all the abilities they have, such as intellectual skills, personality traits, lifestyle characteristics, athletic prowess, and so on. Research conducted by Kinasih (2020), concerning the influence of the attractiveness, expertise, and trust of celebrity endorsers on consumer buying interest for wardah products in the city of Surakarta has a positive influence on consumer buying interest.

At its level, the attractiveness of brand ambassadors can be divided into two dimensions, according to Shimp (2014: 260) the respect dimension is the quality that is liked or admired and even valued because of its quality and achievements. Furthermore, the dimension of similarity to celebrity personality (similarity), the extent to which the celebrity matches the audience in terms of characteristics related to support relationships such as age, gender, ethnicity, etc. Another research conducted by Hendayana and Afifah (2020), partially the brand ambassador and Korean wave variables have a positive and significant effect on purchase intention.

H3: Brand ambassador has a significant effect on purchase intention on the Tokopedia Application.

Trust

Siagian and Cahyono (2014), trust is a belief from one party regarding intentions and behavior directed at the other party, thus consumer trust is defined as a consumer expectation that service providers can be trusted or relied upon in fulfilling their promises.

Kotler and Keller (2016: 225), Benevolence Is a dimension of trust to behave well towards consumers, where the seller's willingness to provide satisfaction to customers, from the seller's side not only seeks maximum profit, but also always tries to satisfy customers.

Kotler and Keller (2016: 225), with the ability to provide guarantees of satisfaction and security when making transactions will affect the increase in consumer confidence in buying interest. In addition, another dimension of trust according to Kotler and Keller (2016: 225) is integrity, how much consumer confidence in the seller's honesty to maintain and fulfill promises to consumers, then the level of trust is willingness to depend, consumers will depend on the seller by accepting the risks or consequences negative happened.

Sukaris et al (2018), the more consumers trust an account, the more there is no rejection of information in that account. Information, promotions, and specifications that are presented get the attention of consumers will be well received. Osaze (2021) conducted another study that supports the variable trust in buying interest in Tokopedia, which states that trust has a positive and significant effect on consumer buying interest on the Tokopedia.com site in Jakarta.

H4: Trust has a significant effect on buying interest in the Tokopedia Application.

METHOD

Researchers used quantitative research. The sample in this study were Management Students Class of 2018-2021 UMG. By collecting data, they distributed questionnaires directly via the Google form. Sampling used is by using non-probability sampling technique which is determined based on purposive sampling, namely the technique of determining the sample with certain considerations. In this study, the criteria set for selecting prospective respondents were Management students at Muhammadiyah Gresik University Class of 2018-2021 who had and used the online Tokopedia.

RESULTS

The Effect of Advertising Creativity on Purchase Intention in the Tokopedia Application

The results of this study indicate that the variable of advertising creativity has a significant effect, meaning that when advertising creativity is increased it will have a significant effect on purchase intention. The more creative advertising is enhanced, it will further increase consumer buying interest.

The Effect of Advertising Attractiveness on Purchase Intention in the Tokopedia Application

The results showed that the attractiveness variable of advertising significantly influences

purchase intention, meaning that when the attractiveness is increased, the purchase intention will also increase.

Credibility Brand Ambassador on Purchase Intention in the Tokopedia Application

The results showed that the brand ambassador has a significant effect on purchase intention, which means that the more credibility the brand ambassador, the buying interest also increases.

The Effect of Trust on Purchase Intention in the Tokopedia Application

The results showed that the variable of trust has a significant effect on purchase intention, which means that when trust is increased, purchase intention will also increase.

CONCLUSSION

Based on the results of the discussion and interpretation of the results, it can be concluded as follows: Advertising creativity has a significant effect on purchase intention on the Tokopedia application, advertising attractiveness has a significant effect on purchase intention on the Tokopedia application, and brand ambassador has a significant effect on purchase intention on Tokopedia application.

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