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# The Influence Of Brand Ambassador, Tagline, WOM, Tangible And Assurance On Purchasing Decisions At Shopee Among Housewives In Jember Regency

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evidence and references from previous buyers before they make purchasing decisions. The sig value of WOM and tangible is 0.000 and this value is below the probability value of 0.05, meaning that there is indeed a significant influence. The calculated sig F value is also worth 0.000 and this value is below the probability value of 0.05, which means that simultaneously the five independent variables influence the dependent variable on purchasing decisions.

**Keywords:** WOM; Tangible ; Shopee; Housewife; Jember.

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## INTRODUCTION

Jember is a district in East Java, Jember is famous as a tobacco producing city and is also famous as a carnival city, namely JFC (Jember Fashion Carnival). There is an interesting phenomenon in the city of Jember if we relate it to the development of information technology, especially in the e-commerce sector. Jember has many online traders and these are generally done by housewives and they actually buy products to be resold by using marketplaces such as Shopee. Shopee itself is very well known as a marketplace application that is widely used in Indonesia, including in Jember. Many previous studies have examined consumer purchasing decisions in marketplaces such as Shopee, Tokopedia and so on.

In terms of similarities between this research and previous research, many of them lie in the use of several of the same variables, such as Brand Ambassador, Tagline, WOM, Tangible and Assurance. In order to bring up the latest in this research, here are several previous studies that have been published, including: [1]. Whose research aims to determine purchasing decisions on Tokopedia, the research population is all Tokopedia users throughout DKI Jakarta.[2].Research aims to determine purchasing decisions on Tokopedia, the population of this study is teenagers aged 12 years to 22 years old.[3].Research aims to determine purchasing decisions on Shopee, the population is Shopee users who know K-Pop brand ambassadors.[4].Research aims to determine purchasing decisions on Tokopedia, the population in this study are students majoring in management, Faculty of Economics, Gorontalo State University.[5].Research aims to determine purchasing decisions at Shopee, the population in this study are STIAMI Institute students.

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Referring to the 5 most updated articles, the novelty of this research lies in the research object, namely the respondents are housewives in Jember district with a sample of only 60 respondents and these respondents represent each sub-district in Jember district. The aim of this research is very clear, namely to determine the partial and simultaneous influence of the independent variables mentioned previously on the dependent variable on purchasing decisions. This research wants to find out which food variables most influence housewives' decisions to buy at Shopee.

## METHOD

The design of this research is a survey using Google Form where respondents can fill out the questionnaire quite easily using the smartphone they own. In detail, the questionnaire will initially be sent to each sub-district where the researcher asks for help from officers in the sub-district to send a soft copy of the questionnaire via Google form to 2 Shopee users in their sub-district. In Jember there are 31 sub-districts so two respondents multiplied by 31 becomes 62 respondents. The researcher only used 60 questionnaires to be processed because 2 questionnaires had problems in filling them out, namely that the respondents filled them in without reading them properly and just checked or selected everything on a liker scale at number 1. After all the data was tabulated, the researcher carried out data processing.

Sugiyono (2016) population is a generalized area that includes objects or subjects with certain qualities and characteristics that have been determined by researchers to be studied and then drawn conclusions. The population in this study were all housewives who use Shopee in Jember. The sample was 60 respondents with the criteria 1. Women who have been married and are legally registered 2. Domiciled in Jember Regency 3. Have the Shopee application 4. Have shopped at Shopee. Data collection methods in this research were questionnaires, observation and literature study. This research uses a Likert scale as a measurement scale.

Instrument data testing begins with validity and reliability tests. Then proceed with the classical assumption test including the normality test, multicollinearity test and heteroscedasticity test. Then proceed with multiple linear regression analysis, determination test and ends with hypothesis testing which contains the t test and F test.

## RESULTS AND DISCUSSION

Based on the results of a questionnaire of 60 respondents, the results of the validity test showed that all statements for each variable, both independent and dependent, were declared valid because  $r \text{ count} > r \text{ table}$ .

In this research, reliability testing was carried out on 60 respondents with the condition that the alpha value exceeds 0.60, then the variable statement is reliable and if it is less than 0.60, the statement is considered unreliable. [6]. The results of the reliability test show that all variables are said to be reliable because the alpha value is  $0.876 > 0.60$  so that these items are suitable for use as measuring tools.

Based on the results of the Kolmogorov-Smirnov test, it can be concluded that the value of Asymp. Sig (2-tiled) is 0.412 which states that none of the variables show a value less than 0.05, so it can be said that all variable data is normally distributed.

Based on the test results, it is known that the Tolerance value of the brand ambassador variable (X1) is  $0.339 > 0.10$ ; tagline variable (X2)  $0.890 > 0.10$ ; WOM (Word of Mouth) variable (X3)  $0.176 > 0.10$ ; tangible variables (X4)  $0.458 > 0.10$ ; and assurance variable (X5)  $0.154 > 0.10$ . Shows that all variables have a Tolerance value  $\geq 0.10$  and a VIF value  $\leq 0.10$ . It can be said that all independent variables in this study did not experience multicollinearity.

If the P value is more than 0.05, it is not significant, it means that there is no heteroscedasticity, which means that the regression model in the research passes the heteroscedasticity test. Based on the results of the questionnaire to 60 respondents, the following heteroscedasticity test results can be obtained.

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.799	1.037		-1.736	.088
Brand Ambassador	.022	.059	.080	.370	<b>.713</b>
Tagline	.105	.043	.325	2.434	<b>.068</b>
WOM	.083	.054	.462	1.538	<b>.130</b>
Tangible	.012	.044	.051	.272	<b>.787</b>
Assurance	-.087	.081	-.345	-1.076	<b>.287</b>

a. Dependent Variable: RES\_2

### Multiple linear regression analysis

The constant value (a) has a positive value of 0.285. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable. This shows that if all the independent variables which include Brand Ambassador (X1), Tagline (X2), WOM (X3), Tangible (X4) and Assurance (X5) have a value of 0 percent or have not changed, then the Purchase Decision value is 0.285.

The regression coefficient value for the Brand Ambassador variable (X1) has a positive value of 0.119. This shows that if Brand Ambassador experiences an increase of 1%, then Purchase Decisions will increase by 0.119 assuming other independent variables are considered constant. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable. For the other variables the explanation is the same except for assurance because it has a negative sign.

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.285	2.268		.126	.900		
Brand Ambassador	<b>.119</b>	.130	.107	.914	.365	.339	2.951
Tagline	<b>.021</b>	.095	.016	.226	.822	.890	1.124
WOM	<b>.505</b>	.119	.689	4.251	.000	.176	5.682
Tangible	<b>.486</b>	.097	.505	5.025	.000	.458	2.183
Assurance	<b>-.270</b>	.176	-.265	-1.533	.131	.154	6.478

a. Dependent Variable: Buying Decision

The coefficient of determination measures the extent of the independent variable's ability to explain variations in the dependent variable.[7]. The coefficient of determination has a value between 0 and 1. If the coefficient of determination is close to 0, it means that there is only a small amount of the dependent variable that is explained by the independent variable. Meanwhile, if the coefficient of determination is close to 1, then there are many dependent variables explained by the dependent variable. Then if the coefficient of determination is equal to 0, then the dependent variable cannot be explained by the independent variable.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.866 <sup>a</sup>	.750	<b>.727</b>	.729

a. Predictors: (Constant), Assurance, Tagline, Tangible, Brand Ambassador, WOM

b. Dependent Variable: Buying Decision

According to Ghozali the t test is used to determine the effect of variables independent of the dependent variable partially (individually). T test on This research was conducted with the condition that if the sig value.  $< 0.05$ , or  $t \text{ count} > t \text{ table}$ , then there is an influence of variable X on Variable Y and if the value is sig.  $> 0.05$ , or  $t \text{ count} < t \text{ table}$ , then there is no influence of variable X on variable Y. [7]

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a. Dependent Variable: Buying Decision

The F test (simultaneous) on the linear regression model aims to find out whether there is whether or not the influence is simultaneous (together) given by the independent variable (X) to the dependent variable (Y), provided that if the value is sig.  $< 0.05$ ,  $f \text{ count} > f \text{ table}$ , then there is a simultaneous influence of variable X on variable Y and if the value Sig.  $> 0.05$ ,  $f \text{ count} < f \text{ table}$ , then there is no influence of variable X simultaneously to variable Y.

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86.183	5	17.237	<b>32.468</b>	.000 <sup>b</sup>
	Residual	28.667	54	.531		
	Total	114.850	59			

a. Dependent Variable: Buying Decision

b. Predictors: (Constant), Assurance, Tagline, Tangible, Brand Ambassador, WOM

### Partial Influence of Brand Ambassador on Purchasing Decisions

This research shows that the sig. brand Ambassador (0.365)  $>$  standard sig value. (0.050), and brand ambassador's t count (0.914)  $<$  t table (2.005). So the brand ambassador variable (X1) has no partial effect on the purchasing decision variable (Y). The facts in the field were very surprising, many respondents stated that they bought not based on the artist who was the brand ambassador, but based on real evidence of quality goods or physical materials or references from study friends and so on, which were very trustworthy.

### Partial Influence of Taglines on Purchasing Decisions

This research shows that the sig. tagline (0.822)  $>$  standard sig value. (0.050), and t tagline count (0.226)  $<$  t table (2.005). So the tagline variable (X2) has no partial effect on the purchasing decision variable (Y). Respondents said that for them taglines had little influence in determining purchasing decisions, they stated that they prioritize evidence, not just words or promotional words. The most important thing for respondents in making purchases on Shopee is the real evidence that appears before their eyes.

### Partial Influence of WOM on Purchasing Decisions

This research shows that the sig. WOM (0.000)  $<$  standard sig value. (0.050), and t calculated WOM (4.251)  $>$  t table (2.005). So the WOM variable (X3) partially influences the purchasing decision variable (Y).

### Partial Influence Tangibles on Purchasing Decisions

This research shows that the sig. tangible (0.000)  $<$  standard sig value. (0.050), and tangible t count (5.025)  $>$  t table (2.005). So the tangible variable (X4) partially influences the purchasing decision variable (Y).

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### Partial Infulence Assurance on Purchasing Decisions

This research shows that the sig. assurance (0.131) > standard sig value. (0.050), and t calculated assurance (- 1.533) < t table (2.005). So the assurance variable (X5) does not have a significant effect on the purchasing decision variable (Y). Respondents said that Shopee can be trusted, even very trustworthy, if there is a shop with problems, Shopee will close it, but for housewives, it's not just a guarantee, they said they are more confident with real physical evidence, for example clothing products, of course you have to look at it first, not just look at the picture, references from friends and after that looking at their physical appearance is the main thing in determining a purchase at Shopee.

### Simultaneous Influence of Brand Ambassador, Tagline, WOM, Tangible, and Assurance on Purchasing Decisions.

The results of the comparison of F table and F Calculation as well as the comparison of the sig value with the value @ 5% show that simultaneously these five variables have a significant influence on purchasing decisions.

## CONCLUSION

Based on the results of research and discussion regarding the influence of brand ambassador, tagline, WOM (Word Of Mouth), tangible and assurance on purchasing decisions at Shopee among housewives in Jember Regency, it can be concluded that brand ambassador (X1), tagline (X2), assurance (X5) has no partial effect on purchasing decisions (Y) while WOM (Word of Mouth) (X3) and tangible (X4) have partial effects on purchasing decisions (Y) and for the five variables, namely brand ambassador (X1), tagline ( X2), WOM (X3), tangible (X4) and assurance (X5) show that simultaneous influence on purchasing decisions (Y).

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