

THE INFLUENCE OF BRAND AMBASSADOR, BRAND IMAGE AND BRAND LOYALTY ON PURCHASE DECISIONS ON THE TOKOPEDIA MARKETPLACE

Serlly Meliayunita¹, Janfry Sihite²

¹²Study Program Management, Economy and Business Faculty, Universitas Mercu Buana
Jl. Raya Meruya Selatan, Kembangan, Jakarta 11650

serlymeliayunita12@gmail.com

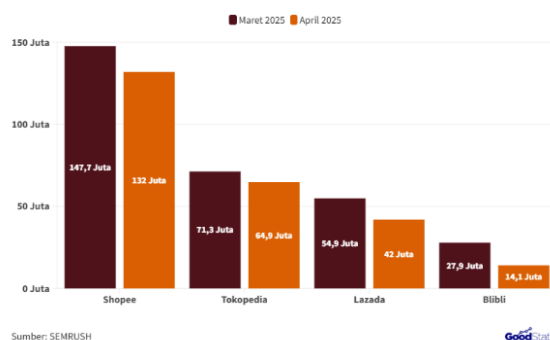
Abstract – This study examines the effects of brand ambassador, brand image, and brand loyalty on purchase decisions among Generation Z users of the Tokopedia marketplace in East Jakarta. Consumer-based brand equity provides the theoretical perspective for integrating the three predictors. A causal quantitative design was applied to 230 respondents selected through purposive sampling. Data were collected through a five-point Likert-scale questionnaire distributed via Google Forms and analyzed using partial least squares structural equation modeling in SmartPLS 4.1. The measurement model satisfied the requirements for convergent validity, discriminant validity, and internal consistency. The structural model explained 62.6% of the variance in purchase decisions and demonstrated predictive relevance ($Q^2_{\text{predict}} = 0.613$). Brand image had the strongest positive effect ($\beta = 0.410$; $p < 0.001$), followed by brand ambassador ($\beta = 0.329$; $p < 0.001$), while brand loyalty had the smallest but significant effect ($\beta = 0.157$; $p = 0.004$).

Keywords: Brand Ambassador, Brand Image, Brand Loyalty, Purchase Decision, Consumer-Based Brand Equity

INTRODUCTION

With the swift advancement of information technology, electronic commerce has become an online service that can be utilized to accelerate and improve the sales process (Kedah, 2023). Although e-commerce serves as a platform for online buying and selling activities, it encompasses several forms, including marketplaces such as Tokopedia, Shopee, and Blibli. Connectivity between sellers and buyers has become faster and easier, enabling more efficient transaction processes. This allows buyers' needs to be met more quickly, which ultimately has a beneficial effect on enhancing consumer satisfaction and generating higher profits for sellers (Rehatalanit, 2021). Indonesia's demographic bonus, characterized by a population dominated by individuals of productive age, demonstrates the enormous market potential of the marketplace sector (Dirgantara, 2024). One of the primary reasons businesses today adopt marketplace platforms is to improve operational efficiency and effectiveness. This increased efficiency is reflected in the marketplace's ability to reduce marketing, labor, and overhead costs (Tirtana et al., 2020).

A marketplace is a form of digital platform within the e-commerce ecosystem that provides a place for sellers and buyers to conduct online transactions. Unlike individual online stores, a marketplace acts as a third party that connects various sellers with consumers through a single integrated platform. According to Hardiansyah (2022), in e-commerce, particularly on marketplace platforms, all activities, including sales, marketing, and purchasing, are conducted entirely through the internet. The utilization of marketplace technology through the internet provides significant benefits for consumers in both business-to-consumer (B2C) and business-to-business (B2B) contexts. Generation Z demonstrates a tendency to prefer online shopping as its primary purchasing method. Having grown up alongside advancements in digital technology and the widespread use of social media, this generation is highly familiar with and closely connected to the digital environment (Taqiyuddin & Abdurrahman, 2022).

**Figure 1.**

Marketplaces with the Most Website Visits in 2025

Source: Goodstats

Figure 1 reports marketplace visits for March and April 2025. The 2022 and 2023 figures discussed below establish the preceding trend and are not represented in Figure 1.

Tokopedia recorded the highest number of website visits in Indonesia in 2022, reaching 158.35 million visits, followed by Shopee with 131.3 million and Lazada with approximately 26.64 million. Tokopedia therefore remained a leading online-shopping platform at that time. By 2023, its traffic performance had weakened as Shopee continued to grow, indicating increasing pressure on Tokopedia's earlier market dominance.

The 2025 data show that the gap between Tokopedia's number of visits and those of other marketplaces widened. Tokopedia no longer held the leading position, while Shopee Indonesia recorded 132 million visits in April 2025. In contrast, Tokopedia's visits declined by 8.9%, from 71.3 million in March 2025 to 64.9 million in April 2025. This decline indicates a decrease in Tokopedia's attractiveness as a major shopping platform and increasing competitive pressure within the marketplace industry.

Website traffic is not equivalent to a completed purchase, but it determines how frequently consumers enter the platform, search for information, evaluate alternatives, and begin a transaction. Evidence from live-streaming e-commerce indicates that platform stickiness and purchase intention can develop through trust-related mechanisms (Chang et al., 2024). Tokopedia's declining traffic therefore serves as a market signal for examining whether its brand ambassador, brand image, and brand loyalty remain capable of supporting purchase decisions among Generation Z consumers.

Tokopedia's weakening traffic indicates that its position in consumers' consideration may be shifting toward competing marketplaces. Service innovation, marketing communication, user experience, and loyalty programs may affect whether consumers continue to visit, evaluate, and purchase through the platform. The competitive condition creates a need to identify the brand-related factors with the greatest influence on consumer choice.

Tokopedia has responded to marketplace competition by drawing on global cultural trends, particularly K-Pop and Korean entertainment. The appointments of BTS and BLACKPINK as brand ambassadors were intended to expand brand visibility and build emotional connections with younger consumers. The strategic value of these figures depends on their credibility, relevance, and ability to transfer favorable meanings to Tokopedia rather than on popularity alone.

Tokopedia has implemented various strategies to expand its market, one of which was a strategic partnership with TikTok in December 2023. TikTok invested over USD 1.5 billion without significantly reducing its ownership stake in GoTo. This initiative demonstrates Tokopedia's commitment to innovation and collaboration in maintaining its position despite increasingly intense competition in the Indonesian marketplace industry.

The studies reviewed in this article commonly examine brand ambassador or brand image as separate predictors of marketplace-related purchasing responses. Fewer studies directly compare brand ambassador, brand image, and brand loyalty within one consumer-based brand equity framework among Generation Z users during a period of weakening platform traffic. Findings from Bukalapak and Generation Z product markets confirm the relevance of the constructs, but differences in platform context

and effect strength leave their relative strategic priority unresolved (Apikmumtazah & Sihite, 2026; Putri & Dermawan, 2025).

The study addresses three research questions: whether brand ambassador influences purchase decision, whether brand image influences purchase decision, and whether brand loyalty influences purchase decision among Generation Z Tokopedia users in East Jakarta. The comparison of path coefficients also identifies the brand resource that deserves the greatest managerial attention.

The study contributes theoretically by integrating an external brand communication cue, consumer-held brand associations, and continuing brand attachment within a single CBBE-based model. Its managerial significance lies in identifying the order of strategic priority among the three predictors, allowing Tokopedia to direct resources toward the brand factor with the greatest influence on Generation Z purchase decisions.

RESEARCH SCOPE AND SIGNIFICANCE

The study focuses on the direct effects of brand ambassador, brand image, and brand loyalty on purchase decisions among Generation Z Tokopedia users aged 13–28 years who reside in East Jakarta and have purchased through the platform. The model excludes brand awareness, brand trust, brand equity, electronic word of mouth, service quality, price, promotion, and customer experience. The defined scope supports a focused comparison of the three brand-related predictors without claiming generalization to every marketplace user or generational group.

LITERATURE REVIEW

1. Consumer-Based Brand Equity Framework

Consumer-based brand equity explains brand value through consumers' knowledge, perceptions, associations, and behavioral responses. Digital-brand research describes CBBE as a multidimensional system in which marketing communication, brand meaning, perceived value, and loyalty create favorable consumer responses (Enes et al., 2024).

Within this framework, brand ambassador functions as an external communication cue that can influence brand knowledge, brand image represents the associations and evaluations stored in consumers' memories, and brand loyalty reflects a continuing preference formed through accumulated experience. Purchase decision is treated as the behavioral outcome. The model estimates the direct effect of each predictor and does not claim an untested mediating relationship among the constructs.

2. Marketing Management

Marketing management integrates the selection of target markets with the creation, communication, delivery, and control of customer value (Kotler & Keller, 2022). Stanton (2021) emphasizes the coordinated roles of product, price, promotion, and distribution, while Assauri (2023) highlights the planning and supervision of profitable market exchanges. These perspectives place brand management within a broader effort to create distinctive value and maintain consumer relationships in competitive digital markets.

3. Consumer Behavior

Kotler and Keller (2009), as cited in Zusrony (2021), explain consumer behavior as the study of how individuals, groups, and organizations select, purchase, use, and dispose of products, services, ideas, or experiences to satisfy their needs and desires. Nugraha et al. (2021) define consumer behavior as the activities consumers perform when searching for, obtaining, using, evaluating, and disposing of products and services expected to satisfy their needs. Consumer behavior therefore covers the complete process through which buyers obtain, assess, use, and discontinue market offerings.

4. Purchase Decision

A purchase decision develops through need recognition, information search, evaluation of alternatives, selection, and post-purchase assessment (Dewi et al., 2020). The process is particularly relevant in marketplaces because consumers can compare competing platforms, sellers, prices, product options, and social information before choosing where to transact.

Nuraini and Novitaningtyas (2022) describe purchase decision as a problem-solving process in which consumers assess how well available alternatives satisfy a recognized need. The construct in this study is measured through five stages adapted from Dewi et al. (2020):

- a. Recognition of Needs and Desires: The purchase process begins when consumers recognize a problem or need that may be influenced by internal or external factors.
- b. Looking for Information: After recognizing a need, consumers are motivated to seek additional information about a product or service through various sources.
- c. Evaluation of Purchase Alternative: Consumers evaluate available alternatives by comparing product or service attributes and the benefits offered to satisfy their needs.
- d. Purchase Decision: Consumers make a purchase decision after considering and selecting the most appropriate alternative based on their preferences and evaluations.
- e. Behavior After Purchasing: Consumers evaluate their level of satisfaction or dissatisfaction after purchasing and using a product or service, which may influence their intention to make future purchases.

5. Brand Ambassador

A brand ambassador is a public figure selected to represent and communicate a brand's identity, values, and offering. Fanuel and Supriyono (2023) associate the role with stronger awareness and consumer trust, while the CBBE perspective treats the ambassador as an external communication cue that can shape brand knowledge and consumer response.

Andini and Lestari (2021) emphasize the ambassador's role in connecting firms with audiences and encouraging market interest. Brand ambassador effectiveness in this study is evaluated through public support, profession-product fit, product knowledge, credibility, reputation, trend relevance, and personal attractiveness (Dewi et al., 2020). The dimensions distinguish a strategically suitable representative from a public figure who merely attracts attention.

- a. Public figure support for the brand
- b. The public figure's professional suitability for the product
- c. The public figure's knowledge of the product
- d. The public figure's credibility
- e. The public figure's reputation
- f. Modernity and alignment with current trends
- g. Personal appeal

Recent evidence indicates that brand ambassador effectiveness depends on credibility, expertise, attractiveness, and congruence rather than popularity alone (Ao et al., 2023; Mabkhot et al., 2022). Research among Indonesian Generation Z consumers likewise reports that a suitable brand ambassador can strengthen purchase decisions when the public figure and brand are perceived as relevant to one another (Putri & Dermawan, 2025).

6. Brand Image

Brand image consists of the associations, impressions, and evaluations stored in consumers' memories through experience and marketing communication (Dewi et al., 2020). In a marketplace context, these associations can reflect trust, recognition, product variety, affordability, platform experience, and distinctive design.

Wardani and Dewi (2021) explain that a well-established brand gains a stronger competitive position when its associations are numerous, favorable, and interconnected. Brand image therefore functions as an evaluative shortcut that helps consumers distinguish Tokopedia from alternative marketplaces.

The brand image construct captures whether Tokopedia is trusted and widely recognized, attracts consumer interest, offers varied products, provides affordable quality and prices, creates a pleasant experience, and presents a distinctive design (Dewi et al., 2020). Favorable evaluations can reduce uncertainty and strengthen Tokopedia's position during the comparison of marketplace alternatives.

- a. The brand is trusted and widely recognized
- b. The brand is able to attract consumer interest
- c. The variety of products offered
- d. Affordable product quality
- e. Affordable product prices

- f. The brand creates a pleasant experience
- g. Unique design

Evidence across marketplace and consumer contexts generally associates a favorable brand image with stronger purchase-related responses. Apikmumtazah and Sihite (2026) found a positive effect on purchasing decisions for Bukalapak virtual products, while Gading and Nusraningrum (2021) and Kenneth and Hapsari (2025) linked brand image with purchase intention and repurchase intention. García-Salirrosas et al. (2024) provide a useful qualification by showing that brand image may also strengthen purchase-related responses indirectly through loyalty, demonstrating that the mechanism and magnitude can vary by context.

7. Brand Loyalty

Brand loyalty reflects an enduring preference for a specific brand that is expressed through continued use, repeat choice, and resistance to competing alternatives (Wibowo et al., 2022). Loyalty is strategically important because retained consumers may require less persuasion to return, although loyalty does not necessarily eliminate price sensitivity or competitive switching.

Supiyandi et al. (2022) treat brand loyalty as both a behavioral and attitudinal relationship. The construct is measured through consistent use, recommendations to others, continued choice despite higher prices, and reduced attention to price. These indicators capture different levels of attachment rather than assuming that every repeat user possesses equally strong loyalty.

- a. Consistent use
- b. Recommending to others
- c. Continuing to choose despite higher prices
- d. Not paying attention to price

CBBE research places loyalty at a higher level of consumer response because it reflects accumulated experience and continued preference (Enes et al., 2024). García-Salirrosas et al. (2024) further show that brand image can reinforce loyalty and that loyalty can support purchase intention. These findings justify testing brand loyalty directly while allowing its contribution to differ from the effects of brand ambassador and brand image.

8. Hypothesis Development

Influence of Brand Ambassador on Purchase Decision

A brand ambassador represents a company's identity and values and can signal the quality and relevance of its offering. Credible, knowledgeable, and suitable ambassadors can attract attention and reduce uncertainty among consumers. Novitasari et al. (2023) associate brand ambassador with purchase-related responses, while meta-analytic and credibility-based evidence confirms that influencer attributes contribute differently to consumer engagement and purchase intention (Ao et al., 2023; Mabkhot et al., 2022).

The combined theoretical and empirical evidence supports the expectation that a more credible and appropriate brand ambassador will strengthen consumers' decisions to purchase through Tokopedia.

Influence of Brand Image on Purchase Decision

Brand image reflects consumers' evaluations of a brand's quality, reputation, and value. A favorable image can strengthen confidence during alternative evaluation and increase the likelihood that consumers will select the platform. Natasiah and Syaefulloh (2024) and Dewi et al. (2020) report positive effects of brand image on purchase decisions, supporting its expected role in Tokopedia's marketplace context.

Marketplace evidence also shows a positive relationship between brand image and purchase decisions, while studies of purchase intention identify brand image as a strong predictor (Apikmumtazah & Sihite, 2026; Gading & Nusraningrum, 2021).

The evidence supports the expectation that a more favorable image of Tokopedia will strengthen consumers' decisions to purchase through the platform.

Influence of Brand Loyalty on Purchase Decision

Brand loyalty reflects emotional commitment and consistent repeat-choice behavior. Loyal consumers are more likely to select a familiar platform without extensively reconsidering every competing alternative. Limento et al. (2020) and Simanjuntak et al. (2021) report positive relationships between brand loyalty and purchase decisions, supporting its inclusion as a direct predictor in the model.

Digital CBBE research positions loyalty as an accumulated consumer response that can support continued marketplace choice (Enes et al., 2024).

The evidence supports the expectation that stronger loyalty toward Tokopedia will increase the likelihood of choosing the platform when making a purchase.

The three predictors are conceptually connected but empirically distinct. Brand ambassador supplies a communication cue, brand image captures the associations used to evaluate the marketplace, and brand loyalty reflects the willingness to maintain the relationship. Their simultaneous inclusion permits a comparison of direct explanatory strength without imposing a mediation structure that was not tested.

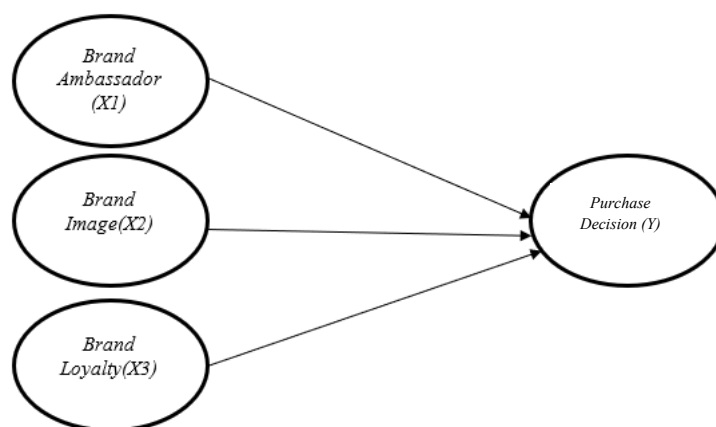


Figure 2. Conceptual Framework
Source: Authors, 2026

Based on the conceptual framework and previous empirical findings, the following hypotheses are proposed:

H1: Brand ambassador has a positive and significant effect on purchase decision.

H2: Brand image has a positive and significant effect on purchase decision.

H3: Brand loyalty has a positive and significant effect on purchase decision.

METHODS

The research process covered problem identification, formulation of research questions, instrument preparation, data collection, and PLS-SEM analysis. The study was conducted from April 2025 to February 2026 among Generation Z users of the Tokopedia marketplace residing in East Jakarta.

Completion of data collection and analysis preceded preparation of the manuscript for the August 2026 publication period.

The study used a quantitative causal design to estimate the direct effects of brand ambassador, brand image, and brand loyalty on purchase decision in the Tokopedia marketplace.

Research Design

The causal design treats brand ambassador, brand image, and brand loyalty as exogenous constructs and purchase decision as the endogenous construct. The quantitative survey data were used to test the direction, statistical significance, and relative strength of the three proposed effects.

PLS-SEM was selected to evaluate the measurement quality of the constructs and estimate the structural paths simultaneously. SmartPLS 4.1 was used to assess indicator loadings, reliability,

convergent validity, discriminant validity, explanatory power, predictive relevance, effect sizes, and hypothesis-test results.

Population and Sample

The population of this study consisted of all Tokopedia users belonging to Generation Z (aged 13–28 years) and residing in East Jakarta. This population was selected because Generation Z represents a consumer group that actively uses marketplace platforms and demonstrates a high tendency toward online shopping.

A complete population size and sampling frame were unavailable because the researcher did not have access to Tokopedia's user database.

The sample comprised 230 respondents selected through non-probability purposive sampling. Eligible respondents had previously purchased through Tokopedia, belonged to Generation Z, and resided in East Jakarta.

The sample size followed the indicator-based rule used in the thesis, consisting of 23 indicators multiplied by 10 respondents.

Data Collection and Measurement

Primary data were collected through a Google Forms questionnaire distributed via TikTok, Instagram, and WhatsApp. The instrument contained 23 statements measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Seven items measured brand ambassador, seven measured brand image, four measured brand loyalty, and five measured purchase decision. The operationalization is presented in Table 1.

Table 1. Operationalization of Variables

Construct	Indicators	Source	Scale
Brand Ambassador	Public-figure support; profession–product fit; product knowledge; credibility; reputation; trend relevance; personal attractiveness	Dewi et al. (2020)	Likert 1–5
Brand Image	Trust and recognition; consumer attraction; product variety; affordable quality; affordable price; pleasant experience; unique design	Dewi et al. (2020)	Likert 1–5
Brand Loyalty	Consistent use; recommendation; continued choice despite higher prices; price insensitivity	Supiyandi et al. (2022)	Likert 1–5
Purchase Decision	Need fulfillment; recognition of wants; alternative evaluation; social-media information; post-purchase satisfaction	Dewi et al. (2020)	Likert 1–5

Source: Research instrument, 2026

PLS-SEM was used to evaluate both the measurement model and the structural model. The self-administered questionnaire creates a potential common-method risk that should be considered when interpreting the findings (Memon et al., 2023). The source documentation does not report a separate pilot test or a dedicated common-method-bias diagnostic; consequently, neither procedure is presented as having been completed.

RESULTS and DISCUSSION

Measurement Model Testing (Outer Model)

a. Convergent Validity Test Results

Table 2. Convergent Validity Test Results

Variable	Indicator	Outer Loading	Note
Brand Ambassador	BA1	0,818	Valid
	BA2	0,722	Valid
	BA3	0,788	Valid
	BA4	0,772	Valid
	BA5	0,734	Valid
	BA6	0,747	Valid
	BA7	0,759	Valid
Brand Image	BI1	0,747	Valid
	BI2	0,799	Valid
	BI3	0,731	Valid
	BI4	0,808	Valid
	BI5	0,822	Valid
	BI6	0,727	Valid
	BI7	0,738	Valid
Brand Loyalty	BL1	0,874	Valid
	BL2	0,862	Valid
	BL3	0,858	Valid
	BL4	0,836	Valid
Purchase Decision	KP1	0,813	Valid
	KP2	0,807	Valid
	KP3	0,719	Valid
	KP4	0,776	Valid
	KP5	0,821	Valid

Source: PLS Output, 2026

Table 2 shows that all indicator loadings exceed 0.70. Every indicator therefore satisfies the convergent-validity requirement and is retained for subsequent analysis.

b. Reliability Test Result

Table 3. Composite Reliability and Cronbach's Alpha Test Results

Variable	Cronbach's alpha	Composite Reliability	Description
Brand Ambassador	0,880	0,881	Reliable
Brand Image	0,884	0,890	Reliable
Brand Loyalty	0,885	0,882	Reliable
Purchase Decision	0,847	0,853	Reliable

Source: PLS Output, 2026

Table 3 reports Cronbach's alpha and composite reliability values above 0.70 for every construct. The results demonstrate adequate internal consistency for brand ambassador, brand image, brand loyalty, and purchase decision.

For brand loyalty, Cronbach's alpha was 0.885 and composite reliability was 0.882. Although the composite reliability value is slightly lower than Cronbach's alpha, both exceed the 0.70 criterion and indicate adequate internal consistency.

Table 4. Discriminant Validity Test Results (Fornell–Larcker Criterion)

Variable	Brand Ambassador	Brand Image	Brand Loyalty	Purchase Decision
Brand Ambassador	0,764			
Brand Image	0,663	0,768		
Brand Loyalty	0,537	0,701	0,858	
Purchase Decision	0,685	0,738	0,621	0,788

Source: PLS Output, 2026

The diagonal values in Table 4 are the square roots of AVE, not the AVE values themselves. Brand ambassador (0.764), brand image (0.768), brand loyalty (0.858), and purchase decision (0.788) each have a diagonal value higher than the corresponding inter-construct correlations, satisfying the Fornell–Larcker criterion.

HTMT values below 0.90 indicate adequate discriminant validity, whereas values above 0.90 may suggest potential discriminant validity issues. The results of the HTMT analysis are presented in the following table:

Table 5. Discriminant Validity: Heterotrait–Monotrait Ratio (HTMT)

Variable	Brand Ambassador	Brand Image	Brand Loyalty	Purchase decision
Brand Ambassador				
Brand Image	0,751			
Brand Loyalty	0,609	0,797		
Purchase Decision	0,788	0,843	0,712	

Source: PLS Output, 2026

All HTMT values in Table 5 are below the recommended thresholds of 0.85 or 0.90. The construct pairs therefore satisfy the HTMT criterion for discriminant validity.

Table 6. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Note
Brand Ambassador	0,583	Valid
Brand Image	0,590	Valid
Brand Loyalty	0,736	Valid
Purchase Decision	0,621	Valid

Source: PLS Output, 2026

All AVE values in Table 6 exceed 0.50, indicating that each construct explains more than half of the variance in its indicators and satisfies convergent validity.

Structural Model Testing (Inner Model)

Table 7. R-Square Test Results

Variable	R-square
Purchase Decision	0,626

Source: PLS Output, 2026

The R-square value of 0.626 in Table 7 indicates that brand ambassador, brand image, and brand loyalty explain 62.6% of the variance in purchase decision. Variables outside the model account for the remaining 37.4%, placing the model in the moderate explanatory category.

Table 8. F-Square Test Results

Relationship between variables	F-Square	Note
Brand Ambassador	0,158	Moderate
Brand Image	0,176	Moderate
Brand Loyalty	0,033	Small

Source: PLS Output, 2026

Table 8 shows medium effect sizes for brand ambassador ($f^2 = 0.158$) and brand image ($f^2 = 0.176$), while brand loyalty has a small effect size ($f^2 = 0.033$). Brand loyalty therefore contributes less to purchase decision than the other two predictors.

Table 9. Q-Square Predict Test Results

Variable	Q ² predict
Purchase Decision	0,613

Source: PLS Output, 2026

The Q²predict value of 0.613 in Table 9 is greater than zero, showing that the model has predictive relevance for purchase decision. This result complements the moderate R-square value by indicating that the model is useful not only for explaining the observed sample but also for predicting the endogenous construct.

Table 10. Hypothesis Test Results

Variable	Original sample (O)	T statistics (O/STDEV)	P values	Decision
BA -> KP	0,329	4,629	0,000	H1 accepted
BI -> KP	0,410	5,066	0,000	H2 accepted
BL -> KP	0,157	2,655	0,004	H3 accepted

Source: PLS Output, 2026

Table 10 presents the hypothesis-test results:

1. Brand ambassador has a positive and significant effect on purchase decision ($\beta = 0.329$; $t = 4.629$; $p < 0.001$). H1 is accepted.
2. Brand image has a positive and significant effect on purchase decision ($\beta = 0.410$; $t = 5.066$; $p < 0.001$). H2 is accepted.
3. Brand loyalty has a positive and significant effect on purchase decision ($\beta = 0.157$; $t = 2.655$; $p = 0.004$). H3 is accepted.

9. Influence of Brand Ambassador on Purchase Decision

The positive coefficient indicates that credible, knowledgeable, attractive, and trend-relevant brand ambassadors increase the likelihood that Generation Z consumers will choose Tokopedia. Modernity received the highest mean within the construct (BA6 = 4.304), whereas profession-product fit received the lowest mean (BA2 = 4.030). The pattern shows that respondents respond favorably to contemporary public figures, but the fit between the ambassador's professional identity and Tokopedia's marketplace offering remains less convincing. Tokopedia should therefore prioritize credibility, demonstrated platform familiarity, and contextual fit rather than celebrity popularity alone. This finding is consistent with Ao et al. (2023), Mabkhot et al. (2022), and Putri and Dermawan (2025).

10. Influence of Brand Image on Purchase Decision

Brand image produced the strongest path coefficient and a medium effect size, identifying consumers' overall evaluation of Tokopedia as the principal brand-related driver in the model. Trust received the highest mean within the construct (BI1 = 4.235), while enjoyment relative to competing marketplaces received the lowest mean (BI6 = 3.991). Consumers therefore recognize Tokopedia as trustworthy, but its experience has not created the same level of advantage over competing platforms. The traffic challenge should be addressed by maintaining transaction reliability while strengthening differentiation, ease, and enjoyment across the marketplace experience. The result is aligned with Apikmuntazah and Sihite (2026), Gading and Nusraningrum (2021), and Kenneth and Hapsari (2025).

11. Influence of Brand Loyalty on Purchase Decision

Brand loyalty remained statistically significant, but its coefficient and effect size were the smallest among the three predictors. Respondents were most willing to recommend Tokopedia (BL2 = 4.178), whereas their willingness to remain with Tokopedia when another marketplace offered a lower price was weakest (BL3 = 3.978). The result indicates that positive advocacy does not automatically create resistance to competitive price offers. Loyalty programs should therefore deliver recognizable repeat-use value, personalized benefits, and service advantages rather than assume that existing users will remain regardless of competing offers.

12. Theoretical and Managerial Implications

The findings support the CBBE view that communication cues, brand associations, and continuing attachment contribute differently to marketplace choice. Tokopedia should first strengthen the trustworthiness and distinctiveness of its brand image, then support that image through ambassadors whose credibility and relevance match the platform. Loyalty initiatives should focus on tangible reasons to return because their direct contribution is significant but comparatively small. Traffic-recovery efforts should connect exposure with a favorable platform evaluation so that visits are more likely to progress into purchases.

CONCLUSION

The findings support all three hypotheses and show clear differences in the practical strength of the predictors.

1. Brand image is the strongest predictor of purchase decision ($\beta = 0.410$; $f^2 = 0.176$), followed by brand ambassador ($\beta = 0.329$; $f^2 = 0.158$). Brand loyalty remains significant but has the weakest path and a small effect ($\beta = 0.157$; $f^2 = 0.033$). The model explains 62.6% of the variance in purchase decision and demonstrates predictive relevance. Tokopedia should therefore prioritize a trustworthy and differentiated brand image, support it with contextually appropriate brand ambassadors, and use loyalty programs to provide concrete reasons for continued platform choice.

LIMITATIONS

2. The study is limited to Generation Z Tokopedia users in East Jakarta and applies purposive sampling without a complete population sampling frame, restricting generalization beyond the observed respondents. The cross-sectional, single-source questionnaire may be affected by response bias and common-method bias. The source documentation does not report a separate pilot test, a dedicated common-method-bias diagnostic, or a distinct parental-consent procedure for respondents aged 13–17 years. The model is also limited to three brand-related predictors and excludes service quality, price, promotion, trust, and customer experience.

FUTURE RESEARCH

3. Future studies should include broader geographic areas, different generational groups, and probability-based or clearly enumerated sampling frames where feasible. Instrument development should document pretesting, procedural controls for common-method risk, an appropriate diagnostic assessment, and age-appropriate consent procedures for minors. Longitudinal, qualitative, experimental, or mixed-method designs may clarify how platform engagement develops into actual purchasing behavior. Extended models may include brand trust, service quality, price, promotion, electronic word of mouth, customer satisfaction, and customer experience.

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