

The Influence of E-Service Quality and Brand Ambassadors in Forming Consumer Confidence that has an Impact on Consumer Buying Interest in the Tokopedia Application

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ABSTRACT

This study aims to examine the direct influence of the influence of e-service quality and brand ambassadors in shaping consumer trust which has an impact on consumer buying interest in the Tokopedia application. The sampling technique used was purposive sampling method. The analytical method used in this study is the Structural Equation Model-Partial Least Square (SEM-PLS) on SmartPLS 3.0 software to test the strength of direct and indirect relationships between variables. The results of this study indicate that there is a significant direct effect between E-Service Quality and Consumer Trust. There is a significant direct influence between Brand Ambassador and Consumer Trust. There is a significant direct effect between E-Service Quality and Purchase Interest. There is an insignificant direct influence between Brand Ambassador and Buying Interest. There is a significant direct effect between Consumer Confidence and Purchase Intention. In this study, the influence of e-service quality and brand ambassadors in shaping consumer trust that has an impact on consumer buying interest in the Tokopedia application has a direct and indirect influence. In this study, there is a mediating role, namely consumer trust. The independent variables are E-Service Quality and Brand Ambassador. While the intervening variable in this study is Consumer Trust and the dependent variable in this study is Purchase Interest

INTRODUCTION

Competition in the trade sector is currently getting tougher, so business people must be able to take advantage of the development of internet technology in order to maintain and develop their business. Various strategies must be carried out to provide convenience and quality of service to consumers. This makes business people make changes by utilizing internet technology in improving their service facilities. The use of the internet in trade can provide convenience and good quality of information to consumers. Nowadays people are also starting to feel comfortable using e-commerce because of its convenience. Through online shopping, people no longer have to go to the shopping center Wua Gloria Sterie et al., Wua Gloria Sterie et al., (2019)

E-Commerce is an online space that allows sellers to create accounts and sell their products. The most famous e-commerce in Indonesia is Tokopedia Tri Kurniawati et al., (2021)

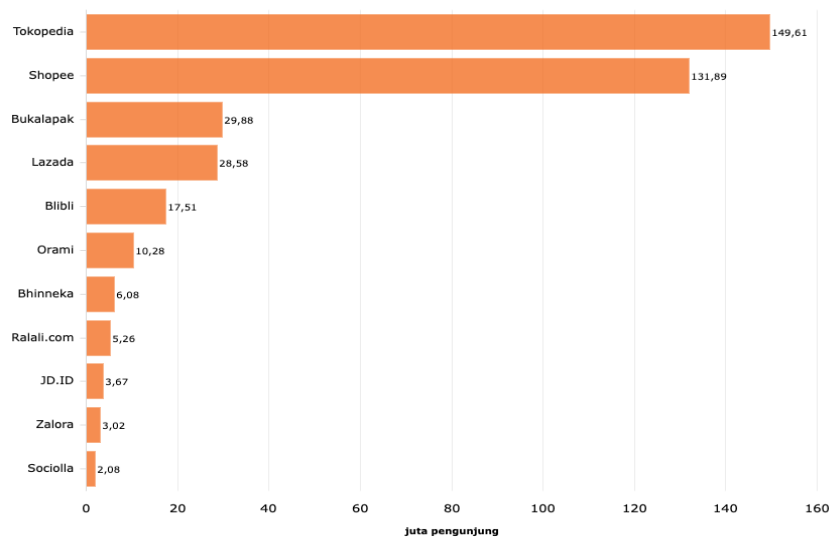


Figure 1. E-Commerce with the Biggest Visitors in 2021

Source: Iprice, 2022

Tokopedia is the most popular e-commerce. According to Dihni, (2022) Consumer interest in visiting the Tokopedia website is quite high, because every product purchase gets a BTS member photocard. By visiting the Tokopedia website and shopping, you will get a photocard, it shows someone tends to have an interest in the site. However, according to Purwati & Cahyanti, (2022) that the brand ambassador has no effect on buying interest.

Buying interest is a sense of interest experienced by consumers towards a product (goods/services) which is influenced by attitudes outside the consumer and within the consumer himself. According to Soesatyo & Rumambi (2016) Buying interest is influenced by many factors, the first factor is brand

ambassador. According to Soesatyo & Rumambi (2016) In marketing the brand, marketers can lead consumer opinions through opinion leaders. Opinion Leaders play a role in providing information to others, persuasion actors, and information givers. Each company must choose a suitable Brand Ambassador so that in delivering the desired advertisement message to the target audience, so that the message can be conveyed to consumers who can then form an opinion, and they will forward the opinion according to their respective perceptions, thus it is hoped that there will be increased awareness against a brand. One of Tokopedia's marketing strategies is to appoint brand ambassadors as their brand representation. Among the celebrities selected by Tokopedia is the boy band BTS. Chandra & Adeg (2019).

Consumer buying interest is also influenced by consumer confidence. To be able to attract consumer buying interest, online sellers must be able to grow and increase consumer confidence. Trust is a factor in the emergence of consumer buying interest online. A very important factor in influencing online purchases is trust. Trust is a key factor in triggering consumer interest to make every buying and selling transaction online. Based on this opinion, trust in E-commerce sites is a factor that can trigger consumer interest to make purchases online. Buying interest is obtained from a learning process and a thought process that forms a perception. This buying interest creates a motivation that continues to be recorded in his mind and becomes a very strong desire which in the end when a consumer has to fulfill his needs will actualize what is in his mind according to his needs. Rosdiana & Haris (2018).

LITERATURE REVIEW

E-Service Quality

Ulum & Muchtar (2018) explains that e-Service Quality is the extent to which a website facilitates effective and efficient shopping, purchasing, and delivery of products or services. e-Service Quality is a method for measuring customer satisfaction from an internet-based service provider including spending, and delivering products or services. The measurement is done by measuring how the service is perceived by the customer and comparing it with the service expected by the customer based on certain dimensions of service quality. Next Ashoer (2019) stated that the implementation of quality E-Service Quality will cause customers to feel comfortable and get e-satisfaction in the future which will affect behavior intention. According to Wilis & Nurwulandari (2020) E-Service Quality is different from traditional service systems, what is offered is the ease of getting information between consumers and service providers. E-Service Quality is the quality or ability of a company to fulfill or facilitate services to consumers virtually so that it can meet the service needs

desired by consumers. According to Ulum & Muchtar, (2018) identify 4 dimensions, namely efficiency is the ease and speed of using the application, fulfillment is covering the accuracy of service promises, product stock availability, and product delivery according to the promised time, system availability is the correctness of the technical function of the site and privacy is a guarantee that shopping behavior data will not given to the other party.

Brand Ambassador

According to Osak & Pasharibu (2020) Brand Ambassador is someone to represent a product or company in presenting the product so that it can have a positive impact on business processes. Rosyadi (2021) states that the use of Brand Ambassadors is carried out by companies to influence or invite consumers. This is so that consumers are interested in using the product, especially because the selection of brand ambassadors is usually based on imaging through a well-known celebrity. Wua Gloria Sterie et al., (2019) states that a Brand Ambassador has three dimensions, namely attractiveness is not only a physical attraction, but includes a number of characteristics that the audience can see in the supporter: intelligence, personality traits, lifestyle, body athleticism, and so on, trust is the level of trust, dependence, like someone who can be trusted, and expertise is expertise. that refers to the knowledge, experience, or skills that a supporting person has that relates to the topic he represents.

Consumer Trust

Khotimah & Febriansyah (2018) states that consumer trust is the belief of a consumer that others have integrity and can be trusted, and the person he trusts will fulfill all his obligations in making transactions as expected. According to Anjani & Wimba, (2021) defines trust as an assessment of a person's relationship with others who will make certain transactions according to expectations in an environment full of uncertainty. Fernos & Alfadino (2021) states consumer confidence in online sellers with regard to the reliability of the seller, such as the security of the transaction and being able to assure that the product will be delivered after the payment activity is carried out and the product received is in accordance with the information provided. There are three dimensions of consumer trust, namely Reliability is the consistency of the company, Concern is the solution provided by the company, Credibility is the strength of the company. According to Prasetya & Azizah, (2022) factors that influence trust are willpower, kindness and intergrity.

Buying Interest

Japarianto & Adelia (2020) argue that buying interest is the emergence of a desire in consumers for a product as a result of the process of consumer observation and learning about the product. According to Kotler and Keller (in (Sutrisno & Haryani, 2017), the meaning of consumer buying interest is a consumer behavior where consumers have a desire to buy or choose a product,

based on experience in choosing, using and consuming or even wanting a product. In research conducted by Rosdiana & Haris (2018) stated that buying interest is a behavior that arises or is felt by consumers in response to objects that show consumers' desire to make purchases. The buying interest can be seen from the size of a person's desire (in this case internet users) to make online shopping the main purpose of transactions, looking for references for information about related products, and interest in online shopping. According to Latief, (2018) buying interest can be identified through the dimensions of exploratory interest, preferential interest, transactional interest and referential interest. Exploratory interest is describing the behavior of a person who is always looking for information about the products he is interested in and looking for information to support the positive properties of the product. Preferential interest is an interest that describes the behavior of a person who has a primary preference for the product. Transactional interest is a person's tendency to buy products and referential interest is a person's tendency to refer products to others. According to Sutrisno & Haryani, (2017) factors that affect buying interest are factors of other people's attitudes and unanticipated attitudes.

METHODS

Relationships Between Variables

The Effect of E-Service Quality on Consumer Confidence

According to Wuisan et al., (2020) that e-service quality has a significant influence on consumer confidence. Empris evidence states that the impact of e-service quality on consumer confidence is positively significant, namely the higher the e-service quality provided, the higher the consumer trust obtained by Tokopedia E-commerce. According to Adyanto & Santosa (2018) there is a related relationship between E-service quality and consumer trust. Good service will increase confidence in deciding to buy an item. This is also in line with the research of Ihsan & Siregar (2019) which says that when viewed from the best service quality, it can create consumer confidence and consumer decisions in using services. Where the results of the research he conducted also have the result that e-service quality has a positive and significant effect on consumer confidence.

H1 : E-Service Quality positively affects Consumer Confidence

The Effect of Brand Ambassadors on Consumer Confidence

According to Yudhistira & Patrikha (2021) Brand ambassadors are an important aspect to build consumer trust, so companies use well-known selebrity to introduce their products or services that the use of brand ambassadors can increase trust, so that consumers no longer hesitate in making purchase decisions. (Restu et al., 2020) said that one of the factors that can attract consumers' attention is by using brand ambassadors. Usually companies choose

celebrities who are currently popular as brand ambassadors who are favored or idolized by the public, because with their popularity can have an impact on the trust to use the products they represent. The selection of celebrities according to the company they represent is able to cause trust, because the celebrity uses the product or service. This is in line with research (Kristian, 2021) which examines the influence of brand ambassadors on consumer confidence in the Starcross Yogyakarta distro and the results show that there is a positive and significant influence between brand ambassadors on consumer confidence.

H2 : Brand Ambassador positively affects Consumer Confidence

The Effect of E-Service Quality on Consumers' Buying Interest

E-Service Quality can be interpreted as a website that effectively and efficiently facilitates shopping, making purchases and the delivery process of products and services. In a study conducted by Satriyo et al., (2021) stated that the quality of service to products affects people's buying interest. In general, a person will prefer products with good service and professional (friendly, polite). One of the factors that influence consumers' buying interest is factors in individuals such as personality as potential consumers. This shows that a good personal experience in using digital services can be a factor in increasing consumers' buying interest. According to Setiawati & Madiawati, (2020) stated that E-Service Quality affects buying interest. Reliable service and appropriate service assistance will support consumers' buying interest. The better the quality of service felt by consumers, the higher the consumer's buying interest, and vice versa, the worse the quality of service, the lower the consumer's buying interest. Kurniasari & Widayanto (2021) stated that service quality has a positive effect on consumer satisfaction. This means that the better the E-Service Quality, the higher the buying interest in the Tokopedia mobile application, and vice versa, if the E-Service Quality gets worse, the lower the interest in buying back to the Tokopedia mobile application.

H3 : E-Service Quality positively affects Consumers' Buying Interest

The Effect of Brand Ambassadors on Consumer Buying Interest

According to Junaidi Sagir et al., (2021) to increase interest in a product or service, companies usually use brand ambassadors to attract the attention of their consumers. A brand ambassador is a person who can represent a product or company and can talk a lot about the product being represented, thus having a big impact on product sales to consumers. Mardiani & Wardhana (2018) mentioned that the power of celebrity acts as brand ambassadors is used very effectively by advertisers to communicate with their markets. Celebrities can be an influential force in generating interest or actors related to the purchase or use of selected goods and services. 370370370 according to Hartaroe et al., (2017) Brand Ambassadors partially have a positive and significant effect on buying interest. This proves that Brand Ambassadors have a very close relationship with consumers' buying interest. Brand ambassadors have proven to attract

consumers to buy at Tokopedia in students who mostly like Korean boy groups, namely BTS, which is the number one Brand ambassador on Tokopedia. The better or more attractive the brand ambassador owned by an e-commerce, it will cause high consumer buying interest and vice versa, the lower the level of attractiveness of the brand ambassador of an e-commerce, it will also cause low consumer buying interest.

H4 : Brand Ambassador positively affects Consumer Buying Interest

The Effect of Consumer Confidence on Consumer Buying Interest

Tilaar et al., (2018) state that consumer commitment to a product is trust in using a product. E-commerce can be trusted if it has good value through the process of creating transaction actors that facilitate and ensure consumer security issues. In other words, consumer confidence that increases, the level of buying interest will also increase or increase. According to 371Rosdiana & Haris, (2018) consumer confidence has a positive and significant effect on online buying interest. This influence is very beneficial for resellers or online salespeople as evidenced by the large number of consumer interest in making purchases online. This means that the higher the trust given by consumers, the higher the interest that arises in consumers to make purchases online. Based on this, it can be concluded that the actor that influences consumers' buying interest in buying a product through online media is trust. 371Syarifudin (2020) states that buying interest is formed from consumer attitudes towards products consisting of consumer trust in the brand and brand evaluation, so that from these two stages an interest in buying arises. The higher the consumer confidence, the higher the consumer's buying interest.

H5 : Consumer Confidence positively affects Consumer Buying Interest

The Effect of E-service Quality on Buying Interest Through Consumer Trust

Priambodo & Farida (2020) stated There are two possibilities that can cause someone to repurchase a product. First, consumers are satisfied with the purchases they make, especially for the services provided. Secondly, customers are dissatisfied, but they still make repurchases. For the second possibility this is usually because they consider the costs they have to spend on finding, evaluating, and adopting products with other brands (*switching costs*) too high. Therefore, consumer confidence depends on the services provided so that it can encourage consumers' buying interest. (Shahnaz & Wahyono, 2017) A quality online store *website* can increase consumer trust in *an online* store so that it can cause consumer buying interest. Trust is also considered to be a mediator of the relationship between e-service quality and buying interest Although efficiency, fulfillment of needs and responsiveness are dimensions of *e-service quality* that have a strong influence on consumers' buying interest through trust. Shahnaz

& Wahyono, (2017) who stated that there is a positive and significant influence of *e-service quality* on consumers' buying interest through consumer confidence.

H6 : E-Service Quality positively affects Buying Interest through Consumer Trust

The Influence of Brand Ambassadors on Buying Interest Through Consumer Trust

According to Putri & Harti, (2022) A brand ambassador is a well-known individual or not who has been trusted by a company to be used as a spokesperson in advertising or promoting the brand of the company's products. The purpose of using a brand ambassador is that the company can increase the value of the product and help bring consumers closer to the product brand so that consumers have an interest in buying it. Thus, the brand ambassador of Scarlett's products is able to provide consumer confidence to make a purchase. This research is strengthened by the research of Yudhistira & Patrikha, (2021) which produces brand ambassadors with a significant effect on buying interest and consumer confidence is able to mediate the relationship between the two variables.

H7 : Brand Ambassador positively affects Buying Interest Through Consumer Trust

Research Model

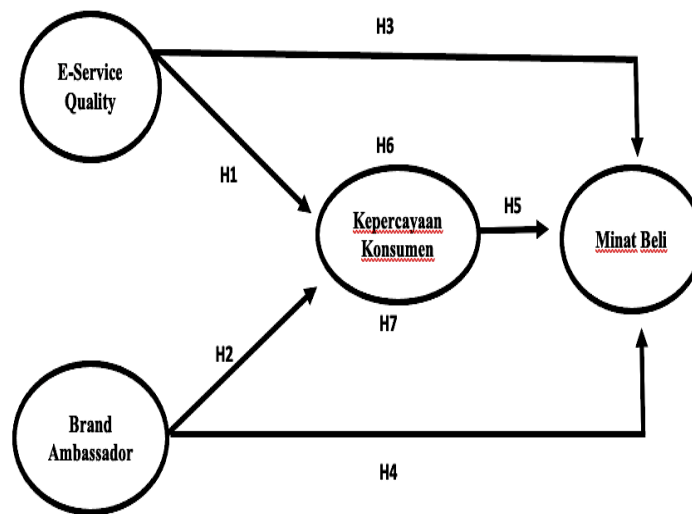


Figure 2. Research Models

Measurement

This research used a survey method in the form of a questionnaire that was distributed online in the form of a *Google Form* as a data collection technique that was carried out once. So that the data obtained is in the form of primary data where primary data is data obtained directly from the original source with a specific purpose. The questionnaire used likert scale measurements with a scale of 1s/d 4 where 1 was interpreted as 'strongly disagree' and 4 was interpreted as 'strongly agree'. Measurement of *E-Service Quality* variables using dimensions discovered by Ashoer, (2019) consisting of 4 dimensions. Measurement of Brand

Ambassador variables using dimensions found by Osak & Pasharibu, (2020) consisting of 3 dimensions. The measurement of the Consumer Confidence variable uses the dimensions found by Are & Setyorini, (2019) which consists of 3 dimensions. Measurement of the Buy Interest variable using dimensions discovered by Sutrisno & Haryani, (2017) consisting of 4 dimensions. Thus, the total measurement consists of 28 questions attached to the operational variables in appendix 2 and the questionnaire in appendix 3.

Research Design

The research design that the author sets is a causal research design. This research design aims to prove the relationship that influences the variables studied. The variables determined in this study are independent variables of *E-Service Quality* and *Brand Ambassador* While the *intervening* variables in this study are Consumer Confidence and the dependent variable in this study is Buying Interest. The design of this study used survey measurements using data collection tools using questionnaires using online dissemination that will be distributed once, where data has been collected from respondents' answer scores. So that the data from the survey conducted using the questionnaire is primary data, namely data that is first recorded and obtained directly from the original source with a specific purpose.

Population and Sample

The population that is the object of this study is users of the Tokopedia *marketplace* application in the Jabodetabek area. From the existing population, a representative sample can be taken, while the determination of the number of samples based on (Hair et al., 2014) is 5 x 28 statements in the research questionnaire so that the number of respondents needed is 140 respondents. Then, the sample determination technique used by the *purposive* sampling method, namely the sampling technique with the following criteria: 1) Tokopedia marketplace users in the Jabodetabek area; 2) Be over 17 years old; 3) Know BTS and have seen BTS ads on the Tokopedia application.

Data Analysis Methods

The analysis used in this study is the *Structural Equation Model- Partial Least Square* (SEM-PLS) in the SmartPLS 3.0 software. SEM-PLS analysis consists of two sub-models, namely the measurement model or often called the outer model and the structural model or commonly called *the inner model*. *The outer model* consists of a validity test and a reliability test. The validity test in PLS is a *convergent validity* and *discriminant validity* test. *Convergent validity* consisting of *outer loading* requiring > 0.600 and *Communality/Average Variance Ectraced* (AVE) > 0.500 (Ghozali et al., 2015). While the reliability test is by testing the *cronbach alpha value* > 0.6 and *composite reliability* > 0.7 for *confirmatory* research and the value of 0.6 - 0.7 is still acceptable for *exploratory* research. *The inner model* aims

to test the relationship of the constituent indicators of the variable. Some of the measurements used to test the *inner model* are *R-square*, *path coefficients* and *indirect effect*. Significance testing to determine the influence between variables is carried out by a bootstrapping procedure where the entire original sample is used to resample it. The significance is guided by t-statistics of 1.96 at a 95% confidence level (Ghozali et al., 2015).

RESULT

Respondent Demographics

Researchers conducted research on the Tokopedia *marketplace* company using a questionnaire distributed to respondents in the form of a *Google Form* as many as 28 statements to 140 respondents. There are characteristics used in conducting this study consisting of respondents' requirements, namely gender, age, length of use of the Tokopedia application, shopping frequency in the last 1 month must have purchased products through the Tokopedia application. Based on the calculation results, it is known that respondents with the most genders are 82.6% female. Furthermore, respondents based on the most Age 18-25 Years 94.8%. Then the respondents based on the most Length of Use of Tokopedia Application were 6-12 Months 49.7%. Furthermore, respondents based on the frequency of shopping in the last 1 month on Tokopedia the most were 1-3 times with a percentage of 84.5%. Furthermore, the respondents based on the most jobs were Students with a percentage of 54.8%. Furthermore, respondents based on the category of accessories and *fashion* products purchased the most were 40%. (Results can be seen in appendix 3).

Outer Model Measurement

This outer model aims to explain the specifics of the relationship between latent variables and their indicators. At the outer analysis stage, *it* is measured using validity and reliability testing. Researchers tested the validity and reliability of a research sample of 140 respondents with the number of statements on the questionnaire as many as 28 items.

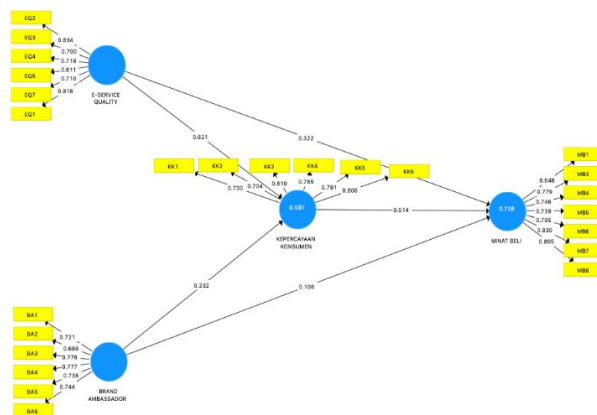


Figure 3. Outer Model

Validity Test & Reliability Test

In this study, validity testing used *convergent* validity tests (seen based on *loading factor* > 0.6) and *discriminant validity* (seen from AVE values > 0.6 with AVE root values compared to correlations between constructs) to the variables E-Service Quality, Brand Ambassador, Consumer Trust. Buy Interest indicates that the statement in the questionnaire representing the indicator is declared valid. Furthermore, to measure the consistency of the measuring instruments used in this study, researchers conducted reliability tests by looking at *cronbach alpha* (> 0.7) and *composite reliability* (> 0.7 values). The tests that have been carried out to obtain reliability test results from all statements in this study are on the *Brand Ambassador* variable of 0.836. In the *E-Service Quality* variable of 0.859. In the *Consumer Confidence* variable of 0.863 and in the *Buying Interest* variable of 0.880. Then in the *composite reliability* value on the four variables, namely > 0.7. So that *the cronbach alpha* and *composite reliability* values are met, all instrument items are declared reliable for further testing. (Results can be seen in appendix 7).

Inner Model Measurement

This *inner* model measurement aims to see the fit of the model as well as measure direct and indirect influences. To get the results of the *inner* model analysis, to find out this model, it is necessary to *do bootstrapping*. *Inner model* analysis using *R-square*, *path coefficient*, and *indirect effect*.

Model Fit (Fit Summary)

For a model to meet the fit model criteria, the SMSR value must be less than 0.05 (Cangur & Ercan, 2015). However, based on the explanation from the SMARTPLS website, the limitations or criteria for a fit model include: SRMR or *Standardized Root Mean Square* values <0.10 or < 0.08 and NFI values > 0.9.

Cross Loading

From the *results of cross loading* in table 17, it shows that the indicators of the variables are greater than those of other variables. With it it can be concluded that all latent constructs or variables already have *discriminant validity* better than other indicators.

Table 1. R-Square

R-Square

	<i>R Square</i>	<i>R Square Adjusted</i>
Consumer Trust	0,597	0,591
Buying Interest	0,728	0,722

R-Square aims to show how much endogenous variables are affected by exogenous variables. The result of the calculation can be seen that the value of the *R-Square* is an exogenous variable. The results of this calculation can be seen that the value of the *R-Square Adjusted* Consumer Confidence variable is 0.591, which means that the magnitude of the influence of the *E-Service Quality* and *Brand Ambassador* variables on the Consumer Confidence variable is 59.1% while 40.9% is influenced by other variables outside the model studied, such as willpower, kindness, and integrity. Then the *R-Square Adjusted* value of the Buying Interest variable is 0.722 which means that the *Brand Ambassador*, *E-Service Quality* and trust variables are able to explain the influence on the Buying Interest variable of 72.2% while 27.8% is influenced by other variables outside the model studied such as other people's attitudes and unanticipated attitudes.

Table 2. *Path Coefficient****Path Coefficient***

	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
<i>Brand Ambassador -> Consumer Trust</i>	3,154	0,002
<i>Brand Ambassador -> Buying Interest</i>	1,693	0,091
<i>E-Service Quality -> Consumer Trust</i>	8,880	0,000
<i>E-Service Quality -> Buying Interest</i>	3,105	0,002
<i>Consumer Trust -> Buying Interest</i>	5,254	0,000

According to Ghazali et al., (2015) explained that a significant measure of hypothesis support can be detected using a comparison between t-statistics and *t-tables*. If the value of t-statistics is higher than the *value of t-table*, then it can be interpreted that the hypothesis is supported. As for the *t-table* value, > 1.96 at a 95% confidence level.

In the *variable E-Service Quality* to Consumer Confidence, the *t-statistics* value is 8.880 and the *PValues* value is 0.000. Because the *t-statistics* value > 1.96 and the *P-Values* < 0.05, there is a direct influence of *E-Service Quality* on Consumer Confidence. This means that when *E-Service Quality* is good, Consumer Confidence will increase.

In the *Brand Ambassador* variable for Consumer Confidence, a *t-statistics* value of 3.154 and a *P-Values* value of 0.002 were obtained. Because the *t-statistics* value > 1.96 and the *P-Values* < 0.05, there is a direct influence of the *Brand Ambassador* on Consumer Confidence. This means that when the *Brand Ambassador* is perceived as good, Consumer Confidence will increase.

In the variable *E-Service Quality* to Buying Interest, *t-statistics* values of 3.105 and *PValues* of 0.002 were obtained. Because the *t-statistics* value > 1.96 and the *P-Values* < 0.05, there is a direct influence of *E-Service Quality* on Buying Interest. This means that when *E-Service Quality* increases, Buying Interest will also increase.

In the *Brand Ambassador* variable for Buying Interest, the *t-statistics* value was 1.693 and *PValues* 0.091. Because the *t-statistics* value > 1.96 and the *P-Values* < 0.05, there is no direct influence of the *Brand Ambassador* on Buying Interest.

In the variable Consumer Confidence in Buying Interest, the *t-statistics* value was 5.254 and the *P-Values* were 0.000. Because the *t-statistics* value > 1.96 and the *P-Values* < 0.05, there is a direct influence of Consumer Confidence in Buying Interest. This means that when Consumer Confidence increases, Buying Interest will also increase.

Table 3. *Indirect Effect*

Indirect Effect

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
<i>Brand Ambassador -> Buying Interest</i>	0,119	0,118	0,038	3,125	0,002
<i>E-Service Quality -> Buying Interest</i>	0,319	0,326	0,079	4,054	0,000

Furthermore, the *Indirect Effect* value on the *E-Service Quality* variable through Consumer Confidence in Buying Interest obtained a *t-statistics* value of 4.054 and a *P-Values* value of 0.000. Because the *tstatistics* value > 1.96 and the *P-Values* < 0.05, it can be interpreted that there is an indirect influence of *E-Service Quality* on Buying Interest through Consumer Confidence.

Then, the value on the *Brand Ambassador* variable through Consumer Confidence in Buying Interest obtained a *t*-statistics value of 3.125 and a *P-Values* value of 0.002. Because the *t*-statistics value > 1.96 and the *P-Values* < 0.05. So it can be interpreted that there is an indirect influence of *Brand Ambassador* on Buying Interest through Consumer Trust.

Based on the description above, hypothetical conclusions can be drawn in this study which can be seen in the table below:

Table 4. Research Model Hypothesis Testing Results

Hypothesis	Hypothesis Statement	Path Coefficient	T-Statistics (>1.96)	Information	Conclusion
H1	<i>E-Service Quality</i> positively affects Consumer Confidence	0,621	8,880	Data Supporting the Hypothesis	H1 Accepted
H2	<i>Brand Ambassador</i> positively affects Consumer Confidence	0,232	3,154	Data Supporting the Hypothesis	H2 Accepted
H3	<i>E-Service Quality</i> positively affects Buying Interest	0,322	3,105	Data Supporting the Hypothesis	H3 Accepted
H4	<i>Brand Ambassador</i> positively affects Buying Interest	0,108	1,693	Data Does Not Support the Hypothesis	H4 Not Accepted

H5	Consumer Confidence positively affects Buying Interest	0,514	5,254	Data Supporting the Hypothesis	H5 Accepted
H6	<i>E-Service Quality</i> positively affects Buying Interest through Consumer Trust	0,319	4,054	Data Supporting the Hypothesis	H6 Accepted
H7	<i>Brand Ambassador</i> positively affects Buying Interest through Consumer Trust	0,119	3,125	Data Supporting the Hypothesis	H7 Accepted

Source: Processed by Researchers, (2022)

Of the 7 hypotheses proposed, there are 6 hypotheses that are acceptable in this study and 1 hypothesis that is unacceptable in this study.

DISCUSSION

In the results of each research hypothesis testing, several results were obtained as follows;

First, based on the results of tests that have been carried out, it shows that *E-Service Quality* has a positive influence on Consumer Trust in the Tokopedia marketplace. This means that the better the *E-Service Quality* provided, the more it will increase Consumer Trust. There is a positive influence on *E-Service Quality* on the speed of transactions by providing good service and in accordance with the expectations of consumers. Based on the characteristics of respondents, respondents agreed that shopping for products

through the Tokopedia *marketplace* can be maintained privacy when making payments, so the average consumer has felt that the services provided by Tokopedia can instill Consumer Trust. This research is strengthened by previous research conducted by Wuisan et al., (2020), Adyanto & Santosa, (2018), and Ihsan & Siregar, (2019) which stated that *E-Service Quality* has a positive influence on Consumer Confidence.

Second, based on the results of tests that have been carried out, it shows that *Brand Ambassadors* have a positive influence on Consumer Trust in the Tokopedia *marketplace*. This means that the better the *Brand Ambassador* given, the more it will increase Consumer Trust. There is a positive influence on *Brand Ambassadors* by providing an important aspect to build consumer trust, so that consumers no longer hesitate in making purchases. Based on the characteristic of respondents aged 18-25 years that BTS has a professional attitude when promoting products, making consumers feel that BTS can increase consumer confidence. This research is strengthened by research that has been conducted by Yudhistira & Patrikha, (2021), (Restu et al., 2020), and (Kristian, 2021) which states that *Brand Ambassadors* have a positive influence on Consumer Trust.

Third, based on the results of tests that have been carried out, it shows that *E-Service Quality* has a positive influence on Buying Interest in the Tokopedia *marketplace*. This means that the higher the *E-Service Quality* that appears, the more Buying Interest will increase. There is a positive influence on *E-Service Quality* by providing fast and easy service to consumers and meeting consumer expectations by providing good service, the intention to make a purchase will affect Buying Interest. Based on the characteristics of respondents, respondents who have shopped through the Tokopedia marketplace for 6-12 months that Tokopedia has many ways to make payments that can make it easier for consumers to make transactions so that consumers are interested in buying products on the Tokopedia marketplace. This research is strengthened by research that has been conducted by Satriyo et al., (2021), Setiawati & Madiawati, (2020) and Kurniasari & Widayanto, (2021) which states that *E-Service Quality* has a positive influence on Buying Interest.

Fourth, based on the results of tests that have been carried out, it shows that *Brand Ambassadors* do not affect Buying Interest in the Tokopedia *marketplace*. Based on the characteristics of the respondents of the most sex, namely women, who stated that BTS has a high popularity to be used as *Brand Ambassador*, but from the results of BTS calculations which were made *brand ambassadors* does not affect consumers' buying interest in the Tokopedia application, or in other words that *brand ambassadors* are not a factor that consumers consider. Because consumers buying products on Tokopedia do not look at the *brand ambassadors* appointed by Tokopedia but buy products according to the needs of consumers. This research is strengthened by research that has been conducted by Purwati & Cahyanti, (2022).

Fifth, based on the results of the tests conducted, it shows that Consumer Confidence has a positive influence on Buying Interest in the Tokopedia *marketplace*. This means that the better the Consumer Trust provided, the more Buying Interest will increase. The existence of a significant influence on Consumer Confidence by providing clear information on the *application* regarding the products being marketed and providing satisfactory complaint handling services can affect Buying Interest. Based on the respondent's characteristics, respondents with student work that Tokopedia always provides notifications for payments that have been received make consumers feel accurate information so that it can instill a sense of trust. This is reinforced by previous research by Tilaar et al., (2018), Rosdiana & Haris, (2018) and (Syarifudin, 2020) which stated that Consumer Confidence has a positive influence on Buying Interest.

Sixth, the results of this study show that Consumer Trust mediates the relationship between *E-Service Quality* and Buying Interest. The better *the E-Service Quality*, the more Buying Interest through Consumer Confidence. This means the influence of E-Service Quality by making it easier to make transactions by reading product descriptions before making transactions that the products purchased by consumers are in accordance with what is expected so as to affect consumers' Buying Interest through E-Service Quality which is fast and easy so that it can increase Consumer Trust and Tokopedia as a *marketplace* really needs *E-Service Quality* which is very good so that consumers feel comfortable while purchasing a product through the Tokopedia *marketplace*. When viewed from the characteristics of respondents, respondents who use the Tokopedia *marketplace* for 6-12 months. This research is strengthened by previous research by Priambodo & Farida, (2020) and Shahnaz & Wahyono, (2017) which stated that *E-Service Quality* has a positive effect on Buying Interest through Consumer Confidence.

Seventh, the results of this study show that Consumer Trust mediates the relationship between *Brand Ambassador* and Buying Interest. The better *the Brand Ambassador*, the more Buying Interest through Consumer Trust *increases*. This means that the indirect influence of the Brand Ambassador by being able to provide information on the products offered and be professional to consumers and easily understand the information so as to influence consumers' Buying Interest through a *Brand Ambassador* who provides good information and convinces consumers so that it can increase Buying Interest. When viewed from the characteristics of the response, it can be seen that most of the times are related to Brand Ambassadors to Buy Interest through Consumer Confidence, respondents with female gender and based on work, namely students / students, that they really see *Brand Ambassadors* by considering Consumer Trust

as a factor before the formation of Buying Interest. This research is strengthened by previous research by Putri & Harti, (2022) and Yudhistira & Patrikha, (2021) which stated that *Brand Ambassadors* have a positive and significant effect on Buying Interest through Consumer Confidence.

CONCLUSION

In this study, the influence of *e-service quality* and *brand ambassadors* in shaping consumer trust which has an impact on consumers' buying interest in the Tokopedia application this research has a direct and indirect influence. In this study, there is a mediating role, namely consumer trust. Independent variables *E-Service Quality* and *Brand Ambassador* While the *intervening* variables in this study are Consumer Trust and the dependent variable in this study is Buying Interest. The results of this study show that there is a significant direct influence between *E-Service Quality* and Consumer Trust. This means that when *E-Service Quality* is good, Consumer Confidence will increase. There is a significant direct influence between *Brand Ambassador* and Consumer Trust. This means that when the *Brand Ambassador* is good, Consumer Confidence will increase. There is a significant direct influence between *E-Service Quality* and Buying Interest. That is, when *E-Service Quality* rises, Buying Interest will increase. There is no *Brand Ambassador* influence on Buying Interest. That is, when *the Brand Ambassador* is not a factor that determines Buying Interest. There is a significant direct influence of Consumer Confidence in Buying Interest. That is, when Consumer Confidence is good, Buying Interest will increase. It is proven that there is a significant indirect influence between *E-Service Quality* through Consumer Confidence in Buying Interest. It is proven that there is a significant indirect influence between *Brand Ambassadors* through Consumer Confidence in Buying Interest.

Research Limitations

There are still some limitations or limitations that need to be corrected in the future. This research only took samples on Tokopedia marketplace users in Jabodetabek, so this research was only on a moderate scale, while Tokopedia *marketplace* users were spread almost throughout Indonesia. So that the results of this study cannot be equalized for consumers outside Jabodetabek. This research only focuses on *e-service quality* and *brand ambassadors* in shaping consumer trust which has an impact on consumers' buying interest in the Tokopedia application and the variable of consumer trust mediation.

Suggestions for further research

In this study, it is better to develop again in adding variables so that it can increase knowledge beyond the variables used in this study. Tokopedia must reevaluate how the company's efforts in building consumer trust and pay attention to and consider the factors that make consumers loyal. So in this case it is important for Tokopedia to improve and develop more attractive

advertisements, advertising messages, Tokopedia advertising visuals on social media to be different from its competitors so that customers feel interested in seeing further advertisements which will later cause consumer confidence. According to the CEO of Tokopedia, BTS is a Brand Ambassador because BTS is able to spread positive messages but to spread the message alone is not able to make consumers interested in buying on the Tokopedia *marketplace*, therefore Tokopedia makes more Brand Ambassadors who can further make consumer interest increase and not spend a lot of money. So, whoever the *brand ambassadoris* during attractive and informative advertisements will significantly affect the trust of customers shopping on Tokopedia. Tokopedia needs to conduct periodic surveys to customers through their social media or other media in order to find out how much trust and loyalty to Tokopedia and can find out what customers feel and want directly. Tokopedia also needs to provide promos with a variety of interesting options.

Managerial Implications

This research has several managerial implications that are important for improving *E-Service Quality*. The first is recommended for the Tokopedia *marketplace* based on the result of the lowest value "Tokopedia provides a refund service to me if the order is canceled by the seller" of 3,429. So the e-service quality variable can evaluate these factors by providing better and more effective *e-service quality* to maintain the trust of consumers so that the growth of *tokopedia matketplace service* customers continues to grow and achieve the company's targets.

Furthermore, on the Tokopedia *marketplace* based on the results of the lowest value "As a *Brand Ambassador* BTS has an elegant impression" of 3,293. So on the *Brand Ambassador* variable in order to evaluate maintaining the trust of consumers, it is recommended to be more selective in choosing a *brand ambassador* based on the expertise possessed such as: expertise in conveying product information expertise is able to convey products and discounts carried out by *the marketplace* Tokopedia well, and the information conveyed is easy to understand. These measures are expected to increase consumers' buying interest.

Furthermore, on the Tokopedia *marketplace* based on the results of the lowest value "Tokopedia always informs the stages of consumer orders that have transacted" of 3,379. So in the Consumer Confidence variable in order to evaluate, it is necessary to realize that consumer confidence in product attributes may not correspond to reality. In addition, managers should be aware that positioning, differentiation, and segmentation strategies can be based on the attributes of a brand.

Then on the Tokopedia *marketplace* based on the results of the lowest value "If I open the Okopedia T application I am always interested in the products offered" of 3,250.

So on the Buying Interest variable to evaluate by making discounts / discounts, and placing advertisements. Increasing buying interest, it is very necessary to pay attention to the factor of improving product quality by repairing those that are still lacking and increasing those that are already good.

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