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The Influence of Brand Ambassadors and Flash Sale Events on the Lazada App on Impulse Buying in the Cirebon Region

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ABSTRACT

Technological developments have produced many things, one of which is e-commerce or an online marketplace, one of which is Lazada. The purpose of this study was to measure how much influence brand ambassadors (X1) and flash sales (X2) have on impulse buying (Y) in lazada applications in the Cirebon area. This research method uses probability sampling techniques with simple random sampling methods and conducts a sample of 100 respondents with age criteria 17-25 years of lazada application users in the Cirebon area. The SPSS 24 software application helps in analysing data which includes instrument tests, classical assumption tests, and multiple linear regression tests. From the test results, it can be concluded that the brand ambassador and flash sale variables have a positive and significant effect on impulse buying.

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INTRODUCTION

Along with rapid technological advancements, the modern era has deeply affected many aspects of life, including business. Technological development has brought forth many innovations, one of which is e-commerce or online marketplaces, which provide a platform for trade or buying and selling transactions. The variety of e-commerce services in Indonesia has led to changes in the shopping patterns of the community to meet daily needs. The shift from offline to online shopping has been increasing rapidly, offering opportunities for e-commerce operators to capitalize on internet usage for online shopping (Fatimah, Purdianto, et al., 2021). E-commerce itself has become a viable business choice in an increasingly competitive and dynamic market, transforming consumer behavior globally, including in Indonesia, and causing changes in shopping habits (Fatimah, Herdinadiatin, et al., 2021). The e-commerce sector in Indonesia has experienced rapid growth, closely related to the increasing number of internet users.

According to data from the Association of Indonesian Internet Service Users (APJII), there were 215.63 million internet users in Indonesia from 2022 to 2023. This marks an increase of 2.67% compared to the previous period, with around 210.03 million users. The population of internet users in Indonesia accounts for 78.19% of the total population of the country, or approximately 275.77 million people. This proportion is 1.17% higher than the 77.36% recorded from 2021 to 2022 (Sadya, 2023).

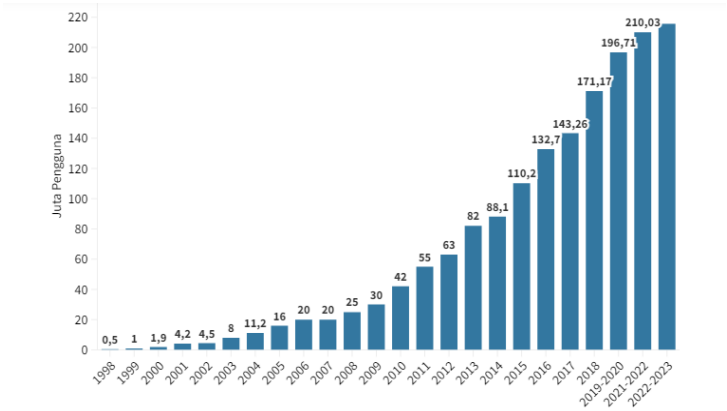


Figure 1
The number of internet users in Indonesia

Source : *(dataindonesia, 2023)*

STATISTICS show that the Indonesian market has a significant share, making it exploitable by business entities utilizing digital channels for marketing goods. One such platform is Lazada, founded by Rocket Internet in 2011 and officially launched on March 27, 2012. Lazada's first official website was launched with its headquarters in Singapore and branches in Indonesia, Malaysia, the Philippines, Thailand, and Vietnam (Bidakara et al., n.d.). Alibaba Group acquired Lazada in 2014 and, following the acquisition, aggressively

pursued innovation and linked service quality to create lasting impacts on customers (Heizar & Arjanto, 2023).

One strategy employed is expanding market reach and building a positive image in consumers' minds by selecting brand ambassadors who have a positive image in society and hosting various entertainment events. These initiatives aim to attract consumers to transact on the marketplace. Lazada itself provides various promotional tools to increase sales, such as flash sale events, discounts, and vouchers. Therefore, flash sales are part of the marketing tools or online marketplaces frequently used by sellers to communicate with customers in introducing their products to attract customers. With such offers, consumers are driven to make purchases within a specific timeframe set by the seller.

Promotional tools like flash sales offer various discounts and hold exclusive large-scale sales on specific dates, such as from January 1st to December 12th, enticing consumers and leading to impulse buying.

(Rook & Fisher, 1995) identify impulse buying as consumers acting reflexively, instinctively, and spontaneously in making purchases. When consumers feel that impulse buying is unavoidable, they consider it normal, but some consumers engage in impulse buying when shopping at a store that doesn't align with their shopping list, which is beneficial for businesses (Harahap & Amanah, 2022).

THEORETICAL REVIEW

Brand Ambassador

Brand ambassadors are among several tactics for disseminating information about their products to boost sales. Companies need to understand the needs and trends of their target market and hire high-quality brand ambassadors with good integrity among the public to persuade customers to purchase or use their products (John Wiley & Sons, 2013). Celebrities, athletes, actors or actresses, singers, and other famous individuals are selected as brand ambassadors for a product, serving as marketing tools to influence consumers' perceptions and emotions and acting as reminders for consumers to purchase the represented product over competitors' products (Niland et al., 2020). According to (M. Anang, 2019), this is intended to increase product sales through the influence of brand ambassadors in shaping consumer trends and influencing them to purchase products.

The views presented by the experts mentioned above suggest that a brand ambassador is someone chosen by a company with a good reputation in society to represent a product. When companies select brand ambassadors, it is important to remember that the characteristics of celebrities, actors, actresses, singers, and other famous individuals will affect the success or failure of a company's promotional activities. Additionally, the characteristics of brand ambassadors using several elements developed by Royan (2004) in (M. Anang, 2019). This model has three indicators:

a *Attraction*

Refers to the charm a celebrity brings to product users as a brand ambassador can change opinions through the mechanism of attraction,

including 1) Likeability, the ability to attract in terms of physical appearance and personality, and 2) Similarity, specifically having certain similarities with mutual interests or habits. With the attraction of brand ambassadors, it is hoped that they can have a positive influence in promoting the products they represent.

b *Expertise*

The level of skill or expertise a celebrity has in speaking and influencing others.

c *Trustworthiness*

Public trust in the honesty of the brand ambassador and their ability to confidently provide explanations to consumers..

Flash Sale

According to (Curatman, 2021), several sales promotion approaches can be utilized in business operations, such as offering product samples, providing vouchers, discounts, flash sale events, bonuses, cash prizes, and more. Flash sale is a marketing technique to promote a product to customers within a short period by offering significant discounts. Perceptions, as stated by (Aggarwal & Vaidyanathan, 2003), suggest that time-bound promotions tend to urge people to make purchases more quickly, especially in the current digital era, where businesses should aim to minimize promotion costs through online promotions (Astuti, 2020).

Flash Sale is part of internet marketing strategy where manufacturers promote to attract attention and urge consumers to make purchases. According to (Nighel & Sharif, 2022), "Flash sale" is an online business concept where products are offered with massive discounts for a short period, usually a few hours or days. As the e-commerce industry grows, new developments in online marketing and sales tactics emerge. Internet business owners increasingly use flash sales as a strategic marketing and sales tool. Various discount offers and promotions, as well as reduced product prices during flash sales, make many people anticipate them. The dimensions of flash sale sales, according to (Rizki Octaviana et al., 2022), include:

a. Discount during the promotion period, the amount of discount and vouchers offered during flash sale.
b. Flash Sale Duration, the length of time flash sale lasts on online marketplaces or e-commerce platforms.
c. Number of Products available during flash sale, the quantity of items provided during flash sale on an online marketplace.
d. Attractive flash sales, for customers to make purchases, sellers must make offers as attractive as possible.

Impulse Buying

(Wijaya & Oktarina, 2019) state that impulse buying or unplanned purchases are characterized by quick decisions made without much thought. Therefore, consumers cannot avoid making purchases. Impulse buying is a type of purchase where decisions are made suddenly and not planned, driven by

impulses and choices made at the moment, after which the customer will have cognitive or emotional reactions (Ittaqullah et al., 2020). Based on research (Ahn & Kwon, 2022), impulse buying is an unforeseen purchase made by customers in response to marketing tactics such as enticing promotions or price reductions. As previously explained, impulse buying is an act of shopping without restraint or careful consideration. Most purchases are made on products or items that are not needed because the motivation behind them is emotional experience.

There are seven dimensions of impulse buying according to (Darwipat et al., 2020), which are:

a. Spontaneity is an automatic, reflexive, and often unconscious response that occurs without conscious thought or consideration.
b. Power is when a consumer has a strong tendency to buy an item and they often experience cognitive dissonance.
c. Complusion is when consumers begin to realize that they are buying goods or products that match their needs or wants.
d. Intensity How often a person does a certain activity continuously because he likes it, besides the pleasure of the activity being carried out can encourage someone to do it often.
e. Excitement namely the buyer experiences pleasure because from this the buyer gains happiness.
f. Stimulation namely the relationship between consumers' good emotions and impulse buying behavior and the indirect relationship between consumers' positive emotions and social cues and the store environment.
g. Disregard for consequences where customers choose to continue impulse buying despite negative effects.

METHODOLOGY

According to (Prof.Dr.Sugiyono, 2017), the quantitative research method is a research method based on the ideology of positivism philosophy. This method involves the use of research instruments to collect data, gathering data from a specific population or sample, and analyzing data quantitatively or statistically to test hypotheses. In this study, the researcher used quantitative method and library research.

The users of the Lazada application are crucial in data collection for this study, with the criteria of age ranging from 17 to 25 years old. The points given to respondents are as follows: 5 points = strongly agree, 4 points = agree, 3 points = somewhat agree, 2 points = disagree, 1 point = strongly disagree for each question.

According to Guilford (1987: 125) in Supranto (1997: 239) the number of elements (respondents) greater than the minimum requirement of 30 elements / respondents and the larger the sample (the greater the value of n = the number of sample elements) will provide a more accurate value, so this study used 100 respondents of lazada application users in the Cirebon area. This research

method uses probability sampling techniques with simple random sampling methods, assisted by the SPSS 24 software application.

RESULTS AND DISCUSSION

I. Results of Inststrument Testing

a Validity

The data obtained from this research are empirical or well-observed and meet criteria such as validity. Validity is a measure of how closely the data collected by the researcher corresponds to the actual data that occurred (Prof.Dr.Sugiyono, 2017). To perform a significance test by comparing the value of t with t_{table}, the validity test conditions must be met if the value of $t > t_{table}$, and the t table formula is degree of freedom (df) = N-2 (number of samples used in the study - 2)

df = N-2

df = 100 – 2

= 98

t_{tabel} = (0,196)

Based on the output results and the formula above, each variable of brand ambassador, flash sale, and impulse buying meets the requirements because the value of t > 0.196.

b Reliability

The Cronbach Alpha formula is used in the reliability test of this research to ensure whether the measurement findings obtained meet the requirements of research reliability. If each question in the questionnaire is reliable, then the questionnaire as a whole is considered reliable if the questionnaire has a coefficient alpha > 0.60.

Table 2: Results of Reliability

Variable	Cronbach's Alpha	Reliability Statistic
Brand Ambassador	.637	Reliability
Flash Sale	.550	Reliability
Impulse Buying	.582	Reliability

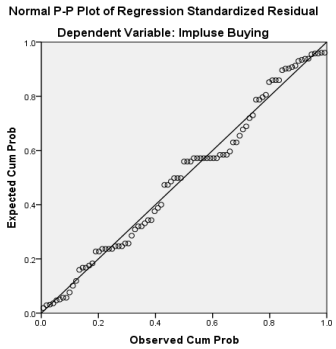
Source : *process research data (2024)*

The value of rhitung for questions regarding brand ambassador, flash sale, and impulse buying indicates reliability because the value of r_{hitung} > 0.60, as seen from the data analysis output above. This demonstrates the validity of each questionnaire item.

II. Results of Classical Assumption Test

a Normality Test

Figure 2
Grafik Normal P-P Plot



Source *: process research data (2024)*

The distribution of data in this study is considered normal because the points on the above graph are scattered around the line following the diagonal direction. If there is correlation, it is referred to as multicollinearity.

b Kolmogorov-Smirnov Test

Table 3: Results of Normality

One-Sample Kolmogrov-Smirnov Test	
Unstandardized Residual	
N	**87**
Asymp. Sig	**.200**

Source *: process research data (2024)*

Based on the data above, it is indicated that the relationship between the independent variables (brand ambassador - X1, flash sale - X2) and the dependent variable (impulse buying - Y) can be observed from the significance value (sig), which is 0.200. It is considered normal because it is > 0.05.

III. Results of Multiple Linear Regression Test

a Partial Test (t-test)

The partial test (t-test) is used to ascertain the impact of each independent variable on the dependent variable separately..

Table 5: Results of Partial Test (t-test)

Coefficients			
Model	Unstandardized B	t	Sig.

(Constant)	17.042	9.370	.000
Brand Ambassador	.284	3.021	.000
(Constant)	16.503	9.935	.000
Flash Sale	.281	3.633	.000

Source : *process research data (2024)*

The t-test table above provides the following conclusions:
sign value < 0,05
value t_{hitung}> value t_{table}
t_{table} = t (a/2 ; n-k-1)
a = 5% (0.05) = t (0,05/2 ; 100-2-1)
= 0,025 ; 97
= **1.984**

a Variable ***Brand Ambassador*** **(X1**) terhadap ***Impulse buying*** **(Y)**
Sign value 0,003 < 0,05
t_{hitung}> t_{table}
3.021 > 1.984

b Variable **Flash Sale (X2)** toward ***Impulse buying*** **(Y)**
Nilai sign. 0,003 < 0,05
t_{hitung}> t_{table}
3.633 > 1.984

Therefore, it can be concluded that Ho1 is rejected and Ha1 is accepted, indicating that Brand Ambassador (X1) and Flash Sale (X2) have a significant influence on Impulse Buying (Y).

b Simultaneous Test (F-test)

Table 5: Results of Simultaneous Test (F-test)

ANOVA					
Model	**Sum of Square**	**df**	**Mean Square**	**F**	**Sig.**
Regression	13.959	2	6.980	10.423	.000[b]
Residual	64.951	977	.670		
Total	78.910	99			

Source : *process research data (2024)*

Based on the above F-test table, it can be concluded :
sign value **< 0,05**
value f_{hitung}> value f_{table}
Value f_{table} = 3,09
Value signf. **0,000 < 0,05**
Value f_{hitung} 10,423 > value f_{table} 3,09

The variable brand ambassador (X1) and flash sale (X2) have a significance value of 0.000 < 0.05 and the calculated F-value is 10.423 > the tabled F-value of 3.09. This indicates that although H03 is rejected, H03 is accepted. This shows that the independent variables, namely brand ambassador (X1) and flash sale (X2), have a positive and significant effect on impulse buying (Y) simultaneously.

c Results of Coefficient of Determination Test (KD)

Table 5 Results of Coefficient of Determination

Model Summary			
R	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
.089	.008	-.013	1.238

Source : *process research data (2024)*

Based on the above output, which indicates that the brand ambassador variable influences the coefficient Rsquare (R2) of 0.008 or 0.8%, it can be concluded that this variable affects impulse buying.

CONCLUSIONS AND RECOMMENDATION

The results of the analysis show that the brand ambassador and flash sale variables have a positive effect on impulse buying. The conclusion of this study aligns with the data and theories presented earlier. The selection of brand ambassadors significantly impacts the company because consumers trust products promoted by brand ambassadors simply due to their presence in product promotions. Kannan, N. in (Zakiyyah, 2018) stated that after the product is introduced to consumers, sales can increase as a result of flash sale promotion strategies. Therefore, flash sale events play an important role in e-commerce as they can attract a lot of consumer interest within a specified time frame.

The researcher aimed to determine the extent of the influence of brand ambassadors and flash sale events on impulse buying behavior by consumers using the Lazada application in the Cirebon region. The conclusion of this research examines the relationship between brand ambassadors and flash sale events, which is based on the findings from instrument tests, classical assumptions, multiple linear regression, and hypotheses, showing a positive

and significant effect on the impulse buying variable on the Lazada application."

FURTHER STUDY

Based on the results of the study, there is still much to be done to improve research on brand ambassadors and flash sales in the Cirebon area. Researchers were only able to show 0.08%. Therefore, further research is expected to include other factors that have the potential to influence impulse buying.

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