



The Effect of Brand Ambassador and Price on Purchase Intention in Tokopedia Through Trust as a Moderation Variable

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ABSTRACT

This study aims to see and determine the influence of *Brand ambassador* and Price on Purchase Intention on Tokopedia through Trust as a moderation variable. The research method used is a quantitative approach with a type of descriptive research. The sample used in this study was 100 students from the Faculty of Economics, Makassar State University. In this study, the researcher used data analysis of the Partial Least Square Structural Equation Modelling (PLS-SEM) model. The results of this study show that there is a positive and significant influence between all variables, namely, *Brand ambassador* (X1), Price (X2), on Purchase Intention (Y) and successfully moderated positively by the Confidence variable (Z) through SEM.

INTRODUCTION

Changes will lead to significant political and economic transformations in the current period of globalization, and these changes may also affect the actions of competing business owners (Halik et al., 2020). The inception of the Internet is one of the most exciting technological advances. One example of technological progress that will continue to grow every year is the Internet. Every individual, group, and company can benefit significantly from utilizing the Internet (Lailiya, 2020). Utilizing the Web, we can shop online just by opening an internet connection. One of them is online shopping through social networks. We can learn about online shopping from the internet world. Online shopping is a form of change represented by the Internet in terms of innovation in consumer behavior. Therefore, the increasing number of people who transact and shop online makes it easier to meet their needs. Furthermore, the widespread use of the internet demands new developments or innovations in various fields. One of these fields is the economic sector, especially e-commerce, where people have greater opportunities to launch their own businesses through online platforms (Ayustikarin & Rochmania, 2023). It turns out that doing business online via the Internet can play an important role in the global money cycle. E-commerce purchases have increased in Indonesia, as seen from the rise of e-commerce in Indonesia. The increase in e-commerce users has led to the development of e-commerce consumer behavior. The trend of e-commerce users not only affects entrepreneurs and adults, but also young people who become e-commerce consumers.

E-commerce, which is an abbreviation for electronic commerce, is a transaction that involves various types of business activities carried out via the internet, including buying and selling online (Yuwansa et al., 2023). E-commerce involves the distribution of sales, purchases, advertising, and services related to products via the internet. Utilizing the web or (online stores) can simplify a company's ability to promote its products both locally and internationally. As a result, many e-commerce platforms and markets have emerged in Indonesia. Thanks to technology, individuals generally like online shopping, because it simplifies the process without having to meet the seller or buyer, making it easier for them to make decisions to buy products and services online (Faisal, 2022). This progress has resulted in the emergence of many e-commerce platforms, for example Tokopedia.

Tokopedia This is the most popular example of e-commerce. William Tanuwijaya and Leontinus Alpha Edison launched Tokopedia, one of the largest original marketplaces in Indonesia, on February 6, 2009, and officially launched it to the public on August 17. Tokopedia was founded as an online marketplace for brands, small businesses, and the public to buy and showcase goods and services. One of the fastest growing online companies in Indonesia since its official establishment is PT Tokopedia. Tokopedia launched the Deals feature in 2017 to help Indonesians find the best deals in eight categories, including travel and entertainment. The purpose of this product is to help offline companies use Tokopedia to increase their online visibility. One of the creative strategies used by e-commerce to expand its market share is by promoting using celebrities or

public figures as product representatives or commonly called Brand Ambassadors. A brand ambassador is a person or organization chosen to represent a particular good or service. Organizations use brand ambassadors to persuade customers to use their brand or product or to extend an invitation to do so (Tan et al., 2021). In addition to using Brand Ambassadors, varying prices are also factors that can be considered to attract consumer purchasing intentions. Based on researchers (Cabeza-Ramírez et al., 2022) Companies offer discounts to customers to boost sales of their goods or services. Price reductions can stimulate customers' curiosity to buy and encourage them to make purchases faster (Singh et al., 2022). Sellers provide discounts to customers in exchange for certain actions also known as price cuts and can attract consumer purchase intentions. Some types of discounts that can attract consumer purchase intentions are discounts based on quantity, season, payment method, and trade.

Online purchasing choices involve a selection process that integrates knowledge to assess products or services and choose various alternative actions that are closely related to the individual's personality and circumstances during the purchase, as well as situational information web, to inform the right behavior in decision making (Azizah et al., 2022). When engaging in online transactions, the main factor that buyers consider is their trust in the website offering online services and the sellers present on the site (Yuwansa et al., 2023). In e-commerce, direct interaction between consumers and products is limited, so consumers cannot supervise the decision-making process for purchases.

Trust is the foundation of online commerce, because in digital transactions, sellers and buyers do not interact or find out more about each other. The importance of trust has increased in online shopping transactions due to the increase in online fraud. Consumers tend to feel comfortable making online transactions in-store after building a trusting relationship with the vendor (Yulia Sari & Elsandra, 2022). Meanwhile, as stated by Keseler et al., (2021) showed that customer trust includes all the knowledge that consumers have along with all the evaluations they have formed about the product, features, and benefits. This study seeks to understand how these developments affect consumer purchase intentions, especially among college students, and this transformation highlights the rapid changes in the e-commerce sector. The primary demographic group engaging in e-commerce to purchase goods is college students, making them an important group for this type of research

LITERATURE REVIEW

This study uses the theory of planned behavior (consumer behavior theory) along with the Marketing 4.0 conceptual framework. The theory of planned behavior is a framework that helps understand and explain the steps taken by individuals or groups in deciding to make a purchase. This theory emphasizes the elements that influence consumer behavior, such as needs, motivations, perceptions, attitudes, preferences, and decision making (Dany & Susanti, 2023). In this concept, the level of consumer involvement also influences purchasing choices. Consumer involvement refers to the level of interest, emotional connection, and attention that consumers have towards a product or

service (Choirunisa & Hanif, 2023). The level of consumer involvement can influence how much they search for information, evaluate options, and decide to purchase. The theory of planned behavior offers a structure for understanding the elements that influence consumer purchasing choices.

Marketing 4.0 is a new stage in marketing that integrates online and offline interactions between companies and consumers. Although the digital economy is growing, it does not mean that offline marketing is not important. Both must be interrelated and integrated. Harmawan stated that offline marketing functions as a differentiating factor in today's market competition. Both contribute to the customer journey when the buyer chooses to make a purchase. In Marketing 4.0, the idea of consumer loyalty is a shift from the previous customer journey, which focused on repeat purchases (4A), to a new stage (5A) that introduces support as an additional aspect of the customer journey (Kotler et al., 2019). The concept of 5A in the customer path is one of the theories developed by Hermawan Kartajaya, a marketing expert from Indonesia. This concept was introduced as part of an effort to understand consumer behavior in the increasingly complex and dynamic digital era. This 5A concept is a development of the previous concept, namely 4A (Aware, Attitude, Act, Act Again). This 5A concept describes the consumer journey from the first stage of knowing the product to becoming an advocate for the product. In today's digital era, this consumer journey is becoming more dynamic and non-linear, meaning that consumers can move back and forth between these stages before finally making a decision.

Relationship Between Brand Ambassadors and Trust

Brand Ambassadors in appearance, attitude, values, and ethics are things that they must be able to represent through their traits. One of the tasks of a Brand Ambassador is to establish a close relationship with the target audience as naturally as possible. A Brand Ambassador is usually a trained and energetic teenager who is recruited by a company to consistently promote its products as if they were applied in everyday life to gain brand attention from its target audience (Utami et al., 2020). As the 'face' of a product, a brand ambassador is expected to have very strong knowledge of the product so that they are able to explain it in every discussion that occurs. It is important for consumers to view the brand ambassador as someone they can rely on, trust, and admire in order to create a good relationship. A trust relationship requires two parties who rely on each other for mutual benefit: the party who trusts (eg online consumers) and the party who is trusted, for example online vendors (Gregg & Walczak, 2010). Trust also requires the risk that the guardian will not behave as expected (due to the asymmetry of information inherent in online transactions). So that the conclusion can be drawn in the hypothesis, namely:

H1. Brand Ambassador Influences Trust

The Relationship Between Price and Trust

As stated by Kotler & Armstrong, (2008) price refers to the amount of money spent on E-commerce has created a feedback system IT framework that facilitates the collection and distribution of information about previous vendor transactions to overcome this uncertainty. As stated by (Pavlou & Fygenson,

2006), A product or service, or the total value that consumers give to obtain the benefits of having or using a product or service. Due to the fact that customers often interact with unknown sellers without established brand recognition, the physical distance that separates buyers and sellers in online transactions creates anxiety for consumers, according to. The feedback system has been shown to offer reliable prices for trusted vendors. Based on previous research (Cahyaningdyah & Putra, 2013) consumers tend to spend more on online transactions with sellers they consider more reliable. According to research that conducted by Japariato & Adelia, (2020), the findings indicate that price plays an important role in trust. So that conclusions can be drawn on the hypothesis, namely:

H2. Price Affects Trust

Relationship between Brand Ambassadors and Purchase Intentions

The use of celebrities as brand ambassadors aims to expand the scope of the target market and increase product popularity through the image of a celebrity known to the public (Utami et al., 2020). In other words, the image of celebrity brand ambassadors affects the image of the product. Therefore, careful screening is needed in the selection process for celebrity brand ambassadors because they must be in accordance with the product image that the company wants the public to recognize. Based on previous research by Steffi & Tjokrosaputro, (2023) It has been observed that famous people who are easily recognized and friendly when interacting with consumers can increase their desire to buy, which explains why brand ambassadors positively influence purchase intentions. Furthermore, research by Dwisuardinata & Darma, (2022) shows that brand ambassadors have a substantial and positive impact on purchase intentions. Celebrity brand ambassadors significantly influence purchase intention and increase sales through both influential and causal factors. For example, in beauty product advertisements, the advertised product will always be associated with the physical attractiveness of the celebrity. Consumer perception will always refer to the existing image depicting the celebrity. Meanwhile, Oktavia et al., (2022) brand ambassadors significantly influence consumer purchase intentions because they can influence decisions by assessing the popularity, credibility, influence, and attractiveness of brand ambassadors. So that conclusions can be drawn on the hypothesis, namely:

H3. Brand Ambassadors Influence Purchase Intention

Relationship Between Price and Purchase Intention

Price has a significant impact on purchasing choices because consumers' ability to obtain a product depends on the funds available and the benefits they receive when making a purchase. The presence of a price tag on an item also has an impact on consumer purchasing choices, and consumers will be more interested in making purchases if the price offered is reasonable and appropriate (Siska, 2022). Conversely, prices that are too high will encourage consumers to make other decisions. Purchasing decisions are influenced by cultural, social, personal, and psychological aspects, as stated by Kotler & Armstrong, (2008) Cost

is one of the individual aspects. According to manufacturers, prices should be able to attract consumer interest and create fierce competition among sellers of comparable goods or services (Antika, 2021). From a consumer perspective, individuals prefer low prices combined with good or better quality. Some individuals who prefer online shopping to offline do so by focusing on price while ignoring the labor costs incurred by the seller. Therefore, we can conclude that lower prices result in more purchases, while higher prices result in fewer purchases. This is evidenced by research by Dany & Susanti, (2023) which found a strong and positive correlation between price and purchasing decisions for Vario motorbikes. So that conclusions can be drawn on the hypothesis, namely:
H4. Price Affects Purchase Intention

Relationship between Trust and Purchase Intention

In online shopping transactions, trust is very important because of the rampant cybercrime such as credit card theft and fraud. This concept of trust is related to the buyer's belief in the reliability of online sellers, which guarantees the security of online transactions and ensures that transactions occur after the buyer has completed payment. According to researcher Shen, (2012) a researcher who studied the relationship between perceived utility, perceived usefulness, social comparison tendencies, and trust in purchasing decisions, it was found that trust significantly influences product purchases positively. Previous research conducted by Rahmawati & Nilowardono, (2018), showed that brand trust plays a major role in influencing purchasing decisions. In addition, consumer attitudes significantly influence purchasing decisions, functioning as a mediator that connects the positive effects of brand trust to consumer purchasing choices. In other words, trust can shape positive consumer perceptions which ultimately influence their purchasing choices. According to Wijaya & Pahar, (2022), research shows that trust plays an important role in influencing purchasing decisions. Various studies that prove the relationship between trust and Purchase Intention have been conducted by researchers such as previously. For example, Syed Alwi et al.'s research (2016) tested the effect of Purchase Intention on AC products in Malaysia by placing trust as an independent variable. The results of the study showed that trust can influence consumer Purchase Intention in a positive and significant direction. In addition, Chinomona's research, (2016) also used the trust variable to test Purchase Intention of products in South Africa. The results of the study showed that trust influences Purchase Intention in a positive direction. So that conclusions can be drawn on the hypothesis, namely:

H5. Trust Affects Purchase Intention

Relationship between Brand Ambassadors and Purchase Intention through Trust

Brand ambassadors can increase consumer confidence in choosing online purchases. The presence of brand ambassadors eliminates consumer doubts in determining purchasing choices. In addition, the presence of brand ambassadors increases consumer confidence, so that they shop online at the Tokopedia marketplace without hesitation. Brand ambassadors increase consumer confidence, which has a positive and significant impact on purchasing decisions.

This study supports the conclusions of Yudhistira & Patrikha (2021), which show that Brand ambassadors have a major impact on consumer decisions to purchase, with consumer trust functioning as a mediator between the two. A company can use a famous or unknown person as a Brand ambassador to promote or endorse its goods as a spokesperson. Brand ambassadors are used by businesses. increase the value of the product and connect consumers closer to the brand, thereby generating interest in buying it. In this way, brand ambassadors can instill trust in consumers to make purchasing decisions. According to Vega Yudhistira (2021) who showed that brand ambassadors greatly influence purchasing decisions by fostering trust. So that conclusions can be drawn on the hypothesis, namely:

H6. Brand Ambassadors Influence Purchase Intention Through Trust

Price Relationship to Purchase Intention Through Trust

Trust can strengthen the relationship between price and purchasing choices. Consumer behavior examines how individuals decide to utilize the resources of funds, time, and effort that they have and can access to obtain products or services for future use. Trust is very important when deciding on online purchases. Trust is the foundation of any business because commercial transactions between two or more parties occur when each party trusts the other party. (Sari & Hawignyo, 2021: 756). The relationship between price perception and trust can explain how it improves purchasing decisions; when customers believe that information reflects reality, combined with reasonable prices and various promotions from the Tokopedia market, they tend to decide to make repeat purchases. In line with Cici Dessyaningrum et al (2020) who stated that trust influences the relationship between price perception and purchasing choices. So that conclusions can be drawn on the hypothesis, namely:

H7. Price Affects Purchase Intention Through Trust

The seven hypotheses above form the research framework in the following image:

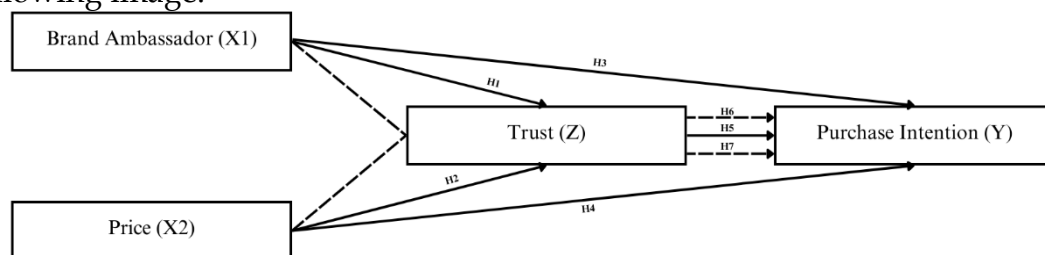


Figure 1. Conceptual Framework

METHODOLOGY

To describe a population, a sample is a small segment of the population selected based on a certain procedure (Amin, 2021). The Solvin method, which is used for sampling, calculates the minimum sample size required. Thus with the formula:

$$\pi = \frac{N}{1 + Ne^2}$$

$$\pi = \frac{5.248}{1 + 5.248 (0,1)^2}$$
$$\pi = \frac{5.248}{1 + 5.248 (0,01)^2}$$
$$n = 99,98$$
$$n = 100$$

Description

n : Sample

N : Population

e : Error Rate 10%

A total of 100 samples will be studied, the researcher divided each batch to get each average number consisting of the economic education study program totaling 9 students, Development Economics totaling 10 students, Entrepreneurship totaling 8 students, Digital Business totaling 9 students, Accounting totaling 20 students, Accounting Education totaling 7 students, D4 Accounting totaling 5 students, and Management totaling 32 students. This research was conducted from September to November 2024. The analysis method in this study, the Smart PLS 4.0 application is used as a means to implement the partial least squares (PLS) approach. A widely known method for determining route coefficients is PLS. SEM-PLS data analysis consists of two phases: measurement model analysis (external model) and structural model analysis (internal model). Validity and reliability testing occurs in the measurement model analysis phase. Convergent and discriminant validity are used to evaluate validity in SEM-PLS analysis. An index is considered convergently valid when the average variance extracted (AVE) value exceeds 0.5 and the factor loading value exceeds 0.7. (Hair et al., 2017). Discriminant validity is assessed through cross-loading and the Fornell-Larcker criterion. Cross-loading occurs when each indicator shows a higher value relative to the other variable indicators. The Fornell-Larcker criterion is met when the correlation between the variable and the squared AVE exceeds the correlation with other variables in the study model (Hair et al., 2020). To ensure data reliability, specifications such as Cronbach's alpha > 0.7, rho_c > 0.7, and rho_a > 0.7 (Hair et al., 2020). Structural analysis is the next phase. Statistical significance with a P value < 0.05 (basis for conclusion) and an R2 value of 0.75 (strong), 0.50 (moderate), and 0.25 (weak) are some of the requirements that must be met by structural analysis in SEM-PLS. According to Hair et al. (2017), significant F2 values are 0.02 (small effect), 0.15 (moderate effect), and 0.35 (large effect).

RESEARCH RESULT

The results of the study from 100 respondents of students from the Faculty of Economics, Makassar State University, can be seen in the table below:

Tabel 1. Demographic Profiles

Description	Values	Frequency	Percent	Comments
Gender	Female	57	57%	The Number of Students Using Tokopedia is Dominated by Female Respondents
	Male	43	43%	
Age	18-19	37	37%	The Number of Students Using Tokopedia is Dominated by Respondents Aged 18-19 Years
	20-21	35	35%	
	22-23	28	28%	
Study program	Economic Education	9	9%	The Number of Students Using Tokopedia is Dominated by Female Respondents
	Development Economics	10	10%	
	Management	32	32%	
	Accounting	20	20%	
	D4 Accounting	5	5%	
	Accounting Education (S1)	7	7%	
	Entrepreneurship	8	8%	
Digital Business	9	9%		

Source: Processed by Researchers, 2024

Based on the table above, 57 female students (57%) and 43 male students (43%) participated in this study. Based on age, 37 students were between 18-19 years old (37%), 35 students were between 20-21 years old (35%), and 28 students were between 22-23 years old (28%). A total of 9 students from the Economic Education study program (9%), 10 students from the Development Economics study program (10%), 32 students from the Management study program (32%), 20 students from the Accounting study program (20%), 5 students from the D4 Accounting study program (5%), 7 students from the Accounting Education study program (7%), 8 students from the Entrepreneurship study program (8%), and 9 students from the Digital Business study program (9%).

In the first stage, validity and reliability tests were conducted to ensure the quality of data in the research model. Table 2 and Figure 1 show that the factor loading value is greater than 0.7 and AVE exceeds 0.5, thus ensuring that the research model meets the convergent validity criteria. Regarding the discriminant validity assessed through cross-loading and the Fornell-Larcker criterion in Table 3, the latent variable index shows a more substantial structure compared to other indicator constructs, and the square root of AVE exceeds the total of all construct relationships, indicating adequate discriminant validity. The results of the reliability test are presented in Table 2, where Cronbach's alpha > 0.7, rho_c > 0.7, and rho_a > 0.7 (indicating reliability). Thus, we can determine that all latent variables show strong reliability.

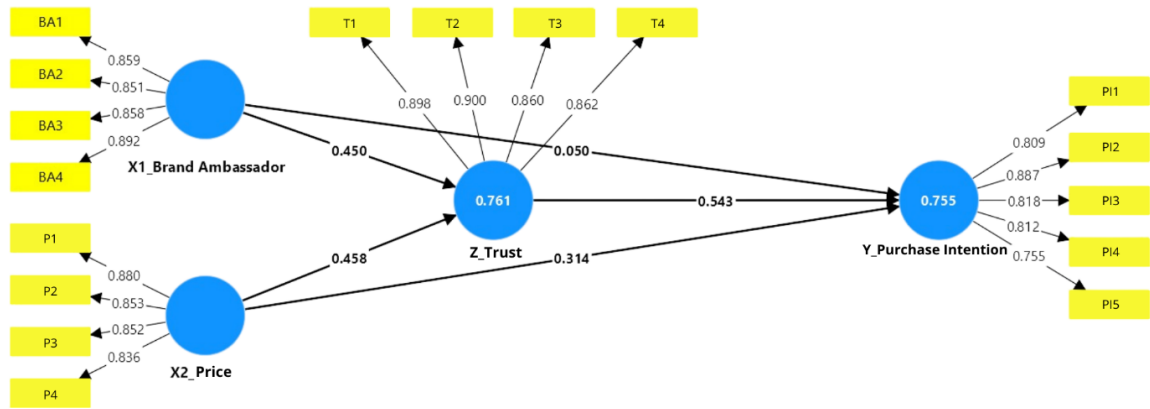


Figure 2. Measurement Model

Table 2. Validitas Konvergen and Reliability

Construct	Item	Validitas Konvergen		Reliability		
		Loading Factor	AVE	Cronbach's Alpha	Rho_C	Rho_A
BA	BA1	0,859	0.865	0.888	0.890	0.922
	BA2	0,851				
	BA3	0,858				
	BA4	0,892				
P	P1	0,880	0.855	0.879	0.879	0.916
	P2	0,853				
	P3	0,852				
	P4	0,836				
PI	PI1	0,809	0.817	0.875	0.878	0.909
	PI2	0,887				
	PI3	0,818				
	PI4	0,812				
	PI5	0,755				
T	T1	0,898	0.880	0,903	0.905	0.932
	T2	0,900				
	T3	0,860				
	T4	0,862				

Source: Processed by Researchers, 2024

Table 3. Discriminant Validity

Construct	Item	Cross Loading				Fornell -Larcker			
		X1	X2	Y	Z	X1	X2	Y	Z
BA	BA1	0,859	0,738	0,656	0,683	0,865			
	BA2	0,851	0,679	0,643	0,713				
	BA3	0,858	0,718	0,647	0,724				
	BA4	0,892	0,788	0,719	0,774				
P	P1	0,729	0,880	0,726	0,745	0,855			
	P2	0,734	0,853	0,703	0,714				
	P3	0,735	0,852	0,654	0,757				
	P4	0,695	0,836	0,695	0,652				
PI	PI1	0,681	0,623	0,809	0,693			0,817	
	PI2	0,690	0,794	0,887	0,703				
	PI3	0,652	0,614	0,818	0,657				
	PI4	0,614	0,700	0,812	0,733				
	PI5	0,613	0,571	0,755	0,680				

T	T1	0,797	0,772	0,810	0,898	0,880
	T2	0,725	0,732	0,751	0,900	
	T3	0,723	0,762	0,705	0,860	
	T4	0,697	0,684	0,715	0,862	

Source: Processed by Researchers, 2024

The structural model analysis in this study was conducted with the help of SmartPLS4. Table 4 shows the R2 and f2 values. R2 shows how the independent variables contribute to the dependent variable. As stated in the table below:

Table 4. Structural model

Hypothesis Testing Results	Hypothesis	Std.B	T-Statistics	P Values	Result	Model parameters	Variabel	Nilai dan Kategori
Direct Effect	X1 -> Y	0,146	3,157	0,002	Supported	R ²	IP	0.755 (High)
	X1 -> Z	0,121	4,799	0,000	Supported		K	0.761 (High)
	X2 -> Y	0,146	2,272	0,023	Supported	F ²	X1 -> Y	0.185 (Medium)
	X2 -> Z	0,116	2,423	0,015	Supported		X1 -> Z	0.198 (Medium)
	Z -> Y	0,077	2,203	0,028	Supported		X3 -> Y	0.109 (Medium)
Indirect Effect	X1 -> Z -> Y	0,074	3,308	0,001	Supported		X3 -> Z	0.055 (Low)
	X2 -> Z -> Y	0,080	3,100	0,002	Supported		Z -> Y	0.052 (Low)

Source: Processed by Researchers, 2024

The Brand Ambassador and Price variables contribute 0.755 (75.5%) to the Purchase Intention variable. While the Brand Ambassador and Price variables contribute 0.761 (76.1%) to the Trust variable. In this study, the f2 value of the Brand Ambassador variable has a moderate effect on Purchase Intention, Brand Ambassador has a moderate effect on Trust, Purchase Intention is moderately influenced by price, slightly influenced by trust, and price has a small impact on trust. Purchase intention is the dependent variable, trust is the moderating variable, while brand ambassador and price are independent variables used to test hypotheses H1 to H7 as listed in Table 4. The test results show that H1 is accepted because there is a positive and significant relationship between trust and brand ambassador ($\beta = 0.121$, $t = 4.799$, $p < 0.000$). In addition, Table 4 also shows a positive and significant relationship between price and trust ($\beta = 0.116$, $t = 2.423$, $p < 0.015$), so H2 is accepted. Similarly, there is a strong and positive correlation between brand ambassador and purchase intention. ($\beta = 0.146$, $t = 3.157$, $p < 0.002$), then H3 is accepted. Table 4 shows a positive and significant relationship between Price and Purchase Intention ($\beta = 0.146$, $t = 2.272$, $p < 0.023$) then, H4 is accepted. Then Table 4 shows a positive and significant relationship between Trust and Purchase Intention ($\beta = 0.077$, $t = 2.203$, $p < 0.028$) then, H5 is accepted. In addition, the indirect effect or mediation effect is tested using PLS-SEM bootstrap. The results of the indirect effect test are shown in Table 4. The relationship between brand ambassador and purchase intention can be mediated by trust ($\beta = 0.074$, $t = 3.308$, $p < 0.001$). Consequently, H6 is approved; trust can also act as a mediator in the relationship between purchase intention and brand ambassador ($\beta = 0.080$, $t = 3.100$, $p < 0.002$) hence, H7 is accepted.

DISCUSSION

This study shows that there is a positive and significant correlation between students' trust in Tokopedia and brand ambassadors. This shows that hiring brand ambassadors is a tactic to increase consumer trust in a product through persuasion; brand ambassadors can help build trust. The brand ambassadors selected by Tokopedia for this study are very effective in building trust with Tokopedia customers. Brand ambassadors are an attraction that can attract consumers' attention. Tokopedia must be selective in choosing brand ambassadors, because those who will represent the company must have an attraction value and be able to master the products they promote in order to influence consumer purchasing interest and purchasing decisions, which means it will grow their sense of trust. As stated by researchers Risto et al. (2020) and Yudhistira & Patrikha (2021), brand ambassadors influence consumer trust positively and meaningfully. Increasing consumer trust in available products by influencing consumers; one way is to use brand ambassadors who are expected to increase consumer trust.

This happens because the use of brand ambassadors is very much in line and consistent with the characteristics of the product brand they represent. To increase consumer trust in a facial and body care product, each company must develop a marketing strategy that inspires consumers to use the product. This encourages entrepreneurs to find the ideal brand representative to serve as a valuable marketing resource. By utilizing brand ambassadors, you will naturally feel involved and confident in the brand to influence your purchasing decisions. By utilizing brand ambassadors to promote a product, trust among consumers can be formed because they may find it difficult to buy items endorsed by their favorite celebrities.

The findings of this study reveal that price affects trust in Tokopedia. This shows that the higher the trust of Tokopedia users, the better the price perception will be. This means that there will be an increase in positive price perceptions of user trust in the marketplace application. Customers often use price as an indicator of how they view the value of a product or service compared to its price. Customer trust can decrease if the company's price is not in line with the advantages of the product, and vice versa. These findings indicate that price simultaneously affects consumer trust. The findings of this study are in line with the findings of Chen & Fang, (2023); Sun & Moon, (2023) which show that price significantly affects trust. According to Vira & Herry, (2022) shows that price affects consumer trust. In other words, the price of a product indicates its quality and the trust that customers have, as stated by Hari et al., (2023); Wilis & Nurwulandari, (2020) explored the impact of service quality and price on customer satisfaction or dissatisfaction. The findings showed that both were highly influenced by a high level of significance. Price holds the largest contribution value, indicating that price is important to customers when making product choices (Ren & Luo, 2024). The findings of researchers Jung et al., (2024) stated that one of the elements that influences consumer trust is price. For example, consumers will get more value from products that have the same quality but are cheaper. According to the results of the study, brand ambassadors

have an influence on consumers' desire to shop at Tokopedia. Thus, choosing the right brand ambassador can increase consumer trust when shopping online.

The greater the dependence of a business or brand on brand ambassadors to market its products, the greater the consumer's decision to buy goods from Tokopedia. To design advertisements that appeal to a wide audience, it is very important to include characters as supporters, so that the audience can easily understand information about the products being promoted. In this regard, researchers (Das & Mishra, 2018) stated that the use of brand ambassadors who have significant reputations, authority, or popularity can influence positive perceptions of the products or brands they represent. Researchers (Syafarudin, 2021) stated that celebrity users have their own appeal as advertising symbols. Celebrities can use their popularity as a weapon to influence, attract, and persuade target consumers in addition to generating press coverage and attracting public attention. Leveraging this popularity will encourage consumers to buy the products being marketed.

Research findings show that price has an impact on consumers' desire to buy on Tokopedia. This shows that consumers are more likely to choose to buy a product if the product is more attractive and cheaper. When considering a product purchase, consumers consider their perception of the price, including its affordability, how well it matches the benefits and quality they expect, and price competition in other markets; however, based on related data, they rarely or never acknowledge this. Get a discount to ensure that the indicator discount reaches its minimum value. According to research by (Sudirman, 2020), price plays two key roles in decision making: the allocation role, which helps customers maximize benefits according to their purchasing power, and the informational role, which helps inform consumers about various product attributes, including quality. Customers usually react more strongly to the price set for the product. Because prices that are too high can drive customers away and prices that are too low can reduce the quality of the goods, setting an acceptable and relevant price will encourage customers to make a purchase.

The research findings show that trust influences consumer intentions to make purchases on Tokopedia. Consumers consider Tokopedia to be a very good place to shop, offering a money-back guarantee if the goods received are damaged, offering high-quality goods and services, and having a good reputation. According to Suriani (2013), trust is defined as consumers' readiness to tolerate risk when transacting online, which is based on positive projections of their future online purchasing habits. The results of this study are in line with research by Andiani et al. (2023) which found that trust is very important to reduce consumer uncertainty and increase comfort and confidence in their purchasing decisions. These factors can ultimately result in higher levels of brand or product loyalty. Customers are more likely to choose a brand, product, or service provider over other alternatives when they have a high level of trust in the entity. Given this, researchers (Supandi, 2020) show that if consumers (especially student consumers) are more confident in online buying and selling transactions, this will increase their likelihood of making online purchases. On the other hand, without trust, purchasing decisions will not be made. This trust

can come from positive experiences in the past, good advice from a solid brand reputation or from friends or family. Because a decrease in customer trust in a brand can hinder market expansion for related goods, brand trust is very important for brand sustainability. Purchase intentions are influenced by brand trust, according to previous research by Tomer et al. (2019). This implies that when consumers make decisions about their online purchases, their trust will be valuable. As consumer trust grows, it can influence consumers' choices to buy online.

The findings of this study indicate that brand ambassadors influence purchase intention through trust in Tokopedia. This highlights the importance of building and maintaining strong relationships with brand ambassadors who are appropriate and relevant to the target market and influence consumers positively. This can increase consumer trust and influence purchase choices. Brand ambassadors can have positive or negative effects, so it is important to find a good fit between a brand and its brand ambassadors to maximize the benefits in brand development. If a brand ambassador faces personal problems or has a bad reputation, it can affect promotion. Choosing the right brand ambassador can increase consumer trust when making online purchase choices. In addition, consumer purchasing behavior increases under the influence of brand ambassadors. User trust is very important in the business sector because it can increase repurchase intentions and influence user loyalty, both of which improve the experience (Siyamtinah & Hendar 2015). Customer purchasing decisions are influenced by their level of trust in internet retailers. In addition, brand ambassadors increase consumer trust, which reduces their reluctance to make purchases in the Tokopedia marketplace. In addition, trust can increase the influence of brand ambassadors on purchase intentions, according to Khan et al. (2022). This suggests that when consumers on social media feel increased brand trust, this trust helps connect the credibility of influencers with their intention to make a purchase.

The findings of this study indicate that price influences purchase intention on Tokopedia through trust. The price displayed on a brand's website is a key factor in increasing purchase intention by fostering trust. Al-Farraj et al. (2021). Engagement that When customers share their thoughts, feelings, and experiences about goods and services with current or potential clients, loyalty occurs (Harrigan, 2017 in AlFarraj et al., 2021). Every interaction with others requires trust (Gopichandran & Chetlapalli, 2013). For businesses to build solid relationships with customers and influence their purchasing decisions, trust is essential (Power et al., 2008). Social media is an important tool for increasing brand trust among consumers and can give businesses a competitive advantage (Kemeç & Yüksel, 2021).

Researchers Gkouna et al. (2022) This shows a significant positive relationship, mediated by brand trust, between price and customer purchase intention. This is because customers are more likely to make a purchase when they have more confidence in a brand's identity and price. According to Tümer et al. (2019), a recent study found that online advertising and digital marketing techniques are more successful than traditional marketing in increasing purchase

intention and brand trust. Brand trust, according to researchers (Tümer et al., 2019), is the degree to which customers believe that a particular brand or business will fulfill its expectations or promises after using it. Purchase intention, according to Vandos and Flavin (2008 in Tümer et al., 2019), is a commitment that customers make to themselves to repurchase a good or service. Likewise, brand trust can increase the impact of price on purchase intention, according to a study by Khan et al. (2022). This shows that trust increases with customer engagement on social media and brand trust. It creates a relationship between price and purchase intention. If the price is comparable to the quality that will be obtained, customers will usually choose and be loyal to buy at that store. Conversely, if the price is not comparable to the quality that will be obtained, customers will usually prefer other products that are considered to be able to provide a price that is more comparable to its quality (Tarmidi & Mardhiyah, 2022). This statement is supported by Octaviani & Selamat, (2023) price has a positive and significant effect on purchasing intentions through trust.

CONCLUSIONS AND RECOMMENDATIONS

The research findings can be interpreted as follows: The trust of students of the Faculty of Economics and Business, State University of Makassar towards Tokopedia is greatly influenced by brand ambassadors. Price has a major influence on the trust of students of the Faculty of Economics and Business, State University of Makassar towards Tokopedia. Students of the Faculty of Economics and Business, State University of Makassar are greatly influenced by brand ambassadors when making purchases on Tokopedia. Students of the Faculty of Economics and Business, State University of Makassar are greatly influenced by costs in their interest in making purchases on Tokopedia. Students of the Faculty of Economics and Business, State University of Makassar are greatly influenced by trust in their interest in making purchases on Tokopedia. By fostering trust among students of the Faculty of Economics and Business, State University of Makassar, brand ambassadors have a major impact on consumers' desire to buy from Tokopedia. Students of the Faculty of Economics and Business, State University of Makassar are greatly influenced by price in terms of their trust in Tokopedia.

This study strengthens and provides trust in purchasing through the Tokopedia application to measure trust and Student Purchase Intention. This study also uses Trust as a mediating variable to determine the relationship between Brand Ambassador and Price on Purchase Intention at Tokopedia.

ADVANCED RESEARCH

Tokopedia focuses on improving its brand ambassador promotion strategy by perfecting the selection of future brand ambassadors with trustworthy personalities, ensuring prices are in line with product quality, implementing additional discount programs or providing free shipping for customers who make smaller purchases, and providing accurate information from management to increase customer trust. This study is expected to be used as a research guideline specifically for researchers who are interested in conducting research

related to brand ambassadors, prices, purchase intentions and trust in Tokopedia.

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