Female Students Perceptions on The Effect of Country of Origin, Brand Ambassador on Purchase Intentions: A Study on The Geographical Origin of Tokopedia E-Commerce Company, Indonesia

Gina Apryani Nurunnisha[1]
Widyatama University, Bandung, Indonesia

Roeshartono Roespinoedji[2]
Widyatama University, Bandung, Indonesia

Djoko Roespinoedji[3]
Widyatama University, Bandung, Indonesia

[1] Corresponding author: Email: gina.apryani@widyatama.ac.id

Abstract

This study aims to analyze the effect of country of origin (also referred to as geographical location), brand ambassadors, and advertising campaigns towards purchase intention of visitor at Tokopedia.com website. The data source of this research is primary data from the sample from student of Widyatama University who has visited the Tokopedia.com website. And the data collection was performed using purposive sampling by distributing questionnaires to 100 respondents. Data has been processed using multiple linear regression tests. The results of this study indicate that: (1) country of origin (or geographical location) has no significant effect on purchase intention Tokopedia website visitors (2) brand ambassadors have a significant effect on purchase intention of Tokopedia website visitors (3) advertising campaigns have a significant effect on purchase intention of Tokopedia website visitors (4) country of origin, brand ambassadors, and advertising campaigns simultaneously have a significant effect on purchase intention in Tokopedia.com visitors. Based on the coefficient of determination, the effect of the independent variable on purchase intention is 68%, and the remaining 32% is influenced by other variables not mentioned in this research. Hence, the students from different locations studying in the Widyatama University were found to have same intention regardless of their geographical location of origin.

Introduction

The growth of business actors has made e-commerce competition in Indonesia even tougher. Quoted from data released by Startup Rank as of February 2020, Indonesia occupies the fifth position in the world with the number of startups reaching 2,179 business units. Among these startups there are e-commerce such as Tokopedia, Bukalapak, Blibli, Zalora, Bhineka, Qlapa and so on. In addition to local e-commerce as mentioned earlier, in Indonesia itself there are also regional e-commerce such as Shopee, Lazada, JD.ID and others. The competition between the two, both local and regional e-commerce is quite tight. However, local e-commerce remains superior when viewed based on the number of visits to the respective e-commerce websites.

In 2018, Tokopedia had a transaction value of US$ 5.9 billion with its flagship business, namely the consumer to consumer (C2C) platform which reached a transaction value of US$ 5.6 billion, while its business to consumer (B2C) platform only produced transaction value of US$ 148 million. In this graph, CLSA projects that in the future, up to 2023, the transaction value of Tokopedia could reach US$ 37.45 billion. (Jayani, 2019)

Based on the data presented in the previous paragraph, it shows that Tokopedia is the most popular e-commerce today. Consumer interest in visiting the Tokopedia website is quite high. By visiting the Tokopedia website, it shows that someone tends to have an interest in the site. According to Belch and Belch (2003: 120) purchase intention is generally based on matching the motive with the attributes or characteristics of the brand under consideration. Interest is a determining factor in how consumers will take an attitude. Therefore, the measurement of purchase intention factors is very important for every marketer to know to influence consumers in taking attitudes. Meanwhile, according to Keller, Parameswaran, and Jacob (2011) purchase intention is a set of actions or behaviors that are closely related to a person's attitudes and considerations towards a particular brand, as well as the possibilities that arise, namely buying a brand or switching to another brand.

Figure 1
Top Most Visited E-Commerce Websites in Southeast Asia
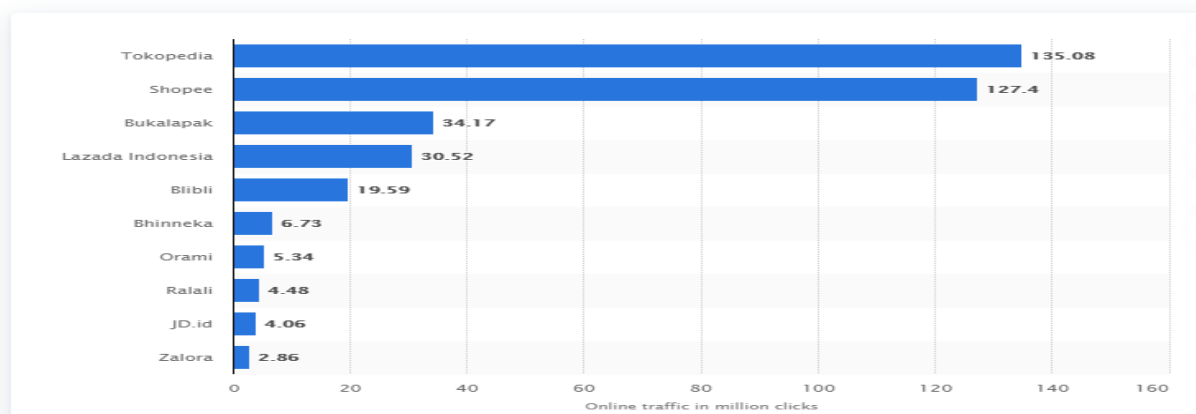
Source: Statista, 2021

Figure 1 shows the data of the most e-commerce websites much visited in Southeast Asia. The first position is occupied by Shopee and Lazada. Where the two platforms have expanded in various countries in Southeast Asia. There is something that interests the author from the data, that Tokopedia is the most visited e-commerce platform in Southeast Asia and occupies the third position even though it is only available in one country, namely Indonesia. If it is concluded based on the data in Figure 1 and on the data mentioned in the previous paragraph, local e-commerce platforms still dominate the e-commerce market share in Indonesia. As stated by Keller et al. (2011) in his book that the domestic market, the perception of the state can move consumers' patriotic concepts or remind them of their past. Several studies have found that domestic brands are preferred in collective countries such as Japan and other Asian countries that have strong group

norms and ties to family and country.

Purchase intention is influenced by many factors. The first factor driving interest is the country of origin. According to Keller et al. (2011) the geographic location from which it originates can also be associated with the brand and generate secondary associations (brand association). The world is currently a cultural bazaar, where consumers can choose brands from abroad, based on consumer perceptions and beliefs about the quality of a particular country or the image of a product. Choosing a brand with strong national ties can reflect a deliberate decision, based on what consumers believe about the perceptions of those countries. Some brands are able to create strong points of difference, in part because of consumer identification and beliefs about the country of origin.

One of the phenomena that is sweeping the world today is the Korean Wave phenomenon. Korean Wave or Hallyu is a popular culture from South Korea that has become a kind of belief and accepted in various societies. Korean Wave is the term given to describe the spread of Korean pop culture globally in various countries in the world since the 1990s. According to Kim, Cho, & Jung (2014) Korean Wave has succeeded in touching emotions such as sympathy and empathy, these emotional touches have produced a positive image of Korea. This positive image forms the behavior of consumer purchase intention which can encourage purchase decisions.

Second factor is brand ambassador. According to Bagnied (2021) in marketing brands, marketers can lead consumer opinions through opinion leaders. Opinion leaders are figures from a group who have special abilities or expertise, knowledge, characteristics, and high social influence in the group. The figure was created in the form of a brand ambassador who has the task of conveying the message and value of the products offered by the company to consumers.

One of Tokopedia's marketing strategies is to appoint brand ambassadors as their brand representation. Reporting from the official Tokopedia website, in October 2019 Tokopedia announced a new brand ambassador. Tokopedia appointed the boy band BTS as brand ambassadors. BTS is a boy band from South Korea under the auspices of HYBE LABELS which has been going global. BTS' journey and vision to always innovate in the music industry, together with the messages of "loveself" they consistently convey, are in line with Tokopedia's vision. Therefore, Tokopedia appreciates BTS's strong commitment in innovating and spreading positive messages through their music, so that BTS is seen as a very appropriate partner to convey Tokopedia's message and value to the world. (Andriennawati, 2019)

Factors that further encourage the creation of interest include advertising campaigns or advertising campaigns. According to Belch and Telch (2003: 251) in their book, advertising campaign is part of Integrated Marketing Communication (IMC) in the form of communication activities that are centered on certain themes or ideas and have a specific time period. The campaign theme must be in the form of a strong idea, where the message carried will be conveyed well to the audience.Tokopedia also implements an advertising campaign as a mainstay strategy in conveying its message to consumers. As mentioned in the previous paragraph, Tokopedia appointed BTS as the brand ambassador. Along with the announcement of BTS as brand ambassadors, Tokopedia also announced their new campaign, 'Tokopedia #1Everyday'. In this new campaign, Tokopedia states that all users can find different surprises every day when they visit Tokopedia. In addition to surprises, there are also product recommendations and various promos that will be offered every day. Tokopedia's hope through this campaign is that Tokopedia wants to encourage people to always fight and always strive to do the best in every business they do every day with Tokopedia. Tokopedia hopes to accompany its consumers every step of the way in achieving their dreams. (Andriennawati, 2019).

Apart from the above factors, in this study the object studied was a student of UIN Syarif Hidayatullah Jakarta. This was taken based on the results of Snapcart's research. Reporting from Marketeers, Snapcart's research on e-commerce shopping behavior in Indonesia shows that residents of Java and North Sumatra are the most dominant online shoppers, namely DKI Jakarta (22%), West Java (21%), East Java (14%). , Central Java (9%), Banten (8%), and North Sumatra (6%) {Hizban, 2021 #1017}. Based on age, 50% of shoppers are Millennial Generation (25-34 years), Generation Z (15-24 years) as much as 31%, Generation X (35-44 years) as much as 16%, and the remaining 2% are Baby Boomers Generation (45 years). years and over). Among the routine shoppers, 65% are dominated by women. (Hendriana, 2021). Students were chosen as objects because based on the research above, the percentage of women is greater, then the dominating age is the Millennial Generation and Generation Z, if measured by education level being at the college level.

Based on the explanation above, the writer is interested in conducting research and making the above topic as research material by taking the title "**The Effect Of Country Of Origin, Brand Ambassador, And Advertising Campaign Toward Purchase Intention In Tokopedia**"

Literature Review

Previous Research

Table 1 presents the framework for this research

Table 1
Previous Research

No	Title	Result	Author
1	How Do Effective Digital Marketing and Brand Ambassador Stimulate Purchase Intention Today?	The results of this study found that digital marketing and brand ambassadors did not have an influence on purchase intention. The thing that is more interesting than the two is the brand identity. In this digital era, brand identity has a more important role in stimulating someone's purchase intention than digital marketing and brand ambassadors	Nisa, C & Pramesti, D.A (2020)
2	The Importance in Providing Country of Origin Information on ECommerce Platforms to Fulfill Consumer Rights in Indonesia.	Country of origin information is very important and urgent to be provided by merchants on e-commerce platforms. Providing country of origin information benefits consumers as well as platform providers and merchants. The government needs new regulations to urge e-commerce to provide country of origin information on every product they sell.	M. Ridwan & Said M. Rizky (2019)
3	Dynamics of a Digital Advertising Campaign	advertising campaign programs give results, unlike traditional media, digital media have measurable parameters. Some common parameters that can be used include: impressions, clicks, leads, walk in-trials, and conversions.	Girish Taneja & Sandeep Vij (2019)
4	Effectiveness of a Social Media Marketing Campaign to Increase Awareness and Membership of a Physical Activity Website	The marketing campaign succeeded in increasing brand awareness and directing consumers to the website as demonstrated by website hits, new user registrations, and app downloads during the campaign period.	A. Van Itallie, K. Corry, C. Vandelanotte, dan M. Duncan (2018
5	Influence of Intensity of Watching Tokopedia Endorsement Promotional Stories on Instagram and Endorser Popularity Level on Consumer Purchase intention in Tokopedia.	There is an effect of the intensity of watching Tokopedia's endorsement promotional stories on Instagram on consumer purchase intention at Tokopedia. The significance value obtained is 0.000 (<0.05) and the regression coefficient is 0.681.	Maulyda, M & Setyabudi, D (2018)

Conceptual Framework

Figure 2
presents the framework for this research.
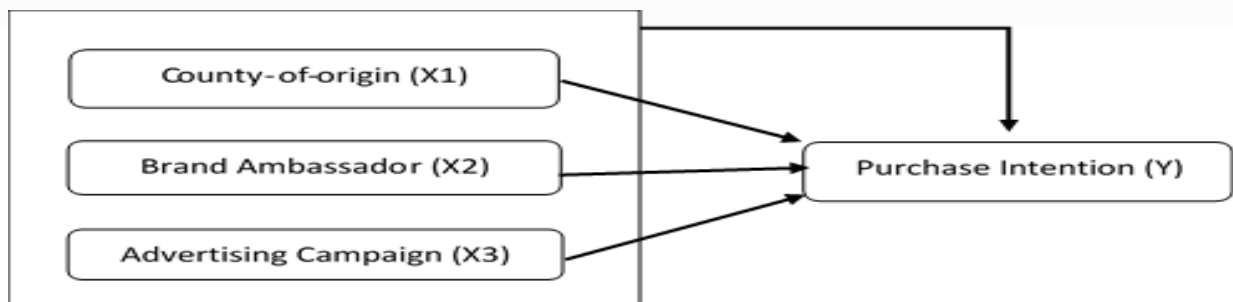
Source: Data Analysis, 2021

Hypothesis

As for the formulation of the hypothesis above, the tests carried out here include the following.
1.   The partial hypothesis of each of the variables studied on purchasing decisions is as follows.
a.   Ho: $\beta_1 = 0$ there is no significant effect between country of origin on purchase intention.
Ha: $\beta_1 \neq 0$ there is a significant effect between country of origin on purchase intention.
b.   Ho: $\beta_2 = 0$ there is no significant effect between brand ambassadors on purchase intention.

Ha: $\beta_2 \neq 0$ there is a significant effect between brand ambassadors on purchase intention.
c.   Ho: $\beta_3 = 0$ there is no significant effect between advertising campaigns on purchase intention.
Ha: $\beta_3 \neq 0$ there is a significant effect between advertising campaigns on purchase intention.
2.   Simultaneous (together) influence hypothesis:
a.   Ho: $\beta_1\ \beta_2\ \beta_3 = 0$ there is no significant effect between country of origin, brands ambassador, advertising campaign on purchase intention.
b.   Ha: $\beta_1\ \beta_2\ \beta_3 \neq 0$ there is a significant effect between country of origin, brand ambassadors, and advertising campaigns on purchase intention.

Methods

To obtain data in this study, it was done by filling out a questionnaire. The sampling method used is non-probability sampling, which is a sampling technique that does not provide equal opportunities or opportunities for each element of the population to be selected as a sample. The technique used for data collection in this study is purposive sampling, namely the technique of determining the sample with certain considerations (Lo, Rey-Martí, & Botella-Carrubi, 2020). The considerations used by the researcher are female students who have visited the Tokopedia online shopping site with a sample of 100. The questionnaires were distributed in the universities. The respondents were selected by using a purposive sampling technique because first was asked about that have you visited the Tokopedia shopping mall. The questionnaire in this study used a Likert Scale (5 scales). The primary source in this study is the result of a questionnaire that has been filled out by the respondent. Meanwhile, secondary sources are based on data obtained through books, journals, literature or writings that are considered related to the topic under study, both offline and online.(Kotler, Wong, Saunders, & Armstrong, 2007a)
Method of analysis is done by several methods, namely; Descriptive Statistics Test, Validity Test, Reliability Test, Normality Test, Multicollinearity Test, Heteroscedasticity Test. and also, Multiple Linear Regression Analysis to predict the change (increase and decrease) of the dependent variable (Y). and using the Partial Test (t test) and Simultaneous Test (F test) to test the hypothesis. .(Prastiwi, Ratnaningsih, Windhyastiti, & Khouroh, 2020; Ridwan & Rizky, 2019; Taneja & Vij, 2019)

Result and Discussion

Hypothesis Testing Result

Partial hypothesis testing is intended to determine whether or not the influence of the independent variable is partially on the dependent variable. The results of the hypothesis in this test are as follows.

Table 2
T-Test result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,458	2,020		1,712	0,090
	Brand Ambassador	0,175	0,059	0,309	2,949	0,004
	Advertising Campaign	0,494	0,102	0,534	4,860	0,000
	Country of Origin	0,038	0,093	0,031	0,402	0,688

a. Dependent Variable: Minat Beli

Based on Table 2 from the results of the t test that has been carried out, each independent variable has a partial effect on the dependent variable as follows.

The Influence of Country Of Origin on Purchase intention(Kotler et al., 2007a)

From Table 2 we can see that the t value for country of origin is 0.402 while the ttable value is 1.984. Then it is known that t (0.402) < t table (1.984) and a significant value of 0.688 > 0.1. So the

hypothesis obtained is that there is no significant effect between country of origin on requesting to buy (Ha is rejected and H0 is accepted), meaning that partially there is no significant effect between country of origin and purchase intention.(Barrow & Mosley, 2005; Hermawan, 2012; Yasin, Noor, & Mohamad, 2007) The results of the statistical test above are contrary to the previous research included in this study, the results obtained from the research of Rinjani and Sulhaini (2020) Korean dramas and country of origin have a significant effect on brand image. Where this means that Korean dramas can shape the image of Korean cosmetic products. This also occurs in the country of origin which has a positive and significant influence on purchase intention. From the results of this study, it can be concluded that Korean dramas can affect brand image, where brand image affects how consumers perceive the country of origin of Korean cosmetic products in their minds which in turn can create positive interest in cosmetic products from Korea. As for other research from Ekawati (2015) which in his research stated that there are differences in interest in the country of origin where in his research Korea was chosen as the most desirable smartphone product based on country-of-origin considerations, but if it was considered based on product features, China became the most desirable country.(Belch & Belch, 2004; Ghozali, 2013; Kapferer, 2008)

The Influence of Brand Ambassadors on Purchase intention

In Table 2 the t for brand ambassadors is 2,949 while the ttable value is 1,984. Then it is known that t (2.949) > ttable (1.984) and the significant value is 0.004 < 0.1. So that the hypothesis obtained is that there is a significant influence between brand ambassadors on asking to buy (Ha is accepted and H0 is rejected), meaning that partially there is a significant influence between brand ambassadors and purchase intention.(Kotler, Wong, Saunders, & Armstrong, 2007b) The results of this study are in line with the research of Dr. Olsy Usman, et al (2019). In his research stated that brand ambassadors can significantly influence purchase intention. The same thing is also supported by the research of Prastiwi, et al (2020) which states the same thing. In his research, it was stated that Siwon Choi as a brand ambassador had a significant influence on purchase intention in Korean Spicy Chicken Sedaap Noodles among Korean Pop fans on social media. However, this is not in line with the results of previous research conducted by Nisa and Nisa and Pramesti (2020). In their research, they conclude that brand ambassadors do not affect consumer purchase intention. Which means that Isyana Sarasvati as Emina's brand ambassador does not reflect the brand's identity to consumers. When consumers pay attention to buying, they do not pay attention to who is Emina's brand ambassador because consumers feel interested in buying based on their needs for the product itself.(Nielsen, 2012; Pramono, 2021; Silaen, 2013)

The Effect of Advertising Campaign on Purchase intention

In Table 2 the t value for advertising campaigns is 4.860 while the t-table value is 1.984. Then it is known that t (4.860) > ttable (1.984) and the significant value is 0.000 <0.1. So that the hypothesis obtained is that there is a significant effect between advertising campaigns on asking to buy (Ha is accepted and H0 is rejected), meaning that partially there is a significant influence between advertising campaigns and purchase intention.(Luthfina, 2021; Narida, 2020) The results of the research above are in line with research conducted by A. Van Van Itallie, Corry, Vandelanotte, and Duncan (2018) which states that campaigns can attract someone's interest to visit the website they are campaigning on. This is evidenced through observations over a certain period of time by utilizing Ads on social media and the results show that Ads containing campaigns can increase their website traffic (Damayanti & Martini, 2020; Rasidin, Sidqi, & Witro, 2020; Ryan, 2016).

Simultaneous Test (F Test)

Simultaneous hypothesis testing aims to measure the magnitude of the independent variables together on the dependent variable. In this study the results of the simultaneous test can be seen as follows.

Table 3
Simultaneous Test Result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2309,323	3	769,774	71,507	.000[b]
	Residual	1033,437	96	10,765		
	Total	3342,760	99			

a. Dependent Variable: Minat Beli
b. Predictors: (Constant), Country of Origin, Brand Ambassador, Advertising

Source: Data analysis, 2021

Based on Table 3 above, the Fcount value is 71.507. And for Ftable with a probability value of 0.1, the Ftable value is 2.36. Then the equation obtained is Fcount (71.507) > Ftable (2.36), and a significant value of 0.000 > 0.1, so it can be concluded that brand ambassadors, advertising campaigns, and country of origin have a simultaneous effect on purchase intention.
The above results are supported by Rajasekar (2018) which states that the advertising campaign carried out by a celebrity as an endorser plays an important role and has a significant impact on consumer interest because of the credibility of the celebrity. The campaign carried out can form a brand identity and celebrity has a positive role in influencing this.

Multiple Linear Regression Analysis Results

Based on the variables that have been described previously, the form of the multiple linear regression equation obtained is as follows.
$Y = 3,458 + 0,038X_3 + 0,175X_1 + 0,494X_3 + 0,1$
Based on Table 2 the results of the t-test in the previous subchapter, it was found that the variable that most influenced purchase intention was advertising campaign because it had an Unstandardized Coefficient (β) value greater than the other variables, which was 0.494. Where based on the value of the Unstandardized Coefficient, an advertising campaign can be considered to continue to be used as the company's marketing strategy in the future because it has the greatest influence in generating consumer interest.

Coefficient of Determination Results

The value of the coefficient of determination is between zero and one. A small value of R2 means that the ability of the independent variables in explaining the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable.

Table 4
Coefficient of Determination Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.831[a]	0,691	0,681	3,281

a. Predictors: (Constant), Country of Origin, Brand Ambassador, Advertising Campaign
b. Dependent Variable: Minat Beli

Source: Data analysis, 2021

Table 4 shows the Adjusted R Square value of 0.681 or 68%. This shows that the variable of purchase intention is simultaneously influenced by the brand ambassador, advertising campaign, and country of origin variables by 68%. While the remaining 0.319 or 32% are variables not examined in this study. The value of determination itself is useful for predicting and seeing how much influence contribution can be given by variable X simultaneously to variable Y.

Conclusion

This study aims to determine the influence of country of origin, brand ambassador, and advertising campaign on purchase intention. Respondents in this study were 100 Widyatama University students who had visited the e-commerce platform Tokopedia. Based on the data that has been collected, processed, and tested on the problem formulation using multiple linear regression models, the following conclusions can be drawn. The brand ambassador variable partially has a significant effect on purchase intention, with a value of tcount (2.949) > ttable (1.984) and a significant value of 0.004 <0.1. The advertising campaign variable partially has a significant effect on purchase intention, with a value of tcount (4.860) > ttable (1.984) and a significant value of 0.000 <0.1. The country-of-origin variable partially has no effect significant to purchase intention, with a value of tcount (0.402) < ttable (1.984) and a significant value of 0.688 > 0.1. Country of origin, brand ambassador, and advertising campaign variables simultaneously have a significant effect on purchase intention, with a value of Fcount (71.507) > Ftable (2.36) and a significant value of 0.000 > 0.1.

Suggestion

From the results of this study, based on the explanations and conclusions that have been described previously regarding the independent and dependent variables studied, it is expected to be able to have implications for Tokopedia in particular. The suggestions that the author can convey in connection with the results of research that have been carried out are as follows.

Based on the t test, the brand ambassador variable has a significant effect on purchase intention. However, when viewed from the distribution of answers, there is still a negative attitude given by the respondents. The most negative attitudes are given to the lifestyle and personality points of the brand ambassador. It is recommended that Tokopedia in the future consider choosing a brand ambassador with a preferred lifestyle and personality and in accordance with the tastes of consumers as a whole, not only from certain circles.(Elfiyana, 2021; Merzlyakov, 2019; Stats, 2018)

Furthermore, the advertising campaign variable has a significant effect on purchase intention based on the t test and has the highest influence of all variables. However, there is a negative attitude given by respondents to the uniqueness of advertisements and symbols used in Tokopedia's advertising campaigns. It is recommended that Tokopedia increase its creativity in creating unique advertisements in order to give a deeper impression to the audience who sees it and use symbols and words that are easier for all people to understand.(Kowanda, Firdaus, Pasaribu, & Nawangsari, 2018; Melati & SP, 2020; Woo, Childs, & Kim, 2020)

Then on the country-of-origin variable, there is no significant effect to purchase intention. There are many negative attitudes given by respondents to the question points given. Respondents gave the highest negative attitude at the level of technology, the image of the country, and the quality of the workforce. This is not in line with Tokopedia's desire to build an equitable digital economy in Indonesia because of Indonesia's image which is still not well-regarded by the community. It is recommended that Tokopedia be more aggressive in introducing and highlighting domestic products as well as introducing programs to support MSMEs and sellers of domestic products, so that people are more aware of and recognize domestic products that have good quality. As well as highlighting its own Tokopedia as an e-commerce company that should be proud because it is a company as well as a local brand owned by Indonesia.

Finally, this research is expected to be the basis for research which will be done next. For those who want to do further research, they can use or add other variables that can influence the behavior of purchase intention in online shopping such as price, data security, e-service quality, promotions, product quality, and so on related to Tokopedia purchase intention. In addition, it can also expand the scope of the research area so as to be able to identify other factors that can influence purchase intention. Because in this study it is known that there are 32% of other factors that influence purchase intention (D'Adamo, González-Sánchez, Medina-Salgado, & Settembre-Blundo, 2021).

References

Bagnied, M. (2021). Principles of Marketing. 1-11.

Barrow, S., & Mosley, R. (2005). The Employer Brand, Bringing the Best of Brand Management to People at Work, John Wiley & Sons Ltd, Chichester, England.

Belch, G. E., & Belch, M. A. (2004). Advertising and promotion: An integrated marketing communications perspective 6th. *New York: McGraw-Hil l*.

D'Adamo, I., González-Sánchez, R., Medina-Salgado, M. S., & Settembre-Blundo, D. (2021). E-Commerce Calls for Cyber-Security and Sustainability: How European Citizens Look for a Trusted Online Environment. *Sustainability, 13*(12), 6752. doi: https://doi.org/10.3390/su13126752

Damayanti, A., & Martini, E. (2020). *EXPERIENCE AND BRAND EQUITY IN E-COMMERCE (CASE STUDY: LAZADA INDONESIA).* Paper presented at the The conference encourages submissions for paper presentations from academics and practitioners. In order to reach the goals of the sharing and exchange of experiences of both theoretical developments and applications, these presentations may have a focus on either research studies or case studies of best practices on related topics.

Ekawati, P. (2015). Perbedaan Minat Beli Konsumen Berdasarkan Negara Asal (Country Of Origin) Dan Fitur Produk Pada Produk Smartphone. *Parsimonia-Jurnal Ekonomi dan Bisnis, 2*(1), 35-44.

Elfiyana, A. (2021). *A Comparative Study Of Factors Forming Customer Perceived Value E-Commerce In Indonesia (Case Study On Tokopedia, Shopee And Lazada).* Politeknik Negeri Bengkalis,

Ghozali, I. (2013). Aplikasi analisis multivariate dengan program. *Edisi Ketujuh. Semarang: Badan Penerbit Universitas Diponegoro*.

Hendriana, E. (2021). The Intention Of Indonesian Middle-Class Millennial Consumer To Purchase Through E-Commerce. *Turkish Journal of Computer and Mathematics Education (TURCOMAT), 12*(10), 6837–6852. doi:https://doi.org/10.17762/turcomat.v12i10.5551

Hermawan, A. (2012). Komunikasi pemasaran.

Kapferer, J.-N. (2008). *The new strategic brand management: Creating and sustaining brand equity long term*: Kogan Page Publishers.

Keller, K. L., Parameswaran, M., & Jacob, I. (2011). *Strategic brand management: Building, measuring, and managing brand equity*: Pearson Education India.

Kotler, P., Wong, V., Saunders, J., & Armstrong, G. (2007a). *Moderní marketing*: Grada publishing as.

Kotler, P., Wong, V., Saunders, J., & Armstrong, G. (2007b). *Moderní marketing*: Grada publishing as.

Kowanda, D., Firdaus, M., Pasaribu, R. B. F., & Nawangsari, S. (2018). *Lesson from Tokopedia. com: E-commerce success factor analysis: A case study from Indonesian unicorn.* Paper presented at the 2018 International Conference on Information Management and Processing (ICIMP).

Lo, F.-Y., Rey-Martí, A., & Botella-Carrubi, D. (2020). Research methods in business: Quantitative and qualitative comparative analysis. In (pp. 221-224): Elsevier.

Luthfina, N. (2021). ANALYSIS OF PREGNANCY INTENSION RISK FACTORS IN INDONESIA WITH DEMOGRAPHIC HEALTH SURVEY (DHS) IN 2017. *Jurnal Biometrika dan Kependudukan, 10*(1), 35-44. doi:http://dx.doi.org/10.20473/jbk.v10i1.2021.35-44

Melati, K. R., & SP, N. K. D. (2020). *Integrated E-Commerce Ecosystem in China and Indonesia's Giant Market.* Paper presented at the 2nd International Media Conference 2019 (IMC 2019).

Merzlyakov, L. (2019). *The Austrian startup ecosystem: an analysis of its competitive position among EU countries and its attractiveness to entrepreneurs from selected CIS countries.* Wien,

Narida, M. G. (2020). Brand Image Dalam Persaingan Iklan E-commerce Menggunakan Brand Ambassador (Analisis Semiotika Iklan Shopee 'Bisa Tuku Saiki'versus Tokopedia x BTS). *JCommsci-Journal Of Media and Communication Science, 3*(1), 12-25.

Nielsen, M. (2012). Advertising & Promotion. An Integrated Marketing Communications Approach. *Corporate Communications: An International Journal*, 9-10. doi:https://doi.org/10.1108/ccij.2012.16817caa.002

Nisa, C., & Pramesti, D. A. (2020). *How Do Effective Digital Marketing and Brand Ambassador Stimulate Purchase Intention Today?* Paper presented at the 1st Borobudur International Symposium on Humanities, Economics and Social Sciences (BIS-HESS 2019).

Pramono, C. A. (2021). THE INFLUENCE OF ALERTNESS TO BUSINESS IDEAS, ENTREPRENEURIAL OPPORTUNITIES TOWARDS START-UP BEHAVIOR THROUGH INTENTION TOWARDS ENTREPRENEURSHIP (A STUDY ON CONVENTIONAL CREATIVE INDUSTRY IN INDONESIA). *PalArch's Journal of Archaeology of Egypt/Egyptology, 18*(1), 429-443.

Prastiwi, F. T. R., Ratnaningsih, C. S., Windhyastiti, I., & Khouroh, U. (2020). Analisis Pengaruh Tren Budaya, Brand Ambassador dan Harga terhadap Purchase Intention. *Jurnal Bisnis dan Manajemen, 7*(1).

Rajasekar, D. (2018). A Study on Purchase Decisions of Celebrity Endorsement on Advertising Campaign in Influencing Consumer: Impact Analysis. *Int. J Sup. Chain. Mgt Vol, 7*(1), 230-235.

Rasidin, M., Sidqi, I., & Witro, D. (2020). Drop Shipping in Islamic Economic Law Perspective: E-Commerce Study Inter Marketplace Drop Ship in The Industrial Revolution Era 4.0. *Nurani: Jurnal Kajian Syari'ah dan Masyarakat, 20*(1), 97-106. doi:https://orcid.org/0000-0003-3332-2252

Ridwan, M., & Rizky, S. M. (2019). The Importance in Providing Country of Origin Information on E-Commerce Platforms to Fulfill Consumer Rights in Indonesia. *Veteran Law Review, 2*(1), 46-57. doi:http://dx.doi.org/10.35586/velrev.v2i1.778

Rinjani, B. M., & Sulhaini, B. H. R. (2020). The Influence of South Korea Drama and Country of Origin on Brand Image and Purchase Intention of South Korea Cosmetics by Female Student in University of Mataram. *Global Journal of Management And Business Research*.

Ryan, D. (2016). *Understanding digital marketing: marketing strategies for engaging the digital generation*: Kogan Page Publishers.

Silaen, S. (2013). Widiyono. Metode Penelitian Sosial untuk Penulisan Skripsi dan Tesis. In: Jakarta: In Media.

Stats, I. (2018). Top 20 countries with the highest number of Internet users. *Retrieved, 8*(21), 2018.

Taneja, G., & Vij, S. (2019). *Dynamics of a Digital Advertising Campaign.* Paper presented at the Proceedings of 10th International Conference on Digital Strategies for Organizational Success.

Van Itallie, A., Corry, K., Vandelanotte, C., & Duncan, M. (2018). Effectiveness of a social media marketing campaign to increase awareness and membership of a physical activity website. *Journal of science and medicine in sport, 21*, S87. doi:https://doi.org/10.1016/j.jsams.2018.09.198

Woo, H., Childs, M. L., & Kim, S. (2020). A path to altruism: Investigating the effects of brand origin and message explicitness in CR-M campaigns. *Business Ethics: A European Review, 29*(3), 617-628. doi: https://doi.org/10.1111/beer.12269

Yasin, N. M., Noor, M. N., & Mohamad, O. (2007). Does image of country-of-origin matter to brand equity? *Journal of Product & brand management*, 38-48. doi:https://doi.org/10.1108/10610420710731142