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The Influence of BTS as Tokopedia Brand Ambassador on Customer Loyalty

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ABSTRACT

In this modern era, the use of the internet seems to be human daily food. There is no day without opening the internet, starting from news, information, entertainment and even shopping can be accessed via the internet. Tokopedia is an e-commerce that is quite influential in Indonesia today, this cannot be separated from a marketing communication strategy which is a tool to influence others, provide information and spread the promotion in marketing activities so that success occurs within the company. Tokopedia made Bangtan Sonyeondan or BTS, commonly known as its brand ambassador, as a marketing communication strategy in improving the brand image and loyalty of Tokopedia customers. The current study aims to determine the effect of BTS as a Brand Ambassador at Tokopedia on customer loyalty. The theory used in this research is Uses And Gratification theory. The results of the study show that BTS as Tokopedia's Brand Ambassador has a positive and significant influence on Customer Loyalty.

Keywords: Brand Ambassador, BTS, Customer, Tokopedia

1. Introduction

In this modern era, the use of the internet seems to be a daily necessity for humans. There is no day without opening the internet, ranging from news, information, entertainment and even shopping can be accessed via the internet. With so many activities that can be loaded on the internet, more and more media and applications provide these needs. It can be seen together that the nature of internet media can be said to be free and broad as well as at a fairly cheap cost besides that it can be used quite easily. Therefore, today the internet is a medium that companies rely on as a use in promoting and communicating their company to the public (Morrisan, 2015).

This also increases competition between online service providers and applications, one of which is e-commerce. Ecommerce is a place to carry out a sales and purchase transaction between individuals by utilising the internet media. Some of the advantages of e-commerce over selling in general are that it can increase revenue figures by utilising online-based sales because it can save operational costs, for example, such as reducing the use of paper, some ink for printing, and costs for printing catalogues. Increasingly, ecommerce companies are developing and growing very rapidly, so each ecommerce company competes to gain customer trust and loyalty. Each e-commerce has its own characteristics to market its company. In Indonesia itself there are several ecommerce whose names are very common, namely, Shopee, Lazada, Zalora, Bukalapak, Tokopedia and so on (Hidayat & Ningrum, 2017).

Tokopedia is the most influential e-commerce in Indonesia today. In the first quarter of 2020 Tokopedia became the marketplace with the highest number of sales in Indonesia. In early 2021, 32.04% of marketplace traffic in Indonesia was successfully controlled by the Tokopedia application. Two months later, in March,

Tokopedia experienced another increase in its traffic share percentage to 33.07%. Monthly visits during the first four months of 2021 reached 126.4 million visits, and for unique visitors each month reached 38.93 million visits (Iqbal, 2022).

Tokopedia is one of the names of a marketplace or commonly known as an online buying and selling site where the site or application will connect between someone who wants to sell goods and those who want to buy goods, often referred to as sellers and buyers. In the beginning, Tokopedia was established in 2007 and was only realised in 2009 right on Indonesia's Independence Day on 17 August where the site of Tokopedia was launched by its founder, William Tanuwijaya, who is currently the CEO of PT Tokopedia with his best friend, Leontinus Alpha Edison, whose position is CTO of PT Tokopedia (Thidi, 2019).

Tokopedia is currently one of the largest Indonesian company. It can be seen from some evidence of the achievements that Tokopedia has obtained, one of which is the Best E-commerce Startup Business in Indonesia award from Bubu Award. With such intense e-commerce competition, Tokopedia must also be able to establish a brand image and also the loyalty of Tokopedia customers, in order to make Tokopedia the first choice as a means of e-commerce. Using good characteristics and branding they can attract the attention of audiences and customers. However, not only that, an e-commerce must also carry out several promotions using marketing communication strategies (Thidi, 2019).

Marketing communication strategy is a tool used to influence others, provide information, and spread promotions in marketing activities so that success arises in the company. The marketing communication strategy used must be appropriate in order to attract customer attention. A company is required to think carefully in choosing a communication strategy, so that its marketing objectives are clear and can influence the target appropriately (Sudirjo et al., 2018).

One form of strategy that companies often do is using brand ambassadors in their product advertisements. Currently, marketing strategies using brand ambassadors are widely used by e-commerce companies. The use of brand ambassadors is a creative strategy that is quite often used and effective in increasing product and company sales. The company expects the company's brand ambassador to be able to promote the product and become a spokesperson who can lift the brand image in the hearts of customers, to generate interest and end with a purchase transaction (Sudirjo et al., 2018). In consumer life, it is not uncommon for purchasing decisions to be influenced by idols or trendsetters where consumer confidence grows when they see the idol marketing a product.

Trendsetters are used in the marketing world to become brand ambassadors so that consumers can be attracted to buy products. Trendsetters who are used as brand ambassadors are not only idols in the country. Some cultures from outside have entered Indonesia, such as Western culture, China, and also South Korea. With so many outside cultures that influence people's choices towards product purchases. Currently, the lifestyle of the Indonesian people is very close to foreign culture, especially South Korean culture or Hallyu or Korean Wave (Sudirjo et al., 2018).

Pop Culture has recently hit and entered various countries, especially in Asian countries, one of which is South Korea which spreads its Pop culture. South Korea became a country that was able to form new habits due to the spread of its music known as K-pop. This new habit is even experienced by the whole world. Not only Kpop, the spread of new habits by South Korea is also done through films, drama series, and video games. The influence of the spread of pop culture from South Korea led to the emergence of the term "The Korean Wave" which expresses how much influence pop culture from South Korea has. There is another term that is familiar to followers of Korean pop culture, Hallyu, which is a term that was deliberately created with the meaning that the increasing influence of Korean popular culture is significant or can also be called "Korean pop culture" throughout the world, or more briefly refers to the globalisation of Korean culture (Wijayanti, 2012)

The entry of *Hallyu*, especially in the Kpop world in Indonesia, began to be felt when the entry of TVXQ, Super Junior, BigBang, Girl's Generation, then followed by EXO and BTS. This is related to Tokopedia which makes BTS as its brand ambassador. BTS stands for "*Bangtan Sonyeondan*" or Bangtan Boys. They debuted on 13 June 2013, BTS is the first boy group from his agency, Big Hit Entertainment or now better known as HYBE Entertainment. They felt the turning of the wheel of life, because the boy group started its career from the

bottom with a small agency and was not famous enough even among the Korean people themselves. However, all that changed, BTS' popularity was like a rocket soaring. When talking about Korean Pop, you will definitely remember BTS, which has now been named the number 1 idol boy group in South Korea (Liputan6, 2019). BTS' achievements are increasing as the boy group from the Gingseng country made it into the Hot 100 Billboard Chart and managed to rank first with its song entitled "Dynamite". Not only that, BTS even became one of the nominees at the prestigious "Grammy Awards". In considering choosing a celebrity who represents a brand, companies do not only look at appearance, popularity, or ability in the field of entertainment but celebrities must have the expertise to attract customers and foster a positive image in order to increase customer loyalty and trust.

In previous research related to brand ambassadors, the study showed a positive and significant influence obtained from brand ambassadors on purchasing decisions. The calculated value obtained is 2.514 and this value is greater than the table of 1.994. A brand ambassador is considered very influential on purchasing decisions (Lailliya, 2020). In other previous studies BTS is considered to have the suitability, quality, and charisma as a brand ambassador. Previous research discusses BTS which is on the rise and is trusted to be the brand ambassador of LG products. It was stated that the selection was right because BTS created a positive influence, which made its fans more aware of the LG smartphone it was promoting. The means used is YouTube, this is also the right choice because the majority of fans come from the millennials generation (Sudirjo et al., 2018).

Based on the background description and discussion above, which explains about the brand ambassador, namely BTS and about the loyalty of a company, encouraging this research, the problem formulation is how the influence of BTS as a brand ambassador on Tokopedia customer loyalty. The researcher examined this topic to find out the influence of BTS as a Brand Ambassador at Tokopedia on customer loyalty. The benefits of this research are seen based on two, namely, academic benefits and practical benefits. In this study, the expected academic benefit is that the results of the study can be useful as a reference for students or people who want to conduct similar research. Other academic benefits are for the development of knowledge related to this research both in theoretical terms and also in practical terms, namely by communicating a company with consumers through an individual appointed as a Brand Ambassador. And the practical benefits of this research can also be taken, namely, to expand knowledge and insight regarding the research topics discussed in this study, namely how a company increases customer loyalty by communicating the company's self-image by selecting qualified Brand Ambassador criteria and also helps develop ways of thinking and ways of learning for students or the general public regarding a study on the theory discussed. By doing this research, it will expand insight and knowledge about other fields outside the classroom, and with this research can find out how a company takes customers by using Brand Ambassadors.

2. Literature Review

In relation to research on the influence of BTS as Tokopedia Brand Ambassador on Customer Loyalty, there are three studies that the author considers very useful as research references, namely:

First Research, Giffari et al. (2020). The first previous research researched in 2020 was entitled "*The Influence of Brand Ambassador 'Bangtan Boys' on Tokopedia's Brand Image*" the discussion in the journal is how exactly the influence of 'BTS' when used as a brand ambassador on Tokopedia's brand image. One of the methods used by Tokopedia is collecting data from questionnaires from several respondents using SPSS. After that, the conclusion obtained from this research is that the use of BTS or "Bangtan Boys" shows a significant influence of 31.8% between the influence of Brand Ambassadors, namely "Bangtan Boys" on Tokopedia's Brand Image on Communication Science Students Class 2016-2019 Faculty of Social and Political Sciences, Sriwijaya University, Indralaya Campus.

Second research by Neviana (2021). The second research is new research because it was researched in 2021 with the title "*The Relationship between Brand Ambassador Characteristics and the Loyalty of K-Popers Community Members to the Sedaap Noodle Brand*" which discusses the problem of how much the relationship between the characteristics of Choi Siwon, who is a Brand Ambassador, and the loyalty of the Sedaap Noodle brand itself. This study uses several methods, namely bivariate correlation and also uses the VisCap model so

that brand ambassadors can know their characteristics. Indicators of these characteristics include power, attraction, credibility, and visibility. The conclusion drawn in this study is that Choi Siwon's brand ambassador provides a meaningful and significant relationship for consumer loyalty to the Sedaap Noodle brand. This relationship shows that the visibility, credibility, attraction and power possessed by Choi Siwon seem to be very meaningful in shaping brand loyalty.

Third research by Surbakti (2020). In this last research reference is research in 2020 entitled "*The Effect of Using EXO as a Brand Ambassador by Nature Republic on Consumer Purchasing Decisions in Medan City*" where the problems discussed in this journal relate to the influence of EXO who was chosen to be the brand ambassador of the Nature Republic brand on consumer purchasing decisions. And this study discusses how much influence Brand Ambassador has by looking at the results of the determination coefficient test. This one study uses data analysis methods of reliability test, classical assumption test, validity test, correlation test, hypothesis testing and simple linear regression analysis. The results of this study state that brand ambassadors are able to influence consumer purchasing decisions.

Based on the three studies above which are used as research references, there are several similarities that exist in each reference. The similarity is in the problem to be studied, namely related to brand ambassadors and consumers. However, in the three previous studies, differences in the methods used can be found. The conclusions drawn from the three studies above also have similarities.

2.1. Uses and Gratification Theory

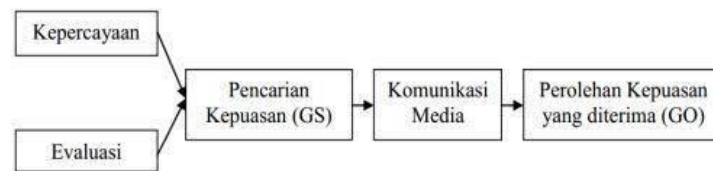
The theory derived from the development of the hypodermic needle model theory is called the uses and gratification theory. In this theory who uses the media is the most active to determine the choice in what media can be used. Media users will continue to look for which media sources are best to complement the needs of what is desired and this is based on what the user thinks and experiences. It can be assumed in the uses and gratification theory that users can have alternative choices to fulfil their needs (Haridakis & Humphries, 2019).

The uses and gratification theory suggests the nature of audiences or people who are active when consuming media, until they are able to choose media messages and can be selective in choosing to fulfil audience needs. The selection itself is considered as a way to fulfil their needs in getting information. In this theory, it is stated that what is very influential in sorting and choosing and using a medium is the media user itself. In this theory, it is also known that media users can determine what media choices will be chosen in order to satisfy the needs of the users themselves (Permatasari, 2018).

The point of this theory is actually the selection of media for audiences which can be seen from needs, desires, satisfaction or motives. Communication in the mass media actually has no role in influencing audiences. In this theory, it assumes that audiences are active and selective in how they choose media in order to present their concepts using media and how their satisfaction with existing concepts (Haridakis & Humphries, 2019).

Media exposure can be seen from the number of people who use or know a medium which is also closely related to media use. It can be seen from how much someone trusts or follows messages from mass media, not from how people see and are physically close to the appearance of the mass media. Exposure has a very clear influence, because exposure itself is more than just someone using mass media, but also with the message conveyed. Does the message reach the recipient of the message (consumer / customer) so that the recipient of the message feels in line with what is given from the sender of the message (company). Media exposure usually occurs because a message recipient sees, watches, hears or reads related things, which in this study is about the loyalty of a brand ambassador (Kriyantono & Sos, 2014).

Turning to customer satisfaction, this research is based on two gratifications including Gratification Sought and Gratification Obtained. Gratification Sought is the satisfaction that is explored or needed by media users to determine which media to choose based on motives and forms. Gratification Sought or GS is a concept that makes someone consume media. This GS itself arises based on a person's trust in what is displayed and described by a medium and a person's assessment of the media itself (Kriyantono & Sos, 2014). Meanwhile, Gratification Obtained is a number of concrete satisfactions obtained by someone because of the fulfilment of a need when they use the internet or after using the internet (Kriyantono & Sos, 2014)



Source: Kriyantono & Sos (2014).

Figure 1. Satisfaction Flows Concept

Based on the picture above, it can be understood how the sequence of media use by an individual can foster satisfaction. Gratification Sought (GS) as a search for satisfaction based on trust and depiction or how someone gives value to a mass media through what is felt in their experience. Someone has their own way of giving judgement and showing their trust in a mass media that they consider capable of solving and fulfilling their needs. The search for satisfaction based on the concept of a person's assessment and trust in mass media can encourage the media to be consumed by others. Concrete satisfaction will be seen when media consumption has occurred.

Something that indicates the occurrence of customer satisfaction is if a service provided creates a positive impact, a consumer or customer satisfaction can actually be seen from the beginning of the customer getting treatment and what he wants is fulfilled (Akira & Sudiby, 2020).

In this theory, measuring satisfaction is done by looking for and asking an individual about what concept an individual wants. Then ask what concepts are expected to be fulfilled by the media. Whether the media is able to fulfil the initial concept of using the media or not. It can be said that this theory is able to show a person's satisfaction in using mass media concretely (GO) (Kriyantono & Sos, 2014).

There are several needs that can measure a person's satisfaction. These needs include cognitive needs which are needs related to information in knowledge about the environment, affective needs where needs are based on experiences that are considered interesting, beautiful, or even fun and provide a strong sense of emotion, integrative personal needs or also called personal needs which are closely related to things such as trust, credibility, one's status, and stability, integrative social needs are the need to expand contact relationships with individuals or groups that are known, for example family and friends or with people from different environments. It grows because there is a desire to work together (Nugraha et al., 2019)

2.2. Brand Ambassador

Mass communication is an activity of exchanging information using mass media from print media to electronic media such as newspapers, magazines, newspapers, television, radio and so on which are directed and controlled by an institution and directed to the wider community (Qadaruddin, 2013).

Meanwhile, mass media is a tool used to convey information, thoughts, or ideas to the wider community (Cenderamata & Darmayanti, 2019). Apart from being used as a description of communication tools, mass media is also a tool used by humans to understand social reality (Zubaida, 2021). The more the times develop, everything that exists is getting more advanced and more sophisticated, as well as the media. With the development of the times followed by the development of the internet and technology, many new media have emerged. According to Denis McQuail, new media is an electronic technology tool that has differences in each of its uses (Fitriyanti, 2017).

Online media is media that is operated using the internet. Online media itself is different from electronic media because according to some experts online media is media that combines the print media process with writing information and is distributed using electronic media and also has to do with personal communication that seems individual (Ali & Widodo, 2022). In the past ten years, a lot of online media has functioned as one of the marketing channels, which we now know as an online shop or virtual store. In the past ten years, social media has turned into one of the marketing channels and the term online shop or virtual store has emerged (Lin & Lu, 2010). And the many enthusiasts of this online shop accompanied by the rapid development of existing technology finally emerged a platform that we now know as ecommerce.

An identity that represents a brand, product, or company where they are appointed by the company to be a marketing tool and matters related to business is the definition of a brand ambassador. Brand ambassadors are used to show or reflect a certain product or company in order to improve the good image and commercial benefits. This is certainly very influential on the selection of brand ambassadors, which can increase trust in customers or consumers. Brand ambassadors are very important to attract the attention of customers or consumers because it is known that some customer decisions are strongly influenced by brand ambassadors (Giffari et al., 2020).

Someone who is influential and has a big profile can be nominated and used as a brand ambassador because brand ambassadors represent in the eyes of the public. If you use a brand ambassador who is quite famous, it is considered capable of spreading the name of the product or a company even more. This can be seen from the famous products or companies currently using famous artists and celebrities to become their ambassadors. This strategy is considered capable of attracting the attention of customers or consumers because well-known artists and celebrities have a lot of fans. However, not just being famous a brand ambassador must behave well and be good as it reflects the image of the product and company. Because fame alone is not enough to make customers or consumers stay and choose a product, but the attitude and way brand ambassadors advertise products is also one of the values for customers or consumers (Giffari et al., 2020).

2.3. Brand Loyalty

Brand loyalty is a condition in which customers give positive signals to a product so that they do not want to make changes or switch from the product used, and make recommendations to other buyers to use the same product as them (Kurniawan, 2014).

This is also very much related to the customer's personal experience when using the product. Loyalty will never occur if there is no previous purchase and use activity, because brand loyalty will arise if the customer has experience with a product. The form of loyalty from customers is a reflection of the experience felt when using or purchasing the product and while using the product. The creation of brand loyalty in customers is one of customer satisfaction in using a product. And if this happens, it means that one of the company's goals has been successful (Kurniawan, 2014).

There are several indicators of brand loyalty in customers:

1. Purchasing products continuously
Where customers take action to purchase products continuously on an ongoing basis.
2. Make recommendations to others
A customer communicates with others by showing a good image of a product, either directly or by word of mouth.
3. Not switching to another brand.
Customers do not switch to other brands, and are not lulled by brand products offered by competitors (Kurniawan, 2014)

2.4. Hypothesis

1. Theory Hypothesis

Uses and Gratification theory shows that if consumers or customers feel that BTS as a Brand Ambassador can satisfy customer needs, customers will provide gratification. However, loyalty is strongly influenced by the current media portrayal, so the loyalty given by customers will be high which in this study is the satisfaction of customers (Severin, 2011).

2. Research Hypothesis

The research hypothesis is a tentative answer that comes from the questions contained in the problem formulation. Where in this study the formulation is that it is suspected that there is an effect of BTS being used as a brand ambassador on customer loyalty. The research hypothesis is said to be a tentative answer because the answers given are based on existing theories (Surbakti, 2020).

3. Statistical Hypothesis

This study uses Brand Ambassador as variable X1, where a Brand Ambassador acts as a medium or tool used to deliver messages to establish communication related to the audience or customers. Where the Brand

Ambassador himself is also expected to increase the acquisition of increased sales figures, and in this research theory uses variable X2 which is media exposure (Surbakti, 2020).

Then a customer loyalty in this study as variable Y where customer loyalty acts as the result of a communication or can also be referred to as feedback from a communication. And not only by buying back, customer loyalty can also help a company promote to other parties (Sari, 2019).

The hypothesis in this study are:

Ha1 : It is suspected that the existence of BTS as Brand Ambassador = Tokopedia affects Customer Loyalty.

Ha2 : It is suspected that there is an influence of media exposure on customer loyalty.

Ha3 : Alleged influence of fulfilment of needs due to BTS as Tokopedia Brand Ambassador

Hol : It is suspected that there is no influence of BTS as Tokopedia Brand Ambassador on customer loyalty

Ho2 : It is suspected that there is no effect of media Exposure on Customer Loyalty

Ho3 : Alleged absence of need fulfilment influence due to BTS becoming Tokopedia Brand Ambassador

Statistical Hypothesis

$$\begin{array}{l}
 R^2 X_1 Y < 0 \text{ atau } R^2 X_1 Y > 0 \\
 R^2 X_2 Y < 0 \text{ atau } R^2 X_2 Y > 0 \\
 R^2 Z X_1 < 0 \text{ atau } R^2 Z X_1 > 0
 \end{array}$$

Figure 2. Hypothesis formula

Description:

- R² or R square is the coefficient of determination, which means to measure the effect of variable X1 on variable Y
- R² or R square is the coefficient of determination, where it means to measure the effect of variable X2 on variable Y
- R² or R square is the coefficient of determination, where it means to measure the effect of variable Z on variable X1

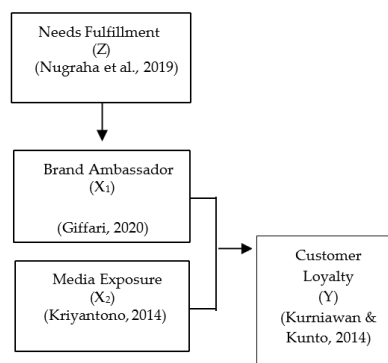


Figure 3. Analysis model of this study

4. Methodology

a. Form of Research

The method used to carry out actions, frameworks, and compile relevant ideas. This method runs with the intention of also aiming to form a unity (Riyanto, 2017). Researchers will try to interpret existing data to obtain results from the description of the influence of BTS as Tokopedia's brand ambassador on customer loyalty.

b. Population and Sample

The population selected in this study refers to the number of visitors to the Tokopedia application in Indonesia in the first quarter of 2021, namely in January - March 2021. Tokopedia visitors in the first quarter of 2021 totalled 135.1 million which is an increase of 17.8% from the previous 114.7 million. This number follows updates in the first three months of 2021. In this study, the population follows the number of visitors to Tokopedia, namely in 2021 so that the sample obtained will be representative and considered capable. Researchers took one of the sampling techniques, namely convenience sampling. The sample criteria will be selected based on qualifications with the provisions that visitors or consumers of Tokopedia with Jabodetabek and Java Island domiciles in the age range of 17 to 40 years will be determined to be respondents in the current study. Based on the results of calculations using the Slovin formula, the number of samples used is 100. The data collection technique was carried out using a questionnaire with a Likert Scale. Data collection activities through the questionnaire itself will be carried out through an online form or using Google form because along with the limitations of the current pandemic conditions.

c. Data Analysis Test

The tests in this study used several tests to analyse the data.

1. Validity Test

Data analysis will be carried out using validity testing, namely, the similarity of the data that the researcher informs and the data obtained directly from what has happened to the research subject. Factor analysis techniques are used in this study where on this occasion using the Kaiser - Meyer - Olkin Measure of Sampling (KMO and Baret's Test) method, which is a statistical test to prove the accuracy of factor analysis on the measured variables. If $KMO > 0.5$ with a significant value < 0.05 , it proves that factor analysis techniques can be used to test these variables. which proves the value of the rotated component matrix, in order to see whether the indicators made are really in one other group that still exists on one variable. Meanwhile, what is used to prove which indicators in the variable are included in the factor analysis is also used the anti-image correlation matrix technique, with a standard value of 0.5. If later it is less than 0.5, the indicator is not suitable for entry into factor analysis (Singarimbun & Effendi, 2006).

2. Reliability Test

Data that is considered unreliable cannot be examined further because it makes the results of ordinary research conclusions. Vice versa, a measuring instrument is considered reliable if during the measurement process it proves consistent results that do not change and are stable over time (Sugiyono, 2020).

- 1) If the Cronbach Alpha value $\alpha > 0.60$ then it is reliable
- 2) If the Cronbach Alpha value $\alpha < 0.60$ then it is not reliable

3. Correlation Coefficient Test

In this test, the researcher uses a multiple coefficient test which shows how the direction and strength of the relationship between two or more independent variables with one or more independent variables. However, in order to facilitate the processing of this correlation, the SPSS Version 26 application programme was used by researchers.

4. Univariate

This analysis is carried out to conduct descriptive research where the results of this descriptive calculation are a basis for calculating the next test or analysis (Kriyantono & Sos, 2014)

5. Multiple Linear Regression Test

The multiple regression equation can be formulated as follows (Sugiyono, 2020).

$$Y = a + b_1X_1 + b_2X_2$$

Description:

Y = Dependent Variable

a = Constant Price

b1 = First Regression Coefficient

b2 = Second Regression Coefficient

X1 = First Independent Variable

X2 = Second Independent Variable

d. Concept operationalisation

In this study, there are three concepts that are operationalised. First, the independent variable (X) which consists of Brand Ambassador (X1) and Media Exposure (X2). Brand Ambassador (X1) is operationalised through three dimensions: well-known enough, well behaved, and impression. Meanwhile, Media Exposure (X2) is operationalised through two dimensions: amount of time (with indicators of frequency, duration, and intensity) and relationship with the media. Second, the dependent variable (Y), namely loyalty, is operationalised into three dimensions: making continuous product purchases, giving recommendations to others, and not switching to other brands. Third, the antecedent variable (Z), namely the fulfilment of user or customer needs, is operationalised into four dimensions: cognitive needs, affective needs, integrative personal needs, and integrative social needs.

5. Results and Discussion

a. Respondent Characteristics

Based on the results of the analysis, it can be seen that the gender of male respondents produces a presentation of 5% while female respondents get a percentage of 95%. The overall age of respondents is dominated by respondents aged 17 to 25 years with a percentage value of 90%. Respondents' education is dominated by students with a percentage value of 63% and the remaining 37% are workers.

b. Instrument Test

Table 1. Instrument Test

Variable	KMO MSA	Sig. Bartlett's Test	Cronbach's Alpha
X1	0.854	0.000	0.836
X2	0.837	0.000	0.890
Y	0.903	0.000	0.925
Z	0.865	0.000	0.888

The instrument test results in table 1 show that all tested variables are valid because they fulfil the assumption value of the validity decision with KMO MSA above 0.50 (Malhotra & Birks, 2015). The KMO MSA value for variable (X1) Brand Ambassador Concept is 0.854, for variable (X2) Media Exposure Concept is 0.837, for variable (Y) loyalty is 0.903, and for variable (Z) fulfilment of needs is 0.865. In addition, all Sig. values on these variables are less than 0.05, with a Sig value. 0.000 for each variable, which indicates that the data collection instrument for each variable has a high level of significance.

The Cronbach's Alpha value for all variables exceeds 0.60, which is the minimum limit for high reliability. The Cronbach's Alpha value for variable (X1) Brand Ambassador Concept is 0.836, for variable (X2) Media Exposure Concept is 0.890, for variable (Y) loyalty is 0.925, and for variable (Z) fulfilment of needs is 0.888. This shows that the data collection instruments for each variable in this study can be trusted.

c. Univariate Analysis

The results of the graphical analysis in Figure 4, the brand ambassador concept variable, the "Quite Famous" dimension has the highest average value with a score of 387 on the indicator "BTS is one of the bands that is currently a hit among teenagers." In contrast, the lowest mean score on this dimension is 381 on the

indicator "I knew BTS long before they became an advertisement star for one of the e-commerce sites in Indonesia." In the dimension of "Behaving Well," the indicator "BTS Behaves Well So It Has Its Own Attraction" had the highest mean value with a score of 382. Meanwhile, the indicator "BTS's Attitude as a Brand Ambassador affects a product" had the lowest mean score with a score of 380. The "Impression" dimension has the highest average value on the indicator "Because of his good attitude, BTS is one of the role models in my life" with a score of 383. While the indicator "BTS can provide a good image for Tokopedia" has the lowest average value with a score of 382.

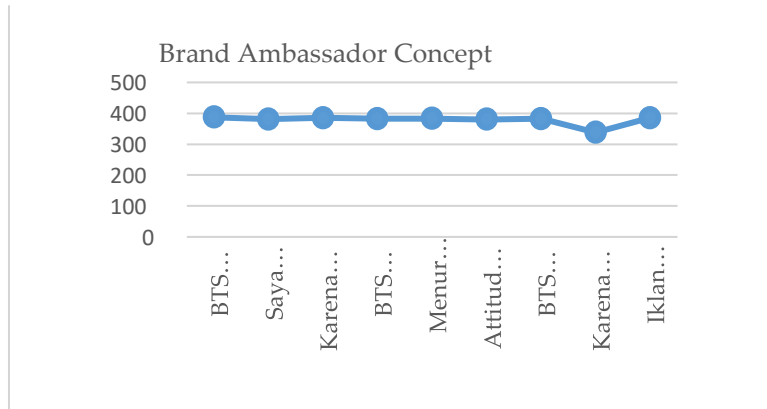


Figure 4. Brand Ambassador Concept Continuum Line (X1)

Figure 5 shows that on the media exposure concept variable, it is found that the Frequency, Duration, and Intensity dimensions have the highest mean value of 379 on the indicator "Tokopedia made an advert with BTS as the star of the advert" which successfully increased the number of customers. Meanwhile, the same dimension has the lowest mean value of 369 on the indicator "BTS is able to communicate the company with consumers or customers at every event aired on TV media well." For the Relationship with Media dimension, the indicator "With BTS's interaction on Tokopedia's social media, it is able to attract customers from all media" obtained the highest average score of 365. Meanwhile, the indicator "The appearance of BTS in Tokopedia advertisements makes Kpopers and Non-Kpopers interested in using" gets the lowest average score of 343 in the Relationship with Media dimension.

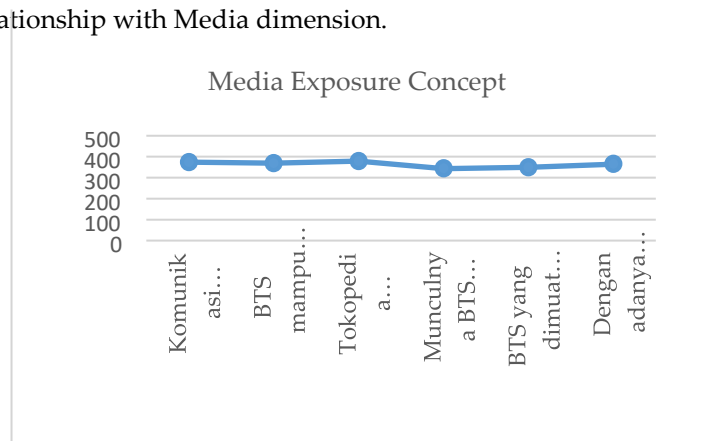


Figure 5. Continuum Line of the Media Exposure Concept (X2)

Based on the results of the continuity graph in Figure 6, the loyalty variable shows that the dimension "Making Continuous Product Purchases" has the highest average (mean) value of 350 on the indicator "The products sold on Tokopedia are of good quality so that I make repeat purchases." The lowest mean value in this dimension is 345, which is found in the indicator "Tokopedia has a fast response system in processing my request so that I am comfortable and safe shopping at Tokopedia."

In the dimension of "Making Recommendations to Others," the indicator with the highest average value is "I recommend Tokopedia to my relatives because of satisfactory service," with a score of 341. The indicator with the lowest average value in this dimension is "I recommend Tokopedia because the price is cheaper than other e-commerce," with a score of 306. In the dimension of "Not Switching to Other Brands," the indicator with the

highest average value is "I will visit Tokopedia again," with a score of 348. Meanwhile, the indicator "I do not intend to switch to other e-commerce" has the lowest average value with a score of 277.

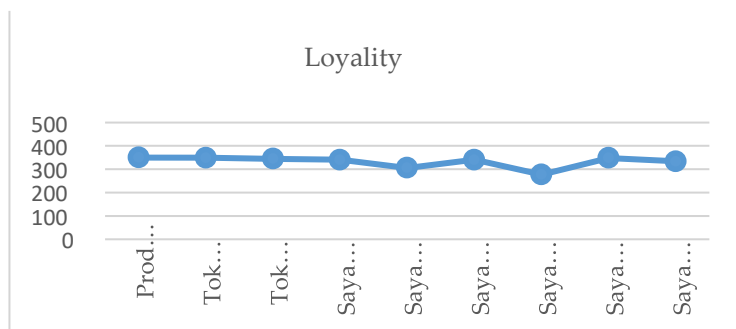


Figure 6. Loyalty Continuum Line (Y)

The Needs Fulfilment variable based on Figure 7 shows that in the Cognitive Needs dimension, the indicator with the highest average value (Mean) is "I am helped by the information provided by Tokopedia" with a score of 351. Meanwhile, the lowest average value in this dimension is the indicator "Before making a purchase, I conducted a discussion in the discussion column provided by Tokopedia," with a score of 309. In the Affective Needs dimension, the indicator with the highest average value is "I am disappointed if the image displayed does not match the original," with a score of 375. The indicator with the lowest average value is "I always feel happy when shopping at Tokopedia because there are many attractive offers," with a score of 340.

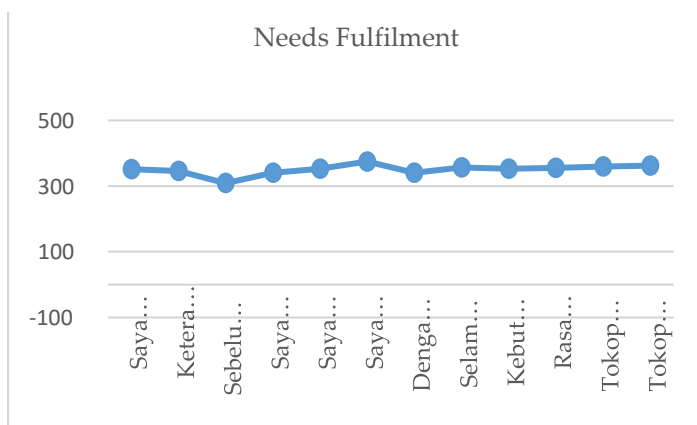


Figure 7. Continuum of fulfilment of needs (Z)

The dimension of Integrative Personal Needs, the indicator "As long as I use Tokopedia, I am satisfied with the quality provided" has the highest average value of 357. Meanwhile, the indicator "Having BTS as a Brand Ambassador makes me feel satisfied with the credibility provided by Tokopedia" has the lowest average value with a score of 341. In the Integrative Social Needs dimension, the highest average value is in the indicator "Tokopedia can fulfil people's needs" with a score of 362. Meanwhile, the indicator "The sense of public trust as a Tokopedia customer is very high" has the lowest average value with a score of 355.

d. Bivariate Analysis

Table 2. Bivariate Analysis of the Effect of Brand Ambassador Concept Variables (X1) on Loyalty Variables (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,444 ^a	0,197	0,189	4,393

a. Predictors: (Constant), Konsep Brand Ambassador

From the analysis in Table 2, it shows that the correlation value (R) between the Brand Ambassador Concept (X1) and Loyalty (Y) is 0.444, which shows a moderate relationship. The R2 (coefficient of determination) value is 0.197 or 19.7%. This means that the Brand Ambassador Concept affects Loyalty by 19.7%, which is a very weak influence. The remaining 80.3% is influenced by other factors outside the Brand Ambassador Concept.

Table 3. Effect of Media Exposure Concept Variable (X2) on Loyalty Variable (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,552 ^a	0,304	0,297	4,088

a. Predictors: (Constant), Media Exposure

Table 3 shows that the correlation value (R) between the Media Exposure Concept (X2) and Loyalty (Y) is 0.552, which indicates a moderate relationship. The R2 (coefficient of determination) value is 0.304 or 30.4%. This means that the Media Exposure Concept affects Loyalty by 30.4%, which is still considered weak. The remaining 69.6% is influenced by other factors outside of Media Exposure..

Table 4. Bivariate Analysis of the Effect of Need Fulfillment Variables (Z) on the Concept of Brand Ambassador (X1)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,545 ^a	0,297	0,290	2,488

a. Predictors: (Constant), Needs Fulfilment

Table 4 shows that the correlation value (R) between Needs Fulfilment (Z) and Brand Ambassador Concept (X1) is 0.545, which indicates a moderate relationship. The R2 (coefficient of determination) value is 0.297 or 29.7%. This means that Needs Fulfilment affects the Brand Ambassador Concept by 29.7%, but the effect is considered weak. The remaining 70.3% is influenced by other factors outside of Needs Fulfilment.

e. Multivariate Analysis

The acquisition of the analysis results in table 5, explains that if the magnitude of the correlation or relationship value (R) between the Brand Ambassador Concept Variable (X1) and the Media Exposure Concept (X2) on the Loyalty Variable (Y) of 0.522 has a moderate relationship. In obtaining these results, it also obtained an R2 (coefficient of determination) value of 0.304 which was rounded up to a percentage of 30.4% so that it can be concluded that the Brand Ambassador Concept Variable and the Media Exposure Concept affect the Loyalty Variable by 30.4% but the effect is weak, while the remaining 69.6% is influenced by other factors outside the Brand Ambassador Concept and Media Exposure Concept variables.

Table 5. Multiple Regression Analysis Test Results Brand Ambassador Concept Variables (X1) and Media Exposure Concepts (X2) Against Loyalty Variables (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,552 ^a	0,304	0,29	4,109

a. Predictors: (Constant), Media Exposure Concept, Brand Ambassador Concept

Table 6 shows that the Sig. value for each variable, both X1 (Brand Ambassador Concept) and X2 (Media Exposure), is 0.000. This value is lower than 0.05, so we can assume that the results are valid. In addition, the t-value for Brand Ambassador Concept is 7.392 and for Media Exposure is 3.875. Both of these values are greater than the t-table of 1.979, which indicates that the results are valid. Thus, it can be concluded that the

Brand Ambassador Concept and Media Exposure have a positive influence on Customer Loyalty, although the effect is not very significant together.

Table 6. Correlation Coefficient Test Results

Model	Coefficients ^a			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	9,001	4,889		3,019	0,002
1 Brand Ambassador Concept	0,562	0,091	0,816	7,392	0,000
Media Exposure	0,919	0,237	0,539	3,875	0,000

a. Dependent Variable: Loyalty

After knowing the results of the correlation coefficient test, the F test will then be carried out as decision making in knowing the resulting influence between the Brand Ambassador Concept variable and the Media Exposure Concept simultaneously on the Customer Loyalty variable. Decision making on the assumption that the Sig. value must be lower than 0.05 and the Fvalue output is greater than Ftable. The results of the F Test output can be seen as follows:

Table 7. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	716,747	2	358,373	21,230	,000 ^b
	Residual	1637,443	97	16,881		
	Total	2354,190	99			

a. Dependent Variable: Loyalty

b. Predictors: (Constant), Media Exposure, Brand Ambassador Concept

Based on the results in table 7, it can be concluded that the Significance (Sig.) value obtained is 0.000. This shows that the assumption of a valid decision has been fulfilled because the Sig. This F test is lower than 0.05. In addition, the Fvalue obtained is 21.230, which also fulfils the assumption of a valid decision because it is greater than the Ftable value of 3.07, based on the Ftable distribution. From these results, it can be concluded that the Brand Ambassador Concept and the Media Exposure Concept have a positive influence that is not too significant simultaneously on Customer Loyalty.

Table 8. GS & GO Analysis Results

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Brand Ambassador Concept	100	20	36	34,03	2,952
Media Exposure Concept	100	10	24	21,79	2,861
Loyalty	100	11	36	29,91	4,876
Needs Fulfilment	100	20	48	42,01	5,355
Valid N (listwise)	100				

The results of the analysis in table 8 show that the average value of Gratifications Sought (GS) for the Brand Ambassador Concept variable (X1) is 34.03, while the average value of Gratifications Obtained (GO) for the Loyalty variable (Y) is 29.91. This means that GS is greater than GO, indicating a satisfaction gap, because the desired needs (GS) are higher than those obtained (GO). Thus, although BTS as Tokopedia Brand

Ambassador has provided an increase, customers do not feel fully satisfied because their expectations are higher than the satisfaction they feel.

6. Conclusion

Based on the results of the analysis of the influence of BTS as Tokopedia Brand Ambassador on customer loyalty, it can be concluded that BTS as Tokopedia Brand Ambassador has a positive but insignificant influence on customer loyalty. The concept of media exposure on Tokopedia also has a positive but insignificant influence on customer loyalty. In addition, fulfilling the needs of Tokopedia customers has a positive but insignificant influence on Brand Ambassadors. Tokopedia customers quite enjoy the programme that the company has prepared by working with BTS as their Brand Ambassador. However, the use of BTS as a Brand Ambassador is not the right step in fulfilling the needs of Tokopedia customers or users, because customers place more emphasis on needs related to the quality of Tokopedia's services themselves.

From the results of the score of each statement item on the questionnaire, several statements showed the lowest score. Therefore, the researcher provides the following suggestions: Tokopedia is advised to reconsider the selection of Brand Ambassadors, because BTS is not significant enough to attract public attention to use Tokopedia e-commerce. In addition, Tokopedia needs to redesign the right strategy to maintain customer loyalty, because many users intend to switch to other e-commerce. Tokopedia management is also expected to provide attractive offers, hold several events, and emphasise media relations to maintain customer loyalty, with the aim of increasing the lowest result on the "Not Switching to Another Brand" dimension, especially on the indicator "I will visit Tokopedia again."

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