

**THE INFLUENCE OF BRAND AMBASSADOR CREDIBILITY, SOCIAL MEDIA
ADVERTISING PERCEIVED INFORMATIVENESS AND SOCIAL MEDIA
ADVERTISING PERCEIVED ENTERTAINMENT ON INSTAGRAM
@BLIBLIDOTCOM TOWARDS INTENTION TO USE BLIBLI AS ONLINE
SHOPPING PLATFORM**

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ABSTRACT

Blibli as an Indonesian e-commerce company intensely implemented marketing strategies, but number of monthly website visitors has decreased, and the company is not yet a market leader. This study aims to determine the influence of brand ambassador credibility, social media advertising perceived informativeness and social media advertising perceived entertainment towards intention to use Blibli. This study uses the Source Credibility model and Expectancy Value theory to explain the hypotheses. This study used a non-probability sampling technique with total of 256 respondents with the characteristics of men or women in Indonesia, aged 18-33 years old, who know Blibli's brand ambassador and have seen Blibli's social media advertising on Instagram @blibliidotcom. Data analysis was carried out using simple linear regression and multiple linear regression processed in SPSS version 25. The first hypothesis test shows that there is a positive influence of brand ambassador credibility on intention to use, as evidenced by a significance value of 0.000 (<0.01). Furthermore, the second hypothesis test also shows that there is a positive influence of social media advertising perceived informativeness and social media advertising perceived entertainment on the intention to use Blibli as an online shopping platform, as evidenced by a significance value of 0.000 (<0.01).

Keywords: Brand Ambassador Credibility, Social Media Advertising Informativeness, Social Media Advertising Entertainment, Intention to Use, E-Commerce

INTRODUCTION

Technological advancements that continue to accelerate year after year result in the digitalization of human life. Indonesia is a market leader in the region's digital economy. According to Emasek, Google, and Bain & Company's latest e-Conomy SEA 2021 report, Indonesia's

digital economy worth US\$ 70 billion in 2021, the highest value among Southeast Asian countries. From a series of transformed industries, e-commerce has emerged as the primary driver of Indonesia's digital economy development. According to a report by Deloitte titled Technology-empowered Digital Trade in

Asia Pacific, Indonesia's e-commerce industry reached \$43,351 billion in 2021, just behind South Korea.

There are several types of e-commerce in the Indonesian market, Blibli is one of the platforms that is quite considered in the e-commerce industry in Indonesia. Blibli is an Indonesian e-commerce company founded in 2011 that specializes in B2B, B2C, and B2B2C business models. Several e-commerce companies in Indonesia continue to compete to be the best and the first choice in online shopping.

One of the creative ways to convey messages in advertisements is the use of figures as resource persons (Kotler & Keller, 2006). This is implemented by the Blibli by using a figure in some of their advertisements and brand ambassadors can be a way to convey messages and make it easier to attract attention from consumers. Blibli has introduced a well-known celebrity from South Korea, Park Seo Joon, as a brand ambassador since February 2021. On December 15, Blibli presented another new brand ambassadors namely Boy William and Bunga Citra Lestari. Closer to Blibli's 11th anniversary celebration, Blibli announced their latest collaboration by cooperating with the South Korean boyband 'NCT 127' as brand ambassador. NCT 127 is the most popular sub-unit of NCT and one of the most

popular K-pop music groups in the world today, including in Indonesia.

The proliferation of social media and smartphone devices has also contributed to the widespread use of the internet. Presently, advertising content is one of the most common types of marketing communication given by brand managers on social media (Keller, 2009). Consequently, advertising sent through social media are often known as social media advertisements. Advertisements must include specifics about the offered goods and the factors that motivate advertisers and customers to connect reliably. Thus, the two most enduring metrics of customer trust in advertising are informativeness and entertainment (Ducoffe, 1995). We Are Social reports that in 2022, Instagram is in the second place behind WhatsApp, on most widely used social platform in Indonesia, with 84.8 percent of the population using it. Regularly, Blibli's deliver informative and engaging content about products and other offers through Instagram. The official Instagram account for Blibli has over 9,800 posts and 2.3 million followers.

Even though they have attempted a marketing strategy using brand ambassadors at a significant cost and intensively done promotion through social media advertising. In fact, Blibli's position as a e-commerce in Indonesia is still in the

same order. According to iPrice, from Q1 2021 to until Q1 2022 shows that Blibli experienced a decrease in ranking and the total number of monthly site visitors, which was originally in the 5th position to 6th position under Orami. Moreover, the findings of a Snapcart's survey to 1000 respondents in 2022 regarding the most used e-commerce platform, Blibli is not even included in one of the main choices for transactions for e-commerce users in Indonesia. Until now, Blibli has not been the market leader in terms of monthly web visitor, most-used e-commerce platform, and gross merchandise value (GMV).

A similar study was conducted by Khan, et al. (2019) The primary purpose of this research is to examine the effect of celebrity endorsement (including attractiveness, credibility, and product match-up), perceived quality, and brand loyalty on purchase intention. The results indicate that three features of celebrity endorsement are associated with higher Purchase Intention. Alalwan (2018) found that informativeness significantly influence purchase intention. A study by Warsame, et al. (2021) also reveals that informative and entertainment of social media advertising have a significant impact on a purchase intention. Compared to the five previous studies, the position of this research is adopted several variables

and theories from the reference journals, which examined in different phenomena and objects, specifically in the context of Indonesian e-commerce industry.

Therefore, this research focuses on examining "Is there any influence of brand ambassador credibility, social media advertising perceived informativeness, and social media advertising perceived entertainment on Instagram @blibli.com towards intention to use Blibli as online shopping platform?"

THEORETICAL FRAMEWORK

Brand Ambassador Credibility

Brand ambassador is a marketing strategy used by companies to communicate and connect companies with audiences that are expected to increase sales. Credibility refers to the audience's perception of the brand ambassador's relevant expertise, abilities, and experience, as well as their trust in the brand ambassador to convey objective information (Belch & Belch, 2004).

According to Ohanian (1990), attractiveness, expertise, and trustworthiness are critical for persuasion because they are the three defining characteristics of source credibility. Attractiveness defined as the degree to which a brand ambassador is considered as classy, sexy, and beautiful. Expertise is the degree to which a celebrity is considered

experienced, knowledgeable, qualified, and generally a valid source. Therefore, trustworthiness refers to the perceived reliability, dependability and honesty of an endorser (Erdogan, 1999). This study adapted the use of this measurement from Munnukka, et al. (2016) to measure brand ambassador credibility. This measurement consists of attractiveness, expertise, and trustworthiness using a Likert scale.

Social Media Advertising Perceived Informativeness

Social media advertising defined as an umbrella phrase that encompasses all types of advertising given via social networking sites, whether explicit such as commercial banner and commercial video, or implicit such as brand pages or company-related "tweets" (Chu, et al., 2013). It is any type of creative, original, or informational content produced through social media by a brand representative to persuade their consumer explicitly or implicitly.

Informativeness refers to the extent to which customers perceive an advertising to give comprehensive and clear information about the advertised product. Rotzoll & Haefner (1990) define informativeness as the ability of a brand to provide its target consumers with adequate information about its products over several media channels to facilitate their

purchasing choices. This study used indicators referred to the measurement derived by Alalwan (2018) using Likert scale.

Social Media Advertising Perceived Entertainment

Advertising entertainment may be seen as the enjoyment of an advertisement in addition to the joy and satisfaction experienced by the target audience from the advertisement (Hamouda, 2018). This behavior is motivated by the fact that the primary reason individuals use social media is to relax, have fun, and spend their time (Muntinga, et al., 2011). If consumers perceive advertising as entertaining, it can enhance the consumer experience (Alwitt & Prabhaker, 1992). It is measured through several indicators that have been compiled and derived by Logan, et al. (2012) with Likert scale.

Intention to Use

According to (Fishbein & Ajzen, 1975), Intention to Use defined as the degree of one's purpose to engage in a certain behavior. In this study, the term "Intention to Use" has the same meaning and understanding as Purchase Intention. Percy (2018, p. 185) states that Purchase Intention is the target audience's instructions to themselves to buy or use the brand. In other words, it is a commitment to act, but not necessarily to ensure the actual purchase or use of the brand. To

determine intention to use, this study used indicators adapted from Venkatesh, et al. (2012) with Likert scale.

Source Credibility Model

To explain the influence of Brand Ambassador Credibility to Intention to Use Blibli, this study used Source Credibility Model. This model was developed by Hovland, Janis & Kelly (1953) which states that "people are more likely to be persuaded when the source present itself as credible". Source Credibility assumes that the effect of a particular communication is a change in attitude that is seen in the extent to which the communication is noticed, understood, and accepted. Essentially, it asserts that the success of a message is dependent upon the perceived credibility of an endorser (Hovland, et al., 1953). According to Glover (2009), consumers perceive that a credible source has more product knowledge; hence, they pay more attention to the recommendations of credible sources, which stimulates purchase intention.

H1: There is a positive influence of Brand Ambassador Credibility (X1) to Intention to Use (Y) in Blibli as online shopping platform.

Expectancy Value Theory

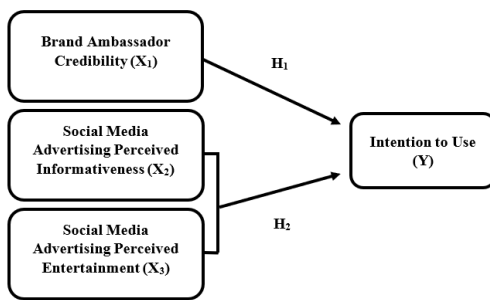
This research used the Expectancy Value theory proposed by Fishbein (1963) to explain the influence of social media

advertising perceived informativeness and entertainment towards intention to use. Expectancy Value theory discusses how responses to an object rely on an individual's beliefs, in other words how an individual's reaction to an object depends on his or her own viewpoints. Belief is a person's subjective understanding of something (e.g., social media advertising) that is tied to the object's features (e.g., informativeness & entertainment). When an individual accepts the link between an object and certain attributes, a belief will develop and the expected value of an individual's seen object might increase, and so the belief reflects the expectation component of Expectancy Value theory (Smith & Swinyard, 1982). Ultimately, overall evaluation of the object is generated (Fishbein & Ajzen, 1975). This evaluation will then result in behavioural intentions including purchase intention (Wolin, et al., 2002).

H2: There is a positive influence of Social Media Advertising Perceived Informativeness (X2) and Social Media Advertising Perceived Entertainment (X3) to Intention to Use (Y) Blibli as online shopping platform.

The hypothesis that has been formulated is then presented in the following model:

Figure 1. Theoretical Framework



RESEARCH METHOD

This study uses quantitative method with explanatory research method. The explanatory research method explains how variable relates to other variables. The population in this study is male and female with an age range between 18 - 33 years old in Indonesia, know Blibli's latest brand ambassador, and have seen social media advertising content on Blibli's official Instagram account @blibli.com since August to September 2022.

The sampling technique used is purposive sampling. According to Neuman (2015), Purposive sampling is a nonprobability sampling technique which use a variety of techniques to identify all potential members of a very particular and difficult-to-reach community. The number of samples in this study is 256 respondents. The hypothesis test used are Simple Linear Regression and Multiple Linear Regression utilizing IBM SPSS (Statistical Product and Service Solution) version 25.

FINDINGS DISCUSSION

The Influence of Brand Ambassador Credibility towards Intention to Use

The first hypothesis is tested using a simple test using linear regression. A simple linear regression equation depicts the influence of an independent variable (X) and a dependent variable (Y). The first hypothesis test reveals a significance value of **0.000** (<0.01), which indicates a very significant. Based on the findings of the preceding hypothesis test, it is indicated that there is a positive influence of brand ambassador credibility towards the intention to use Blibli as an online shopping platform, means the hypothesis is **accepted**. This finding demonstrates, in accordance with the results of the hypothesis test, that the intention to use Blibli as an online shopping platform increases if the credibility of the brand ambassador increases, and vice versa.

This can be interpreted as evidence that the credibility of the brand ambassador contributed to or influenced the user's intention to use Blibli as an online shopping platform. The brand ambassador's credibility is evaluated by whether he or she is considered attractive, trustworthy, and expert at conveying information or as a representation of the brand. The results of this study indicate alignment with Source Credibility Model developed by Hovland, Janis & Kelly.

Source credibility implies that the effectiveness of a communication is dependent upon the perceived credibility of an endorser. It is easier to affect the audience's perspective the more credible the source. Through the process of internalization, the audience's views, opinions, or behavior are influenced by information from reputable sources. Internalization occurs when a recipient accepts the perspective of a credible communicator because he or she considers it to be accurate. The audience's curiosity will be piqued by the credibility of a brand ambassador, and they will be compelled to use the product. Measuring the three main indicators, namely attractiveness, expertise, and trustworthiness, the higher the three components, the higher the interest in using Blibli.

The Influence of Social Media Advertising Perceived Informativeness and Social Media Advertising Perceived Entertainment towards Intention to Use

Multiple linear regression tests were utilized to test the influence of social media advertising perceived informativeness and social media advertising perceived entertainment towards intention to use Blibli. This study found that social media advertising perceived informativeness and social media advertising perceived entertainment

have proven to influence the intention to use Blibli as an online shopping platform, meaning the second hypothesis is **accepted**. Conclusions are drawn from statistical diagnoses which show that the significance value is very significant, namely **0.000** (<0.01). This means, the informativeness and entertainment aspect of the social media advertising published by Blibli contributes to forming intention to using it.

The informativeness of social media advertising is determined by how relevant the information is provided on social media advertising needed by the audience, how current the information is, how good social media ads are as a source of up-to-date information about products, how easy product information can be accessed, and how complete information about the product provided. Meanwhile, the entertainment value is determined by how entertaining, enjoyable, pleasing, and exciting the advertisements provided on Blibli's Instagram social media are.

The results of this study are consistent with the Expectancy Value theory proposed by Fishbein, which assumed that an individual's response to an object depends on their own perspective. When individuals acknowledge the connection between objects and particular characteristics, beliefs will arise. As belief

increases, the anticipated value of the thing a person observes also increase. This theory describes that an individual unconsciously evaluates the object's attributes. Ultimately, responses are assessed as a whole from the resulting object, which yield an intention to use. So, the higher the individual's perceived value of social media advertising, the higher the interest in using the product, or in the context of this study, the intention in using Blibli as an online shopping platform.

DISCLOSURE

Conclusion

1. This study proves that there is a positive influence of brand ambassador credibility (X1) towards intention to use (Y) Blibli as an online shopping platform, so the first hypothesis is accepted. This is evidenced by the results of hypothesis testing using simple linear regression which shows a significant value of 0.000 (< 0.01) and a positive coefficient value. These findings also prove that the Source Credibility model is applicable.
2. The findings of this study concluded that there is a positive influence of social media advertising perceived informativeness (X2) and social media advertising perceived entertainment (X3) towards intention to use Blibli as an online shopping platform (Y). This is

evidenced by the results of hypothesis testing using multiple linear regression which shows a significance value of 0.000 (< 0.01) and a positive coefficient value. Then, the second hypothesis is accepted. These findings also prove that the Expectancy Value theory is applicable.

Recommendation

1. For marketers of Blibli, it is recommended to pay close attention to credibility aspect before deciding to choose a figure by conducting research to identify the most credible figures who could serve as brand ambassadors. It is also recommended for Blibli to ensure and maintain the credibility aspect when using the brand ambassador strategy to increase the intention to use Blibli.
2. It is suggested that marketers of Blibli should ensure and keep improving high informativeness and entertainment value in every social media advertising published on Blibli's Instagram account. Thus, the informativeness and entertainment values play an important role as the dominant aspect because they provide a greater value than the credibility of a brand ambassador in influencing the intention to use Blibli as an online shopping platform. Therefore, Blibli must maximize and pay more attention to informativeness and

entertainment value in its social media advertising to increase interest in using Blibli.

3. For further research, it is recommended to review the object of research by developing more diverse variables such as sales promotion, brand equity, and other marketing tools used by Blibli. In addition, because this study proves that all hypotheses are accepted, and the theory used is applicable, further research can be carried out with different populations and samples. Moreover, due to the fact this study on the variables of social media advertising perceived informativeness and entertainment are limited to the Instagram social media platform only, it is recommended that further research be conducted to examine other social media platforms (such as Facebook, Twitter, and YouTube) and or compare the use of social media advertising from each platform.

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