

How BTS as Tokopedia Brand Ambassador Influence the Brand Image and Customer Purchasing Decision in Jakarta

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Abstract —This paper purposes is to uncover the impact that BTS brings upon Tokopedia as the brand ambassador in terms of their influence towards the company's brand image and customer purchasing decision. With the significance of e-commerce in daily occurrences and the marketing trends of utilizing brand ambassador in e-commerce, this paper will assess the correlation between the 2 factors. In order to find the answer to the research question, literature review of the significant factors such are brand ambassador, brand image, and customer purchasing decision are studied and their elements are taken into considerations when making the Likert scales questionnaires for the primary data collection. The research resulted in proving that BTS as a brand ambassador has a strong influence towards both variables, brand image and customer purchasing decision. In conclusion by being the ambassador of Tokopedia, BTS impacts factors such as elevating the existing brand image in a positive manner and improving the reputation of Tokopedia.

Keywords - Brand ambassador, Brand image, Customer purchasing decision, BTS, Tokopedia

I. INTRODUCTION

1.1 Research background

During the last 5 years, Indonesia has been experiencing a stable growth of E-commerce value and E-commerce users. By the end of 2021, Indonesia's E-commerce value is predicted to reach more than \$30 billion, a 400% increase from the year of 2016 [1]. By the sales growth of retail E-commerce itself, Indonesia was placed 7th worldwide in 2019, being the only developing countries on the list alongside India and Malaysia who are considered as the leading players for developing countries [2] Currently, China is ranked number 1 market based on the total number of E-commerce users and Indonesia is on 5th place. Nonetheless, the growth of E-commerce users in Indonesia is expected to reach 51%, while in comparison, China is forecasted to have 25% increased only. In that event, this shows that Indonesia is an emerging market with a massive potential.

The growth of E-commerce in Indonesia is influenced by several factors, one of them being the E-commerce

company itself. Among the domestic players, Tokopedia is the biggest Indonesian E-commerce company [3]. Now valued at \$7.5 billion, the company is

rumoured to receive investment from giant technology and investment companies like Google and Temasek

Holdings [4], this also means that they are starting to close in on their decacorn title, meaning they are nearly valued at \$10 billion [3].

Tokopedia itself managed to get this big by persuading the purchasing decision of their leads and existing customers of. In influencing a customer's purchasing decision, one of the strategies commonly practiced is the use of a brand ambassador [5]. However, for E-commerce platforms like Tokopedia, a brand ambassador is not so commonly used. Therefore, when Tokopedia announced that they are working with a South Korean boy group as their brand ambassador back in 2019, this was considered as a first-mover strategy for this is a marketing strategy never seen before from any of their competitors in Indonesia. Furthermore, this is also considered as one of the biggest marketing moves, as they work together with the most influential K-pop group in the world called BTS which stands for Beyond The Scene [6].

BTS is korean boy group also known as Beyond The Scene consisting of 7 members, the group first had their debut in June 2013 with a concept rarely seen amongst the K-pop acts, bringing old school hip hop into their performances and songs. Coming from a small agency with minimum capital for their promotion, BTS was barely allowed to show up at music shows. It was only in 2015, the group started to experience the public's love with a more mature concept and attempt of bringing awareness of growing up, mental illness, and self-love. Finally in 2020, the group earned another highest achievement ever, to be ranked number 1 on the Billboard 200, competing with big international names such as Ariana Grande, Billie Eilish, etc as well as being the first ever K-pop acts to be nominated for Grammys [7].

The group is well loved for connecting their albums with fun yet deep theories which play with their fans' vulnerability of growing into adulthood. Aside from that, they are also deemed as unique for incorporating South Korean culture, such as the traditional music and clothing in the music video leading the government of South Korea

to give awards for each and every member with a cultural merit medal and being the youngest ever recipients of that award. Furthermore, they have a nation-wide impact that the government really appreciates, for they have a positive impact on the country's economy, bringing over \$3.54 billion per year directly and an indirect impact of \$3.67 billion [8]. The very same report by the [8] also predicts that the group will earn in total of \$50 billion between 2014-2023 which surpasses the economic effect of the 2018 PyeongChang Winter Olympics. Tourism wise, BTS is believed to attract 7.6% of the 10.4 million foreign tourists who visited the country in 2019.

International wise, they also have an incredible achievement which is to be amongst the 12 artists to sell out concert tickets at Wembley Stadium. Not only are they the only Asian act to ever manage to do that, other artists who are on the list are seniors and legends such as Michael Jackson, Madonna, Queen, and so on [9]. It's no wonder that there are plenty of companies lining up to ask their hand to become their brand ambassadors considering BTS has fulfilled all the textbook factors of a good brand ambassador. Furthermore, a BTS member named Jungkook is mentioned as "Sold out King" by various articles. This is based on how he, whether purposely or not, sold out many items seen or used by him [10]. For examples, he managed to raise TEAZEN's Kombucha sales by 1800% in China, selling out Downy's fabric softener 2 months stock nationwide in South Korea to the point of increasing the stock price by 11% after it's known that he used the product [11]. Consequently, many international luxury brands have offered them to become their brand ambassador and finally in April 2021, they accepted Louis Vuitton offer and officially became their brand ambassador. Right after the announcement, the \$2850 LV jacket seen on member Jungkook, once again are sold out in 29 countries across the globe, and more LV items that are seen on other members are becoming few in stocks [12].

Quoted from an article [13], they are mentioned to be very selective as there are a couple hundreds of refusals from the group to various companies who ask them to be their brand ambassadors. Not to mention, the yearly cost to contract them is estimated at \$1.5 million [13]. From the paragraphs above, we can understand how Tokopedia is considered to make an iconic move to the industry in Indonesia. Therefore, considering BTS as a leading trend of K-pop who is chosen as Indonesia's leading E-commerce companies, this study will uncover the influence of BTS as Tokopedia brand ambassador on the brand image and the customer purchasing decision in Jakarta. The researcher chose Jakarta, because it is a city with the highest traffic in E-commerce activities [14] as well as the limitation in collecting the primary data for the researcher.

1.2 Problem statement

From the background of this research, it can be understood that BTS is a prime example of perfect brand ambassadors throughout their careers. Seeing the opportunity, we study that Tokopedia as the biggest E-commerce company in Indonesia, bravely see the opportunity to enquire BTS as their brand ambassador, despite the great cost they incurred and high risk due to how no E-commerce company of the same type ever apply this strategy, especially in Indonesia. Therefore, this research wants to analyze the effectiveness of the strategy by understanding the influence of BTS as brand ambassador towards Tokopedia's brand image and how it mediates the relationship between the brand ambassador and the customer purchasing decisions, as well as the direct influence from brand ambassador to customer purchasing decision.

1.3 Research question

1. How does BTS as brand ambassador influence Tokopedia brand image?
2. To what extent does BTS as brand ambassador impact the Tokopedia's customer purchasing decisions in Jakarta?

1.4 Research objective

1. To identify whether using BTS as brand ambassador constitutes Tokopedia brand image in Jakarta.
2. To understand the significance of BTS impact on Tokopedia's customers purchasing decision in Jakarta.

1.5 Research scope and limitations

1. The analysis and interpretation are made under the assumption that all data are accurate.
2. This study will focus on BTS and Tokopedia.
3. Primary data collected and analyzed are restricted to Jakarta, Indonesia and the respondents will be further described in research methodology.
4. Secondary data will be collected from books, journals, and articles that were published at the oldest 10 years ago.
5. Time constraint, the limited amount of time to gather the data needed.

II. LITERATURE REVIEW

This chapter will discuss past research and theories related to this research of the influence of BTS as Tokopedia Brand Ambassador on the Brand Image and customer Purchasing Decision. Therefore, to further understand the topic the paper will explain the concepts and past research of Brand Ambassador, Brand Image, and customer Purchasing Decision.

2.1 Brand Ambassador

2.1.1 Definition of Brand Ambassador

According to [16] Brand Ambassador is defined as a party which helps a company to promote their products. Another definition by (Lea-Greenwood, 2013) mentioned that instead of just promoting the products, brand ambassadors are considered as a tool utilized by the company to communicate the brand to the public eye with the purpose of increasing the sales. Moreover, [17] defined that a brand ambassador has the purpose of bringing their testimony regarding the brands and their products as well as the stories alive to the public and to be able to hold the power to act as the actor on advertising and as spokesperson of the brand. From the definition above, it's to be understood that brand ambassador is meant as the company's face, expected to communicate not just the product but the story, value, of the brand with the end goal of having a positive influence on the sales of the company.

Brand ambassador is mainly used for one specific brand, rather than representing the big group. For example, LVMH group which is one of the biggest fashion groups that have multiple luxury fashion brands under them, have all different brand ambassadors for each of their brands. Brand ambassadors are mainly from industries such are beauty, health & wellness, food & beverages, and financial [18] On these kind of industries, the ambassadors used are mostly an individual or group of people with a big name relating to the industries, for examples celebrities, athletes, government officials and so on.

In the very case of E-commerce industries in which they have multiple brands or merchants, brand ambassadors with a great reputation are rarely seen. Even the biggest E-commerce companies in the world, Amazon, have only students as their brand ambassadors, and only in India out of around 200 countries where they operate, they've ever used an actor as their brand ambassador [19] However, an article from [20] mentioned that the presence of brand ambassadors to E-commerce will be a good outcome if utilised in the right way. They might attract the leads or loyal customers from other E-commerce companies to conduct a brand switching.

Especially in Indonesia, where Shopee, the Singaporean E-commerce company still dominates the domestic E-commerce. Especially with a good brand ambassador, more big merchants will come because they will expect a great sales effect from the ambassadors. Hence, since the previous article has discussed the impact of brand ambassadors to brand switching in E-commerce, this research will discuss how it affects the other aspects, which are brand image and the customer purchasing decision.

2.1.2 Influence Factors of Brand Ambassadors

Brand ambassadors will surely cost the company, whether it's time, capital, or public views and approvals. Therefore, there are various research, books, and articles which guide a company on how they are supposed to choose the brand ambassadors effectively. In the book [21] it showcases a model which acts as the guideline on how a model brand ambassador should be, the requirements, and the characteristics of their expected communication outcome that is considered a factor in choosing a brand ambassador. The first factor that needs to be seen from the potential brand ambassador is their credibility, which means or is measured by the level of trust that people hold over them. Credibility itself is seen by 2 different elements which are expertise and trustworthiness. The first one, expertise, are related to the ability a brand ambassador holds in terms of communication on that certain topic regarding the brand or products. Thus, the more the brand ambassador absorbs the topic they are supposed to be communicating, the higher the chance the receiver or the public, will be influenced by it. The second one, trustworthiness, is the degree of trust that the public holds over that brand ambassador on whether they are speaking the truth or not.

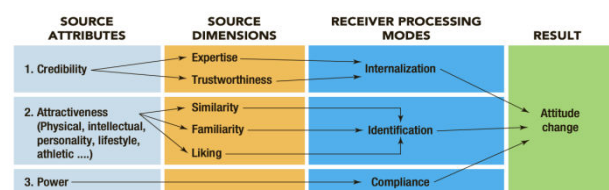


Figure 2.1

Both elements need one another, for example if the brand ambassador holds a strong understanding of the product but the public thinks they are promoting it just for the sake of money and cannot see the genuine or are not able to trust the ambassador because of any issues then the communications won't work. This will lead to the public internalizing the process or by accepting means of communication as part of their life and impacting their attitude, for example accepting information from a brand ambassador and holding it inside their mind and affects their purchasing decision finally.

The second factor is called attractiveness as seen on the table, this is related to 3 elements which are similarity, familiarity, and liking. There is a mutual liking that is bound to happen by seeing a brand ambassador that shares a similarity with the person and there is a natural sense of interest as the public can feel similarity. This can be seen through how ambassadors shared their life and story through various works, and whether they can touch people's hearts around them and play with their vulnerability. Last element being the liking, is the degree on how much the public likes them that they really see the brand ambassador as attractive. Last but not least, the

factor is power. According to the book, power is shown through how compliant are people with the demand of that brand ambassador. Power is most likely to be shown after a direct advertising is conducted. There has to be a personal message in order for a brand ambassador to be able to capture the public views and mind. Companies have to be really mindful in choosing their brand ambassador over the power that they hold. This can be reflected by engagement, number of likes and followers too.

2.1.3 Influence Factors of BTS as Brand Ambassadors

BTS is the most sought after by companies as a brand ambassador among the K-pop industry [22] BTS is trusted to be Samsung, KB Kookmin Bank, Fila, and Formula E brand ambassador [22]. According to previous research [5], the main reason why they have countless partnership contracts with major players of the world is because of the power they hold as a group. Power that is mentioned here are those related with the 4 factors which exist on individual or group in order to become an influential brand ambassador based on the book of Strategic Advertising Management by (Percy and Elliott, 2012) The first one being visibility of a group, or the popularity they hold as a group to increase brand awareness. In this case, BTS have a lot of proof that they are indeed a group with the largest fanbase among the K-pop acts, for example out of 370 active K-pop groups, BTS have 7 albums out of the top 10 albums that are considered as the most selling album of all time [38] The second factor, credibility, or the level of trust the public puts on the group [23]. BTS has been impressing the public and building a good image through their partnership with UNICEF, which resulted in raising over \$1.4 million, the highest number K-pop act ever gathered on their partnership with UNICEF and becoming the only K-pop artist to promote their campaign in the United Nation General Assembly [24]. The third factors, appeal, can be seen from lifestyle, value, and interesting personality traits [23]. Based on the past research regarding the reason behind BTS global popularity [25], it is clear that BTS is one of the groups with the least scandal. Aside from that, the paper mentioned as well that the way BTS utilized the Korean culture and adopted it as well as promoted it in their activities abroad, makes the public respect them as they are not brought along with the western trends instead. Last factor is power, which is decided by the number of followers, engagement, and other factors which show the influence of how they can persuade their followers to do or think the same as them [23] In the very case of BTS, as a brand ambassador for Fila, they managed to sell out their collaboration product within a day after their released date all over online and offline official sites, making them the first collaboration with Fila to ever achieve that [26].

2.2 Brand Image

2.2.1 Definition of Brand Image

There are various definitions of brand image by experts, one example would be how [27] defined brand image. It is said that brand image is the functional and emotional perceptions that a customer's see and feels and is considered as a story, added value, and experience. It is also mentioned that brand image is a centre of strategy of a company and is considered an asset. Another expert [28] mentioned that brand image is the outcome of the company's attempt in *superintending* the brand to get a meaningful and positive impression to the public. Aside from the public's perception, this is also an effort from the company in order to improve their products as well in the long-term and is to keep the customers loyal by the continuous improvement and strong presence by the strong brand image.

2.2.2 Factors that Builds Brand image

As written in the previous paragraph, while companies try to build a brand identity to influence their brand image, in the end it's on how customers actually perceive them which counts as their brand image. Based on an article written by [29] there are 8 different factors which customers see in order to form a brand image of a company. Among the 8 different elements it selves, different companies will have different points that are perceived stronger than others. The 8 factors are:

- *Recognition*

Recognition to a brand means the level of customer or the public in recognizing a brand or company based on their name or visual symbols. Visual symbols could be a logo, packaging, colours, etc. Taking example from the "guess the logo" games, they always put McDonald, Google, Pepsi logo as the easiest level. This shows that people around the world have a strong recognition of the brand through their logos. Another example is the Tiffany blue jewelry box which people will automatically associate with Tiffany & Co, and how people associate red cars with Ferrari.

- *Awareness*

Brand awareness is similar to recognition but it goes beyond the visual symbol. It is the degree to which a customer can recall a brand so that it becomes their top of mind. For example when certain people want to travel to a luxurious hotel they might think of hotels like Ritz, Shangri-la, Westin. When people think of water in their mind they will go to the brand of Aqua and when they want to buy instant noodles despite not buying Indomie they will say Indomie in Indonesia. Awareness is well related to the status of a brand from the customer perspective. Aside from luxury and affordability, status can be depicted as stylish, sportive, prestige, and many more. It can be defined as well as a tag following a brand, and how strong is that tag so that they are on top of the public's mind.

- *Concept*

Concept is how a customer thinks a brand makes them feel emotionally. From the point of view of the company, this is supposed to be made short yet strong and is to be shown on their advertising. The prime example of a good concept comes from the world's renowned sportswear brand, Nike, where they promote the concept of "just do it". This elevated their customer's conscience and confidence related to health, body's shape, and sports in general.

- *Reputation*

Reputation is how the customer thinks of that brand's quality of products and services. This is reflected through the user's own personal experience, media's publications, or rumours that come from word-of-mouth. If any of the mentioned factors are ever seen or experienced negatively, it will greatly affect the company's brand image as a negative one.

- *Culture*

The actual company culture and the one seen from the perspective of the customer can be different. For example, people tend to perceive Google as a happy working environment, friendly people, yet unless one has experienced working on the site directly, they will never know the truth. However, it's the company's job to ensure that only good cultures are seen from the customer perspective so that they can be seen as a good company or brand.

- *Story*

Story here means how the customer can feel the genuine vision and mission from the company in developing the brand. If a brand ever only focuses on capital but does not build any vision or mission through publicly published stories reflected through their products and actions, public perception of the brand will be a pure capitalist and will be disinterested in the long term.

- *Adaptability and Change*

With the fast-changing environment of the world and the addition of the new generation Z and Alpha who are the agents of change with an on-going demand of public acceptance to things that were seen as taboo previously. Brands are expected to act as an advocate of change, not only accepting but promoting social changes. Technology wise, the younger generation demands that they should be the trend or should follow the latest trends. Therefore, brands have to be able to follow technology advancements and have the ability to set a trend seen in a positive light by the public. For example, accepting the latest payment system, advocating LGBT or BLM in certain countries are acts that are approved by the public as agents of change.

- *Relationship*

Relationships also affect how the public or customers see the brand. If they have a good relationship between the employees and the customer, then the brand image of the company will be good as well, considered as a positive company with a warm relationship. Different marketing methods to keep a strong relationship between the brand and its leads or customer is also important. For example, e-mail marketing and personalised messages will improve brand image for customers who will think that the brand is an affectionate and caring one.

2.3 Customer Purchasing Decision

2.3.1 Definition of Customer Purchasing Decision

Customer purchasing decision is a process where customers identify their needs, collect information, assess alternatives and make the purchasing decision. There are different factors that influenced the process which are psychological, economical, and other external factors like environments, cultures, and social values [30]. According to [31] the process by which customers make the decision to purchase various products and brands as shown in figure 2.2 below as well as the definition and the examples below.

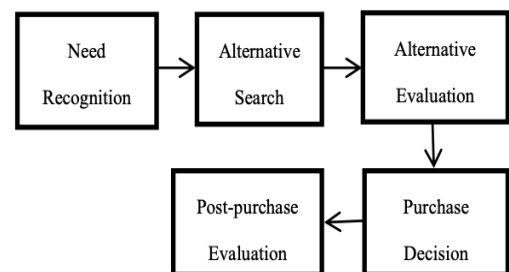


Figure 2.2

2.3.1.1 Need Recognition

This is a stage where an individual might feel certain problems arise in their life and realize the need to get something in order to fill in the gap. For example, due to the pandemic people have to do healthy protocols in public and they might not understand and have the items for the health protocols. Now, people recognize the needs in solving the problem. Aside from the needs arising from the customer, marketers often stimulate the feel of the need to purchase. They do this by placing ads, in which a customer might initially not feel the need to buy it but they now have the sense of urge to attain the items on the advertising afterwards.

2.3.1.2 Alternative Search

This stage is defined as a phase where a customer is looking for information that will solve their problem. In light of the previous example, people will look up online

to see the criteria of health protocols and might see that they have to wear a mask in public. From this point, they will recognize that they need a mask and continue to research what kind of mask is legally allowed to be used.

2.3.1.3 Alternative Evaluation

This stage comes after the customer knows the solution to their problem, and the customer will compare different alternatives based on various factors according to their constraints and wants. For example, people might start to make a list to compare different masks based on their price, design, and review. E-commerce usually comes in hand, people can easily see different masks with different criterias and compare them easily.

2.3.1.4 Purchase Decision

This is a step where the customer makes the final decision and a purchase is made after comparing different alternatives that are possible to get. Different people will have different biggest weight factors in making the final decision. There are also support factors like final discount, payment system, and shipping cost which will encourage customers to make their final decision.

2.3.1.5 Post-Purchase Evaluation

This is the final phase of the 5 stages, at this final stage, there are different outcomes that might occur. Positive outcomes from the perspective of the customer is a good experience and from the company point of view there are possibilities of repurchase, good review, and WOM marketing from a satisfied customer. The negative outcomes for the customer would be a bad customer experience of the products or quality which might lead to a bad review and a negative WOM which will impact the company negatively.

III. METHODOLOGY

3.1 Research Framework

The objective of this study is to assess the influence of BTS as Tokopedia's brand ambassador on their brand image and customer purchasing decision in Jakarta. Several steps and procedures are followed in the development of this study in order to produce a reliable research paper. The steps taken are the following; problem identification, literature review, data collection, data analysis, and finally conclusion which is followed by recommendations. The figure below shows the research framework:

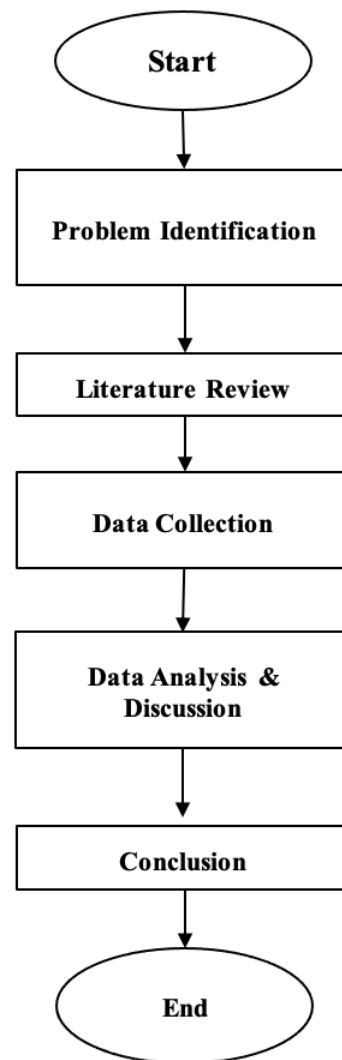


Figure 3.1

3.1.1 Problem Identification

The first step of this research is uncovering a problem or a question which will act as the foundation of this paper. After an observation of a bold, interesting move by Tokopedia, the researcher aims to identify the impact of the strategy which Tokopedia conducted, whether it has brought a positive outcome or has it cost them more than it benefits them. In this case, the researcher aims to identify the problem through the question of how BTS as Tokopedia's brand ambassador influences the aspect of brand image and customer purchasing decision specifically in Jakarta the center of E-commerce in Indonesia.

3.1.2 Literature Review

To understand further the concepts and theories related to the research, the second step conducted is a literature review. Literature review is the process of reading and obtaining information from past articles, journals,

research papers, and other publications which describe terms, theories, or topics related to this research. The literature review broadens the researcher's knowledge regarding the topics and is a medium to confirm that there is no exact research conducted before.

3.1.3 Data Collection

This research is a descriptive research which purpose is to determine the degree to which variables are connected and to answer a concise research question of 'what is' and 'how is' [32] Descriptive research is also categorized as both quantitative and qualitative research, but mainly considered as quantitative most of the time. Therefore, the data collection methods which will be used in this research is the quantitative approach which is a survey in the form of an online questionnaire. Furthermore, survey is considered as the most common data collection method for descriptive research [32] Survey itself is defined as a primary data collection source where the surveyors collect information directly from respondents who filled out the survey which can be physical or digital [33] Secondary data to support the analysis is also *used* from reliable journals, books, and websites.

3.1.3.1 Population

This study focuses on Tokopedia's customers, therefore the first criteria for the population used in this research is those who are the regular customers of Tokopedia. To truly understand the impact of BTS, the respondents of this survey are consequently the fans of BTS. In order to set a geographical area so that the research won't be too wide in scope, Jakarta is chosen as it's the capital city of Indonesia and the center of E-commerce in Indonesia [14] Finally, the demographic chosen is female because according to the statistics [34] female shoppers in Indonesia shops twice more than male shoppers. In addition to it, BTS fans are female dominated [35] therefore female respondents will bring a more accurate analysis. The age range for the respondents is 18-25 years old because both the highest age group of BTS fans and Tokopedia users *lies* in that age group. The requirements of the respondents as written above are also written in the questionnaire in order to obtain valid and reliable results.

The respondents of this survey are reached through social media platforms such as Line, WhatsApp, and Instagram in order to reach a great number of people. As this survey is conducted digitally, google forms is used as a platform of the online questionnaire due to the familiarity of the website towards the chosen respondents.

3.1.3.2 Sampling

Sampling is a part of statistical methodology which aims to take a certain amount of a dedicated population, this is done due to how a researcher might have constraints with time and cost when they are analyzing the given data or if

it is indeed needed to do the sampling itself [36]. For this research, the method of sampling that will be conducted is non-random sample, which is a sampling method that is not random but is intervene and adjusted according to the researcher [36]. There are different types of non-random sample, and the one that will specifically be used in this research is purposive sampling, which is defined as the sampling that is done according to the needs of the researcher to finish the research [36].

The number of samples that the researcher uses will be based on a sampling method by [37] This sampling method requires the minimum of 200 respondents with the average amount of 300-500 respondents.

3.1.4 Questionnaire Design

The questionnaire used for this research will use the Likert scale in order to analyze the respondent's degree of agreement towards each question. The scale will be 1-6 where 1 indicates strong disagreement and 6 being strong agreement. The reason why researchers use the scale of 6 is so that there will be no neutral option and thus the survey will produce more accurate results.

The survey will consist of 3 parts, the first one being the validity test for the respondents, consisting of capturing their demographic information such are name, age, domicile and questions to validate they are Tokopedia users and BTS fans. The second part will revolve around the questions of BTS impact towards brand image, and there will be 8 indicators to measure or answer this question with respectively 1 question to get the answer to each indicator. The final part will be questions to measure BTS 'influence on their purchasing decision, and the same with the previous part, indicators are used to find their influence and each indicator has their question to find the most appropriate answer.

The questionnaires are written both in Indonesia and English, however the researcher will put only the English one on this part for efficiency. Aside from the questionnaire to be measured quantitatively, researchers also put a space for respondents who are willing to elaborate their answers and reasoning behind their answer of the Likert scales for each question, and thus this will be used on the data analysis.

TABLE 3.1

Research Question	Indicator	Questionnaire
How does BTS as brand ambassador influence Tokopedia brand image?	Recognition	After BTS became Tokopedia's brand ambassador, BTS helps Tokopedia to raise people's awareness of their existence
	Awareness	After BTS became Tokopedia's brand ambassador, I prioritize in using Tokopedia compared to other E-commerce, it became the top-of-mind E-commerce
	Concept	Brand image of BTS is align with Tokopedia's brand image
	Reputation	Tokopedia have a better reputation after BTS became their brand ambassador
	Culture	After BTS became Tokopedia's brand ambassador, BTS brings positive influence the working culture (promotion quality & marketing of Tokopedia)
	Story	BTS helps me felt the story, vision, mission of Tokopedia
	Adaptability & Change	With BTS as brand ambassador, I perceived Tokopedia as an E-commerce that is up to date with the generation development, whether it's socially or technologically
	Relationships	After BTS became Tokopedia's brand ambassador, the relation between Tokopedia and their customer became better; improved personalized marketing, better relationships between social media admins and customer, better customer service, and or increase in awareness of customer needs
To what extent does BTS as brand ambassador impact the Tokopedia's customer purchasing decisions in Jakarta?	Need Recognitions	After BTS became Tokopedia's brand ambassador, I have been shopping more frequently than before
		After seeing BTS advertising products for Tokopedia, I feel the urge to buy products without actually needing it
	Alternative Search	When I look for things to buy in Tokopedia, I often chose items that has been advertised or is related with BTS
	Alternative Evaluation	In buying BTS related merchandise or daily stuff, I prefer to use Tokopedia compared to other E-commerce
		If I see the same products yet cheaper on other E-commerce, I will still use Tokopedia to showcase my support for BTS
	Purchase Decision	If I can get hold of BTS related benefits by shopping in Tokopedia, without a doubt I will choose Tokopedia over the other E-commerce
		After BTS became Tokopedia's brand ambassador, I started to use Tokopedia more in order to support BTS
Post-purchase Evaluations	After BTS became Tokopedia's brand ambassador, I will recommend my friends and family to use Tokopedia compared to other E-commerce	

3.1.5 Data Analysis & Discussion

The data that has been collected then will be analyzed through a descriptive analysis as aligned with the type of this research, descriptive research. Researchers will administer the quantitative data obtained from the survey and interpret it into a descriptive analysis. This analysis will give the researcher the answer to the research question through the calculations of means, standard deviations which will result in a percentage of agreement through the Likert scales methods used in the questionnaire. Aside from analyzing the research, the researcher will also discuss the process of the research in regard to weak and strong points of this research as well as the difficulties encountered.

3.1.6 Conclusion & Recommendations

On the last step of this research paper, the researcher will conclude the findings of the research which will generate recommendations regarding the topics discussed. The finding of this research paper will be the answer to the research questions and the recommendations made will be headed towards Tokopedia as well as for future research.

IV. RESULTS

4.1 Respondent's Profile

The questionnaire was distributed by the researcher through social media such as line, Instagram, and WhatsApp. Aside from using Instagram to spread the questionnaire to the mass public, the researcher utilized group chats which are filled with BTS fans in order to get the targeted population right away. With a total of 207 respondents, 4 respondents are deemed unqualified after checking the first part of the questionnaire, thus leaving a total of 203 respondents left. The number of 203 respondents is deemed enough according to the study of [37] and below is the *breakdown of* the checking of the validity of the respondent according to the criteria's the researcher has written.

4.1.1 Gender

As written on the population requirements, the criteria for the respondents for this questionnaire is female only due to the statistics of BTS fans and female shoppers in Jakarta which are the majority. As seen on the figure 4.1, the respondents are 100% female thus this criterion is deemed valid.

Apakah anda mengasosiasikan diri anda sebagai wanita? (Do you associated yourself as a woman)
 207 responses



Figure 4.1

4.1.2 Age

The criteria set for the age requirement of the respondents is 18-25 years old, however as seen on figure 4.2, 2 of the respondents are respectively 26 and 27 years old, exceeding the range the researcher is looking for. Therefore these respondents are deemed invalid and thus their response got deleted before the data analysis. The percentage of the respondents by age can also be seen by the figure, where 21 years old respondents dominate the questionnaire and 24 years old respondents with the least number, being only 7 people.

Berapa umur anda? (How old are you?)
 207 responses

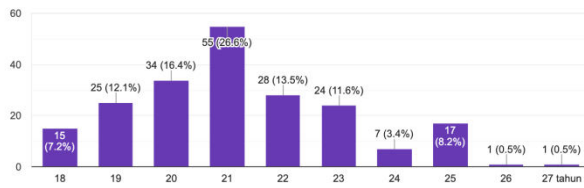


Figure 4.2

4.1.3 Domicile

As the requirements for this survey is set to be in Jakarta only, those who are not from Jakarta is considered as invalid, therefore as one person mentioned that she lives in multiple city (Jabodetabek which is the abbreviation of Jakarta, Bogor, Depok, Tangerang, Bekasi) this particular respondent answer also got deleted in order to get a valid research data.

Dimanakah anda berdomisili? (Where do you live?)
 207 responses

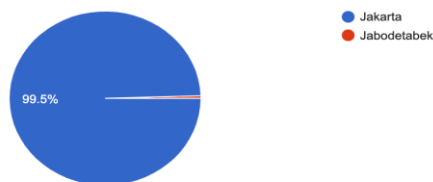


Figure 4.3

4.1.4 Tokopedia User Validity

Because this research is strongly related to Tokopedia, therefore the respondents must be a Tokopedia user and so the question is made to ensure the validity of the respondents on this aspect. As seen on the figure 4.4, 100% of the respondents are all Tokopedia users so none of the respondents got deleted at this stage.

Apakah anda merupakan user dari Tokopedia? (Are you a user of Tokopedia?)
 207 responses

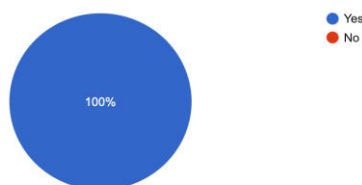


Figure 4.4

4.1.5 BTS Fans Validity

Last but not least, the main criteria are that the respondents have to be BTS fans in order to strongly understand the influence of BTS. However 2 respondents answered that they are not a fan of BTS, therefore their answers are deemed as invalid.

Apakah anda merupakan penggemar dari BTS? (Are you a fan of BTS)
 207 responses



Figure 4.5

IV. DISCUSSION

As mentioned in the methodology, the researcher will use descriptive analysis to analyze the collected data. The researcher will count each question per indicator one by one taking notes from the numbers of people choosing each Likert scales ranging from 1-6 which are automatically calculated in google forms along with the percentages. The results of respondents' answers are then calculated into a percentage score to indicate the degree of respondents' agreement towards a particular indicator in the questionnaire presented in a continuum line. Furthermore, the researcher also presents a calculation of the mean. The closer the mean to 6, means that more people agree on the influence of BTS towards Tokopedia's brand image or customer purchase decision based on the respective indicator's question. Below is the example of the full calculation that the researcher did:

TABLE 5.1

Indicator	Question	Mean	1	2	3	4	5	6	Total	Score	Ideal score
Recognition	After BTS became Tokopedia's brand ambassador, BTS helps Tokopedia to raise people's awareness of their existence	4.877	0	1	2	76	66	58	203	990	1218
			0%	0.50%	1%	37.40%	32.50%	28.60%			
Total										990	1218
Percentage										81.28%	

The table above shows us the respondent's answer regarding BTS influence towards brand image, specifically for the indicator of 'recognition' The calculation for the question above is as below:

- Score: The value of the question according to respondent's answer
 $(1 \times 0) + (2 \times 1) + (3 \times 2) + (4 \times 76) + (5 \times 66) + (6 \times 58) = 990$
- Ideal Score: The maximum value
 $(203 \times 6) = 1218$

- Percentage Score: $\frac{[(\text{Total Score}) : \text{Maximum value}] \times 100\%}{[(990:1218) \times 100\%]} = 81.28\%$

Afterwards, the research develops the continuum line according to the Likert scales which ranges from 1-6, therefore below we have 6 degrees of agreement. According to the percentage score, then we can see the degree of agreements regarding the influence BTS holds towards the certain indicator according to the valid respondents of this questionnaire.

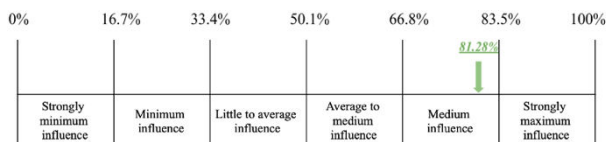


Figure 5.1

As we can see above, according to the respondents of the survey, BTS as Tokopedia's ambassador holds a medium influence over the indicators of recognition in Tokopedia's brand image. This means that BTS has medium influence in terms of rising awareness of Tokopedia's existence. Additional questions were added to figure in which way has BTS helped increasing the existence of BTS towards themselves and the public in which the answer resulted through BTS performance posted on YouTube with Tokopedia's logo on the screen as they are the one who sponsored the performance. Respondent's feel that if previously they have used other competitor's E-commerce because of habit, they've started to recognize the visual, User Interface, and the name of Tokopedia itself better.

Below, the researcher will summarize each indicator's results on a table which will cover all aspects of the necessary calculation for efficiency. Starting from the indicators, questions, mean, total score, percentage and finally the analysis based on the continuum line with the addition of respondent's voluntary answers on the explanation behind choosing the 1-6 for the Likert scales for each question on the space provided on the survey. The first table will be the continuation of the analysis above, which covers the first research question "How does BTS as brand ambassador influence Tokopedia brand image?"

TABLE 5.2

Indicator	Questionnaire	Mean	Total Score	Percentage	Influence
Awareness	After BTS became Tokopedia's brand ambassador, I prioritize in using Tokopedia compared to other e-commerce, it became the top-of-mind e-commerce	5.184	1073	88.10%	Strongly maximum influence
Concept	Brand image of BTS is align with Tokopedia's brand image	5.086	1049	86.12%	Strongly maximum influence
Reputation	Tokopedia have a better reputation after BTS became their brand ambassador	5.232	1083	88.92%	Strongly maximum influence
Culture	After BTS became Tokopedia's brand ambassador, BTS brings positive influence the working culture (promotion quality & marketing of Tokopedia)	5.208	1078	88.51%	Strongly maximum influence
Story	BTS helps me felt the story, vision, mission of Tokopedia	4.758	985	80.87%	Medium influence
Adaptability & Change	With BTS as brand ambassador, I perceived Tokopedia as an e-commerce that is up-to-date with the generation development, whether it's socially or technologically	5.28	1093	89.74%	Strongly maximum influence
Relationships	After BTS became Tokopedia's brand ambassador, the relation between Tokopedia and their customer became better, improved personalized marketing, better relationships between social media admins and customer, better customer service, and or increase in awareness of customer needs	4.792	992	81.44%	Medium influence

- Awareness**
 As awareness is defined on the degree of a brand or company in becoming a customer's top of mind in regard to the kind of business they are, the questionnaire is intended to measure the change in perception of Tokopedia after BTS became their brand ambassador in terms being the top-of-mind E-commerce compared to their competitors. The results show that BTS brings a strong maximum influence, which means when the mention of E-commerce occurred, Tokopedia has become the first one to come to mind from the perspective of the respondents. Voluntary answers also show that now when talks about BTS are happening around them, they can't help but to relate them with Tokopedia and the other way around.
- Concept**
 According to the answer from respondents, Tokopedia's brand image or concept has always been a lively E-commerce that is integrated into people's life and acts as a support more than simply a commerce. The same as BTS which has been playing with people's vulnerability, the respondents agree that BTS has a strong maximum influence with an 86.12% percentage score over elevating the matching concept of Tokopedia and BTS even more.
- Reputation**
 Tokopedia previously have been seen as a mature E-commerce handling their operations in a very good manner, however with a really high percentage score of 88.92% respondents feel that BTS has increased their reputation even higher. Summarized answers from the respondents described that with a highly regarded BTS with never tarnished reputation, it makes people feel more trust with Tokopedia as they are able to hold BTS as their brand ambassador.

- *Culture*

Another high score can be seen towards the culture of Tokopedia, researchers specify that the working culture can be reflected towards the promotion quality and overall marketing that Tokopedia do. Respondents agree that BTS has helped improve the culture of Tokopedia, some elaborates that with the strict working environment that BTS has been working on, Tokopedia must have improved their works in order to attract and keep BTS as their brand ambassadors for 2 consecutive years. They also mentioned that they can see through the improvement in events that Tokopedia held for BTS compared to before BTS became their brand ambassadors.

- *Story*

In regard to bringing Tokopedia's story alive, BTS have only a medium influence towards that indicator of brand image. While the number is still pretty high at 80.87%, some respondent's feel that Tokopedia could have used BTS in a more touching manner to showcase the vision and mission of the company.

- *Adaptability & Change*

BTS also strongly bring maximum influence on this particular indicator of brand image, after they became their brand ambassador, Tokopedia is seen as more updated and more relatable to the latest generation whereas usually the mid 20s above more appreciates the performance of Tokopedia.

- *Relationship*

As for Tokopedia's brand image in regard to their relationship to customers, BTS brings a medium influence towards a more positive manner. Respondents mentioned that even though they haven't felt many differences from the customer service or personalized marketing, there have been more interactions in social media due to BTS related posts.

In conclusion, BTS on average has been influencing the brand image of Tokopedia in a positive strong maximum manner from this survey's population sample perspective. The most notable change in their brand image is in regard to the adaptability & change indicators, now Tokopedia is more appreciated by younger generations than before as BTS helps bringing in trendy styles to the overall brand image, on the other aspects BTS has also improve Tokopedia as a higher quality, reputable E-commerce with their events and has escalated other perception of brand image.

The indicators chosen in order to see the influence of BTS towards Tokopedia's customer purchasing decision is by fully understanding the influence they hold on to each

stage of a customer purchasing decision according to [31] models. Hence, we have 5 indicators which each represent each stage of the customer purchasing decision. Therefore the table below shows the answer to research questions 2 regarding influence towards Tokopedia's customer purchasing decision.

TABLE 5.3

Indicator	Questionnaire	Mean	Total Score	Percentage	Influence
Need Recognitions	After BTS became Tokopedia's brand ambassador, I have been shopping more frequently than before	5.072	1050	86.21%	Strongly maximum influence
	After seeing BTS advertising products for Tokopedia, I feel the urge to buy products without actually needing it	5.024	1040	85.39%	Strongly maximum influence
Alternative Search	When I look for things to buy in Tokopedia, I often chose items that has been advertised or is related with BTS	4.99	1033	84.81%	Strongly maximum influence
Alternative Evaluation	In buying BTS related merchandise or daily stuff, I prefer to use Tokopedia compared to other e-commerce	4.86	1006	82.59%	Medium influence
	If I see the same products yet cheaper on other e-commerce, I will still use Tokopedia to showcase my support for BTS	4.749	983	80.71%	Medium influence
Purchase Decision	If I can get hold of BTS related benefits by shopping in Tokopedia, without a doubt I will choose Tokopedia over the other e-commerce	5.14	1064	87.36%	Strongly maximum influence
	After BTS became Tokopedia's brand ambassador, I started to use Tokopedia more in order to support BTS	5.116	1059	86.95%	Strongly maximum influence
Post-purchase Evaluations	After BTS became Tokopedia's brand ambassador, I will recommend my friends and family to use Tokopedia compared to other e-commerce	5.721	1091	89.57%	Strongly maximum influence

The breakdown of the analysis is as below:

- *Need Recognition*

There are 2 questions to measure the influence towards the need's recognition, the first one is to understand whether BTS has any influence in changing the respondent's behaviour in uncovering needs recognition or in this case having more needs than usual. The survey showed that BTS have a strong maximum influence which means that respondents were exposed to more needs after BTS became Tokopedia's brand ambassador. The second question is to measure specific needs with Tokopedia as their medium of purchase. The result of the questionnaire leads the researcher to understand that BTS brings impulsive behaviour to shop at Tokopedia when they are seen advertising products for Tokopedia, thus also have a strong maximum influence.

- *Alternative Search*

As alternative search is defined as a stage where the respondents is looking for the alternative to fulfill their needs but yet to compare the one, they wanted to buy [31]), the researcher put a question to evaluates whether respondents will filter their search in the beginning with BTS related products before beginning to comparing other factors. BTS is also deemed to have a strong influence towards this phase of respondent's purchase decision.

- *Alternative Evaluation*

There are 2 questions, the first one is to measure BTS specific related products and the later one is to measure the main factor of alternative

evaluation according to [31] which is price. From the first question for this indicator, results show that BTS holds a medium influence towards the respondents in buying BTS related items whether it's their merchandise or daily stuff that is seen on them. This means that if previously they purchased those kinds of products somewhere else, now they have evaluated that Tokopedia is their priority commerce. The second question also shows that BTS holds a medium influence in controlling the respondents to buy in Tokopedia despite having cheaper options on other E-commerce.

- *Purchase Decision*

The researcher also put 2 questions to uncover the influence BTS holds towards the purchase decision. This is the main step for a customer, as this is a phase where they make their decision. In order to measure the brand ambassador influence, 2 things are asked. First one is to understand how the respondents are making their decision if they ever got any benefits that are BTS related. The survey shows that BTS hold yet another strong maximum influence whereas respondents will decide to make a purchase right away if they could get a BTS related benefit. The second question is to measure to what extent BTS is influencing the customer's purchase decision by asking whether they will decide to shop right away at Tokopedia with BTS as Tokopedia's brand ambassador and it is proven BTS holds another strong maximum influence towards the purchase decision of the respondents on Tokopedia.

- *Post-purchase Evaluations*

The last phase of purchase decision is the post-purchase evaluations, to understand how BTS influence respondents at this stage, the questionnaire asks whether they will be recommending their friends and family to shop at Tokopedia after their experience in using Tokopedia especially after BTS became their brand ambassador. The result shows a really high score of 89.75% that BTS holds strong maximum influence towards the post-purchase evaluations.

In conclusion, dominated by the strong maximum influence, it is proven that BTS really have the power as brand ambassadors to influence customer's purchase decisions in a positive way. They almost strongly influence customer purchasing decisions, with the exception for some indicators being only giving medium influences. Especially for the post-purchase evaluations, which in this case we measured with the willingness to do Word of Mouth marketing after BTS became Tokopedia's brand ambassador, shall give the company a huge benefit followed with the fans loyalty to make a direct and fact

purchase decision as long as bring a BTS related benefits for them.

V. CONCLUSION

To conclude this study, the researcher will summarize the overall result of this study based on research questions as below.

RQ1: How does BTS as brand ambassador influence Tokopedia brand image?

By answering this question, researchers will be fulfilling the objective of this research which is to identify whether using BTS as brand ambassador constitutes Tokopedia's brand image in Jakarta. As explained in the research background, researchers decided to research this matter due to Tokopedia's bold marketing move which entices marketeers in Indonesia. The objective for this question is to understand whether, as both major groups, can BTS as brand ambassador influence the strong brand image of Tokopedia that has been built since before BTS. During the process of finding the indicators to measure influence on brand image, researcher finds that the measurement of a brand image is too broad and can be confused with brand identity if not explain well enough, however researcher is able to find factors that build brand image that are not too complicated to be used as the foundation of this study, and this the problem is solved. With choosing major players like BTS and Tokopedia, researchers found that attaining information is relatively easy. However, due to different marketing terms, researchers think that the questionnaire is relatively general for that if it was made too specific it will confuse the respondents with no marketing background, which made researchers think this is the weak point for this RQ. Nonetheless, the researcher tries to make the data as valid as possible which results in finding out that based on the 8 indicators to form a brand image, BTS strongly affects the respondent's perception on Tokopedia's brand image. How BTS is influencing Tokopedia's brand image is by elevating people's perception and making it stronger to leave a stronger impression to the people. Consequently, this study shows that there is a correlation between brand ambassadors and brand image.

RQ2: To what extent does BTS as brand ambassador impact the Tokopedia's customer purchasing decisions in Jakarta?

In order to fully accomplish the objective of RQ 2 which is to understand the extent of BTS influence on customer purchasing decisions, the researcher has to understand the influence BTS brings on every phase of the customer purchasing decision. During the questionnaire development, the researcher finds it difficult to develop a reliable questionnaire whose sole purpose should be to measure each indicator, or in this case, each step of the purchase decision. Despite the utmost efforts on making

reliable questions, the survey to answer RQ2 seems to be too specific and perhaps can be done better in the future. Finally, the answer for this research question is answered and the answer is that BTS strongly impacts the Tokopedia's customer purchasing decision in Jakarta as they almost strongly influence every aspect of the purchasing decision. This proves that there is a correlation between brand ambassador and customer purchasing decision.

5.1 Managerial Implication

Based on this research, we can form a hypothesis that brand ambassadors influence brand image and brand ambassadors also have an impact towards customer purchasing decisions. For the real-life application or the managerial implications, marketeers might find that the involvement of brand ambassadors can be useful if they are in need of the impacts below:

- Elevating or bringing alive their brand image
As this research implied, the presence of brand image will help accentuate a brand in highlighting their brand image under the condition that the brand ambassador is powerful and suitable enough and is align with the characteristics of the brand or the company.
- Turning more leads or their side, influencing customers in making a decision to purchase.
With brand ambassador coming to the picture, they are for sure will influence their fans or followers to support them by buying or engaging with the brands that they are working with as per this studies has proven. However, it is to be noted that different brand ambassadors will hold different power and to study more individuals or groups, a further studies needs to be conducted as this one is limited to the group BTS and the company Tokopedia.

On a more specific note, this study also shows that being a first mover, while costly, can be extremely advantageous as long as it's still calculated, yet marketeers still need to take the risks too.

5.2 Limitations

The limitation in working this research is as mentioned in the chapter 1; limitations & scope of this paper. The most compelling limitations based on what's written on the early chapter would be the time constraints on working over this paper. Furthermore, the researcher has difficulty in limiting the scope to Jakarta only.

While it's effective in making the sample, the data collection in order to meet the minimum respondents has taken quite some time for the researcher. Proven by the number of respondents the researcher has collected, whilst it has satisfied the minimum requirement, it's still far from the number of respondents a test marketing survey got in average. Another point is that along with processing the research, the researcher also found

limitations in deciding the indicators to measure the variables of brand image, for the variable itself is too broad. Moreover no previous research indicates which way is the best to measure influence over brand image, therefore the researcher has to use just one model from one expert.

5.3 Recommendations

5.3.1 Recommendations for Tokopedia

Based on the result, BTS shows that they are indeed a powerful brand ambassador and thus Tokopedia made the right decision in joining hands with them. However, despite BTS influencing their brand image and customer purchasing decision, there are some aspects which could be improved based on the questionnaire. For example, based on the survey, Tokopedia could have utilized BTS more to convey Tokopedia's earnest vision and mission. With BTS expertise in touching people's vulnerability, Tokopedia could have used this in order to build a stronger brand image and leave a good impression whilst they still have BTS as their brand ambassador.

5.3.2 Recommendations for Further Research

This study has proved that BTS as Tokopedia's brand ambassador has influenced the brand image and customer purchasing decision in a positive manner. However, with the time and words restrictions, there are things that could not be put on this paper. For example, the researcher is only able to use 1 means of measurement for the brand image when there are more different ways to do it. For further research, it would be much better to add different ways of measuring, therefore the best way to measure a brand image would be found. Due to time constraints, the questionnaire also reached more than 200 people, therefore for further research a more detailed questionnaire with a larger population and sample size would result in even more reliable results.

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