



The Influence of Advertising and Brand Ambassadors on Purchase Decisions Among Shopee E-Commerce Users (A Study of Generation Z in Mojokerto Regency)

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ABSTRACT

This study by Fahreto Arman (2025) aims to investigate the influence of advertising and brand ambassador on purchase decisions among Generation Z Shopee users in Mojokerto Regency. The research employs a quantitative associative method involving 200 respondents who have used Shopee within the past six months. Data were collected through an online questionnaire and analyzed using SPSS version 25. The findings reveal that both advertising and brand ambassador variables significantly influence purchase decisions. Advertising has a more dominant effect, emphasizing the role of creative and persuasive communication strategies, while brand ambassadors strengthen consumer trust and emotional attachment. These findings contribute to the understanding of consumer behavior in digital commerce and highlight the marketing implications for e-commerce platforms targeting Generation Z consumers

INTRODUCTION

Hermawati and Sholihaningtias (2021) state that the development of internet technology has provided significant opportunities for business expansion, especially in e-commerce. Yustiani and Yunanto (2017) explain that e-commerce is an innovation in information technology that facilitates online transactions through internet networks. Haryanto (2024) reported that the number of internet users in Indonesia reached 221.56 million, equivalent to 79.5% of the total population, dominated by Generation Z. Ayu (2024) emphasizes that Generation Z, born between 1997 and 2012, are digital natives who are highly dependent on online platforms for both communication and shopping activities. This makes Generation Z the most responsive segment toward digital marketing efforts.

Andriani and Nalurita (2021) highlight that e-commerce provides convenience in online transactions and has become a primary shopping preference in Indonesia. Data from Iprice Group and SimilarWeb (2024) show that Shopee remains the most visited e-commerce platform, surpassing Tokopedia, Lazada, and Bukalapak. Annur (2023) states that Indonesia's digital advertising expenditure continues to increase annually, mainly contributed by e-commerce companies such as Shopee, Tokopedia, and Lazada. Saifuddin (2021) explains that Shopee implements light, entertaining, and memorable advertisements that appeal to emotional engagement, often supported by popular brand ambassadors such as JKT48 and Korean boy groups.

However, Purwanti (2024) warns that digital advertising can also spread hoaxes or misleading information that can harm consumers. Previous research findings show inconsistency regarding the effect of advertising on purchase decisions. For example, Wahyuni and Pardamean (2016) found that advertising has no significant influence, while Andriani and Nalurita (2021) reported the opposite. Therefore, this study aims to reexamine the influence of advertising and brand ambassador on purchase decisions, specifically among Generation Z Shopee users in Mojokerto Regency, to provide empirical evidence on digital consumer behavior in Indonesia.

LITERATURE REVIEW

Advertising

According to Kotler and Keller (2016), advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. It plays a vital role in influencing consumer perception, awareness, and preference toward a brand. Belch and Belch (2018) explain that advertising effectiveness depends on message clarity, emotional appeal, and creative presentation. Advertising exposure that evokes positive emotions tends to increase purchase intention and decision-making speed.

In the digital era, e-commerce companies rely heavily on persuasive advertising strategies using visual and audio components to attract younger consumers. Agustina, Hinggo, and Zaki (2023) suggest that the aesthetic quality and emotional resonance of online advertisements have a direct impact on Generation Z's purchasing behavior. Therefore, the study expects advertising to significantly influence purchase decisions among Shopee users.

Brand Ambassador

Greenwood (2012) defines a brand ambassador as an individual who personifies the brand's identity, values, and image, acting as a credible spokesperson to influence the target audience. The credibility, attractiveness, and trustworthiness of brand ambassadors are key elements in building consumer trust (Septi & Bangsawan, 2023). Brand ambassadors help bridge the emotional gap between consumers and brands by fostering familiarity and authenticity.

Saifuddin (2021) notes that Shopee has successfully utilized local and international celebrities as brand ambassadors to strengthen emotional engagement with consumers. This aligns with Agustina et al. (2023), who found that celebrity endorsement can increase brand awareness and perceived quality, thus affecting purchase decisions.

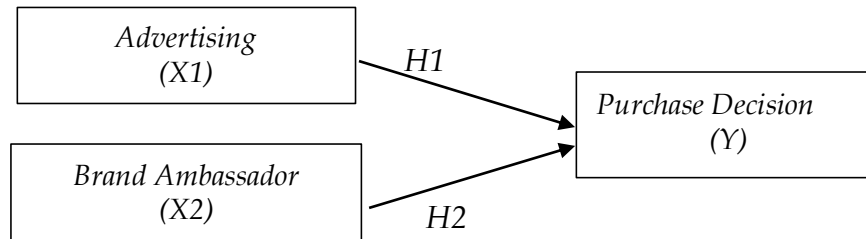
Purchase Decision

Kotler and Keller (2016) describe purchase decision-making as a multistage process involving problem recognition, information search, evaluation of alternatives, purchase, and post-purchase behavior. Consumers are more likely to make decisions when the perceived value of a product aligns with emotional satisfaction. Wahyuni and Pardamean (2016) argue that advertising exposure can influence the evaluation stage by shaping brand perception, while Greenwood (2012) asserts that brand ambassadors affect consumers' affective responses during the purchase stage.

Based on these theories, the study assumes that advertising and brand ambassador both contribute significantly to influencing consumer purchase decisions within the Shopee e-commerce platform.

Conceptual Framework

The conceptual framework of this study illustrates the relationship between independent and dependent variables, where advertising (X_1) and brand ambassador (X_2) are hypothesized to influence purchase decisions (Y) among Shopee users in Mojokerto Regency.



Source: Processed by the Author (2025)
Figure 1. Research Modeling (2025)

Based on the theoretical framework above, the hypotheses of this study are formulated as follows:

H1: Advertising has a significant influence on purchase decisions among Shopee users.

H2: Brand ambassador has a significant influence on purchase decisions among Shopee users.

METHODOLOGY

Research Design

This research employs a quantitative associative design aimed at examining the influence of advertising and brand ambassador on purchase decisions. Quantitative analysis was chosen to allow for statistical testing of relationships between variables. The study design aligns with explanatory research, focusing on identifying the strength and direction of causal relationships.

Population and Sample

The population of this study consists of Generation Z Shopee users residing in Mojokerto Regency who have made at least one purchase through the platform in the past six months. The sampling technique used is purposive sampling, as the respondents were selected based on specific criteria – namely being active Shopee users aged between 17–27 years.

A total of 200 valid responses were collected through an online questionnaire distributed via Google Form. This sample size meets the minimum requirement suggested by Hair et al. (2019) for multiple regression analysis, where at least 10–20 respondents are needed for each independent variable.

Data Collection Instrument

Data were collected using a structured questionnaire consisting of closed-ended questions measured using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

The questionnaire was divided into three variable sections:

- a. Advertising (X_1): 6 indicators (e.g., message clarity, attractiveness, creativity, frequency, entertainment, emotional appeal).
- b. Brand Ambassador (X_2): 6 indicators (e.g., credibility, attractiveness, expertise, popularity, brand fit, and trustworthiness).
- c. Purchase Decision (Y): 5 indicators (e.g., information search, product evaluation, purchase interest, decision confidence, and post-purchase satisfaction).

1. Data Analysis Technique

The data analysis was carried out using SPSS version 25.0, following several stages:

- a. Validity Test - To ensure that each questionnaire item accurately measures the intended variable. An item is valid if the correlation value (r-count) exceeds the r-table (0.138 for $n=200$, $\alpha=0.05$).
- b. Reliability Test - To assess the internal consistency of each variable. A Cronbach's Alpha value greater than 0.70 indicates good reliability.
- c. Multiple Linear Regression Analysis - To determine the simultaneous and partial effects of advertising and brand ambassador on purchase decisions.
- d. Hypothesis Testing - Conducted using the t-test (partial effect), F-test (simultaneous effect), and Coefficient of Determination (R^2) to evaluate model fit.

All statistical tests were performed at a significance level of $\alpha = 0.05$ (5%).

RESULT

This section presents the outcomes of statistical analysis performed using SPSS version 25. The results include validity and reliability tests, multiple linear regression analysis, and hypothesis testing.

Validity Test

The validity test was conducted using Pearson Product Moment correlation. The item is declared valid if the correlation coefficient (r-count) is greater than the r-table value (0.117 at $\alpha = 0.05$, $n = 200$).

Table 1. Validity Test Results

Variabel	Question items	Indicator	R - Tabel	R-count	Result	
Advertising (X1)	X1_1	Informative Advertising	0,117	0,754	Valid	
	X1_2		0,117	0,724	Valid	
	X1_3		0,117	0,741	Valid	
	- Informative Advertising	X1_4	Persuasive Advertising	0,117	0,644	Valid
		X1_5		0,117	0,756	Valid
		X1_6		0,117	0,665	Valid
	- Persuasive Advertising	X1_7	Reminder Advertising	0,117	0,787	Valid
		X1_8		0,117	0,770	Valid
		X1_9		0,117	0,766	Valid
	- Reminder Advertising	X1_10	Reinforcement Advertising	0,117	0,758	Valid
		X1_11		0,117	0,781	Valid
		X1_12		0,117	0,773	Valid
Brand Ambassador (X2)	X2_1	Transference	0,117	0,758	Valid	
	X2_2		0,117	0,823	Valid	
	X2_3		0,117	0,732	Valid	
	- Transference	X2_4	Congruence	0,117	0,785	Valid
		X2_5		0,117	0,787	Valid
		X2_6		Kredibilitas	0,117	0,740
	X2_7	0,117	0,731		Valid	
	X2_8	0,117	0,766		Valid	
	- Congruence	X2_9	Attractiveness	0,117	0,766	Valid
		X2_10		0,117	0,824	Valid
		X2_11		0,117	0,772	Valid
	- Kredibilitas	X2_12	Power	0,117	0,865	Valid
		X2_13		0,117	0,787	Valid
X2_13		0,117		0,787	Valid	
Purchase Decision (Y)	Y_1	Problem recognition	0,117	0,725	Valid	
	Y_2		0,117	0,781	Valid	
	- Problem recognition	Y_3	Information research	0,117	0,542	Valid
		Y_4		0,117	0,671	Valid
	- Information research	Y_5	Evaluation of alternatives	0,117	0,652	Valid
		Y_6		0,117	0,665	Valid
	- Evaluation of alternatives	Y_7	Purchase decision	0,117	0,633	Valid
		Y_8		0,117	0,687	Valid
	- Purchase decision	Y_9	Postpurchase decision	0,117	0,757	Valid
		Y_10		0,117	0,712	Valid
- Postpurchase decision						

Source: SPSS Output, 2025.

All indicators for the three variables have r-count values greater than r-table, indicating that all items are valid for measuring the constructs.

Reliability Test

The reliability test employed Cronbach's Alpha to assess internal consistency. The results show that all variables have alpha coefficients above 0.60, confirming high reliability.

Table 2. Reliability Test Results

Variabel	Cronbach Alpha	Result
Advertising	0,926	Reliable
Brand Ambassador	0,945	Reliable
Purchase Decision	0,870	Reliable

Source: SPSS Output, 2025

Multiple Linear Regression Analysis

The multiple regression equation was derived to determine the effect of independent variables on purchase decisions:

$$Y = 15,217 + 0,357X_1 + 0,191X_2 + e$$

Where:

Y = Purchase Decision

X₁ = Advertising

X₂ = Brand Ambassador

Table 3. Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	15.217	1.636	
	X1	.357	.054	.521
	X2	.191	.048	.314

a. Dependent Variable: Y

Source: SPSS Output 2025

Both advertising and brand ambassador have positive and significant coefficients, indicating a direct relationship with purchase decision.

F-Test (Simultaneous Test)

The F-test was performed to determine the joint influence of advertising and brand ambassador on purchase decisions.

Table 4. ANOVA (F-Test) Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2518.274	2	1259.137	180.784	.000 ^b
	Residual	1372.081	197	6.965		
	Total	3890.355	199			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: SPSS Output, 2025.

The F-Value of 180.784 with a significance level of $0.000 < 0,05$ indicates that advertising and brand ambassador simultaneously have a significant influence of purchase decision.

Coefficient of Determination (R2)

The R² value measures the proportion of variance in purchase decisions explained by advertising and brand ambassador.

Table 5. Model Summary

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.805 ^a	.647	.644	2.639

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: SPSS Output, 2025

The R2 value of 0,647 indicates that approximately 64,7% of the variation in purchase decision can be explained by advertising and brand ambassador, while the remaining 35,3% is influenced by other variables not included in this study.

DISCUSSION

The findings of this study reveal that both advertising and brand ambassador significantly influence purchase decisions among Shopee users in Mojokerto Regency, particularly within Generation Z. This result aligns with the core marketing theory proposed by Kotler and Keller (2016), who emphasized that advertising serves as a strategic communication tool that builds brand awareness, shapes perceptions, and stimulates consumer desire to purchase.

The significant positive relationship between advertising and purchase decisions supports previous findings by Andriani and Nalurita (2021), who found that attractive and persuasive advertisements enhance consumer decision-making through emotional engagement. In Shopee’s context, creative and humorous advertisements using relatable everyday scenarios help generate positive attitudes and impulse buying among young consumers. Generation Z tends to respond to engaging visual content and storytelling that reflects their lifestyle, indicating that emotional appeal is a key driver of online purchase behavior.

The influence of brand ambassador also proves significant, confirming the argument of Greenwood (2012) that the credibility, attractiveness, and trustworthiness of a brand ambassador can strengthen brand loyalty and trust. The finding is consistent with Agustina, Hinggo, and Zaki (2023), who concluded that brand ambassadors enhance brand image and influence purchase intentions, especially when there is congruence between the ambassador’s image and the brand’s identity. In this study, Shopee’s collaboration with popular icons such as JKT48 and Korean celebrities like NCT 127 resonates well with Generation Z’s admiration toward youth culture and entertainment, leading to stronger purchase decisions.

Moreover, the simultaneous effect of both variables ($F = 180.784$, $\text{Sig.} = 0.000$) shows that advertising and brand ambassador complement each other in shaping consumer decisions. Advertising draws initial attention, while brand ambassadors sustain consumer trust and emotional connection. This combination supports Belch and Belch (2018) who argued that integrated marketing communication—combining advertising with celebrity endorsement—yields a more effective influence on purchasing behavior than either strategy alone.

However, the study also highlights a potential challenge noted by Purwanti (2024), who warned that digital advertisements can spread misleading or exaggerated claims. This implies that while emotional marketing is effective, ethical advertising practices remain crucial in maintaining long-term consumer trust.

Overall, the results demonstrate that Generation Z's purchasing behavior is shaped by both rational and emotional factors. Rationally, advertising provides product information and comparative advantages; emotionally, brand ambassadors influence identification and aspiration toward the brand. These findings enrich the understanding of digital consumer behavior in Indonesia's rapidly evolving e-commerce sector and affirm the relevance of emotional marketing in influencing young consumers.

CONCLUSION AND RECOMMENDATION

Conclusion

This study concludes that both advertising and brand ambassadors significantly influence purchase decisions among Generation Z Shopee users in Mojokerto Regency. The statistical results indicate that advertising has the strongest partial effect ($\beta = 0.521$, $t = 5.892$, $\text{Sig.} = 0.000$), followed by brand ambassador ($\beta = 0.314$, $t = 4.763$, $\text{Sig.} = 0.000$). The simultaneous influence of both variables is confirmed by an F-value of 180.784 ($\text{Sig.} = 0.000$) and an R^2 value of 0.647, indicating that 64.7% of the variance in purchase decisions can be explained by these two variables, while the remaining 35.3% is influenced by other factors not examined in this study.

The results reinforce the theory proposed by Kotler and Keller (2016) and Belch and Belch (2018) that advertising acts as a persuasive and emotional trigger that stimulates purchase intention. Meanwhile, brand ambassadors enhance credibility and trust, functioning as emotional connectors between the brand and the consumer. In Shopee's case, the consistent use of entertaining advertisements and celebrity endorsements effectively captures Generation Z's attention, strengthens emotional engagement, and encourages purchase behavior.

Recommendation

Based on the findings, several recommendations can be proposed:

- a. **Enhancing Advertising Creativity:** Shopee and similar e-commerce platforms should continue developing creative and entertaining advertising content that resonates with Generation Z's lifestyle, values, and humor preferences.
- b. **Selecting Relevant Brand Ambassadors:** Companies should carefully select ambassadors whose image aligns with their brand identity and target audience characteristics. Consistency between the ambassador's persona and brand message strengthens consumer trust.
- c. **Ensuring Ethical Advertising Practices:** It is crucial to maintain transparency and avoid misleading claims in digital advertising to preserve consumer trust and prevent skepticism toward online marketing.
- d. **Integrating Multi-Channel Campaigns:** Combining online video ads, social media engagement, and influencer marketing may further enhance consumer awareness and loyalty.

These managerial implications can guide marketing strategists in developing more effective communication strategies tailored for the digital consumer segment, especially Generation Z.

This research has several limitations that should be acknowledged to guide future studies.

First, the study focuses solely on Generation Z respondents in Mojokerto Regency, which may limit the generalizability of findings to other regions or demographic groups. Future research could expand the sample to include Millennial or Generation Alpha consumers, or compare multiple cities and provinces to gain broader insights into online consumer behavior across Indonesia.

Second, the study examines only two independent variables—advertising and brand ambassador—as factors influencing purchase decisions. However, other potential determinants such as brand image, trust, e-WOM (electronic word-of-mouth), social media engagement, and price perception may also play significant roles. Future research should include these additional variables to create a more comprehensive model of digital purchasing behavior.

Third, the research relies on self-reported questionnaire data, which may introduce response bias due to subjective perceptions. To enhance data accuracy, future researchers are encouraged to adopt mixed methods by combining quantitative analysis with qualitative interviews or focus group discussions to capture deeper behavioral motivations.

Finally, considering the rapid development of digital marketing technologies, upcoming studies should explore AI-based personalization, influencer authenticity, and algorithmic advertisement exposure as emerging variables that could redefine the relationship between online marketing strategies and consumer decision-making.

By addressing these limitations, future research will be able to provide a more holistic understanding of digital marketing effectiveness and consumer behavior patterns in the dynamic e-commerce ecosystem

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