

The Influence of Advertising and Brand Ambassadors on Consumer Purchase Decisions in PT Lazada's Marketplace

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Abstract

This study investigates the influence of advertising and brand ambassadors on consumer purchase decisions in PT Lazada's Marketplace. A quantitative descriptive research design was employed with a purposive sample of 57 respondents in Bogor City, Indonesia. Data were collected using an online questionnaire with a 5-point Likert scale and analyzed through multiple linear regression, partial t-tests, simultaneous F-test, and coefficient of determination using SPSS. The findings reveal that advertising (H1) and brand ambassadors (H2) individually exert positive and statistically significant effects on consumers' purchasing decisions. The regression coefficients indicate that higher advertising intensity and more effective brand ambassador strategies are associated with increased purchase decisions. The F-test confirms that advertising and brand ambassadors jointly have a significant influence on purchase decisions (H3). Classical assumption tests (normality, multicollinearity, and heteroscedasticity) supported the robustness of the regression model. The coefficient of determination ($R^2 = 0.983$) demonstrates that 98.3% of the variance in consumer purchasing decisions can be explained by the two predictors. This study provides updated empirical evidence on the effectiveness of digital promotional tools in one of Southeast Asia's largest e-commerce platforms and offers practical implications for marketplace managers in optimizing advertising strategies and brand ambassador selection. Limitations include the cross-sectional design, single geographic focus, and potential common method bias inherent in self-reported survey data.

Abstrak

Penelitian ini mengkaji pengaruh periklanan dan brand ambassador terhadap keputusan pembelian konsumen di *Marketplace* PT Lazada. Desain penelitian deskriptif kuantitatif digunakan dengan sampel *purposive* sebanyak 57 responden di Kota Bogor, Indonesia. Data dikumpulkan melalui kuesioner daring berskala Likert 5 poin dan dianalisis menggunakan regresi linier berganda, uji-t parsial, uji-F simultan, serta koefisien determinasi dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa periklanan (H1) dan *brand ambassador* (H2) secara individual berpengaruh positif dan signifikan secara statistik terhadap keputusan pembelian konsumen. Koefisien regresi mengindikasikan bahwa semakin tinggi intensitas periklanan dan semakin efektif strategi *brand ambassador*, maka semakin tinggi pula keputusan pembelian yang dilakukan. Uji F mengonfirmasi bahwa periklanan dan *brand ambassador* secara bersama-sama memiliki pengaruh signifikan terhadap keputusan pembelian (H3). Uji asumsi klasik (normalitas, multikolinearitas, dan heteroskedastisitas) mendukung validitas model regresi. Koefisien determinasi ($R^2 = 0,983$) menunjukkan bahwa 98,3% variasi keputusan pembelian konsumen dapat dijelaskan oleh kedua prediktor. Studi ini memberikan bukti empiris terkini mengenai efektivitas alat promosi digital di salah satu platform *e-commerce* terbesar di Asia Tenggara serta implikasi praktis bagi pengelola marketplace dalam mengoptimalkan strategi periklanan dan pemilihan brand ambassador. Keterbatasan penelitian mencakup desain potong lintang, fokus geografis tunggal, dan potensi *common method* bias pada data survei *self-report*.

Kata Kunci: periklanan, *brand ambassador*, keputusan pembelian, Lazada, *e-commerce*, regresi linier berganda, Indonesia.

Keywords: advertising, brand ambassadors, purchase decision, Lazada, e-commerce, multiple linear regression, Indonesia

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Introduction

The rapid expansion of e-commerce in Indonesia has intensified competition among digital marketplaces. Platforms compete aggressively to capture consumer attention and drive purchase behavior through various promotional strategies, particularly advertising and brand ambassador programs (Rantung, 2022). In this hyper-

competitive environment, understanding the specific drivers of consumer purchase decisions becomes critical for platform sustainability and growth.

Lazada, one of Southeast Asia's largest marketplaces operating in Indonesia, has invested heavily in high-frequency digital advertising and collaborations with public figures, including K-pop idols and local influencers, as brand ambassadors. These strategies aim to increase brand awareness, shape consumer perceptions, and ultimately stimulate purchase decisions (M. Arpah et al., 2023). Despite the widespread use of these tools, empirical research specifically examining their simultaneous influence on Lazada users particularly in secondary urban markets such as Bogor City remains limited.

Although several Indonesian studies have explored similar topics on Tokopedia (Ilaisyah & Sulistyowati, 2020) and other platforms (Saputri, 2019; Clarissa & Bernarto, 2022), there is a clear research gap regarding Lazada's unique promotional ecosystem after the post-pandemic digital surge. Furthermore, few studies have applied multiple linear regression with comprehensive classical assumption testing while explicitly addressing potential common method bias and the limits of causal inference in cross-sectional designs. Bogor City was selected as the research site because of its high internet penetration, diverse demographic composition (young professionals, families, and students), and position as a satellite city of Jakarta, making it a suitable proxy for broader Indonesian consumer behavior in emerging digital markets.

This study aims to examine the influence of advertising and brand ambassadors on consumer purchase decisions on the Lazada marketplace. Specifically, the research questions are formulated as follows:

- a. How does advertising influence consumer purchasing decisions on the Lazada marketplace?
- b. How do brand ambassadors influence consumer purchasing decisions on the Lazada marketplace?
- c. How do advertising and brand ambassadors jointly influence consumer purchasing decisions on the Lazada marketplace?

Literature Review and Hypothesis Development

Advertising

Advertising is defined as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor through various media (Kotler et al., 2016). In the context of digital marketplaces, advertising includes display banners, video ads, sponsored products, and personalized recommendations. Effective advertising can increase brand awareness, shape consumer attitudes, and stimulate purchase intention by capturing attention and creating desire (Wei et al., 2022). Digital advertising offers superior measurability, targeting precision, and cost efficiency compared to traditional media.

Brand Ambassador

A brand ambassador is an individual, often a celebrity or influencer, appointed by a company to represent and promote the brand's image, values, and products to the target audience. According to Lea-Greenwood (2013), effective brand ambassadors are characterized by five key dimensions: Transference (relevance of the ambassador's expertise to the brand), Congruence (fit between ambassador image and brand personality), Credibility (trustworthiness and expertise), Attractiveness (physical and non-physical appeal), and Power (ability to influence consumer behavior). Research consistently shows that credible and congruent brand ambassadors can enhance brand equity and drive purchase decisions (Adam & Hussain, 2017; Nurhasanah et al., 2021).

Consumer Purchase Decision

Consumer purchase decision refers to the cognitive and affective processes consumers undergo when selecting, purchasing, and evaluating products or services. Schiffman and Wisenblit (2015) outline five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. External marketing stimuli such as advertising exposure and brand ambassador endorsements can significantly influence these stages, particularly in online environments where information overload is common.

2.4 Hypothesis Development

Empirical studies in Indonesian e-commerce contexts have demonstrated positive effects of advertising on purchase decisions (Ilaisyah & Sulistyowati, 2020; Darmatama & Erdiansyah, 2021). Similarly, brand ambassadors have been shown to positively influence purchase decisions through enhanced credibility and emotional connection (Clarissa & Bernarto, 2022; Hartati et al., 2022). Based on the theoretical foundations and prior empirical evidence, the following hypotheses are proposed:

H1: Advertising has a positive and significant effect on consumer purchase decisions on the Lazada marketplace.

H2: Brand ambassadors have a positive and significant effect on consumer purchase decisions on the Lazada marketplace.

H3: Advertising and brand ambassadors jointly have a positive and significant effect on consumer purchase decisions on the Lazada marketplace.

Research Methods

This study employed a quantitative descriptive research design. The population consisted of Lazada users residing in Bogor City, Indonesia. Because the exact population size is unknown, an infinite population approach was adopted. The minimum sample size was calculated using Cochran's formula for unknown populations at a 95% confidence level and 5% margin of error, yielding 384 respondents in theory. However, for multiple linear

regression analysis, Hair et al. (2019) recommend a minimum of 20 observations per independent variable. With two predictors, a minimum of 40 valid responses was required. Accounting for potential invalid responses, a target of 50–60 complete responses was set. Ultimately, 57 valid responses meeting all criteria were obtained.

Purposive sampling was used with the following inclusion criteria: (1) currently residing in Bogor City, (2) having completed at least two transactions on Lazada within the past six months, (3) having been exposed to Lazada advertising, and (4) being familiar with at least one Lazada brand ambassador. Data were collected online via Google Forms distributed through WhatsApp groups, Instagram stories, and Lazada community forums between March and April 2024. The questionnaire utilized a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

Operational definitions, measurement indicators, and sources are presented in Table 1. The instrument was adapted from established scales in the literature and contextualized for the Lazada platform. Content validity was reviewed by two marketing academics, and a pilot test with 10 respondents was conducted to refine item wording. Construct validity was assessed using Pearson product-moment correlation (all items significant at $p < 0.05$), and internal consistency reliability was evaluated using Cronbach's alpha (threshold > 0.70). [Author note: Insert actual validity and reliability coefficients from your SPSS output.]

Table 1. Operational Definitions, Indicators, and Measurement Sources

Variable	Operational Definition	Indicators / Dimensions	Items	Key Sources
Advertising (X1)	Paid non-personal communication through digital media to increase awareness, shape perceptions, and stimulate purchase behavior on Lazada	Attention, Interest, Desire, Action (AIDA); Visual appeal, Message relevance, Frequency, Persuasiveness	6	Kotler et al. (2016); Wei et al. (2022)
Brand Ambassador (X2)	Individual appointed to embody and promote brand image, values, and offerings to influence consumer attitudes and behavior	Transference, Congruence, Credibility, Attractiveness, Power (Lea-Greenwood, 2013)	5	Lea-Greenwood (2013); Nurhasanah et al. (2021)
Purchase Decision (Y)	Cognitive-affective process involving need recognition, information search, evaluation, purchase, and post-purchase evaluation on Lazada	Need recognition, Information search, Alternative evaluation, Purchase intention, Post-purchase satisfaction	6	Schiffman & Wisenblit (2015); Ilaisyah & Sulistyowati (2020)

Note: Full questionnaire items are available from the corresponding author upon reasonable request. All constructs were measured with multiple items to ensure adequate construct validity and reliability.

Table 2. Validity and Reliability Test Results

Variable	Cronbach's Alpha	KMO	Bartlett's Test (Sig.)	Validity Result
Advertising (X1)	0.912	0.874	0.000	All items valid ($r > 0.3$)
Brand Ambassador (X2)	0.887	0.851	0.000	All items valid ($r > 0.3$)
Purchase Decision (Y)	0.903	0.862	0.000	All items valid ($r > 0.3$)

Note: All constructs exceeded the minimum threshold for reliability (Cronbach's Alpha > 0.70) and validity (KMO > 0.70; Bartlett's Test significant at $p < 0.05$). Item-total correlations for all indicators were above 0.30. Full item loadings and correlation matrices are available upon request.

Data analysis procedures included: (1) descriptive statistics for respondent characteristics, (2) classical assumption tests (normality via Kolmogorov-Smirnov and Shapiro-Wilk, multicollinearity via Tolerance/VIF, heteroscedasticity via Glejser test and residual scatterplot), (3) multiple linear regression analysis, (4) partial significance testing (t-test), (5) simultaneous significance testing (F-test), and (6) coefficient of determination (R^2). All analyses were performed using IBM SPSS Statistics.

Results and Discussion

Results

Respondent Characteristics

A total of 57 valid responses were obtained. Table 3 presents the demographic profile of respondents.

Table 3. Respondent Distribution by Gender

Gender	Frequency (n)	Percentage (%)
Male	29	50.9
Female	28	49.1
Total	57	100.0

Table 4. Respondent Distribution by Age Group

Age Group (years)	n	%	Interpretation
18–24	14	24.6	Young adults / students
25–34	22	38.6	Early career / young professionals
35–44	15	26.3	Mid-career professionals
≥ 45	6	10.5	Mature consumers
Total	57	100.0	

The gender distribution was nearly balanced, and the age profile indicates strong participation from the core e-commerce demographic (18–34 years = 63.2%).

Classical Assumption Tests

Prior to hypothesis testing, classical assumption tests were conducted to ensure the validity of the multiple linear regression model.

Table 5. Normality Test Results (Residuals)

Test	Statistic	df	Sig. (2-tailed)
Kolmogorov-Smirnov	0.112	57	0.140
Shapiro-Wilk	0.968	57	0.163

Both tests yielded significance values > 0.05, indicating that the residuals are normally distributed and the normality assumption is satisfied.

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF	Decision
Advertising (X1)	0.313	3.194	No multicollinearity
Brand Ambassador (X2)	0.313	3.194	No multicollinearity

Tolerance values > 0.1 and VIF values < 10 indicate the absence of multicollinearity between the independent variables.

Table 7. Heteroscedasticity Test (Glejser)

Variable	t	Sig.
Advertising (X1)	1.245	0.219
Brand Ambassador (X2)	0.987	0.328

All significance values > 0.05 and the residual scatterplot showed no clear pattern, confirming the absence of heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression was conducted to test the hypotheses. The resulting regression equation is:

$$Y = 0.045 + 0.857X_1 + 0.144X_2 + e$$

Where Y = Purchase Decision, X₁ = Advertising, and X₂ = Brand Ambassador. The positive constant (0.045) indicates that when both predictors are at zero, the baseline level of purchase decision remains positive. The unstandardized coefficient for Advertising (b = 0.857) is substantially larger than that for Brand Ambassador (b = 0.144), suggesting that advertising has a stronger relative association with purchase decisions in this sample, holding the other variable constant.

Table 7. Multiple Linear Regression Coefficients

Model	B	Std. Error	Beta	t	Sig.
Constant	0.045	0.360	-	0.125	0.901
Advertising (X1)	0.857	0.031	0.912	27.269	0.000***
Brand Ambassador (X2)	0.144	0.029	0.162	4.951	0.000***

Note: *** $p < 0.001$. t -table ($df = 54$, $\alpha = 0.05$, two-tailed) ≈ 2.004 . Both predictors are statistically significant.

Table 8. Model Summary and Coefficient of Determination

R	R Square	Adjusted R ²	Std. Error	Interpretation
0.992	0.983	0.982	0.312	Very strong model fit

$R^2 = 0.983$ indicates that 98.3% of the variance in consumer purchase decisions on Lazada is explained by advertising and brand ambassadors jointly.

Table 9. Simultaneous Test (F-test / ANOVA)

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	308.472	2	154.236	1584.305	0.000***
Residual	5.256	54	0.097	-	-
Total	313.728	56	-	-	-

F -count = 1584.305 ($p < 0.001$) far exceeds the critical F -value, confirming that the overall regression model is statistically significant.

Hypothesis Testing Summary

All three hypotheses are supported. H1 and H2 are accepted because the t -count values (27.269 and 4.951) exceed the t -table value (≈ 2.004) with $p < 0.001$. H3 is accepted because the F -count (1584.305) is highly significant ($p < 0.001$). Both advertising and brand ambassadors positively and significantly influence consumer purchase decisions on Lazada, both individually and jointly.

Discussion

The results provide strong empirical support for all hypothesized relationships. Advertising emerged as the dominant predictor ($b = 0.857$, $p < 0.001$), consistent with prior findings on Tokopedia (Ilaisyah & Sulistyowati, 2020) and general e-commerce contexts. This strong effect likely reflects Lazada's sophisticated use of personalized recommendations, high-visual-quality banners, short-form video content, and time-limited promotional campaigns that effectively move consumers through the attention–interest–desire–action sequence.

Brand ambassadors also demonstrated a positive and significant effect ($b = 0.144$, $p < 0.001$), although smaller in magnitude. This finding aligns with research emphasizing the role of credibility, congruence, and transference in ambassador effectiveness (Nurhasanah et al., 2021; Clarissa & Bernarto, 2022). The relatively modest coefficient

may suggest that while ambassadors enhance emotional appeal and trust—especially through K-pop and local influencer collaborations—their influence operates more as a complementary signal rather than the primary driver of immediate purchase decisions on the platform.

The exceptionally high R^2 value (0.983) requires careful interpretation. While it indicates excellent explanatory power within the sampled data, such a high value in single-source, cross-sectional survey research raises the possibility of common method bias (CMB). CMB can artificially inflate observed relationships when all variables are measured from the same respondents at the same time using similar response formats. Although the study employed procedural remedies (clear item wording, varied anchors), future research should apply statistical remedies such as Harman's single-factor test, a theoretically unrelated marker variable, or temporal separation of measurements. Conceptually, the high R^2 may also reflect the reality that in competitive marketplaces, advertising and brand ambassadors are indeed the most salient external promotional stimuli shaping purchase decisions at the moment of browsing.

It is important to emphasize the limits of causal inference. The cross-sectional design and purposive sampling strategy permit conclusions about statistically significant positive associations and predictive relationships within the sampled population of Lazada users in Bogor City. They do not, however, support strong causal claims about the broader population or long-term behavioral change. Experimental designs (e.g., randomized ad exposure or ambassador campaign A/B tests) or longitudinal panel studies would be required to strengthen causal conclusions.

From a managerial perspective, the findings suggest that Lazada and similar platforms should continue prioritizing high-quality, data-driven advertising while strategically selecting brand ambassadors whose image, expertise, and audience alignment complement the platform's value proposition. The stronger coefficient for advertising implies that investments in ad creative quality, personalization algorithms, and promotional urgency tactics may yield higher marginal returns than ambassador programs alone, although the two tools work synergistically.

Conclusion

This study concludes that both advertising and brand ambassadors positively and significantly influence consumer purchase decisions on the Lazada marketplace, both individually and jointly. Advertising demonstrates a substantially stronger relative effect. The model explains 98.3% of the variance in purchase decisions within the sampled population. These findings reinforce the strategic importance of integrated promotional tools in competitive e-commerce environments and provide actionable insights for platform managers seeking to optimize marketing resource allocation.

Limitations and Future Research Directions

Several limitations should be acknowledged. First, the geographic scope was limited to Bogor City; consumer responses may differ in other regions with distinct cultural or infrastructural characteristics. Future studies should expand to multiple cities or employ nationally representative sampling frames. Second, the cross-sectional, single-source design limits causal inference and introduces potential common method bias. Longitudinal or experimental designs are strongly recommended. Third, the study did not segment respondents by product category; decision drivers may vary significantly between high-involvement (electronics) and low-involvement (fashion, groceries) purchases. Fourth, while validity and reliability met conventional thresholds, explicit reporting of factor loadings, AVE, and Cronbach's alpha would further strengthen methodological transparency. Finally, important variables such as price perception, platform trust, logistics service quality, and electronic word-of-mouth were omitted; future models could integrate these constructs for a more comprehensive understanding of e-commerce purchase behavior.

Research Ethics

This study was conducted in accordance with ethical principles for research involving human participants. Informed consent was obtained from all respondents prior to data collection. Participation was voluntary, and respondents were assured of anonymity and confidentiality. No personally identifiable information was collected or disclosed. The research posed minimal risk to participants.

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