

THE EFFECTIVENESS OF ARIEL NOAH REPRESENTATION AS GOJEK'S BRAND AMBASSADOR FOR GOJEK'S SOCIAL MEDIA

Rindina Hundura, Silfia, Zubyan Chaudhary

LSPR Institute of Communication and Business Jakarta, Indonesia

Email: 23172030002@lspr.edu¹, 23172030003@lspr.edu², 23172030001@lspr.edu³

*Correspondence

ARTICLE INFO	ABSTRACT
<p>Accepted : 02-08-2023 Revised : 14-09-2023 Approved : 25-09-2023</p> <hr/> <p>Keywords: Brand Ambassador; Gojek Application; Quantitative; Chi-Square Test; Ariel Noah.</p>	<p>In addition to analyzing the relationship between age, gender, and frequency of use of the Gojek application in the user's perception of Ariel Noah as the Gojek application brand ambassador, this study aims to describe the percentage of respondents' positive responses to Ariel Noah as the brand ambassador of the Gojek application. A total of 300 respondents were chosen at random to complete an online survey. Data were descriptively analyzed to determine the percentage of respondents who thought favorably of Ariel Noah as the brand ambassador for the Gojek application and to examine the relationship between age, gender, and frequency of Gojek usage in users' opinions of Ariel Noah as the application's brand ambassador. The findings revealed that 77% of the respondents were interested in Ariel Noah's role as a Gojek brand ambassador and had a favorable opinion of his ability to promote Gojek services. The results of the chi-square correlation test indicated that the factors of age, gender, and frequency of application use were significant at 0.561, 0.485, and 0.000, respectively. The conclusion that can be drawn from this research is that 77% of respondents have an interest in and a positive view of Ariel Noah as a Gojek brand ambassador and his influence in promoting Gojek services. In the Chi-square test, it was found that there was no relationship between the age and gender variables on the views of Ariel Noah's users as the brand ambassador for the Gojek application. There is a relationship between the frequency of using the application and the opinions of users of Ariel Noah as the brand ambassador for the Gojek application.</p>



Introduction

Every company is impacted by the emergence of a dynamic business environment. Product innovation and technological advancement are two elements that have a big impact on business growth. Thus, to promote a more competitive organization, pre-selected superior strategies are frequently insufficient and the selection and formulation of new strategies are required (Farida & Setiawan, 2022). The number of internet users in Indonesia has increased by 17%, or up to 25 million people. In addition, there were 17.1 million internet users in Indonesia in 2019; this represents a 10.2% annual growth rate or an additional 27 million users. In Indonesia, the number of internet users is rising in tandem with the size of the online economy.

Companies are competing to use social media as one of their marketing tactics due to the rapid growth of technology and social media. Gojek, a well-known on-demand service provider in Indonesia, serves as one illustration. Gojek's mission is to quickly and creatively address the issues facing the Indonesian people. Gojek offers transportation

services and other services to make users' daily activities more comfortable. Gojek, whose full name is PT Aplikasi Karya Anak Bangsa, has social media profiles on several websites, including Instagram, YouTube, Twitter, and Tiktok. The type of engagement offered by each of these platforms varies. Every social networking site has unique qualities. The context of use, user activity, and marketing can all be used to understand this character in both proactive and reactive ways (Lin & Rauschnabel, 2016).

As the social media brand ambassador for the Gojek app, Gojek Possibilities works with Ariel Noah. Brand ambassadors must be persuasive communicators who can connect with their target audience. A product's appealing design and high level of product expertise can create a positive first impression and consumer trust. As a result, well-known celebrities or significant figures who are well-known to the public on a national or international level are picked to be brand ambassadors. Because celebrities and public personalities possess these crucial indications, consumers prefer to trust and be interested in them as brand ambassadors who can affect consumer purchase decisions.

With the help of social media platforms like Instagram and Youtube, the company (Gojek) can reach its target demographic by using star artists as brand ambassadors (Ariel Noah). Using social media as a platform for marketing can be successful (Fellanny & Paramita, 2023). Using famous people as brand ambassadors can improve brand perception and affect customer buying behavior. Consumer trust in a brand is significantly influenced by celebrities who act as brand ambassadors (Lutfhia, 2023). Target audience-specific marketing messages must be provided through efficient methods. Good marketing communications can affect consumer buying behavior and raise brand awareness (Natsir, Rasul, & Khair, 2022). According to (Ryan & Johan, 2022), "Impact Of Influencer Endorsement, Brand Ambassador, Brand Image, And Brand Awareness On Purchase Decision (A Case Study Of Erigo Brand)," brand awareness and brand image have a positive and significant impact on purchasing decisions, while influencer endorsements and brand ambassadors have a positive but minor impact. The issue surfaces. How does Gojek's online reputation result from Ariel Noah's influence as a brand ambassador? Has Gojek's selection of Ariel Noah as their brand ambassador been successful and lucrative? By examining several factors, including popularity, customer trust, and the attractiveness of a product, we will explore public perceptions of Ariel Noah as Gojek's brand ambassador on social media in this paper (Rahmaniar et al., 2023).

This study aims to describe the percentage of respondents' positive responses to Ariel Noah as the brand ambassador for the Gojek application and to analyze the relationship between age, gender, and frequency of use of Gojek in the user's view of Ariel Noah as the brand ambassador for the Gojek application. A similar study was conducted by Andriana & Setiono (2011) entitled "The Effectiveness of the Ariel Noah Version of Go Instant Ads @Gosenindonesia Using the Epic Model," which stated that the Ariel Noah version of the Go Instant Go Send advertisement was considered adequate. The differences between this research are the research objectives, the variables studied, and the different data analysis techniques. In addition, similar research was conducted by Syahidah & Rachmi (2021) entitled "The Influence of Brand Ambassadors and Brand

Image on Purchase Decisions at Tokopedia". Based on the results of the study, the variables brand ambassador and brand image have a partial or simultaneous effect on purchasing decisions at Tokopedia. The difference between this research and this research is from the application under study. This research uses the Tokopedia application, while this research focuses on the Gojek application. The benefit of researching Ariel Noah's role as Gojek's brand ambassador on social media is to provide an overview of the positive views of society that companies can use to determine the success of Gojek's marketing strategy, primarily through social media.

Research Methods

This study uses quantitative analysis by conducting an online survey of Gojek consumers to determine the level of trust and influence of brand ambassadors on their purchasing decisions. Quantitative research focuses on evaluating and quantifying factors to produce findings. It entails the use of numerical data and statistical tools to analyze that data to provide answers to queries like who, how much, what, where, when, how many, and how. It also describes how to obtain facts in numerical form to explain a problem or phenomenon (Apuke, 2017). A total of 300 respondents were randomly selected to fill out an online questionnaire. The Guttman scale questionnaire consists of 10 statement items containing aspects of attractiveness, expertise, trust, and strength. The formulation of indicators can be seen in Table 2 below.

Table 2.
Aspects of Positive Response to Brand Ambassadors

Attraction	Skill	Trust	Strength
I am using the Gojek app because I am interested in Ariel Noah, who serves as a brand ambassador for Gojek.	Ariel Noah conveyed information on the advantages of using the Gojek application properly	Ariel Noah made me believe and believe in the information conveyed about the Gojek application	Ariel Noah reflects a dynamic, modern, and bold soul
Ariel Noah has an attraction that makes me want to watch an ad he stars in	Ariel Noah was able to convey the features of the Gojek application well	Ariel Noah made me believe and believe in using the Gojek application	Ariel Noah has an exciting charisma that influenced me to use the Gojek application

The information and programs conveyed by Ariel Noah were accessible for me to understand	Ariel Noah has an exciting charisma that influences me to access and open the Gojek application frequently
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The data were analyzed descriptively to see the percentage of respondents positive views of Ariel Noah as the brand ambassador for the Gojek application and analyzed using the chi-square correlation test to see the relationship between age, gender, and frequency of use of Gojek on users' views of Ariel Noah as the brand ambassador for the Gojek application. The hypothesis in this research is as follows:

H0: There is no significant correlation between age, gender, and frequency of using Gojek on the views of users of Ariel Noah as the brand ambassador for the Gojek application

Ha: There is a significant correlation between age, gender, and frequency of using Gojek on the views of users Ariel Noah as the brand ambassador for the Gojek application

The chi-square test is used to determine whether there is a correlation between non-numeric variables that are often used in statistical studies. The specific purpose of the chi-square test is to test the hypothesis that there is no correlation between two or more groups, populations, or criteria, and to test the extent to which the distribution of observed data matches the expected distribution. The requirements that must be met before conducting the chi-square test are as follows: Observed and expected observations should be collected at random, all members (or items) in the sample must be independent, none of the groups must contain very few items (less than 10), and the number of respondents must be large enough (minimum 50) (Turhan, 2020).

Data obtained from the Chi-Square correlation test were then interpreted by comparing the chi-square values obtained with the chi-square table values (with a significance level of 5%) and by comparing the significance values obtained. The interpretation of the Chi-Square correlation test can be seen in Table 3.

Table 3. Interpretation of Chi-Square Outputs

Hypothesis	Chi-Square Value	Chi-Square Significance
Ha was rejected	Chi-square table < chi-square calculated	Significance of chi-square < 0,05
Ha accepted	Chi-square table > chi-square calculated	Significance of chi-square > 0,05

Results and Discussion

In this study, data findings were obtained from 300 respondents who had filled out a questionnaire containing 10 statement items which were then analyzed descriptively to see the percentage of respondents positive responses to Ariel Noah as the brand ambassador for the Gojek application.

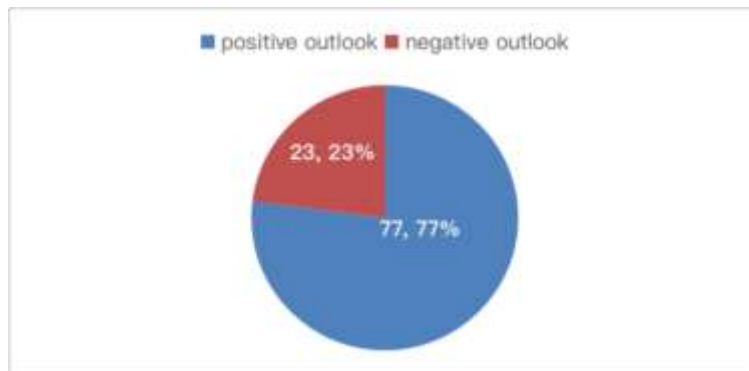


Figure 1. Percentage of Respondents' Views of Ariel Noah as the Gojek Application Brand Ambassador

Data was collected and analyzed, the results showed that as much as 77% of respondents (can be seen in Figure 1) have a favorable view of Ariel Noah as a Gojek brand ambassador and his influence in promoting Gojek services. and as many as 23% of respondents (can be seen in Figure 1) have an unfavorable view of Ariel Noah as the Gojek brand ambassador and his influence in promoting Gojek services.

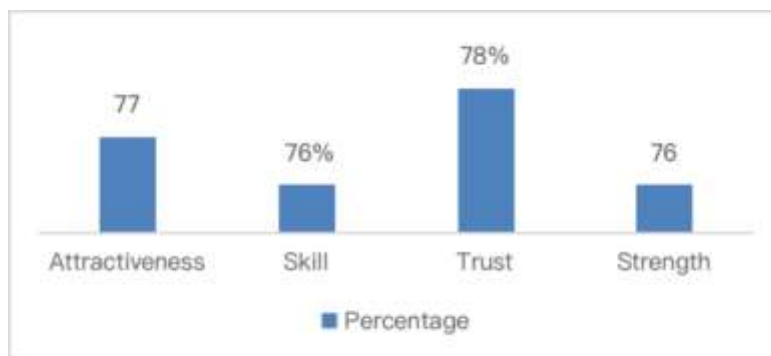


Figure 2. Percentage of Respondents' Views of Ariel Noah as the Gojek Application Brand Ambassador in Each Aspect

Figure 2 shows a graph of the percentage of respondents' positive responses to each aspect. There are four aspects used in Ariel Noah's measurement as Gojek's brand ambassador and his influence in promoting Gojek's services. These aspects include aspects of attractiveness, expertise, trust, and strength.

In terms of attractiveness, 77% of respondents said they used the Gojek application because they are interested in Ariel Noah who serves as Gojek's brand ambassador besides that Ariel Noah has an attraction that makes respondents want to watch the advertisements he stars in. The second aspect is expertise. The following percentages are

related to Ariel Noah's expertise as a brand ambassador. As many as 76% of respondents stated that Ariel Noah was able to convey information about the advantages of using the Gojek application well, Ariel Noah was able to convey the features of the Gojek application well and the information and programs conveyed by Ariel Noah were easy for respondents to understand.

In terms of trust, 78% of respondents stated that Ariel Noah could make respondents believe and have confidence in the information conveyed about the Gojek application and Ariel Noah made respondents confident in using the Gojek application. Finally, in terms of strength, 76% stated that Ariel Noah reflects a dynamic, modern, and courageous soul. In addition, Ariel Noah has an interesting charisma that influences respondents to use the Gojek application. Ariel Noah also has an interesting charisma that makes respondents often access and open the Gojek application.

Table 4. Respondents' Views Based On Age Towards Ariel Noah As gojek's Brand Ambassador

Respondent Age	Respondents' Views		Total
	Not Significant	Significant	
≤ 18 Years Old	2	83	85
19-30 Years Old	7	106	113
30-50 Years Old	2	62	64
≥ 51 Years Old	2	36	38
Total	13	287	300

Table 4 shows the number of respondents' views based on age towards Ariel Noah as the Gojek brand ambassador. A total of 85 respondents aged less than or equal to 18 years were asked to give their views on Ariel Noah as the Gojek brand ambassador. The results show that 2 respondents aged less than or equal to 18 years have an insignificant view of Ariel Noah as a Gojek brand ambassador. Meanwhile, as many as 83 respondents aged less than or equal to 18 years had a significant view of Ariel Noah as a GoJek brand ambassador.

A total of 113 respondents aged between 19 and 30 years were asked to give their views on Ariel Noah as the Gojek brand ambassador. The results show that 7 respondents aged between 19 and 30 years have an insignificant view of Ariel Noah as the Gojek brand ambassador. Meanwhile, as many as 106 respondents aged between 19 to 30 years have a significant view of Ariel Noah as a GoJek brand ambassador.

A total of 113 respondents aged between 30 and 50 years were asked to give their views on Ariel Noah as a GoJek brand ambassador. The results show that as many as 2 respondents aged between 30 to 50 years have an insignificant view of Ariel Noah as a Gojek brand ambassador. Meanwhile, as many as 62 respondents aged between 19 to 30 years have a significant view of Ariel Noah as a GoJek brand ambassador.

A total of 38 respondents aged more than or equal to 51 years were asked to give their views on Ariel Noah as the Gojek brand ambassador. The results show that 2 respondents aged more than or equal to 51 years have an insignificant view of Ariel Noah as a Gojek brand ambassador. Meanwhile, as many as 36 respondents aged more than or equal to 51 years had a significant view of Ariel Noah as a Gojek brand ambassador. So that a total of 300 respondents aged between ≤ 18 years to ≥ 51 years were asked to give their views on Ariel Noah as the Gojek brand ambassador. The results show that 13 respondents have an insignificant view of Ariel Noah as a Gojek brand ambassador and as many as 287 have a significant view of Ariel Noah as a Gojek brand ambassador.

Table 5. Respondents' Views Based On Gender Towards Ariel Noah As gojek's Brand Ambassador

Gender of Respondents	Respondents' Views		Total
	Not Significant	Significant	
Female	7	182	189
Male	6	105	111
Total	13	287	300

Table 5 shows the number of respondents' views based on gender towards Ariel Noah as the Gojek brand ambassador. A total of 189 female respondents were asked to give their views on Ariel Noah as the Gojek brand ambassador. The results show that 7 female respondents have an insignificant view of Ariel Noah as a Gojek brand ambassador. A total of 182 female respondents have a significant view of Ariel Noah as a Gojek brand ambassador.

A total of 111 male respondents were asked to give their views on Ariel Noah as a Gojek brand ambassador. The results show that 6 male respondents have an insignificant view of Ariel Noah as the Gojek brand ambassador. As many as 105 female respondents have a significant view of Ariel Noah as a Gojek brand ambassador. So that a total of 300 male and female respondents were asked to give their views on Ariel Noah as the Gojek brand ambassador. The results show that 13 respondents have an insignificant view of Ariel Noah as a Gojek brand ambassador and as many as 287 have a significant view of Ariel Noah as a Gojek brand ambassador.

Table 6. Respondents' Views Based On Application Usage Frequency/day Towards Ariel Noah As gojek's Brand Ambassador

Respondents' Views	Total
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Application Usage Frequency/ day	Not Significant	Significant	
0-1 time	13	107	120
2-3 time	0	91	91
4-5 time	0	58	58
> 6 time	0	31	31
Total	13	287	300

Table 6 shows the number of respondents' views based on application usage frequency/day of Ariel Noah as the Gojek brand ambassador. As many as 120 respondents who used the Gojek application 0-1 times/day gave their views on Ariel Noah as the Gojek brand ambassador. The results show that 13 respondents have an insignificant view of Ariel Noah as the Gojek brand ambassador. As many as 107 respondents have a significant view of Ariel Noah as a Gojek brand ambassador.

A total of 91 respondents who used the Gojek application 2-3 times/day gave their views on Ariel Noah as the Gojek brand ambassador. The results show that there are no respondents who have insignificant views of Ariel Noah as the Gojek brand ambassador. This means that as many as 91 respondents have a significant view of Ariel Noah as the Gojek brand ambassador.

As many as 58 respondents who used the Gojek application 4-5 times/day gave their views on Ariel Noah as the Gojek brand ambassador. The results show that there are no respondents who have insignificant views of Ariel Noah as the Gojek brand ambassador. This means that as many as 58 respondents have a significant view of Ariel Noah as a Gojek brand ambassador.

As many as 31 respondents who used the Gojek application more than 6 times/day gave their views on Ariel Noah as the Gojek brand ambassador. The results show that there are no respondents who have insignificant views of Ariel Noah as the Gojek brand ambassador. This means that as many as 31 respondents have a significant view of Ariel Noah as a Gojek brand ambassador.

Table 7. Output and Interpretation of the Chi-Square Correlation Test

Variable	df	Table Chi-Square Values	Calculated Chi-Square Value	Significance (2-sided)	Interpretation
Respondent Age	3	7,815	2,053	0,561	Ha rejected
Gender of Respondents	1	3,842	0,488	0,485	Ha rejected
Application Usage Frequency	3	7,815	20,383	0,000	Ha accepted

Table 7 is the result of the Chi-Square correlation test. Outputs are obtained in the form of calculated chi-square values and significance for the variable respondent age,

gender of respondents, and application usage frequency. The calculated chi-square value obtained is then compared with the chi-square value in the table. While the significance value obtained is then compared with a significance value of 0.05.

The calculated chi-square value for the respondent age variable is 2.053. This value is then compared with the chi-square value in the table at df 3 with a significance of 5% which is equal to 7.815. In addition, the significance value obtained is 0.561 or this value is greater than 0.05. The chi-square calculated value is smaller than the chi-square table value and the significance value is greater than 0.05 indicating that the alternative hypothesis is rejected. So it can be concluded that there is no significant correlation between the age of Gojek application users and the views of Ariel Noah users as the brand ambassador of the Gojek application.

In the variable gender of respondents, the calculated chi-square value is 0.488. This value is then compared with the chi-square value in the table at df 1 with a significance of 5% which is equal to 3.842. In addition, the significance value obtained is 0.485 or this value is greater than 0.05. The chi-square calculated value is smaller than the chi-square table value and the significance value is greater than 0.05 indicating that the alternative hypothesis is rejected. So it can be concluded that there is no significant correlation between the gender of the Gojek application user and the views of Ariel Noah as the Gojek application's brand ambassador.

In the last variable, namely application usage frequency, the calculated chi-square value is 20.383. This value is then compared with the chi-square value in the table at df 3 with a significance of 5% which is equal to 7.815. In addition, the significance value obtained is 0.00 or this value is less than 0.05. The calculated chi-square value which is greater than the chi-square table value and the significance value which is less than 0.05 indicates that the alternative hypothesis is accepted. So it can be concluded that there is a significant correlation between the application usage frequency of Gojek application users and the views of Ariel Noah's users as the Gojek application's brand ambassador.

The research results show that Ariel Noah's presence as a brand ambassador for Gojek has been effective in increasing the company's social media activity. This positive impact can be seen from the increase in the number of likes, comments, and other interactions on Gojek's social media posts. In addition, interviews with Gojek social media users also confirmed that Ariel Noah's presence has had a positive impact on the company's image and reputation. PT. Gojek Indonesia actively maintains participation while keeping a regular schedule for material updates. Customers actively comment on services, raise complaints, ask questions about products, offer suggestions, ask how to collaborate with the firm and support all of its initiatives on social media. The success of the business may be impacted by keeping consumer contact through regular content updates on social media (Imron, Wardani, & Rokhmawati, 2018).

We also found that the presence of brand ambassadors such as Ariel Noah can provide added value for companies, such as increasing brand awareness and user engagement with the brand. This is especially important for companies that want to expand their reach and build better relationships with their customers. The use of

influencers as brand ambassadors can provide many benefits for companies, such as increasing brand awareness and user engagement. However, companies must also consider several challenges in selecting the right influencer for their brand (Sembiluh & Sulistiadi, 2022).

The study's findings show that the respondents' ages do not significantly influence users' perceptions of Ariel Noah as a Gojek brand ambassador. This study supports research (Putra, 2018) which claims that age has a detrimental effect on customer behavior. Age-related changes in a person's demands and preferences are inevitable. Marketers must be aware of variations in buying intentions linked to the human life cycle since the stages of the family life cycle impact purchases. Another finding of this survey is that there is no connection between the respondents' gender and how users perceive Ariel Noah as a Gojek brand ambassador. According to Syahbandi (2012), if gender has no bearing on customers' perceptions of a brand as created by brand ambassadors, this is because of advances and changes in consumer behavior patterns.

Users' perceptions of Ariel Noah as a Gojek brand ambassador significantly correlate with how frequently they use the Gojek app. Accordingly, respondents interested in Ariel Noah as a Gojek brand ambassador will use the Gojek app more frequently (regarding product consumption). Customers must be influenced and persuaded to utilize a brand, and brand ambassadors guide customers through every step of the decision-making process (Situmorang & Herdiansyah, 2022). This study supports that of (Rozalia & Hs, 2020), who found that brand ambassadors can impact both the perception of a brand and consumers' purchasing decisions. The likelihood of a consumer using a product (application) increases with the brand ambassador's perceived value (Waluyo & Suwitho, 2022). The brand image the ambassador has created will affect the consumer's choice to utilize the product. Brand ambassadors have the power to affect electronic advertising word-of-mouth, according to (Sadrabadi, Saraji, & MonshiZadeh, 2018). Developing a brand image and improved brand awareness can strengthen this efficacy.

In the case of Gojek, the presence of Ariel Noah as a brand ambassador has been effective in increasing the company's social media activity. However, the fact of influencers alone is not enough to build a successful brand on social media. Companies must also pay attention to content strategy and interaction with users to build solid and sustainable relationships with their customers (Kusumaningrum & Santoso, 2023).

Conclusion

The conclusion that can be drawn from this research is that 77% of respondents have an interest in and a positive view of Ariel Noah as a Gojek brand ambassador and his influence in promoting Gojek services. In the Chi-square test, it was found that there was no relationship between the age and gender variables on the views of Ariel Noah's users as the brand ambassador for the Gojek application. There is a relationship between the frequency of using the application and the opinions of users of Ariel Noah as the brand ambassador for the Gojek application. The presence of Ariel Noah as Gojek's brand

ambassador can increase consumer interest in the Gojek application. Respondents who have an interest in Ariel Noah as a Gojek brand ambassador will also use the Gojek application (product consumption) more often.

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