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## **The Influence of Brand Ambassador, Digital Marketing and Tagline on Tokopedia's Brand Awareness in Jakarta City**

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***Abstract:***

*This research was conducted to understand the influence of brand ambassador, digital marketing, and tagline on brand awareness of Tokopedia in Jakarta. The increasing sophistication of technology has led to changes in consumer behavior, particularly in the context of online shopping through marketplaces. The study aimed to investigate the impact of brand ambassador, digital marketing, and tagline on brand awareness. The research design involved a quantitative approach, utilizing regression analysis. The participants were consumers of Tokopedia in Jakarta. The results indicated that brand ambassador, digital marketing, and tagline have a positive influence on brand awareness. Simultaneously, all three variables significantly affect brand awareness. However, when analyzed individually, it was found that brand ambassador and tagline do not have a significant impact, while digital marketing does.*

**Keywords:** Brand Awareness, Brand Ambassador, Digital Marketing, Tagline, Online Marketplace, Tokopedia.

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### **1. Introduction**

The sophistication of technology in this era has influenced changes in the activity patterns of society, where people are becoming increasingly modern and seek convenience in all aspects of life. The wider adoption of advanced technology leads to greater impact, especially in the business realm, resulting in intense competition. One innovation in business is the marketplace, a digital platform for online shopping. People tend to trust and feel satisfied with the outcomes derived from using marketplaces (Fema et al., 2022). By adopting the marketplace and online mall business model, Tokopedia provides opportunities for individuals, small-scale sellers, and brands to establish and manage their own online stores.

The fierce competition within the business realm and the ever-shifting demands of consumers pose significant challenges for entrepreneurs. This necessitates an ongoing need for adaptability to societal changes and innovation in devising effective marketing strategies aimed at enhancing

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public awareness of their products or companies. Brand awareness refers to consumers' ability to recognize or recall a brand or product (Rantung, 2022). Brand awareness demonstrates that a brand will always be recognized and remembered by consumers (Tirta Wiyata & Zaelani, 2021). According to Brodie et al. (2011) as cited in Pramadyanto & Irwansyah (2023), brand awareness has the ability to communicate brand elements without the need for detailed explanation, which plays a significant role in marketing.

A brand ambassador serves to remind consumers of a product, thus stimulating the desired purchase interest that influences purchasing decisions (Imani & Martini, 2021). The use of brand ambassadors typically involves employing individuals or groups who are well-known in the community to attract attention, such as celebrities, athletes, or influencers, or they can be ordinary individuals with a large community or following on social media. According to Andarista et al. (2022), brand ambassadors are viewed as individuals who act as representations and icons of specific cultural values. Utilizing brand ambassadors as a means to disseminate information to the public can capture the attention of society, especially those who are highly renowned and have significant influence due to having a substantial fan base or following. Companies typically utilize brand ambassadors as a tool to promote a product or service (Osak & Pasharibu, 2020).

Digital marketing involves activities that utilize the internet and digital media to support 'modern marketing' in achieving marketing objectives (Shell, 2016). Digital marketing also involves more genuine communication with consumers, attempting to show what the brand is rather than trying to control its image (Krishnaprabha & Tarunika, 2020). The presence of digital marketing makes it easier for the public to view brands or products being marketed, influencing them to purchase the brand or product or at least increasing their awareness of its existence.

An effective tagline is one that enhances brand awareness, aligning with the objective of advertising, which is to introduce or increase consumer knowledge about the brand being advertised (Syahrudin; Karim, 2019).

Research conducted by the e-commerce technology company, SIRCLO, shows that on average, one consumer in Indonesia can make purchases on marketplaces 3-5 times a month, with expenditures reaching up to 15% of their monthly income. A report titled 'Navigating Market Opportunities in Indonesia's E-Commerce' by SIRCLO also reveals that online consumers in Jakarta tend to shop twice as much compared to other cities (Utami, 2023).

With everything becoming more convenient, marketplaces have become essential for the community in aiding their shopping activities. Companies like Tokopedia, operating in the marketplace realm, need to stay innovative and adaptable to ever-changing societal trends. Therefore, marketing strategies must be planned meticulously to maintain and bolster market share. Hence, the author aims to gauge the influence of Brand Ambassadors, Digital Marketing, and Taglines on Tokopedia's Brand Awareness in Jakarta.

## **2. Theoretical Background**

### **Brand Ambassador**

According to Shimp's definition (2003) as cited in Rantung, (2022), a brand ambassador is an advocate in an advertisement, commonly known as a celebrity endorser, who typically supports the products they advertise. Meanwhile, according to Groeger & Buttle (2014) as cited in Smith et al., (2018), brand ambassadors are often regarded as tools for word-of-mouth marketing communication. According to Gaynor (2012) as highlighted in Situmorang et al., (2022), the indicators of brand ambassador encompass the following factors: transferability, suitability, credibility, attractiveness, and strength. Brand ambassadors serve as effective promotional tools or media in offering a product to the market. They also function as a means to increase sales (Ghadani et al., 2022).

### **Digital Marketing**

Digital marketing is a global phenomenon that is currently one of the activities greatly facilitating the process of marketing products (Yuliana, 2018). Digital marketing is a form of marketing activity that utilizes the internet and various digital media as primary means to support modern marketing approaches with the aim of achieving various marketing objectives (Kinanti, 2018). The concept of digital marketing involves the utilization of modern digital technologies integrated with traditional marketing strategies, aiming to achieve ultimate marketing goals (Alwan & Alshurideh, 2022).

### **Tagline**

Tagline is a short expression containing concise and easily remembered message (Saputri et al., 2020). According to Arnold et al (2005) as cited in Ismiyadi et al., (2022), a tagline is defined as a brief phrase that communicates important ideas to customers. Furthermore, Ainurrofiqin (2021) as cited in Clarisa et al., (2022) argues that a tagline consists of a series of sentences used to describe the meaning and image of a company's brand, distinguishing it from its competitors. According to Andini (2016) as cited in Firmansyah, (2022), the indicators of tagline success are as follows: familiarity, differentiation, and message of value. The role of tagline in product promotion has become

common and widely applied. Through taglines, it is hoped to create a strong and easily remembered impression in the minds of consumers (Saputri et al., 2020).

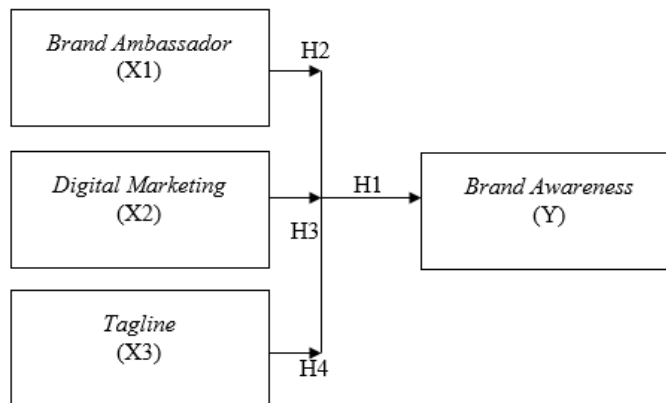
### **Brand Awareness**

According to Aaker (1991) as cited in Bilgin, (2018), brand awareness is defined as the ability of potential buyers to recognize or recall a brand as a member of a particular product category. Similarly, Keller (1993) as cited in Dulek & Saydan, (2019) defines brand awareness as the strength of quality elements such as name, symbol, and logo of a brand formed in the minds of consumers, enabling them to identify and recall the brand. Brand awareness is the ability of potential buyers to recognize and recall a brand as part of a specific product (Supiyandi et al., 2022). According to Keller (2008) as reviewed by Samuel & Setiawan, (2018), brand awareness is assessed through several indicators, which include the following: consumers have an understanding of the characteristics and identity of the brand, consumers are able to identify the brand among competitors' brands, consumers are aware of the existence of the brand, consumers can quickly imagine the characteristics of the brand, and consumers can quickly identify the logo or symbol of the brand. According to Durianto (2001) as cited in Oktiani & Khadafi, (2018), there are levels of brand awareness, which are as follows: unaware of brand, brand recognition, brand recall, and top of brand.

### **3. Methodology**

This research employs a quantitative approach, encompassing three independent variables: brand ambassador, digital marketing, and tagline. The dependent variable in this study is brand awareness. The scale utilized in this research is the Likert scale. The population for this study comprises individuals who have seen and recognized BTS and Blackpink as brand ambassadors of Tokopedia, individuals who frequently use online shopping applications and access social media, as well as individuals who recognize the tagline "Selalu Ada Selalu Bisa" (Always There Always Can) of Tokopedia in the city of Jakarta. For this study, the researcher sampled 170 respondents. The sampling technique employed is non-probability sampling using purposive sampling. This research utilizes primary data, which is data obtained directly from the source through the distribution of questionnaires. Secondary data in this study refers to data obtained indirectly through intermediary media using existing literature such as journals, books, and reports to complement primary data. Data collection is conducted by distributing Electronic Questionnaires or E-Questionnaires using Google Forms. Analysis of the collected data was conducted utilizing SPSS (Statistical Program for Social Science).

## Framework



Based on the problem statement and framework, the hypotheses proposed in this study are as follows:

H1: Simultaneously, brand ambassadors, digital marketing, and taglines significantly influence Tokopedia's brand awareness in Jakarta.

H2: Partially, brand ambassadors significantly influence Tokopedia's brand awareness in Jakarta.

H3: Partially, digital marketing significantly influences Tokopedia's brand awareness in Jakarta.

H4: Partially, taglines significantly influence Tokopedia's brand awareness in Jakarta.

## 4. Empirical Findings/Result

### Demography of Responden

This research involved 175 respondents consisting of both female and male participants. Females accounted for 82.3% while males accounted for 17.7% of the total respondents. The respondents in this study are categorized by age as follows: 20 respondents aged 15-19 years, accounting for 11.4%; 125 respondents aged 20-24 years, representing 71.4%; 25 respondents aged 25-29 years, comprising 14.3%; and 5 respondents aged 30-34 years, making up 2.9%. Based on the data above, it can be concluded that the majority of respondents fall within the age range of 20-24 years. The majority of respondents in this study are students, totaling 100 respondents, accounting for 57.1%. This is followed by employees, with 45 respondents, representing 25.7%. Respondents who identified as students make up 10 respondents, comprising 5.7%, while entrepreneurs account for 11 respondents, making up 6.3%. Other occupations are represented by 9 respondents, constituting 5.1%. Respondents residing in East Jakarta amounted to 39 respondents, representing

22.3%. Following that, South Jakarta had 61 respondents, accounting for 34.9%. West Jakarta had 26 respondents, making up 14.9%. Central Jakarta had 29 respondents, constituting 16.6%, while North Jakarta had 20 respondents, comprising 11.4%.

### Validity and Reliability Test

The validity test was conducted on the four variables: Brand Ambassador (X1), Digital Marketing (X2), Tagline (X3), and Brand Awareness (Y). The results demonstrated that all items for each variable are valid. This conclusion is based on the correlation values (r-count) for each item, which exceeded the critical value (r-table) of 0.159, with a significance level (Sig.) of 0.000.

For the **Brand Ambassador (X1)** variable, the r-count values ranged from 0.726 to 0.831, indicating that all five items are valid. Similarly, for **Digital Marketing (X2)**, the r-count values fell between 0.638 and 0.780, confirming the validity of all four items. The **Tagline (X3)** variable, consisting of three items, also showed high r-count values between 0.820 and 0.848, further validating the instrument. Lastly, the **Brand Awareness (Y)** variable, with five items, presented r-count values between 0.669 and 0.816, supporting the validity of all its items.

Given that all items across the four variables have correlation values higher than the critical value, the instruments used in this study can be considered valid and suitable for measuring the intended constructs.

The reliability test results revealed that all variables—Brand Ambassador (X1), Digital Marketing (X2), Tagline (X3), and Brand Awareness (Y)—are reliable. The Cronbach Alpha values for each variable exceeded the threshold of 0.60, which is generally considered the minimum acceptable value for reliability.

For the **Brand Ambassador (X1)** variable, the Cronbach Alpha value was 0.83, indicating a high level of reliability. The **Digital Marketing (X2)** variable had a Cronbach Alpha value of 0.73, also confirming its reliability. The **Tagline (X3)** variable showed a Cronbach Alpha value of 0.79, while the **Brand Awareness (Y)** variable had a Cronbach Alpha of 0.80, both of which exceed the reliability threshold.

In summary, all four variables are deemed reliable, meaning that the items within each variable consistently measure the underlying construct they represent. Therefore, the instruments used for measuring Brand Ambassador,

Digital Marketing, Tagline, and Brand Awareness can be considered both valid and reliable for the purposes of this study.

### Multiple Linear Regression Analysis

Table 1. Multiple Linear Regression Result

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	12.026	1.212		9.920	.000
<i>Brand ambassador</i>	.062	.056	.088	1.117	.266
<i>Digital marketing</i>	.478	.108	.454	4.416	.000
<i>Tagline</i>	.053	.117	.045	.455	.649

a. Dependent Variable: Brand Awareness

Source : (The data was obtained from SPSS)

Based on the calculation results above, the multiple linear regression equation can be obtained as follows:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3$$

$$Y = 12,026 + 0,062 + 0,478 + 0,053$$

The interpretation of the above linear regression is as follows:

1. With a constant value (a) of 12.026, it indicates that the value of Brand awareness (Y) is 12.026. This assumes that the values of brand ambassador (X1), digital marketing (X2), and tagline (X3) are constant.
2. The regression coefficient for the Brand ambassador variable (X1) is 0.062 and is positive. This indicates a positive influence between brand ambassador and brand awareness. In other words, the higher the quality or capacity of the brand ambassador, the higher the customer brand awareness of Tokopedia.
3. The regression coefficient for the digital marketing variable (X2) is 0.478 and is positive. This indicates a positive influence between digital marketing and brand awareness. Thus, the more effective the marketing efforts, the higher the customer brand awareness of Tokopedia.
4. The regression coefficient for the tagline variable (X3) is 0.053 and is positive. This indicates a positive influence between tagline and brand awareness. Thus, the more recognized and remembered the tagline, the higher the customer brand awareness of Tokopedia.

### Simultaneous Test

The F-table can be determined using the formula  $df1 = k - 1$  and  $df2 = n - k$ , where the F-table is obtained from the table of F distribution with  $\alpha = 0.05$ .

$df1 = 3 - 1 = 2$  and  $df2 = 175 - 3 = 172$ .

Thus, it can be concluded that the value of the F-table is 3.05.

Table 2. F Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	321.698	3	107.233	23.884	.000 <sup>b</sup>
	Residual	767.730	171	4.490		
	Total	1089.429	174			
a. Dependent Variable: Brand Awareness						
b. Predictors: (Constant), <i>Tagline</i> , Brand Ambassador, <i>Digital marketing</i>						

Source : (The data was obtained from SPSS)

Based on the table above, it can be concluded that the Sig. value is  $0.000 < 0.05$  and the F-value is  $23.884 >$  the F-table value of 3.05. Therefore, simultaneously, the variables Brand ambassador (X1), Digital marketing (X2), and Tagline (X3) influence the Brand Awareness (Y) variable. Thus, hypothesis 1 is accepted.

## Hypothesis Test

Table 3. T Test

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	12.026	1.212		9.920
	X1	.062	.056	.088	1.117
	X2	.478	.108	.454	4.416
	X3	.053	.117	.045	.455
a. Dependent Variable: Y					

Source : (The data was obtained from SPSS)

Based on the table above, the following conclusions can be drawn:

1. The Sig. value for Brand ambassador (X1) towards Brand Awareness (Y) is  $0.266 > 0.05$ , and the t-value is  $1.117 <$  the critical t-value of 1.947. Therefore, it can be concluded that there is no influence between Brand ambassador (X1) and Brand Awareness (Y), thus Hypothesis 2 is rejected.
2. The Sig. value for Digital marketing (X2) towards Brand Awareness (Y) is  $0.000 < 0.05$ , and the t-value is  $4.416 >$  the critical t-value of 1.947. Hence, it can be concluded that there is an influence between Digital marketing (X2) and Brand Awareness (Y), thus Hypothesis 3 is accepted.
3. The Sig. value for Tagline (X3) towards Brand Awareness (Y) is  $0.649 > 0.05$ , and the t-value is  $0.455 <$  the critical t-value of 1.947. Therefore, it can be concluded that there is no influence between Tagline (X3) and Brand Awareness (Y), thus Hypothesis 4 is rejected.



### Coefficient Determination Test ( $R^2$ )

Table 4. R Square

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.543 <sup>a</sup>	.295	.283	2.119

a. Predictors: (Constant), Tagline, Brand Ambassador, Digital Marketing

Source : (The data was obtained from SPSS)

From the table output above, the adjusted R Square value obtained is 0.283, which means that the influence of independent variables (X) on the dependent variable (Y) is 28.3%. The remaining 71.7% is influenced or explained by other variables not examined in this study.

## 5. Discussions

### The Influence of Brand Ambassador, Digital Marketing, and Tagline on Brand Awareness

Based on the research and data analysis using the F-test, the results indicate that the significance value is less than 0.05 ( $0.000 < 0.05$ ) and the calculated F-value is greater than the critical F-value ( $23.884 > 3.05$ ). Therefore, it can be concluded that the variables Brand Ambassador (X1), Digital Marketing (X2), and Tagline (X3) simultaneously influence the variable Brand Awareness (Y). Thus, it can be inferred that the independent variables in this study, namely brand ambassador, digital marketing, and tagline, have a simultaneous effect on brand awareness. The coefficient of determination test results also explain that the contribution of the independent variables brand ambassador, digital marketing, and tagline (X) to brand awareness (Y) is 28.3%, while the remaining 71.7% is attributed to other variables not examined in this study. Hence, it can be concluded that the independent variables in this study, namely brand ambassador, digital marketing, and tagline, have a simultaneous effect on brand awareness.

### The Influence of Brand Ambassador on Brand Awareness

Based on the linear analysis results of the brand ambassador variable, the calculated value is 0.062 and it is positive. This can be interpreted as a positive influence of brand ambassador on brand awareness. The higher the quality or capacity of the brand ambassador, the higher the customer brand awareness of Tokopedia. However, even though the multiple regression analysis results show a positive influence of brand ambassador on brand awareness, the partial t-test results indicate that brand ambassador does not significantly influence brand awareness. This is evidenced by the significance value being greater than 0.05 ( $0.266 > 0.05$ ) and the calculated t-value being smaller than the t-table

value ( $1.117 < 1.947$ ). Therefore, it can be concluded from the test results that the brand ambassador variable does not significantly influence brand awareness. This is consistent with the research conducted by Wandan, (2022), which studied the Influence of Brand Ambassador and Tagline on Shopee Indonesia's Brand Awareness in Surabaya. The study concluded that brand ambassador does not significantly influence Shopee's brand awareness partially.

### **The Influence of Digital Marketing on Brand Awareness.**

Based on the linear analysis results of the digital marketing variable, the calculated value is 0.478 and it is positive. This can be interpreted as a positive influence of digital marketing on brand awareness. The more effective digital marketing is conducted, the higher the customer brand awareness of Tokopedia. The multiple regression analysis results show a positive influence of digital marketing on brand awareness, and the partial t-test results indicate that digital marketing significantly influences brand awareness. This is evidenced by the significance value being smaller than 0.05 ( $0.000 < 0.05$ ) and the calculated t-value being greater than the t-table value ( $4.416 > 197.393$ ). Therefore, from the test results, it can be stated that the digital marketing variable significantly influences brand awareness. This is consistent with the research conducted by Syam & Dwi Mayangsari, (2023), which stated that digital marketing significantly influences brand awareness.

### **The Influence of Tagline on Brand Awareness.**

Based on the linear analysis results of the tagline variable, the calculated value is 0.053 and it is positive. This can be interpreted as a positive influence of tagline on brand awareness. The easier a tagline is known and remembered, the higher the customer brand awareness of Tokopedia. However, even though the multiple regression analysis results show a positive influence of tagline on brand awareness, the partial t-test results indicate that tagline does not significantly influence brand awareness. This is evidenced by the significance value being greater than 0.05 ( $0.649 > 0.05$ ) and the calculated t-value being smaller than the t-table value ( $0.455 < 197.393$ ). Therefore, from the test results, it can be stated that the tagline variable does not significantly influence brand awareness. This is consistent with the research conducted by Ismiyadi et al., (2022), which stated that tagline does not have a significant influence on brand awareness.

The limitations of this study are that the research was conducted in the time frame from late 2023 to early 2024, thus there is a possibility of changes in the results related to the study discussing the influence of Brand Ambassador, Digital Marketing, and Tagline on Tokopedia's Brand Awareness in Jakarta City

## 6. Conclusions

Based on the results of the quantitative research conducted and in line with the research problem formulation and objectives established to understand "The Influence of Brand Ambassador, Digital Marketing, and Tagline on Tokopedia's Brand Awareness in Jakarta City," the following conclusions can be drawn:

1. The results of multiple linear regression analysis indicate that brand ambassador, digital marketing, and tagline have a positive influence on brand awareness.
2. The hypothesis testing results also show that simultaneously, brand ambassador, digital marketing, and tagline have a significant influence on brand awareness. Partially, it is found that brand ambassador and tagline do not have a significant influence on brand awareness, while digital marketing has a significant influence on brand awareness.

This research is expected to serve as a reference and consideration in formulating marketing strategies, especially in efforts to enhance consumer brand awareness. The researcher hopes that Tokopedia will continue to maintain the marketing communication approach that has been used, including selecting suitable and appropriate brand ambassadors, efficient digital marketing, and unique taglines to enhance public brand awareness of Tokopedia.

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