

# The Influence of Integrated Marketing Communication, Brand Ambassador on Purchase Decisions through Brand Awareness, and Brand Image as Intervening Variables at Tokopedia in Medan City

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DOI: <https://doi.org/10.52403/ijrr.20220427>

## ABSTRACT

This study aims to determine the effect of integrated marketing communication and brand ambassador on purchase decisions through brand awareness and image as intervening variables at Tokopedia in Medan City. This research is associative research. The sample in this study is 145 consumers who have shopped at Tokopedia. The data analysis techniques used to test the hypothesis are descriptive analysis and SEM-lisrel analysis.

The results showed that the Integrated Marketing Communication variable had a positive and insignificant effect on Brand Awareness at Tokopedia. Integrated Marketing Communication has a positive and significant effect on the Brand Image of Tokopedia. Integrated Marketing Communication has a positive and significant effect on the Purchase Decision variable at Tokopedia. Brand Ambassador has a positive and significant effect on the Brand Awareness variable at Tokopedia. Brand Ambassador shows a positive and insignificant effect on Brand Image on Tokopedia. Brand Ambassador shows a positive and insignificant effect on purchase decisions at Tokopedia. Brand Awareness shows a positive and significant influence on the Brand Image of Tokopedia. Brand Awareness shows a positive and significant influence on Purchase Decisions at Tokopedia. Brand Image shows a positive and significant influence on Purchase Decisions at Tokopedia. Integrated Marketing Communication shows a positive and

insignificant effect on Purchase Decisions through Brand Awareness and Brand Image on Tokopedia. Brand Ambassador shows a positive and insignificant effect on Purchase Decisions through Brand Awareness and Brand Image on Tokopedia.

**Keywords:** Integrated Marketing Communication, Brand Ambassador, Brand Awareness, Brand Image, Purchase Decision.

## INTRODUCTION

In the current era of globalization, the internet is becoming increasingly sophisticated and growing. Thanks to advances in technology, everything has become easier and more practical. The era of information and communication technology can bring changes that impact the community's economy. Especially the change in people who have small, medium, and large scale businesses, they are starting to use technology to market their products. It has led to the emergence of e-commerce which is currently growing. The competition is getting tougher to attract and retain customers through marketing strategies.

The Internet development in Indonesia itself always experiences a fairly rapid increase every year. It can open profitable opportunities for e-commerce business actors such as Lazada, Shopee,

Tokopedia, Bukalapak, and others to increase their income every year. E-commerce (electronic commerce) is a new concept and means the process of business transactions carried out online. Then came the public's desire for an easy shopping system without the need to travel far to visit the store directly, and it was convenient to operate.

Marketplace sites in Indonesia have been popping up for a long time, but marketplace sites are growing lately. One type of marketplace that is quite popular today and is in great demand in Indonesia is the Tokopedia marketplace.

Tokopedia is one of several e-commerce sites in Indonesia. Tokopedia provides a place for sellers and buyers to buy and sell products for free without being charged any fees. Tokopedia is an Indonesian technology company with a mission to achieve economic equality digitally. Since its founding in 2009, Tokopedia has transformed into a unicorn influential in Indonesia and Southeast Asia. Tokopedia has the leading marketplace business in Indonesia that allows individuals, small shops, and brands to open and manage online stores. Tokopedia is not only a buying and selling website but also an online store provider that has maximum service to its consumers. The concept of this website is to provide seamless service to its customers.

In the picture above, it can be seen that the results of the monthly web visitor survey in the first quarter of 2021 in Indonesia are still held by the Tokopedia marketplace. Tokopedia is at the top, with monthly web visitors reaching 135,076,700 million visitors. It can be seen from the increasing number of people who have realized the ease of shopping online using e-commerce services without going to a shopping center. Consumers only need to visit e-commerce sites and shop for the products they want, then complete the transaction, and the goods will arrive at their doorstep.

However, this is different from the sales results obtained by the Tokopedia marketplace in the results of the Top Brand Index survey regarding the selection of the Tokopedia brand, where Tokopedia is not at the top as the previous survey results but is in third place under competitor marketplaces, namely Lazada and Shopee.

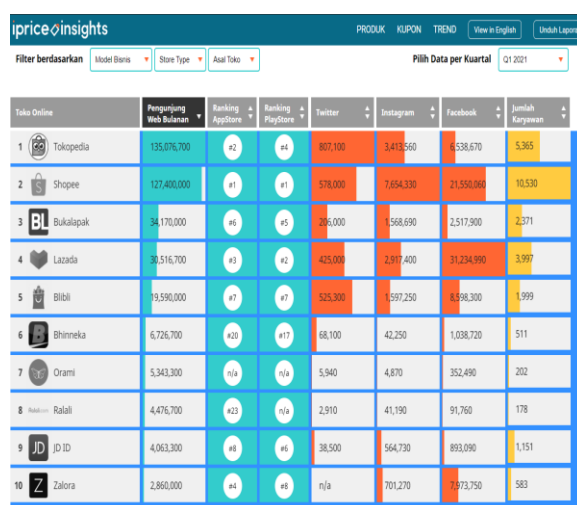
Table 1. Top Brand Index for Online Buying and Selling Site Category 2018-2020

Brand	TBI 2018 (%)	TBI 2019 (%)	TBI 2020 (%)	TOP
Lazada.co.id	31,8%	31,6%	31,9%	TOP
Shopee.co.id	14,7%	15,6%	20,0%	TOP
Tokopedia.com	18,5%	13,4%	15,8%	TOP
Bukalapak.com	8,7%	12,7%	12,9%	
Blibli.com	8,0%	6,6%	8,4%	

Source: www.topbrand-award.com

In Table 1. it can be seen that the choice of consumer brands for the Tokopedia marketplace in 2018 was in second place, and in 2019 and 2020, it decreased to third place under competitor marketplaces, namely Lazada and Shopee on Top Brand Indonesia. However, this is different from the brand selection obtained by the Tokopedia marketplace on the Top Brand gen-z index, where Tokopedia occupies the fourth position.

It is also in line with the survey conducted by researchers with 30 respondents, where Shopee is where people decide to shop. It can be seen in the table below.



Source: price.co.id

Figure 1. Marketplace Competition in Indonesia First Quarter 2021

**Table 2. Identification of the Phenomenon of Purchase Decisions on the Tokopedia Marketplace in Medan City**

No.	E-Commerce	Percentage
1	Shopee	83%
2	Tokopedia	10%
3	Lazada	7%
4	Bukalapak	0%
5	Bli-bli	0%

Source: Processed data (2021)

In table 2, it is explained that purchase decisions on the Tokopedia Marketplace are classified as low, only getting the second position with a percentage that is only 10%, much different from competitor Marketplaces, namely Shopee in the first position with a percentage of 83% and followed by Lazada with a percentage of 7%.

One of the factors that can influence consumer purchase decisions is the brand image. Surachman (2008) defines brand image as part of a brand that can be recognized but cannot be spoken, such as symbols, special letters or color designs, or customer perceptions of a product or service represented by the brand. It can also be said that brand image is a concept created by consumers for subjective reasons and personal emotions (Ferrinadewei, 2008). The image of "Tokopedia" in Indonesia can be quite good. However, this is felt by researchers is still not enough. iPrice held the E-commerce Merchant Awards in 2016 in Singapore to honor the best online stores. "Tokopedia" did not receive any awards at the event. The following can be seen as indications of the brand image phenomenon towards Tokopedia in Medan City.

**Table 3. Identify the Brand Image Phenomenon on the Tokopedia Marketplace in Medan City**

No.	Question	Response	
		Yes	No
1.	E-commerce Tokopedia is more confident and safely used.	60%	40%
2.	E-commerce Tokopedia has a good reputation.	73,3%	26,7%

Source: Processed data (2021)

Even though Tokopedia has a good reputation, consumers think that Tokopedia's image is still not used optimally by consumers.

A brand image must represent all internal and external characteristics that can

influence how the target market or customers perceive a brand. According to Kotler and Keller (2016), brand image is the perception and belief made by consumers, as reflected in the associations that occur in memory consumers. Through a good brand image, consumers or customers will have positive assumptions about the brand offered by the manufacturer.

Research by Parengkuan et al. (2014), Kalangi et al. (2019), Vannesa (2018), Prasetya (2018), and Pradana et al. (2018) states that brand image influences purchase decisions. In contrast, research conducted by Istiyanto & Nugroho (2017), Musawwir (2020), Ali et al. (2019), and Aprilia (2020) show that brand image does not affect purchase decisions.

In addition to brand image, brand awareness is one of the important factors in influencing purchase decisions. According to Kotler (2003), Brand Awareness (brand awareness) is the ability of consumers to identify a brand in different conditions, which can be done with brand recognition and recall of a particular brand. Brand awareness is created and enhanced by increasing brand familiarity through repeated exposure so that consumers feel familiar with the brand.

Tokopedia itself does many things to increase brand awareness by advertising on TV, social media, and other media. Tokopedia itself always echoes #mulaiajadulu to build and familiarize everyone to switch from offline shopping to online. Moreover, the world is currently facing the COVID-19 outbreak. Tokopedia also often holds events to help build brand awareness of a business. As is the case with holding a live event, it becomes the center of attention of many publics, ranging from consumers and potential customers to even sponsors. To find more information, the researcher has conducted a pre-survey of consumer brand awareness of Tokopedia. The following are the results of a pre-survey regarding identifying the Brand Awareness phenomenon on the Tokopedia Marketplace in Medan City.

**Table 4. Identify the Brand Awareness Phenomenon on the Tokopedia Marketplace in Medan City**

No.	Question	Response	
		Yes	No
1.	E-commerce Tokopedia is most remember when you want to shop.	23,4%	76,6%
2.	E-commerce Tokopedia is most often called when you want to shop.	20%	80%

Source: Processed data (2021)

Based on the table above, it can be concluded that the Tokopedia marketplace is not top of mind when it comes to making decisions on purchases online buying and selling sites.

The research of Purwanti et al. (2020), Nggilu et al. (2019), Endyana (2019), Fadhilah (2015), and Ikhsani (2017) revealed that Brand Awareness has a significant effect on Purchase Decisions. It is not in line with research conducted by Khaerunissa (2015), Aprilia (2020), Octaviyah (2019), and Syamsiah et al. (2018), which states that Brand Awareness has no significant effect on purchase decisions.

The next factor that influences purchase decisions is an integrated marketing communication. Integrated Marketing Communication (IMC) is the combined efforts of marketers to convince customers with advertising, sales promotion, personal selling, publicity, direct marketing, and social media (Nikhat, 2019). IMC is always needed to solve communication problems in marketing, especially to reach increasingly individualistic targets, which are no longer just segmented in the wider community (Duncan, 2005). The purpose of IMC is to influence or directly affect the behavior of its target audience.

Marketing communication plays a very important role for marketers. Without communication, consumers and society will not know the product's existence in the market. Marketing communication is a tool used by companies to inform, persuade, and remind consumers directly or indirectly about the products they sell. In a certain sense, integrated marketing communication describes the brand and is a tool that can be

used to build brand image and build relationships with consumers.

The number of competitors and the development of communication technology make the management of PT. Tokopedia implements an Integrated Marketing Communication (IMC) strategy. The forms of marketing communication activities that have been implemented at Tokopedia are advertising, direct marketing, public relations, sponsorship, souvenirs, social media, and websites.

Tokopedia has a vision of "Building a Better Indonesia Through the Internet." Tokopedia maintains its existence by doing promotions through advertisements on television and social media. This method is done to increase brand awareness and brand image in the minds of consumers. In addition, Tokopedia always strives to become a trusted online purchase and selling site in order to be able to grow consumer purchase interest. The widespread use of the Tokopedia application in Indonesia makes Tokopedia want to maintain its brand image.

Research conducted by Rizqi (2021), Srisusilawati (2017), and Sukmawijaya & Basri (2021) states that IMC has a significant effect on purchase decisions. It is not in line with Kusuma (2020) and Kana (2014) which state that integrated marketing communication directly does not have a significant effect on purchase decisions.

The company's efforts to maintain and maintain the brand image that is already inherent in the company, among others, are through the application of technological innovation to highlight product advantages, choose a competitive determination strategy, and implement a well-targeted communication strategy. The better the brand image of a product, the better the marketing communication strategy implemented by the company, which ultimately affects consumer purchase decisions (Windy, 2020).

According to Randy (2017), Prasetyo (2016), Shoosanuk (2017), and Nashirruddin & Rahmatika (2020) found that IMC has a significant effect on brand



image. It is different from Yusuf's (2016) research, which found that company image does not affect purchase decisions through integrated marketing communication.

According to Kotler and Keller (2016), marketing communication can build consumer awareness of the products/services produced by a company so that consumers are familiar with the products/services offered and ultimately can stimulate the occurrence of a sale.

In Tambunan & Wijaksana's research (2019) states that integrated marketing communication affects brand awareness. However, this is not in line with what was done by Keke (2015), who stated that integrated marketing communication did not affect brand awareness.

Another factor that influences purchase decisions is the brand ambassador. According to Dewi et al. (2019), a Brand Ambassador is a person who supports a brand from a popular public figure. It is used to get consumers' attention in using the product because the use of brand ambassadors is usually based on the image of people against famous public figures.

On January 25, 2021, Tokopedia announced the appointment of two global megastars from South Korea, BTS and BLACKPINK, as Tokopedia Brand Ambassadors. On the same occasion, the election of BLACKPINK as Tokopedia's Brand Ambassador cannot be separated from the strong influence of its members, namely JISOO, JENNIE, ROSÉ, and LISA, in the music industry. It can be seen from a large number of followers (followers) on Instagram social media owned by the official Blackpink account, reaching 37 million followers (followers).

Researchers conducted a pre-survey of Brand Ambassadors at Tokopedia for 30 respondents in Medan City for more information. The following are the results of a pre-survey regarding identifying the brand ambassador phenomenon on the Tokopedia Marketplace in Medan City.

**Table 5. Identify the Brand Ambassador Phenomenon on the Tokopedia Marketplace in Medan City**

No.	Question	Response	
		Yes	No
1.	BTS as a Brand Ambassador has an attraction to market Tokopedia	46,7%	53,3%
2.	BTS as a Brand Ambassador Tokopedia in Honestly in bringing an ad	50%	50%

Source: Processed data (2021)

Based on the table above, it can be concluded that Tokopedia's brand ambassador is still less effective in attracting consumers to make purchases at Tokopedia.

Research conducted by Dewi et al. (2020), Ilaisyah & Sulistyowati (2020), and Sriyanto (2019) reveal that brand ambassadors have a significant effect on purchase decisions. It is not in line with research conducted by Lestari (2019), Amin (2021), and Samosir (2016), suggesting that the influence of brand ambassadors has no significant effect on purchase decisions.

Brand ambassadors will help create a stronger emotional connection between a brand/company and consumers so that it will indirectly build a brand image that has an impact on purchase decisions and product use (Royan, 2004).

Research conducted by Masyita & Yuliati (2017), Gita (2016), and Muhtadin (2018) revealed a significant influence of brand ambassadors on brand image. This result is not in line with Gultom (2019), Maksun (2019), and Silmi (2019), who found that brand ambassadors had no significant effect on brand image.

A brand ambassador aims to carry messages and promote products and can influence consumers to use products from that brand. Consumers tend to have trust and interest celebrities and public figures as brand ambassadors to influence the brand awareness of their consumers. The better the brand ambassador informs the product, the more its brand awareness will increase (Mahisa et al., 2019).

Some studies have found that Brand Ambassadors influence brand awareness. Research conducted by Saputri (2020), Mahisa et al. (2019), and Septiyanto (2017) found that Brand Ambassadors influence

brand awareness. It is not in line with what Osak (2019) did, who found that brand ambassadors did not influence brand awareness.

Based on the background of the problem above, the authors are interested in conducting a study entitled "The Effect of Integrated Marketing Communication, Brand Ambassador on Purchase Decisions with Brand Awareness and Brand Image as Intervening Variables at Tokopedia in Medan City."

### Framework

Following the description of the background of the problem, literature review, and previous research, a conceptual research framework is prepared as follows:

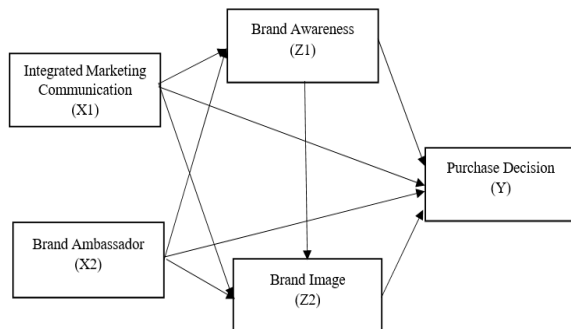


Figure 2. Conceptual Framework

H1: Integrated Marketing Communication has a positive and significant effect on Brand Awareness at Tokopedia in Medan City.

H2: Integrated Marketing Communication has a positive and significant effect on Brand Image at Tokopedia in Medan City

H3: Integrated Marketing Communication has a positive and significant effect on Purchase Decisions at Tokopedia in Medan City.

H4: Brand Ambassador has a positive and significant effect on Brand Awareness at Tokopedia in Medan City

H5: Brand Ambassador has a positive and significant effect on Brand Image at Tokopedia in Medan City

H6: Brand Ambassador has a positive and significant effect on Purchase Decisions at Tokopedia in Medan City

H7: Brand Awareness has a positive and significant effect on Brand Image at Tokopedia in Medan City

H8: Brand Awareness has a positive and significant effect on Purchase Decisions at Tokopedia in Medan City.

H9: Brand Image has a positive and significant effect on Purchase Decisions at Tokopedia in Medan City.

H10: Integrated Marketing Communication has a positive and significant effect on Purchase Decisions through Brand Awareness at Tokopedia in Medan City

H11: Integrated Marketing Communication has a positive and significant effect on Purchase Decisions through Brand Image at Tokopedia in Medan City

H12: Brand Ambassador has a positive and significant effect on Purchase Decisions through Brand Awareness at Tokopedia in Medan City.

H13: Brand Ambassador has a positive and significant effect on Purchase Decisions through Brand Image at Tokopedia in Medan City.

H14: Brand Awareness has a positive and significant effect on Purchase Decisions through Brand Image at Tokopedia in Medan City

### RESEARCH METHODS

This research uses a quantitative approach. According to Sugiyono (2018), the quantitative method is based on the philosophy of positivism that aims to describe and test hypotheses made by researchers. This research is associative research with a causal relationship. According to Sugiyono (2018), a causal relationship is. This study aims to determine and analyze the effect of independent variables, namely Integrated Marketing Communication (X1), Brand Ambassador (X2) variables on the dependent variable Purchase Decision (Y), with intervening variables Brand Awareness (Z1) and Brand Image (Z2) on Tokopedia consumers in Medan city.

According to Sugiyono (2018), the population is a generalization area

consisting of objects/subjects with certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. Based on the explanation that has been put forward, the population in this study is people in Medan City who are at least 17 years old and have bought and used the Tokopedia marketplace at least once.

The sample is part of the number and characteristics possessed by the population (Sugiyono, 2018). The sampling technique in this study is the sample taken with a non-probability sampling sample design. It is a sampling technique that does not provide equal opportunities/opportunities for each element or member of the population to be selected (Sugiyono, 2018).

The number of respondents who will be sampled in this study is 145 people from 21 sub-districts in the Medan City area who were selected according to the sample selection criteria in this study. The sampling technique used in this study is the accidental sampling technique, namely the technique of determining the sample based on anyone who coincidentally/incidentally meets the researcher can be used as a sample if it is seen that the person who happened to be met matches the data source (Sugiyono, 2018).

The data collection method was carried out by giving statements to respondents with a questionnaire guide and by collecting and studying data obtained from books, journals, and information from the internet related to this research.

Researchers use data to analyze problems and test hypotheses, namely primary data and secondary data. According to Sugiyono (2018), primary data is a source of data obtained directly from data collectors. In contrast, secondary data is data that is not given directly to data collectors. Testing the data using path analysis (path analysis).

## RESULT AND DISCUSSION

### SEM Model Analysis

The research model will be analyzed using the Structural Equation Modeling (SEM) method to confirm or test the model. The SEM method has two focus studies, namely whether the conceptualized indicators are unidimensional, precise, and consistent, and what are the dominant indicators forming the construct that is researched and assisted by SmartPLS 3.0 software.

### Evaluation of the Measurement Model (Outer Model): Validity and Reliability Testing

Evaluation of the measurement model or the outer model is carried out to assess the validity and reliability of the constructed model. The outer model with reflexive indicators is evaluated through convergent, discriminant, and composite reliability and Cronbach alpha for the indicator block (Ghozali and Latan, 2015). It can be seen in Figure 3 below:

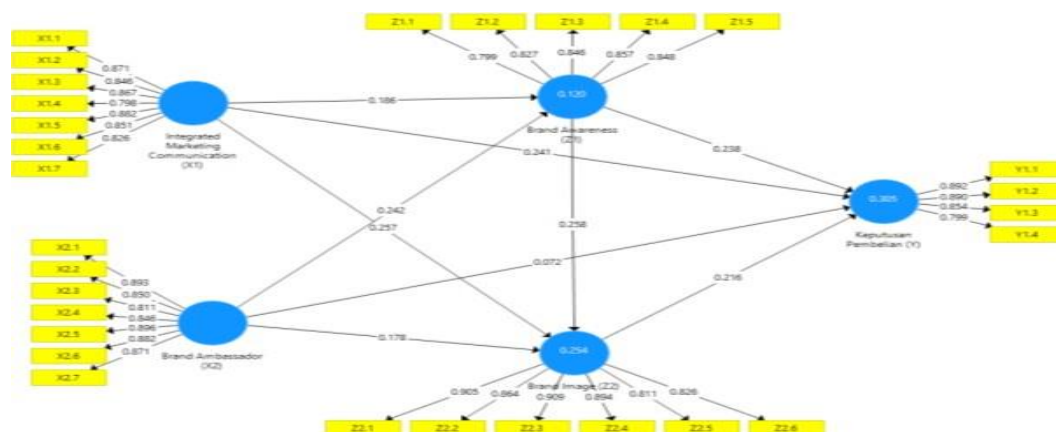


Figure 3. Load Factors Test Results

Convergent Validity is done by looking at item reliability (validity indicator) indicated by the loading factor value. A loading factor is a number that shows the correlation between the score of a question item and the indicator score of the indicator construct that measures the construct. A loading factor value greater than 0.7 is said to be valid. The results of the loading factor can be shown in Table 6 below:

**Table 6. Loading Factor Value**

Variable	Indicator	Outer Loading	Description
Integrated Marketing Communication (X1)	X1.1	0.871	Valid
	X1.2	0.846	Valid
	X1.3	0.867	Valid
	X1.4	0.798	Valid
	X1.5	0.882	Valid
	X1.6	0.851	Valid
Brand Ambassador (X2)	X2.1	0.826	Valid
	X2.2	0.893	Valid
	X2.3	0.850	Valid
	X2.4	0.811	Valid
	X2.5	0.846	Valid
	X2.6	0.896	Valid
Brand Awareness (Z1)	Z1.1	0.852	Valid
	Z1.2	0.871	Valid
	Z1.3	0.846	Valid
	Z1.4	0.857	Valid
	Z1.5	0.848	Valid
Brand Image (Z2)	Z2.1	0.905	Valid
	Z2.2	0.864	Valid
	Z2.3	0.909	Valid
	Z2.4	0.894	Valid
	Z2.5	0.811	Valid
Purchase Decision (Y)	Y1.1	0.826	Valid
	Y1.2	0.827	Valid
	Y1.3	0.846	Valid
	Y1.4	0.857	Valid

Source: Processed data (2021)

Based on Table 6, it is known that each of the research variable indicators has a value of outer loading > 0.5. According to Ghazali (2014), the outer loading value between 0.5 - and 0.6 is sufficient to meet the convergent validity requirements. The data shows that the indicators are declared feasible or valid for research use and can be used for further analysis. Which means it has met the validity requirements based on the loading value. Furthermore, validity testing is carried out based on the average variance extracted (AVE) value.

**Table 7. Validity Test Based on Average Variance Extracted (AVE)**

Variable	Average Variance Extracted (AVE)
Integrated Marketing Communication (X1)	0,747
Brand Ambassador (X2)	0,698
Brand Awareness (Z1)	0,755
Brand Image (Z2)	0,721
Purchase Decision (Y)	0,739

Source: Processed data (2021).

The recommended AVE value is above 0.5 (Sholihin and Ratmono, 2013). It is known that all AVE values are > 0.5, which means that they have met the validity requirements based on the AVE. Furthermore, reliability testing was carried out based on the composite reliability (CR) value.

**Table 8. Reliability Testing Based on Composite Reliability (CR)**

Variable	Composite Reliability (CR)
Integrated Marketing Communication (X1)	0,954
Brand Ambassador (X2)	0,920
Brand Awareness (Z1)	0,949
Brand Image (Z2)	0,948
Purchase Decision (Y)	0,919

Source: Processed data (2021).

The recommended CR value is above 0.7 (Sholihin and Ratmono, 2013). It is known that all CR values are > 0.7, which means that they have fulfilled the reliability requirements based on CR. Furthermore, reliability testing is carried out based on Cronbach's Alpha value.

**Table 9. Reliability Testing Based on Cronbach's Alpha (CA)**

Variable	Cronbach's Alpha (CA)
Integrated Marketing Communication (X1)	0,935
Brand Ambassador (X2)	0,944
Brand Awareness (Z1)	0,892
Brand Image (Z2)	0,935
Purchase Decision (Y)	0,882

Source: Processed data (2021)

Based on Table 9, the value of Cronbach's alpha for all constructs is above the value of 0.70. All constructs have good reliability, following the required minimum value with the resulting value.

### Evaluation of SEM (Structural Equation Modeling) Models

After the estimated constructs meet the Outer Model criteria, the measurement is carried out by testing the structural model (Inner Model) by looking at the variable's R-Square (R2) value. The results of the R-



Square (R2) value on the variables based on the measurement results are shown in the table below:

Table 10. R Square

Variable	R Square
Brand Awareness (Z1)	0,120
Brand Image (Z2)	0,254
Purchase Decision (Y)	0,305

Source: Processed data (2021).

Based on the results in Table 10, it can be concluded:

1. The R-Square value of Brand Awareness (Z1) is 0.120, which means that Integrated Marketing Communication (X1) and Brand Ambassador (X2) can affect Brand Awareness (Z1) by 12%.
2. The R-Square value of Brand Image (Z2) is 0.238, which means Integrated Marketing Communication (X1), Brand Ambassador (X2), and Brand Awareness (Z1) can affect Brand Image (Z2) by 23.8%.
3. The R-Square value of the Purchase Decision (Y) is 0.285, which means Integrated Marketing Communication (X1), Brand Ambassador (X2), Brand Awareness (Z1), Brand Image (Z2) can influence Purchase Decisions(Y) by 28,5%.

### Direct Effect Test

Table 11. Effect Significance Test

Varibael	Original Sample	Sample Mean	Standart Deviation	T Statistic	P Values
X1 → Z1	0,186	0,177	0,116	1,603	0,110
X1 → Z2	0,257	0,249	0,113	2,282	0,023
X1 → Y	0,241	0,238	0,120	2,012	0,045
X2 → Z1	0,242	0,241	0,106	2,289	0,022
X2 → Z2	0,178	0,182	0,085	2,097	0,036
X2 → Y	0,072	0,071	0,116	0,623	0,533
Z1 → Z2	0,258	0,250	0,096	2,684	0,008
Z1 → Y	0,238	0,234	0,120	1,986	0,048
Z2 → Y	0,216	0,221	0,105	2,057	0,040

Source: Processed data (2021)

### Indirect Effect Test

This table is to find out how Brand Awareness and Brand Image as intervening variables can be seen in Table 12 below:

Table 12. Indirect Effect Hypothesis Test

Variable	Original Sample	Sample Mean	Standart Deviation	T Statistic	P Values
X1 → Z1 → Y	0,082	0,095	0,060	1,374	0,170
X1 → Z2 → Y	0,109	0,114	0,060	1,808	0,071
X2 → Z1 → Y	0,106	0,117	0,054	1,972	0,049
X2 → Z2 → Y	0,076	0,078	0,045	1,705	0,089
Z1 → Z2 → Y	0,112	0,118	0,056	1,978	0,049

Source: Processed data (2021).

### CONCLUSION

Based on the results of research and discussion, the following conclusions can be drawn:

1. Integrated Marketing Communication has a positive and insignificant effect on Brand Awareness at Tokopedia.
2. Integrated Marketing Communication has a positive and significant effect on the Brand Image of Tokopedia.
3. Integrated Marketing Communication has a positive and significant effect on the Purchase Decision at Tokopedia.
4. Brand Ambassador has a positive and significant effect on the Brand Awareness at Tokopedia.
5. The Brand Ambassador has a positive and insignificant effect on the Brand Image at Tokopedia.
6. Brand Ambassador has a positive and insignificant effect on Purchase Decisions at Tokopedia.
7. Brand Awareness has a positive and significant effect on Brand Image at Tokopedia.
8. Brand Awareness has a positive and significant effect on Purchase Decisions at Tokopedia.
9. Brand Image has a positive and significant effect on Purchase Decisions at Tokopedia.
10. Integrated Marketing Communication has a positive and insignificant effect on

Purchase Decisions through Brand Awareness at Tokopedia.

11. Integrated Marketing Communication has a positive and insignificant effect on Purchase Decisions through Brand Image at Tokopedia.
12. Brand Ambassador has a positive and significant effect on Purchase Decisions through Brand Awareness at Tokopedia.
13. Brand Ambassador has a positive and insignificant effect on Purchase Decisions through Brand Image at Tokopedia.
14. Brand Awareness has a positive and significant effect on Purchase Decisions through Brand Image at Tokopedia.

## SUGGESTION

Based on the results of the research, discussion and conclusions obtained, the following suggestions can be given:

1. Integrated Marketing Communication conducted by Tokopedia is quite good. It can be seen from the descriptive statistical analysis of respondents' answer variables. However, there are still many things that need to be improved, such as Tokopedia providing the latest information on various seller partner products, but it turns out that it is still not under the wishes and becomes a consideration for consumers in deciding to shop at Tokopedia.
2. Brand Ambassador Based on the results of descriptive statistical analysis, the respondent's answer variable which has the least average is the credibility of the Tokopedia brand ambassador, who is still not considered honest enough in bringing an advertisement by Tokopedia so that it is not enough to improve reputation and make Tokopedia the most popular marketplace so that consumers decide to shop at a competitor's marketplace. It is recommended that Tokopedia choose or be able to add a brand ambassador who seems active in shopping activities so that the credibility of the brand ambassador is considered honest and appropriate to carry an

advertisement and is expected to be able to improve the company's image and encourage consumers to make purchases in the Tokopedia marketplace.

3. Tokopedia's brand awareness in terms of logo and tagline is good. However, this is not enough to make Tokopedia the most popular marketplace. It is recommended that Tokopedia further increase its marketing activities so that the Tokopedia brand can become the top of mind in the minds of consumers.
4. Tokopedia's brand image in terms of reputation is very good. However, Tokopedia does not yet have a special characteristic that differentiates it from other marketplaces. It is recommended that Tokopedia should further improve its characteristics in this case, especially during transactions or delivery.

**Acknowledgement:** None

**Conflict of Interest:** None

**Source of Funding:** None

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- How to cite this article: Dicky Hendi, Endang Sulistya Rini, Amlysy Syahputra Silalahi. The influence of integrated marketing communication, brand ambassador on purchase decisions through brand awareness, and brand image as intervening variables at Tokopedia in Medan City. *International Journal of Research and Review*. 2022; 9(4): 217-229. DOI: <https://doi.org/10.52403/ijrr.20220427>

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