

## INFLUENCE OF ADVERTISING CAMPAIGN, BRAND AMBASSADOR AND COUNTRY OF ORIGIN ON CONSUMER BUYING INTEREST THROUGH SHOPPING SATISFACTION AT THE MARKETPLACE

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**Abstract.** *This research aims to determine the influence of advertising campaigns, brand ambassadors and country of origin on consumer buying interest through shopping satisfaction in the marketplace. This study uses a quantitative approach. Data collection was carried out using a survey method, by distributing online questionnaires to respondents, namely marketplace users in Panai Tengah District who had done online shopping. Researchers took a sample of 100 respondents using the purposive sampling method. The analysis technique in this research uses the Structural Equation Model (SEM) Partial Least Square (PLS) with the SmartPLS 4 application. The results of this research show that it is proven that advertising campaigns, brand ambassadors, country of origin have a positive and significant effect on consumer buying interest, it is proven that advertising campaign, country of origin has a positive and significant effect on shopping satisfaction, and it is proven that purchase interest has a positive and significant effect on shopping satisfaction.*

**Keywords:** *Advertising campaign, brand ambassador, country of origin, interest to buy, shopping satisfaction.*

### INTRODUCTION

The use of information and communication technology as a business platform media such as a marketplace makes it increasingly easier for business people to run their business and makes it easier for consumers with various choices to meet their needs obtained online. The high level of consumer buying interest online indicates that the presence of information and communication technology as one of the most up-to-date artificial intelligence products is a necessity that cannot be avoided by anyone. According to (Lelawati, 2021), various factors intervene in consumers' buying interest through marketplaces. Price variables and product completeness attract consumers' buying interest in shopping in various marketplaces. Likewise, (Junaidi Sagir et al., 2021) consumers' buying interest in cosmetics is influenced by brand, ambassador and country of origin.

Consumer buying interest obtained using the internet media process is a desire from within the individual or other people who propose to carry out a purchase transaction for a particular brand. (Junaidi Sagir et al., 2021). Purchase interest can occur through a natural process originating from experience and thoughts, thereby encouraging this desire to become stronger and actualize it in the minds of consumers. According to (KBNI, 2021), consumers' desire to shop in the marketplace includes practicality, product comparison, safe transactions, lots of promotions and competitive prices. This means

that shopping in the marketplace really gives consumers full control in controlling their buying intentions or plans. According to data, the number of consumers shopping on the marketplace in 2022 will increase, which can be seen below:

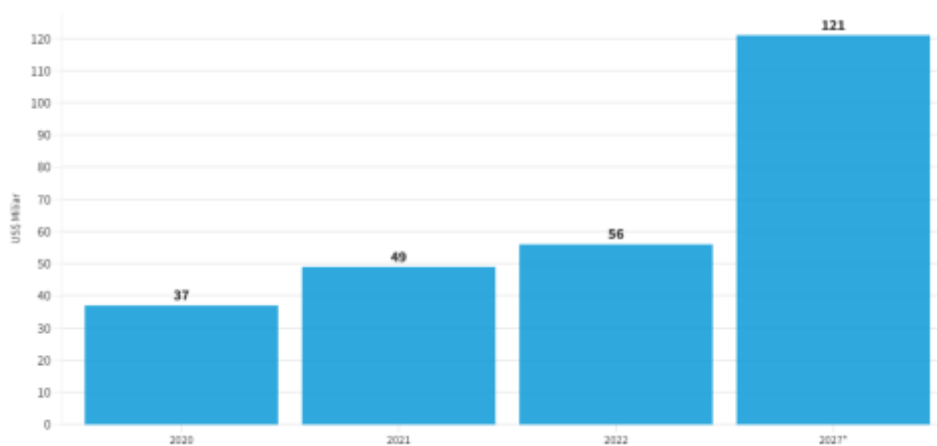
**Table 1. Indonesian Marketplace Visitor Data in 2022**

No.	Marketplaces	Visitors Monthly
1	Tokopedia	157,233,300
2	Shopee	132,776,700
3	Lazada	24,686,700
4	Bukalapak	23,096,700
5	Orami	19,953,300
6	Blibli	16,326,700
7	Ralali	8,883,300
8	Zalora	2,776,700
9	JD.ID	3,823,300
10	Bhinneka	2,360,000

Source : (Ikhsan, 2022)

Based on the data in Table 1 above, it shows that the marketplace is in fact still the most favorite place for shopping enjoyment enthusiasts to carry out online shopping activities. From the data above, the favorite marketplace in 2022 with the most visitors, the top ranking is Tokopedia, followed by Shopee, Lazada and Bukalapak. The market is high because business actors are starting to make more sales through e-commerce and marketplaces, making it a way for MSMEs and big brands to get involved in the marketplace. According to (Fameira et al., 2019), buying interest occurs due to brand ambassador and country of origin factors. Simply put, there is also an increase in visitors to a marketplace due to advertising campaigns, brand ambassadors and country of origin factors influencing consumer buying interest online.

In strengthening this research phenomenon, the author also attaches data on the prospects for the marketplace in Indonesia which continues to experience positive growth, as can be seen from the data below:



**Figure 1. Indonesia's E-Commerce Prospects Still Positive in 2022**

Based on Figure 1 above, it explains that the gross sales value (GMV) of Indonesian e-commerce is estimated to reach US\$ 56 billion or IDR 842.3 trillion in 2022, this figure has increased by 14% compared to last year, so the prospects for Indonesia's e-commerce business for the next few years it will still be a big business prospect. This increase marks the increase in the digital consumer population in the country to almost 168 million people. Through these data the author concludes that this research must also be supported by relevant research in order to obtain a comparison that the advertising campaign, brand ambassador and country of origin variables are appropriate variables in measuring consumers' buying interest in shopping in the marketplace.

The relevant research includes (Utama et al., 2021) that advertising also influences purchasing decisions made by consumers according to (Hariandja et al., 2016) brand ambassadors influence consumer purchasing decisions, research (Sharma, 2020) shows that Country of origin provides a signal that influences purchasing decisions. Seeing the results of this research, the author decided to research again using the advertising campaign, brand ambassador and country of origin variables by selecting the object of consumer buying interest in shopping at the marketplace, a difference that is new in this research in the Labuhanbatu Regency area, specifically in Central Panai District, which is a coastal area. Economically and technological developments are sufficient to support this research.

## RESEARCH METHOD

This study uses a quantitative approach. A quantitative approach is useful for testing certain theories by examining the relationships between variables (Saputra et al., 2019). The data collection technique used was the survey method, by distributing online Google Form questionnaires to respondents. Completing this questionnaire uses a five-point Likert scale with a score of one indicating Strongly Disagree (STS) and a score of five indicating Strongly Agree (SS). The population in this research are marketplace users in Panai Tengah District who have done online shopping. The sample is (Mahadika & Lubis, 2022) part of the number and characteristics of the population. This research used 100 samples taken using the purposive sampling method, namely a sample selection technique carried out with certain considerations. Data analysis in this research was carried out using Structural Equation Model (SEM) Partial Least Square (PLS) analysis using the Smartpls 4.0 application.

## RESULTS AND DISCUSSIONS

### Outer Model Analysis

Outer model testing aims to specify the relationship between latent variables and their indicators. Measurement of indicators (outer model) is carried out by looking at convergent validity, discriminant validity and reliability. Convergent validity is useful for knowing the validity of each relationship between indicators and their latent constructs or variables. The discriminant validity value is a cross loading factor value which is useful for finding out whether a construct has adequate discriminant, namely by comparing the loading value on the targeted construct which must be greater than the loading value with another construct. Reliability is the extent to which the measurements of a test remain consistent after being carried out repeatedly on subjects and under the same conditions.

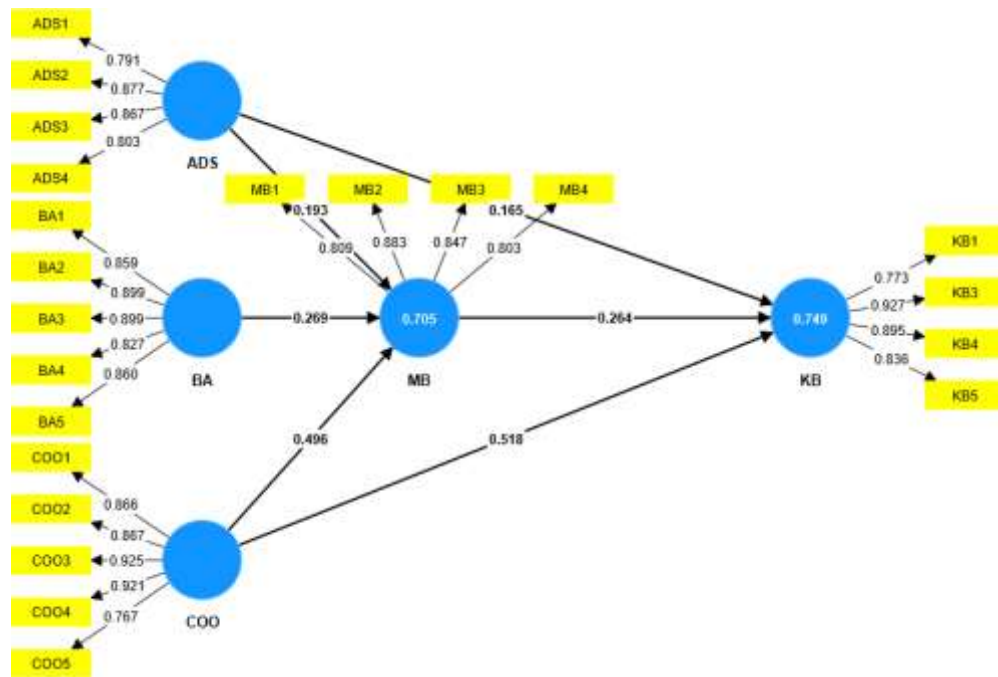


Figure 3. Outer Loading

Based on the outer model image above, the results show that each research variable indicator has an outer loading value > 0.7. According to (Sabirin & Ilham, 2020) if the outer loading value is > 0.7 it is considered good. So that all indicators can be declared feasible or valid for use in further research or analysis.

Table 2. Construct Reliability and Validity

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (Ave)
Advertising Campaign	0.855	0.902	0.698
Brand Ambassadors	0.919	0.939	0.755
Country of Origin	0.919	0.940	0.759
Buying Interest	0.880	0.918	0.739
Shopping Satisfaction	0.856	0.903	0.699

Source : SmartPLS Output , 2022

Table 2. Construct Reliability and Validity above shows that the Croncach's Alpha value for all variables studied is > 0.7. Meanwhile, the Composite Reliability value shows a construct value > 0.60. Likewise, the Average Variance Extracted (AVE) value for all variables studied shows > 0.50. In accordance with the criteria for good Construct Reliability and Validity according to (Juliandi Oleh et al., 2018), it can be concluded that the Cronbach's Alpha, Composite Reliability, Average Variance Extracted (AVE) values in this study meet the specified requirements and can be declared significant.

**Inner Model Analysis**

The inner model analysis aims to prove that the structural model built meets the requirements, namely by evaluating the latent constructs that have been hypothesized in the research. Inner model testing can be done with three analyzes, namely measuring goodness of fit, path coefficient test and hypothesis testing.

**Table 3. R Square SmartPLS results**

	R Square
Shopping Satisfaction	0.749
buying Interest	0.705

Source : SmartPLS Output , 2022

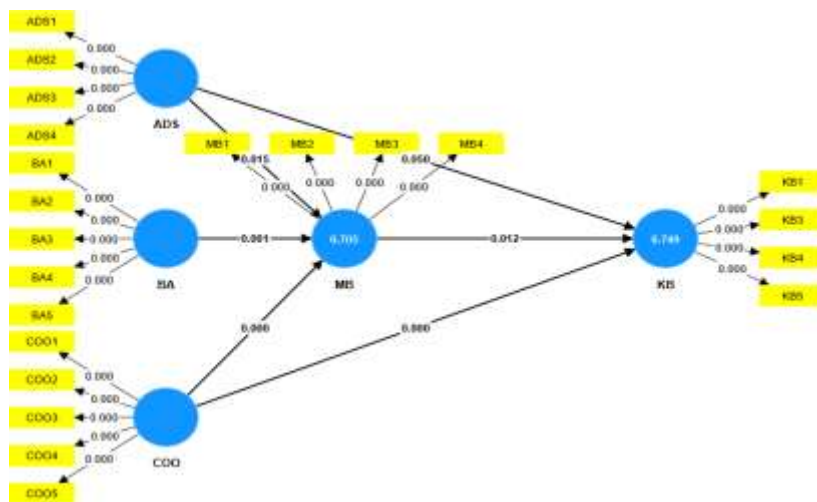
Judging from the data presented above, it can be seen that the shopping satisfaction variable is 0.749 or 74.9% and the buying interest variable is 0.705 or 70.5%. A goodness of fit assessment is carried out to determine how precisely the observed frequency matches the expected frequency by looking at the Q-Square value. The Q-Square value has the same meaning as the coefficient of determination (R-Square) in regression analysis, with the higher the Q-Square, the better the model fits the data. The following are the results of calculating the Q-Square value:

$$\begin{aligned}
 \text{Q Square} &= 1 - [(1-R21) \times (1-R22)] \\
 &= 1 - [(1-0.749) \times (1-0.705)] \\
 &= 1 - (0.074045) \\
 &= 0.925955
 \end{aligned}$$

The results of the calculation above show that the diversity of the research data is 0.925955 or 92.5955%. Thus, this research model can be said to be feasible or has good goodness of fit.

**Hypothesis Testing**

After the results of the outer model, inner model and goodness of fit model have met the requirements, hypothesis testing can be carried out. Hypothesis testing in SmartPLS is enough to look at the t-statistic value and p-value. If each hypothesis test is > 1.96 and the p-value < 0.05, then the hypothesis can be accepted. The following are the results of hypothesis testing in this research:



**Figure 3. Smartpls Bootstrapping Output**  
**Table 1. Path Coefficient Bootstrapping**

Path Coefficient	T- Statistics	P Values	Information
ADS-MB	2,424	0.015	Significant
BA-MB	3,423	0.001	Significant
COO-MB	5,430	0,000	Significant
ADS-KB	1,965	0.050	Significant
COO-KB	4,462	0,000	Significant
MB-KB	2,520	0.012	Significant

Source: SmartPLS Output , 2022

## Discussion

### H1: The Influence of Advertising Campaigns on Consumer Purchase Interest

The results of hypothesis testing state that advertising campaigns have a positive and significant influence on consumer buying interest. This is proven by the t-statistic value of the advertising campaign variable of  $2.424 > 1.96$  and the p-value of  $0.015 < 0.050$ . In this way the hypothesis is declared accepted. Advertising campaigns are able to provide a positive view for marketplace users. Apart from aiming to promote and increase customer awareness of a product, it is proven in this research that the use of advertising campaigns can attract customers' interest in buying the product. The results of this research support research (Santi, 2021) which is in line with research (Shinta, 2020), namely explaining that advertising campaigns have a significant influence on consumer buying interest.

### H2: Influence of Brand Ambassadors on Consumer Purchase Interest

The results of hypothesis testing state that brand ambassadors have a positive and significant effect on consumer buying interest. This is proven by the t-statistic value of the brand ambassador variable of  $3.423 > 1.96$  and the p-value of  $0.001 < 0.05$ . In this way the hypothesis is declared accepted. To increase interest in a product or service, companies usually use brand ambassadors to attract the attention of their customers. (Junaidi Sagir et al., 2021). In this research, it can be seen that the existence of a brand ambassador is able to increase the product image and become an attraction for marketplace consumers to make purchases. The results of this research support research (Qorib & Bhara, 2019), and also (Hendayana & Afifah, 2020) which explains that brand ambassadors have a significant influence on consumer buying interest.

### H3: The influence of country of origin on consumer purchasing interest

The results of hypothesis testing state that country of origin has a positive and significant effect on consumer buying interest. This is proven by the t-statistic value of the country of origin variable of  $5.430 > 1.96$  and the p-value of  $0.000 < 0.05$ . In this way the hypothesis is declared accepted. Country of origin is an important element in buying interest in a product. Consumers' assessment and confidence in a country can encourage interest in making purchases. The results of this research are in accordance with research by (Marsha et al., 2019), (Cahyaningrum, 2020) and (Pramitha, 2021) which also show the same results, namely that country of origin has a positive and significant effect on purchase intention.

### H4: The Effect of Advertising Campaigns on Shopping Satisfaction

The results of hypothesis testing state that advertising campaigns have a positive and significant effect on shopping satisfaction. This is proven by the t-statistical value of the advertising campaign variable of  $1.965 > 1.96$  and the p-value of  $0.050$ . In this way the hypothesis is declared accepted. Advertising campaigns have quite a strong influence on customer satisfaction. Good advertising methods can provide information, increase consumer perceptions of the products being sold. So it can influence customers to make purchases and will affect satisfaction. The results of this research are in accordance with research by (Diyana, 2019), (Haryani, 2019) and (Mahadika & Lubis, 2022) which shows that advertising has a positive and significant influence on consumer satisfaction.

### H5: The Influence of Country of Origin on Shopping Satisfaction

The results of hypothesis testing state that country of origin has a positive and significant effect on shopping satisfaction. This is proven by the t-statistic value of the country of origin variable of  $4.462 > 1.96$  and the p-value of  $0.000 < 0.05$ . In this way the hypothesis is declared accepted. Country of origin is a person's understanding of the country of origin of a product brand. Someone judges the country of origin based on the country's image as a developed country or based on the country's well-known reputation. Therefore, this research proves that the better the perception of the brand's country of origin, the greater the selling power and consumer satisfaction. The results of this research do not support research (Steven, 2019) which explains that there is no significant influence of the country of origin variable on consumer satisfaction.

### H6: Influence of Purchase Interest on Shopping Satisfaction

The results of hypothesis testing state that buying interest has a positive and significant effect on shopping satisfaction. This is proven by the t-statistic value of the purchase interest variable of  $2.520 > 1.96$  and the p-value of  $0.012 < 0.050$ . In this way the hypothesis is declared accepted. It is very important for marketplaces to attract buyers' interest and ensure customer satisfaction, such as providing good quality products, easy access to the site or attractive promotions. Consumers get satisfaction after considering previous purchases. If the product meets expectations, consumers will buy again. The results of this research are in accordance with research by (Basuki, 2022) and (Albi et al., 2021) which shows that there is a positive and significant influence between shopping satisfaction and purchasing intention.

## CONCLUSIONS AND SUGGESTIONS

### Conclusions

Based on the results of the research and data analysis that has been carried out, several conclusions can be drawn as follows:

1. Advertising campaigns have a positive and significant effect on consumer buying interest. Advertising campaigns have many positive impacts, such as providing consumers with alternative products, and becoming a medium of introduction between a product or business and its consumers. Therefore, the more interesting the advertising campaign used by the marketplace, the higher consumer buying interest.
2. Brand ambassadors have a positive and significant influence on consumer buying interest. Marketplaces must use brand ambassadors that are popular with the public to attract more consumer interest.

3. Country of origin has a positive and significant effect on consumer buying interest. Consumer assessment of a country greatly influences purchasing interest. In this way, the better the image of a country, the more consumer buying interest will increase.
4. Advertising campaigns have a positive and significant effect on shopping satisfaction. There are several ways that marketplaces can build customer satisfaction, for example offering products with attractive advertising. The use of advertising campaigns is not only able to increase purchasing interest among marketplace consumers but also increases customer satisfaction.
5. Country of origin has a positive and significant effect on shopping satisfaction. Every consumer wants to use products that come from credible companies. Therefore, before buying a product, some consumers will look at where the product is produced. Countries with the image of developed countries are considered to be able to produce goods of higher quality and variety, so as to provide satisfaction for marketplace consumers.
6. Purchase intention has a positive and significant effect on shopping satisfaction. A consumer feels satisfaction after considering previous purchases. If the product meets expectations, consumers will buy again.

### Suggestions

This research still has many limitations in defining variables and obtaining data. It is highly hoped that future researchers will add other variables besides advertising campaigns, brand ambassadors, country of origin to purchasing interest through shopping satisfaction in the marketplace. The marketplace is expected to continue to improve its quality in terms of products, promotions and ease of access in order to maintain consumer trust.

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