Analyze Brand Ambassadors and Advertising Through Brand Image on Buyer Decisions
(Case Study: Purchase of BTS Meal at Mcdonald's Sukabumi)

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Article Info	ABSTRACT
	The purpose of this study is to see how advertising and brand representation influence consumer purchasing decisions, both directly and through brand image as a mediating variable. The background of the study was McDonald's strategic collaboration with BTS, which capitalized on the group's global popularity to attract customers through BTS Meal products. This phenomenon shows how marketing elements are crucial in influencing consumer behavior, especially children. This study used a quantitative approach with primary data collected through questionnaires. Respondents were customers who had purchased the BTS Meal at McDonald's Sukabumi. Structural Equation Model (SEM) was used to analyze the data. The study showed that advertising and brand ambassadors have a significant influence on the formation of brand image, which in turn affects consumers' decision to purchase goods. Advertising has a direct impact, but brand ambassadors do not. The implications of this study suggest companies should prioritise marketing strategies that utilise innovative and consistent advertising if they want to build a strong brand reputation. The right brand ambassador can enhance brand reputation, but to influence purchasing decisions directly, a more comprehensive strategy must be integrated. The results offer guidelines for other businesses to create successful marketing campaigns that utilise the synergy of branding elements to enhance brand appeal and increase consumer loyalty. To build stronger emotional connection with consumers, the study emphasises the importance of understanding the social and cultural dynamics of the target market.
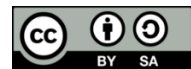
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1. INTRODUCTION

In the contemporary age of globalisation, changes in people's lifestyles are caused by advances that occur in various fields, one of which is in the culinary field. People choose a practical life by consuming food that is easy to serve because of the many activities they do [1]. Furthermore, the findings of the study show that this is in line with the growing trend of the culinary industry in Indonesia. Where there are a various unique and delicious food menus, as well as many attractive discounts, attracting customers to eat out more often than at home.

Not only older people consume fast food, but also a groups of teenagers. This is done because of knowledge, peers, a convenient place to gather, fast and practical, good taste, parents' pocket money, low prices, and fast food brands [2].

McDonald's, the preeminent global fast food establishment, was founded in 1955 in California, United States. This fast food restaurant is now one of the restaurants with thousands of branches in various countries, one of which is in Indonesia. The decline in fast food restaurant revenue is dueby to the COVID-19 pandemic that continues to hit Indonesia and the rest of the world in 2021. In Indonesia, Pizza Hut, KFC, and Starbucks have reported a decline in revenue, this is due to the implementation of Emergency PPKM in an effort to prevent the spread of COVID-19. On-site dining services are temporarily closed due to the Emergency PPKM programme. If businesses want to save their businesses, they have to think of new ways to do things. McDonald's reported a 2021 like increase in global revenue. In an effort to increase sales during the pandemic, McDonald's conducted a marketing collaboration with BTS, a boy band from South Korea [3].

At the peak of their popularity, BTS from the Big Hit Entertainment agency comprises RM, Jin, SUGA, J-Hope, Jimin, V, and Jung Kook. Made its inaugural appearance in 2013 [4]. Fans can show their loyalty by buying albums, various gifts, watching concerts and even many fans imitate or copy their idols. This includes looking like their idols, using Korean vocabulary in their conversations, wearing Korean devices, and trying Korean food [5]. McDonald's USA Chief Marketing Official Morgan Flatley explained that one of the reasons McDonald's collaborated with BTS is because BTS has a passionate, loyal fan base, and BTS members are true McDonald's fans. In addition, as a franchise company that targets young people, it is a reason for McDonald's to collaborate with BTS in its marketing strategy and ARMY is the main target market of the McDonald's and BTS collaboration [6].

This phenomenon explains that ARMY is the main target market in BTS Meal products, namely ARMY who always interact and exchange information about BTS. This can refer to a reference group or social group that becomes a measure for a person in shaping personality, behavior, and can influence purchasing decisions [7]. Reference group has a close relationship or interact more frequently with consumers. According to [8] the process in purchasing decisions for BTS Meal can be influenced by social factors in the reference group section, which has a direct or indirect influence on attitudes and behaviors. When McDonald's and BTS Meal collaborate, the reference group from BTS has a huge influence on BTS Meal sales.

This phenomenon shows how important the role of brand ambassadors, advertising, and brand image is in influencing consumer behavior and purchasing decisions. The collaboration between McDonald's and BTS not only created a new product, but also a cultural phenomenon that reflects the power branding. An in-depth analysis of The impact of brand ambassadors, advertising, and brand image on consumer purchase decisions for the BTS Meal can provide valuable insights for the marketing and branding industry, as well as assist other companies in designing effective marketing strategies to strengthen their brand image and increase sales.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Purchase Decision

Decision-making is the outcome of a cognitive process that culminates in a selection between various available options. Every step of decision-making always produces a final result. Consumers can evaluate before deciding to buy a particular good or service [9]. According to [10] in her book states that "purchase decisions constitute one of the phases in the purchasing decision process preceding post-purchase behaviour ".

2.2 Brand Image

Brand image is defined as the perception that consumers hold in their thoughts while recalling a specific product brand. According to [11] a brand

is a name, term, sign, symbol, design, or a mix of these elements, utilised to identify the goods or services of a specific seller or group of sellers, so differentiating them from those of competitors. When the brand has a strong image and attractive products, customers will maintain an affirmative view of the company. When the brand has a good image, customers will not hesitate to buy the product and will recommend it to others [12].

2.3 Brand Ambassador

A brand ambassador is a person who loves a brand and can attract customers to purchase or utilise a product. The presence of brand advocates might entice consumers attention to certain products. The quality of brand ambassadors can be seen from the performance of the brand ambassador itself among the public. There are so many successful products when using and utilizing brand ambassadors as one of the product marketing processes. So it is not surprising that business people compete in finding the best quality brand ambassadors [9]. Companies can use brand ambassador strategies to attract customers to buy their goods. To choose the right brand ambassador for their products, companies must understand the customer's desires. It is hoped that the existence of brand ambassadors will enhance client purchasing motivation these goods. The key to a brand lies in their ability to use promotional strategies so that it will strengthen customers and can influence consumers to buy a product in greater quantities [13].

2.4 Advertising

Advertising can be an effective way to spread messages, either to make customers prefer brands or to inform people about things. The purpose of this advertisement is to tell target consumers what they should do within a certain period of time [14]. Advertising is a promotional tool that can reach a wide target. Advertising can increase brand awareness and shape consumer perceptions of these brands and goods. In

addition, advertisements contain information that can help consumers make decisions [15].

2.5 Hypothesis

a. Brand Ambassador to Brand Image

According to [16] A brand ambassador is a public figure who represents and promotes a brand, both through endorsement activities and involvement in marketing activities. One of the main influences of brand ambassadors on brand image is their ability to increase brand awareness among consumers. With a strong reputation and visibility, brand ambassadors can help brands to get better attention and recognition [17].

H1 : There is a positive influence between brand ambassadors on brand image

b. Advertising to Brand Image

According to [18], advertising has an important role in building and strengthening the brand image of a product or company. One of the main influences of advertising on the objective of brand image is to enhance brand awareness among consumers. Through consistent and continuous advertising campaigns, companies can ensure that their brand is always present and remembered by consumers. In addition, advertising also plays a role in building positive brand associations. Through the messages, taglines, and visuals conveyed in advertisements, companies can create associations between brands with certain attributes, benefits, or values that are desired [19].

H2 : There is a positive influence between advertising on brand image

c. Brand Image on Purchase Decisions

According to [18] The brand image significantly impacts customer purchasing decisions. Brand image can be defined as the perception and beliefs possessed by consumers, as reflected in associations embedded in

consumers' memories. One of the main influences of brand image on purchasing decisions is its ability to influence consumer preferences. Consumers typically select brands with a positive reputation and are in accordance with their needs and lifestyle [19]. A strong brand image can provide added value for products in the eyes of consumers. Consumers frequently exhibit a readiness to pay a premium for things from brands that have a positive image, because they perceive the existence of better quality and benefits [20].

H3 : There is a positive influence between brand image and purchase decisions

d. Brand Ambassador to Purchase Decisions

According to [15] A brand ambassador can be defined as a celebrity, public figure, or individual who represents and promotes a brand. A primary influence of a brand ambassador is their capacity to enhance brand awareness in the minds of consumers. Celebrities or widely known personalities can attract consumers' attention and help increase brand popularity. Brand ambassadors that consumers like can affect consumer attitudes and perceptions of brands. Consumers tend to have a more positive attitude towards brands represented by brand ambassadors who are considered attractive, trustworthy, and relevant to the target market [17].

H4 : There is a positive influence between brand ambassadors on purchasing decisions

e. Advertising against Purchase Decision

According to [21] clan is a form of marketing communication used by companies to advertise their products or services to the target market. One of the main influences of advertising on purchasing decisions is its ability to increase brand awareness in the minds of consumers. Creative advertising can grab consumers' attention and help brands to be better known. Frequently displayed advertisements can increase exposure and maintain consumer memory of the brand, thereby increasing the likelihood of consumers choosing the brand [18].

H5 : There is a positive influence between ads on purchase decisions.

3. RESEARCH METHODS

3.1 Research Methods and Objects

The research method used is quantitative. According to [22], quantitative research methods are often referred to as positivistic methods because research Data is represented as numerical values and statistical analyses. Meanwhile, the objects of this research are brand ambassadors (X1), advertising (X2), brand image (Z), and purchase decisions (Y).

3.2 Data Collection Methods

This study utilised two sorts of data: primary data and secondary data. This primary data is acquired directly from the source through the distribution of questionnaires to respondents. The primary data of this study used a likert scale of 1-7, which is a scale that asks respondents to show the level of strongly agreeing or strongly disagreeing with the statements in the questionnaire. Secondary data refers to information acquired by researchers from pre-existing sources, like books, reports, and journals. and all information [23].

3.3 Population and Sample

The demographic in this research is McDonald's customers who make purchases on BTS Meal products in Sukabumi City. While the sample in this study has an unknown population of exactly who the people of Sukabumi have purchased BTS Meal products, the sample for this study was obtained as many as 126 respondents.

3.4 Data Analysis Techniques

This study employs Structural Equation Modelling (SEM) for data processing and presentation, integrating two distinct statistical methodologies: factor analysis from psychology/psychometrics and simultaneous equation modelling from econometrics. [24]. The data was analyzed using Structural Equation Modeling (SEM) processed through the Analysis of Moment Structure (AMOS) program.

4. RESEARCH RESULTS AND DISCUSSION

4.1 Results

a. Age of Respondents

This study included 70 respondents aged 18 to 24 years, constituting 56% of the sample; 41 respondents aged 25 to 34 years, representing 33%; 10 respondents aged 35 to 44 years, accounting for 8%; and 5 respondents over 45 years, making up 4%. The findings indicate that most participants in this study are 18-24 years old.

b. Gender

In this study, the preponderance of responses were women with a total of 90 people with a percentage of 71%, while men only numbered 36 people with a percentage of 29%. These results demonstrate that the preponderance of participants engaged in this study have greater interest in women.

c. Uji Confirmatory Factor Analysis (CFA)

Validity tests show how well the measuring tool is able to measure what it wants than others. Valid measuring tools have high validity, while invalid measuring tools have low validity. This is done by calculating the correlation between the value obtained on the measuring tool as a whole and the value obtained from each question item. A questionnaire is considered valid if the value of the loading factor or standardized loading estimates ≥ 0.05. The results of the loading factor value showed ≥ 0.05 so it can be concluded that the validity test was declared valid.

d. CR & AVE Reliability

Reliability tests are tests that show the extent of the stability and consistency of the measuring instrument employed, ensuring it yields roughly uniform results upon repeated measurements. Reliability measurements are based on a numerical index called a coefficient. A questionnaire is said to be reliable if the construct reliability (CR) value is more than or equal to 0.7 and the variance extracted (VE) value is greater than or equal to 0.5. The results of CR & AVE scores must have good reliability if the CR number ≥ 0.7 and the AVE number ≥ 0.5. Therefore, it can be concluded that all the variables tested meet the criteria of CR & AVE, so it is declared valid as a measurement tool in the study.

e. Normality Test

The normalcy test, encompassing both univariate and multivariate analyses, evaluates the degree of normality of the data utilised in the investigation. To see whether the data is normal or not univariate, it can be done by looking at the CR value in skewness, which is expected to ± 2.58 (ranging from -2.58 to +2.58) at a significance level of 0.01. If the univariate value may be acceptable if the multivariate value remains within ± 2.58 [25]. The normality test results of the research data indicated a normal distribution c.r value of < 2.58 and multivariate the normal value < 2.58. Then it can be stated that the normality test meets the criteria.

f. Uji Outlier

Outlier evaluation can be carried out by looking at the value of mahalanobis distance, namely

detecting extreme data. The criteria used are p1 and p2 < 0.001. In addition, the value of the calculated distance must be < chi square distribution table [26]. In this study, 18 indicators were used, Subsequently, utilise the Excel programme by navigating to the Insert-Function-CHIINV sub-menu to input the probability and the amount of variables, so that the CHIINV value was obtained of 42.3124. The researcher only entered the top 12 rows which totaled 126. The results did not exceed the outlier limit, so the study's data satisfies the criteria, and there are no multivariate outliers.

g. **Multicollinearity Test**

Multicollinearity in the SEM AMOS output can be seen with the determinants pertaining to the covariance matrix. A extremely tiny multicollinearity number signifies the presence of multicollinearity or singularity issues. The determinant value of sample covariance = 0.000 which is not negative, indicates that the analyzed The data does not suggest the presence of multicollinearity or singularity problem. So that the variables in the model do not have a very strong linear relationship, so that the analysis can be continued without the constraints of multicollinearity.

h. **Uji Full Model**

The full model test aims to assess how well the statistical model reflects the observed data by comparing the expected or predicted values of the model with the actual values. The model suitability test is carried out to assess whether it meets the criteria used to assess whether a model is feasible or not, including Chi-square, probability, RMSEA, CMIN/DF, GFI, AGFI, TLI, and CFI [25]. The models used in this study are as follows:
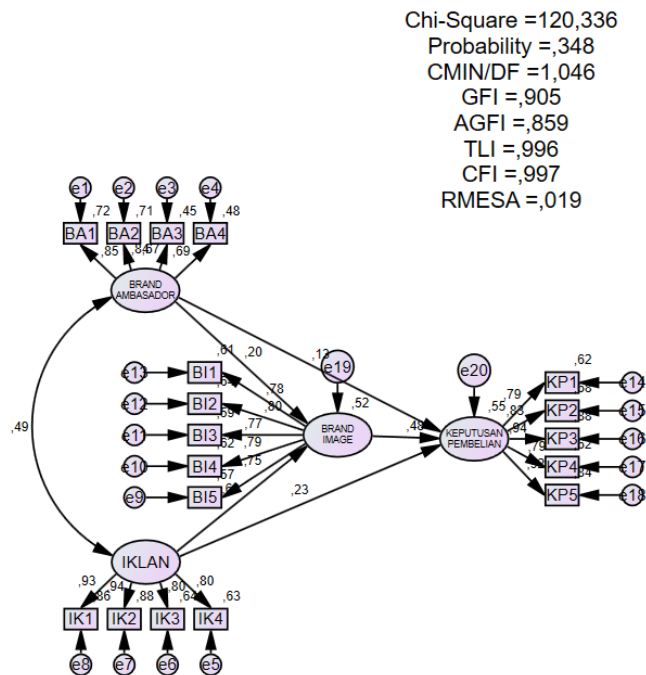
Gambar 1. Uji Full Model Goodness of Fit

The above test results are summarized in the following table:

Table 1. Full Model Goodness of Fit

No	Goodness of fit indeks	Cut off value	Results of Analysis	Information
1	Chi – Square	Expected small	120,336	Fit
2	Probability	> 0,05	0,348	Fit
3	RMSEA	< 0,08	0,019	Fit
4	GFI	> 0,90	0,905	Fit
5	AGFI	> 0,90	0,859	Marginal
6	CMIN/DF	< 2,00	1,046	Fit
7	TLI	> 0,95	0,996	Fit
8	CFI	> 0,95	0,997	Fit

Source: Data processed by the author

In this study, it can be seen that the goodness of fit model that was tested met the fit criteria, namely Chi-Square of 120.336, probability of 0.348, RMSEA of 0.019, GFI of 0.905, AGFI of 0.859, CMIN/DF of 1.046, TLI of 0.996 and CFI of 0.997. So, it can be concluded that the appropriate research model meets the criteria of goodness of fit.

i. Determination Test

The determination coefficient (R^2) test identifies the level of contribution of independent variables to changes in dependent variables. The results of this study show that the influence that affects the brand image is 0.519 or 51.9% so that 48.1% is influenced by other factors.

Meanwhile, the purchase decision was 0.553 or 55.3% so that 44.7% was influenced by other factors. The large results of the influence of each variable can be seen in the results of the direct influence test.

j. Uji Hipotesis

The hypothesis testing is carried out to answer the questions in this study or analyze the structural relationships of the model. If the CR value is ≥1.96 and the P value is ≤0.05, there is an influence on each variable [26]. The analysis of hypothesis data can be seen from the value of standardized regression weight which shows the coefficient of influence between variables in the following table:

Table 2. Hypothesis Test Results

			Estimate	S.E.	C.R.	P	Hypothesis
BI	<---	THREE	0.148	0.070	2.122	0.034	ACCEPTED
BI	<---	I	0.549	0.095	5.784	0.000	ACCEPTED
KP	<---	BI	0.509	0.138	3.680	0.000	ACCEPTED
KP	<---	THREE	0.105	0.071	1.477	0.140	REJECTED
KP	<---	I	0.225	0.108	2.080	0.038	ACCEPTED

Source: Data processed by the author

The results of the hypothesis test in this study show that of the five hypotheses proposed, four hypotheses were accepted and one hypothesis was rejected. The results of the significant test showed P and CR values as the main ones. The accepted hypothesis has a P value of < 0.1 and a CR > 1.96 which indicates significant. Hypothesis 1 was accepted with a P value of 0.034 and a CR of 2.122. Hypothesis 2 was

accepted with a P value of 0.000 and a CR of 5.784. Hypothesis 3 was accepted with a value of P 0.000 and CR 3.680. Hypothesis 4 was rejected with a P value of 0.140 and a CR of 1.477. Hypothesis 5 was accepted with a P value of 0.038 and a CR of 2.080.

4.2 Discussion

a. The Influence of Brand Ambassadors on Brand Image

Brand ambassadors significantly impact brand image,

evidenced by a P Value of 0.034 (< 0.05) and a CR value of 2.122 (> 1.96). This outcome aligns with studies undertaken by [27] who stated that there is an influence of the Brand Ambassador variable on Brand Image.

b. **The Influence of Advertising on Brand Image**

Advertising significantly impacts brand image, evidenced by a P Value of 0.000 (< 0.05) and a CR value of 5.784 (> 1.96). This outcome aligns with the research undertaken by [28], which indicates that Advertising factors influence Brand Image.

c. **The Influence of Brand Image on Purchase Decisions**

The brand image significantly influences buying decisions, evidenced by a P Value of 0.000 (< 0.05) and a CR value of 3.680 (> 1.96). This outcome aligns with studies undertaken by [29] which states that there is an influence of the Brand Image variable on Purchase Decisions.

d. **How Ads Affect Purchase Decisions**

Advertising has an influence and significance on purchase Decisions with a P-value of 0.038, which is less than 0.05, and a CR value of 2.080, which exceeds 1.96. This outcome aligns with studies undertaken by [30] which states that there is an influence of advertising variables on Purchase Decisions.

e. **The Influence of Brand Ambassadors on Purchasing Decisions**

Brand ambassadors have no effect and are not significant on purchasing decisions with a P Value of 0.140 < 0.05 and a CR value of 1.477 > 1.96. This result is in line with research conducted by [31] which states that there is an influence of the Brand Ambassador variable on Purchase Decisions.

5. CONCLUSION

Based on the results of this study, advertising and brand image have a significant influence on consumers' decision to buy goods, while the direct influence of brand ambassadors is not significant. Innovative and consistent advertising succeeds in creating a positive brand image, which then increases consumer interest in buying the item. Additionally, brand ambassadors serve to reinforce the brand's image, but do not influence consumers' overall purchasing decisions.

The implication of these findings is the importance of companies managing marketing elements strategically and supporting each other to create maximum impact. The success of an advertising campaign depends on its emotional value and relevance to the target market. Choosing a brand ambassador that fits the demographics of the audience and creates an emotional bond with customers can be an additional method to increase customer loyalty and increase sales.

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