

THE INFLUENCE OF BRAND AMBASSADORS AND CUSTOMER ONLINE REVIEWS ON PURCHASING DECISIONS

Junimar¹, Jihan Adinda Nurul Khaliza², Diana Laewang³, Amalia Afsari⁴, Fajar Pasaribu⁵

^{1,2,3,4,5}Universitas Muhammadiyah Sumatera Utara

^{*1}*email:* Junimarlia88@gmail.com

Abstract: Literature Review The Influence of Brand Ambassadors and Customer Online Reviews on Purchasing Decisions is a scientific article that is used to build a research hypothesis of the influence between variables that will be used in further research. The method of writing Literature Review articles is the library research method, which is sourced from online media such as Google Scholar, Mendeley and other online media. The results of this article are: 1) Brand Ambassador affects purchasing decisions 2) Customer Online Review affects purchasing decisions. Purchasing decisions have many other factors including brand image, product quality and price.

Keywords: Brand Ambassador, Customer Online Review and Purchase Decision

Introduction

Nowadays, online media is not only used to find information, but online media is also a medium that can channel business or often referred to as online business. Every company will compete to make various efforts to attract consumer attention. Business competition is also unavoidable in some marketplaces. To be able to compete with other companies, some market places set several strategies to help market and promote their products.

In the digital era, marketing strategies have developed rapidly by utilizing online media as the main tool. Brand ambassadors, individuals who are trusted to represent the brand, have an important role in building brand image and attracting consumers. Putri & Sabardini (2023) state that Brand Ambassadors have an effect on Purchasing Decisions, which means that Brand Ambassadors are instruments that play a role in communicating and establishing relationships with the public regarding issues of increasing sales. In addition, celebrities are believed to be one of the supporting factors from the psychological side that can influence consumer attitudes and beliefs in these products.

On the other hand, online customer reviews are a very influential factor in purchasing decisions because they provide in-depth information and are based on real experiences. Online Customer Review is a form of Electronic Word Of Mouth (E-WOM) which can be understood as one of the media for consumers to see reviews from other consumers about a product, company service and about how a company is a manufacturer. Word Of Mouth is very influential naturally and consumers can talk about the brands that consumers use and feel strongly about, and can be utilized by marketers to create positive conversations about brands in the company (Ardianti & Widiartanto, 2019).

This article aims to examine the influence of brand ambassadors and online customer reviews on purchasing decisions with a literature review approach to provide in-depth insight into the relationship between these variables. Purchasing decisions are important for

online shop businesses to analyze consumer behavior, because the consumer decision process does not end with the purchase, but continues until the purchase becomes an experience for consumers in using the purchased product (Tirtayasa et al., 2021).

In the era of globalization and technological advancement, the marketing landscape has undergone significant changes, particularly with the increasing use of digital media. Companies no longer rely solely on traditional advertising, but also modern marketing strategies such as the use of brand ambassadors and the utilization of online customer reviews. In this context, brand ambassadors, who are usually public figures or influential individuals, act as company representatives to build emotional connections with consumers. They are considered capable of influencing brand perception and driving consumer loyalty.

Meanwhile, online customer reviews have become one of the main sources of information for consumers in the purchase decision-making process. Studies show that the majority of consumers read online reviews before purchasing a product or service, making them an important tool in building trust. The experiences of other customers conveyed through these reviews provide a more personalized perspective, thus influencing consumers' level of trust and confidence in a particular product.

However, while these two factors have significant influence individually, there is limited literature on the synergistic impact of brand ambassadors and online customer reviews on purchase decisions. Therefore, this study aims to examine how the combination of these two elements can strengthen marketing strategies and influence consumer behavior. One of the strategies used is to use brand ambassadors as one of the promotional media in the hope of influencing consumers to make purchases. This research is expected to provide insights for marketing practitioners in designing more effective strategies to increase sales in the digital era.

Literature Review

A. Online Customer Review

Online customer reviews are a form of electronic word of mouth (eWOM) communication in online sales, where potential buyers get information that is divided into analysis or comments posted about products from consumers who have benefited from these products (Filiari and McLeay, 2014). Where electronic Word of Mouth (e-WOM) is defined as both positive and negative statements made by people who have purchased a product or service. As a result, consumers find it easier to find comparisons with similar products sold on other online sellers, this is due to the rapid use of digital marketing so that it provides benefits to consumers, namely consumers do not have to visit different sellers directly (Alvi Herzegovino Sianipar & Dra Hj Yoestini, 2021).

The reviews made will describe the advantages and disadvantages of using the product. OCR can usually shape the perception of consumers. If the review given by consumers is positive, it will create a positive consumer perception so that other people who have never used the product will be interested in trying to use the product. On the other hand, if the reviews given by consumers are negative, it will also create negative consumer perceptions so that potential consumers who are interested in using the product may prefer to avoid or use other similar products to avoid similar things conveyed by consumers who have used the product.

B. Online Customer Review Indicators

According to Flanagan and Metzger (2007) in Kurniawan (2021) Online Customer Review consists of 3 dimensions, namely: a) Credible, which is information that can be

trusted by information users and if the information has an error, then the error is not much and the source of the information can be accounted for. b) Expertise, which is an ability to do something about a role. It is an ability that can be transferred from one person to another. c) Fun, which is the ability to create positive behavioral behavior through emotional channels (Gabriela, 2022).

C. Brand Ambassador

The emergence of a Brand Ambassador as someone who is contracted by a company to market its products. Brand Ambassadors can improve or develop a product, whether new or not, to be more widely recognized by various groups so that consumers make purchasing decisions. The information provided by brand ambassadors to the public is also a consideration for consumers to decide to buy products, whether the products informed by brand ambassadors are in accordance with the needs or desires of consumers themselves.

Brand ambassadors are advertising supporters or advertising stars who support an advertised product. In addition, a brand ambassador is someone who is trusted to represent a product. The use of brand ambassadors by companies aims to influence and invite consumers to be interested in their products. Brand ambassadors can be interpreted as a company's effort to influence and invite consumers by using celebrities as icons to convey the best image of its products, so that consumers are interested in using them (Naomi & Ardhiyansyah, 2021).

According to E. Braund (2013) in Eunah & Junghyun (2020) Brand Ambassador is defined as someone who shares his experience or impression that contains positive elements about a product through word of mouth. According to Lea Greenwood (2012) in (Ummat & Hayuningtias, 2022) brand ambassador indicators are as follows: Provide support, suitability, attractiveness, ability, strength / charisma.

D. Purchase Decision

Purchasing decisions are the beginning of a process where consumers decide to purchase a product or service. Where, this purchase decision can be said to be the start of the product to meet the needs and desires of consumers in their problems. Because, consumers make purchases based on the problems they face so that the needs and desires of consumers themselves arise to solve problems by buying products. According to Kotler & Keller (2009) Purchasing Decision is a purchase action towards the selection of several factors (product, brand, distribution, time) to decide on a purchase (Ummat & Hayuningtias, 2022).

Schiffman (2008) states that a purchase decision is a selection of two or more alternative purchasing decision options. In other words, to make someone able to make a decision, several alternative choices must be available (Sterie et al., 2019).

The dimensions of purchasing decisions according to Kotler & Armstrong (2016: 188) in (Pratama & Rakhman, 2022) suggest that purchasing decisions have the following dimensions:

1. Product choice: Consumers can make decisions to buy a product or use their money for other purposes.
2. Brand choice: Consumers must make decisions about which brand to buy, each brand has its own differences.
3. Choice of dealer: Consumers must make decisions about which dealer to visit.
4. Time of purchase: Consumer decisions on the timing of purchase may vary.
5. Purchase amount: Consumers can make decisions about how much product to spend at a time.

6. Payment method: Consumers can make decisions about the payment methods that will be made in making decisions to use products or services.

Method

Literature review is a research method of identifying, evaluating and interpreting all relevant research results related to a particular research question, topic, or phenomenon of concern. Individual study is a form of primary study, while literature review is a secondary study. Literature review will be very useful for synthesizing various relevant research results, so that the facts presented to policy makers become more comprehensive and balanced.

Literature review studies are used to collect data or a synthesis of sources related to research topics from various sources including journals, books, documentation, the internet and libraries. The literature study method is a series of activities related to library data collection methods, reading and recording, and managing writing materials.

Results and Discussion

This study uses descriptive analysis as an explanation of various journals that have been cited and checked for the truth and authenticity of the data. Based on the literature review in existing journals, it is found that one of the marketing strategies that is quite effective in delivering promotions and attracting a lot of attention is the existence of brand ambassadors and customer online reviews which have an important influence on purchasing decisions.

The influence of Brand Ambassadors on Purchasing Decisions

According to Greenwood in (Pratama & Rakhman, 2022) brand ambassadors are tools used by companies to communicate and connect with the public about how they actually increase sales. The use of brand ambassadors is carried out by companies to influence or invite consumers. This aims to make consumers interested in using the product, especially since the selection of brand ambassadors is usually based on imaging through a well-known celebrity who has a good reputation and supports the brand.

The existence of a brand is a valuable asset that will enable the company to reach the pinnacle of success. Because a strong brand image will be a special attraction for consumers and make it easier for companies to get customer loyalty. Brand image is also the main key for consumers to be able to distinguish the company's products from its competitors' products (Naomi & Ardhiyansyah, 2021).

Brand Ambassador is part of a company's creative strategy that is carried out to increase product sales which are expected to be advertisers as well as spokespersons who help reflect a brand in the minds of consumers so that it can give consumers a sense of interest and ultimately consumers make purchases (Ferdiana Fasha et al., 2022). The appointment of a brand ambassador is usually motivated by the positive image of the brand ambassador so that it can represent the overall product image. That is why it is important to use brand ambassadors who have a good image in the community in an effort to build trust and interest in consumers and finally decide to make a purchase on the product. Because with brand ambassadors, consumers will feel interested in buying a product. So it can be decided that brand ambassadors have a positive and significant effect on purchasing decisions (Siahaan et al., 2023).

The Effect of Consumer Online Reviews on Purchasing Decisions

Online consumer review is one type of e-WOM (Electronic Word Of Mouth). OCR (Optical Character Recognition) contains information and recommendations about products from a consumer perspective. The reviews are also usually about positive or negative statements made by consumers about products sold in online stores (Kevin et al., 2020).

In general, online customer reviews play an important role in influencing consumer purchasing decisions. They provide useful information, build trust and help consumers make better decisions based on other people's experiences. According to (Saputra & Hendratmoko, 2021) in (Lase et al., 2024) these reviews not only reinforce trust and provide additional information, but also influence the social perception of potential consumers, all of which contribute to the marketing effect of the product either positively or negatively.

Product reviews are also commonly done in the form of videos or commonly referred to as UGC (User Generated Content). Before deciding to buy a product, consumers will first look for information sourced from the comments column contained in the video content, and also see the review content conducted by UGC. After collecting the information needed, then consumers make a purchase decision. Therefore, businesses must be able to control E-WoM in order to avoid or correct negative reviews and increase positive reviews.

A good impression of a product will encourage the emergence of the desire of potential consumers to buy so that in the end it is determined by the attitude of satisfied consumers which is an indirect guarantee for the continuity of the seller's business in the marketplace. Satisfied consumers will also provide an opportunity for the creation of revenue that continues to be obtained. Consumer satisfaction will have an impact on the psychological attitude of consumers to discuss good things about a product that they have felt the benefits of to other people or potential future consumers either directly or indirectly. From a good online customer review, it can support a shop or seller so that it can improve its image and be able to further expand its marketing scope. So it can be concluded that online customer reviews have a positive effect on purchasing decisions (Ramadhana & Nicky, 2022).

The Influence of Brand Ambassadors and Customer Online Reviews on Purchasing Decisions

Purchasing decision is a final consumer decision in choosing the desired product from several other alternative choices based on the need, desire or interest in owning / choosing a product. Purchasing decisions are the most important thing for companies to pay attention to in influencing consumers to buy their products so that based on the results of the discussion above, the brand ambassador variable has a significant positive effect on purchasing decisions and in this study customer online reviews also have a significant positive effect on purchasing decisions, it can be stated that simultaneously these two variables have an influence on purchasing decisions, this is also in line with research conducted by (Amaluddin et al., 2024).

Table 1: Journal Mapping

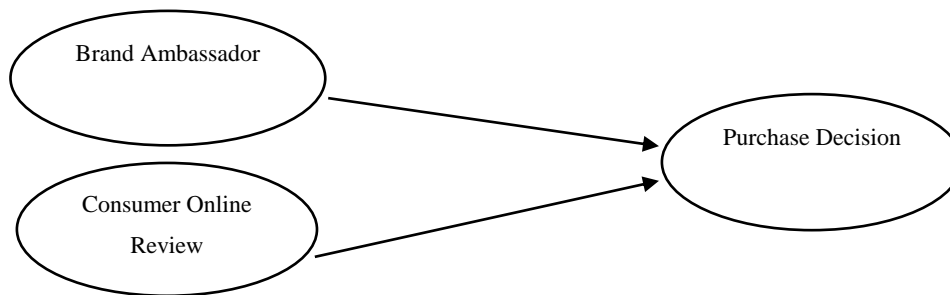
No	Name Researcher	Research Title	Variable	Research Results
1.	Isra Ul Huda Huda Anthonius J. Karsudjono Ryan Darmawan (2021)	The Influence of Content Marketing and Lifestyle on Purchasing	Dependent: Purchase Decision Independent:	<ul style="list-style-type: none"> • Content Marketing has no significant effect on purchasing decisions.

		Decisions at Small and Medium Enterprises on Social Media	Content Marketing and Lifestyle	<ul style="list-style-type: none"> • Lifestyle has a significant effect on purchasing decisions.
2.	Allya Dina Shafwah Achmad Fauzi Leo Andri Yulius Caesar Bella Lorenza Indrajaya Johana Iva Endraswari Michel Y Noorma Yulia (2024)	The Effect of Digital Marketing and Online Customer Reviews on Purchasing Decisions on Skincare Products at E-Commerce Shopee	Dependent: Purchase Decision Independent : Digital Marketing and Online Customer Review	<ul style="list-style-type: none"> • Digital Marketing affects purchasing decisions. • Online Customer Review affects purchasing decisions.
3.	Wanda Intan Aghitsni Nur Busyra (2022)	The Effect of Product Quality on Motor Vehicle Purchasing Decisions in Bogor City	Dependent: Purchase Decision Independent: Product Quality	Product quality affects purchasing decisions.
4.	Maria Agatha Sri Widyanti Hastuti Muhammad Anasrulloh (2020)	The Effect of Promotion on Purchasing Decisions (Study on the Selection of Student Boarding Houses in Tulungagung)	Dependent: Purchase Decision Independent: Promotion	There is a significant influence on the selection of boarding places. Partially there is also a significant effect of facilities on the selection of boarding places.
5.	Nur Naningsih Hardiyono (2019)	The Effect of Marketing Strategies on Satisfaction and Purchasing Decisions of 310 Small and Medium Enterprises (SMEs) Products in Makassar	Dependent: Satisfaction and Purchase Decision Independent: Marketing Strategy	Marketing strategy has a positive and significant effect on satisfaction and purchasing decisions.
6.	Rissa Mustika Sari	The Effect of	Dependent:	<ul style="list-style-type: none"> • Price

	Prihartono (2021)	Price and Product Quality on Purchasing Decisions (Survey of Rise Bedding Product Customers)	Purchase Decision Independent: Price and Product Quality	has a significant and positive effect on purchasing decisions. • Product quality has a significant and positive effect on purchasing decisions.
7.	Eliya Fatma Harahap (2019)	The Effect of Marketing Strategy on Purchasing Decisions of Motor Vehicle Insurance at PT Asuransi Sinarmas Garut Branch	Dependent: Purchase Decision Independent: Marketing Strategy	Marketing strategy affects the decision to purchase motor vehicle insurance at PT Sinarmas Insurance, Garut branch.
8.	Nisfatul Lailiya (2020)	The Influence of Brand Ambassadors and Trust on Purchasing Decisions on Tokopedia	Dependent: Purchase Decision Independent: Brand Ambassador & Trust	Brand ambassadors have a significant and positive effect on purchasing decisions trust has a positive and significant effect on purchasing decisions.
9.	Kiki Ramayani (2023)	The Effect of Price and Product Quality, Innovation, on Purchasing Decisions, Consumer Satisfaction as an Intervening Variable at MSMEs Miniman Boba in East Medan Subdistrict, Medan City	Dependent: purchase decision Independent: Product Quality, Innovation Intervening: Customer Satisfaction	<ul style="list-style-type: none"> • Price has an effect on Purchasing Decisions, Product quality affects Purchasing Decisions, • Innovation has an effect on Consumer Satisfaction, • Price affects Purchasing Decisions in Consumer Satisfaction, • Product quality affects purchasing decisions in consumer satisfaction.
10	Fatmaningrum, S. Susanto S. Fadhilah, M. (2020)	The Effect of Product Quality and Brand Image on Purchasing Decisions for	Dependent: Purchase Decision Independent: Product	<ul style="list-style-type: none"> • Product quality has a significant and positive effect on purchasing

		Fretea Drinks	Quality and Brand Image	<p>decisions.</p> <ul style="list-style-type: none"> • Brand image has a significant and positive effect on purchasing decisions. • Product quality and brand image have a positive and significant effect on purchasing decisions.
11.	Riska Sari Melati Renny Dwijayanti (2020)	The Effect of Price and Online Consumer Reviews on Purchasing Decisions for Mobile Phone Cases at the Shopee Marketplace	<p>Dependent: Purchase Decision</p> <p>Independent: Price and Online Consumer Review</p>	<p>Price has a significant and partial effect on purchasing decisions for cellphone cases on the Shopee Marketplace and also Online consumer reviews have a significant and partial effect on purchasing decisions for cellphone cases on the Shopee Marketplace.</p>
12.	Mukti Simamora Hazmanan Khair (2022)	The Effect of Marketing Strategy on Community Purchasing Decisions for Micro, Small and Medium Enterprises Products in South Tapanuli Regency	<p>Dependent: Purchase Decision</p> <p>Independent: Marketing Strategy</p>	<p>This research discusses the influence of various marketing strategy elements on purchasing decisions for MSME culinary products in South Tapanuli Regency. The results showed that product, price, place, and promotion strategies have varying influences on consumer purchasing decisions.</p>

Source: Google Scholar



Picture 1: Framework of Thought

Source: Google Scholar

This article discusses Brand Ambassadors and Consumer Online Reviews on Purchasing Decisions. There are several other factors that influence Purchasing Decisions, including:

1. Viral Marketing : (Pratiwi et al., 2023), (Haryanto et al., 2022), (Katiandagho & Syarif Hidayatullah, 2023), (Rimbasari et al., 2023), (Wicaksana & Nuryanto, 2024)
2. Brand Image : (Amilia & Nasution, 2017), (Anastasia & Nuraendah, 2021), (Supriyadi et al., 2017), (Dwi Indah Utami & Hidayah, 2022), (Nurhayati, 2017), (Anggraeni & Soliha, 2020), (Larika & Ekowati, 2020), (Wowor et al., 2021), (Alfiah et al., 2023), (Labesi, 2019)
3. Promotion : (Wariki et al., 2015), (Arianty, 2016), (Himawan, 2022), (Nasution & Hendrawan, 2021), (Andriani & Nasution, 2023), (Cahyono, 2018)
4. Quality of product : (Marpaung & Mekaniwati, 2020), (Anggraeni & Soliha, 2020), (Manullang & Gultom, 2024), (Laura & Siringo Ringo, 2017), (Iriani & Indriyani, 2019)

Price : (Febriansyah & Triputra, 2021), (Qiana & Lego, 2021), (Ariella, 2018), (Elvina, 2022), (Lubis, 2015)

Conclusion

Based on literature analysis, the use of brand ambassadors and online customer reviews are proven to have a significant influence on purchasing decisions. Brand ambassadors, as brand representations, are able to create an emotional connection with consumers and increase product appeal. Online customer reviews, which are a form of Electronic Word of Mouth (e-WOM), provide consumers with real experience-based information, which can influence their perception and trust in the product. These two elements simultaneously contribute to increased consumer confidence, which leads to purchase decisions.

Bibliography

Alvi Herzegovino Sianipar, F., & Dra Hj Yoestini, E. (2021). ANALISIS PENGARUH CUSTOMER REVIEW DAN CUSTOMER RATING TERHADAP KEPUTUSAN PEMBELIAN PRODUK DI ONLINE MARKETPLACE (Studi Pada Mahasiswa Pengguna Tokopedia di Kota Semarang). *Diponegoro Journal of Management*, 10(1), 1–9. <http://ejournal-s1.undip.ac.id/index.php/dbr>

- Amaluddin, R., Asiyah, S., & Trihardaningtyas, R. (2024). Pengaruh Brand ambassador, Brand Image, Dan Online Customer review Terhadap Keputusan Pembelian Konsumen Pada Scarlet Whitening Di Surabaya Barat. *E – Jurnal Riset Manajemen*, 13(02), 113–120.
- Ardianti, A. N., & Widiartanto, M. A. (2019). Pengaruh Online Customer Review dan Online Customer Rating terhadap Keputusan Pembelian melalui Marketplace Shopee . *Jurnal Ilmu Administrasi Bisnis*, 1–11.
- Ferdiana Fasha, A., Rezqi Robi, M., & Windasari, S. (2022). Determinasi Keputusan Pembelian Melalui Minat Beli: Brand Ambassador Dan Brand Image (Literature Review Manajemen Pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), 30–42. <https://doi.org/10.38035/jmpis.v3i1.840>
- Gabriela, Y. M. R. M. (2022). Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Minat Beli Pelanggan E-Commerce. *Jurnal Ekonomi Manajemen Pariwisata Dan Perhotelan*, 1(1), 121–125.
- Lase, G. P., Manajemen, P. S., & Putera, U. (2024). the Influence of Viral Marketing , Online Customer Riview and Confidence on Decisions To Purchase Fashion Products on Shopee in Batam City Pengaruh Viral Marketing , Online Customer Review. 7.
- Naomi, I. P., & Ardhiyansyah, A. (2021). Pengaruh Brand Ambassador Terhadap Brand Image Pada E-Commerce Indonesia. *SENMABIS: Conference Series*, 1(1), 38–44. <https://kc.umh.ac.id/id/eprint/6200>
- Osak, D. J., & Pasharibu, Y. (2020). Pengaruh Brand Ambassador Dan Tagline Terhadap Keputusan Pembelian Online Dengan Mediasi Brand Awareness. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 9(2020), 357-380.
- Pratama, C. A., & Rakhman, A. (2022). PENGARUH BRAND AMBASSADOR, KEPUASAN PELANGGAN DAN BRAND AWARENESS TERHADAP KEPUTUSAN PEMBELIAN PRODUK ACNE CARE SCARLETT WHITENING DI KELAPA GADING, JAKARTA UTARA. *Jurnal Ilmiah Hospitality* 621, 11(2), 621–628. <https://doi.org/10.5149/northcarolina/9781469671239.003.0010>
- Putri, M. O., & Sabardini, S. E. (2023). Pengaruh Brand Ambassador Terhadap Keputusan Pembelian Dengan Citra Merek Sebagai Variabel Intervening (Kasus Produk Skincare Whitelab Pada Masyarakat Di Yogyakarta). *Cakrawangsa Bisnis*, 4(1), 1–10.
- Ramadhana, R., & Nicky, M. F. (2022). Pengaruh Online Customer Review Terhadap Keputusan Pembelian Pada Marketplace Shopee: Influence Of Online Customer Review On Purchase Decisions On The Marketplace. *Prospek*, 1(1), 157–166. <https://ojs.mahadewa.ac.id/index.php/prospek/article/view/1741>
- Siahaan, A. C., Ginting, M., & Br Ginting, L. T. R. (2023). Pengaruh Brand Ambassador, Brand Image dan Promosi Terhadap Keputusan Pembelian Menantea di Kota Medan. *Jurnal Wira Ekonomi Mikroskil*, 13(1), 80–91. <https://doi.org/10.55601/jwem.v13i1.958>
- Sterie, W. G., Massie, J. D. D., & Soepono, D. (2019). PENGARUH BRAND AMBASSADOR DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN PRODUK PT. TELESINDO SHOP SEBAGAI DISTRIBUTOR UTAMA TELKOMSEL DI MANADO. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 7(4), 3139–3148. <https://doi.org/10.35794/emba.v10i3.42366>
- Tirtayasa, S., Lubis, A. P., & Khair, H. (2021). Keputusan Pembelian: Sebagai Variabel Mediasi Hubungan Kualitas Produk dan Kepercayaan terhadap Kepuasan Konsumen. *Jurnal Inspirasi Bisnis Dan Manajemen*, 5(1), 67–86. <https://doi.org/10.33603/jibm.v5i1.4929>
- Ummat, R., & Hayuningtias, K. A. (2022). Pengaruh kualitas produk, brand ambassador, harga terhadap keputusan pembelian Nature Republic. *Jurnal Ilmiah Akuntansi Dan Keuangan*, 4(6), 2279–229.