

INFLUENCE OF *AMBASSADOR BRAND* , PRODUCT REVIEWS, AND PERCEPTIONS RISKS OF DECISION PURCHASE AT TOKOPEDIA *E-COMMERCE* IN JAKARTA

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Abstract:

This study aims to determine and analyze the effect of brand ambassador, product reviews, and risk perception on purchasing decisions on e-commerce Tokopedia customers in Jakarta. The research method used in this research is using quantitative methods. The sample in this study amounted to 96 respondents using the Purposive Sampling technique. The data collection technique in this study was using a questionnaire. The data analysis technique in this study is multiple regression, classical assumption test, hypothesis testing using SPSS 22 software. The research results concluded brands ambassador and risk perceptions were positive and significant in purchasing decisions through e-commerce Tokopedia. And product reviews were negative and not significant in purchasing decisions through e-commerce Tokopedia.

Keywords: Brand Ambassador, Products Reviews, Risk Perception, Purchasing Decision.

INTRODUCTION

In the current era of globalization, technology and information develop very quickly from year to year. This phenomenon has positive consequences, namely: various convenience in carry out various activity what citizens want and need. Now, apart from being used to search for information, online media is also starting to be widely used as a place to do business or is often called online business (*e-commerce*).

Wardhana (2016) states that, " *E-Commerce* comes from the word *electronic commerce* , which means transactions that include various business activities carried out via the internet." This also includes distribution, sales, purchasing, marketing and product service activities via the internet network. Apart from that, in *E-Commerce* provided a number of profit between other save time and less capital is needed to promote the product. Another advantage is that *E-Commerce* is able to provide sales of goods or services so that everyone can increase their business and compete by reducing operational budgets.

The benefits that consumers can feel from using *e-commerce* include: other can transact 24 O'clock almost Where even, share many options for buyers, providing affordable products by visiting various places and carrying out appropriate comparisons, fast delivery, participation in virtual services (*virtual action*), and providing opportunities to interact with other consumers so as to facilitate competition.

With *E-Commerce* , anyone can make sales or purchase transactions anytime and anywhere. Current *e-commerce makes it very easy for people to meet their needs*. There is site sell buy on line sort of Tokopedia, Bukalapak, and Kaskus allows people to buy or sell goods without having to have an offline shop. However, without realizing it, the emergence of the growth of *E-Commerce* has changed people's lifestyles and attitudes. These *e-commerce* businessmen are competing to attract internet users to their shops to shop, either directly from the application or via social media.

Tokopedia is an Indonesian technology company with a mission to make things happen equality economy digital. Also, Tokopedia is site online that allows people to buy and sell in Indonesia open a shop And offer on line Which easy And free. Experience shopping safe and comfortable online . One of the strategies implemented by Tokopedia to make it widely known by the public is to use *brand ambassadors* as company icons to present their products to the public.

Usage *Brand ambassador* has become Wrong One strategy Tokopedia to be better known by the wider community. *Brand ambassadors* themselves are "individuals who spread news information about company products" (Kotler and Armstrong, 2014). The use of *Brand ambassadors* to become important required by something company For support promotion of the product labels it carries. Therefore, when looking for *brand ambassadors* , companies often choose from various celebrities or others believed to have influence (*influencer*). appropriate for the product to be sold. The main aim of using well-known figures as *Brand Ambassadors* is to influence consumer buying interest through their popularity and fame. This is one of the strategies often used by companies in marketing their products.

Use figure famous as *brands ambassador* even done by Tokopedia *e-commerce* make BTS and BLACKPINK. The aim of selecting this *brand ambassador* is to illustrate the charm of the Tokopedia brand and spread the message throughout the world. It is hoped that this collaboration can inspire audiences to always dream without exception, even when faced with limitations and various challenges. The use of celebrities in an advertisement links

attractiveness and credibility which depicts certain uniqueness (Sebayar and Siahaan, 2008).

Brand ambassadors can influence potential buyers' purchasing decisions and create confidence in consumers because they will compete to buy products advertised by artists they like. Because at this time consumers are more selective in choosing products offered by an industry and in choosing *brands Ambassador* Which just right And Also How method confidence can be given by the company to consumers which will later have an impact on purchasing decisions.

Saputri (2018), revealed that current product promotions use models as advertising partners. Besides, some of them even trusted become ambassador brand (*brand ambassador*) Which represent a brand.

This statement is supported by the results of research by Sahjati (2019), sourced on journal Which title influence advertisement, *brands ambassador*, *word of mouth* and *brand awareness* on purchasing decisions for XL products in the city of Semarang, which explains that the *brand ambassador variable* has quite a significant influence and contributes 32.9% to consumer purchasing decisions.

No only That, results research This Also supported by research previously about influence *Brand Ambassador* to decision purchase consumer Men's Biore in North Bandung. The results of this research show that *Brand Ambassadors* have a positive influence on purchasing decisions (Siregar, 2016).

Not only *brand ambassadors*, product reviews also play a role in influencing someone to make a purchase on Tokopedia. Product reviews are a feature in Tokopedia *e-commerce* that is used to describe the advantages and disadvantages of a product using testimonials from previous buyers. On Tokopedia, buyers can make product reviews by giving 1-5 stars (anything less Good until very OK) then added with column comments so that buyers can assess the product according to their wishes.

When making a purchasing decision for a product that has no reviews from other consumers, consumers generally shift to assortment source data quality product (Nelson, 1970). Matter This supported by results studies empirical previously Which find that request product information from various sources is very high. One of this information is "about review from para customer other own **s u b s t a n t i a l** influence on demand for goods" (Eliashberg & Shugan, 1997; Reinstein & Snyder, 2005).

Influence *digital-word* to purchase consumer has found by several previous studies. One of them, in research by Chevalier and Mayzlin (2006), explains that the comparison of the number of reviews obtained by two online traders is positively related to the comparison in the level of book marketing in each store. This shows that if the risk perception is in the high category, buyers will avoid purchasing or minimize the risk by reading product reviews and evaluating other alternatives.

Perceived risk is an uncertainty experienced by buyers when buyers cannot predict the consequences of a decision purchase Which done. Perception risk Which Keep going become This can cause a person to be apprehensive about transacting online , so Also the opposite. Various worries the shown in fear of being cheated, worry that it will not match or be unsatisfactory, slow delivery and a confusing system that makes it difficult to carry out online transactions . This fact greatly influences consumer purchasing decisions to shop via Tokopedia *e-commerce services* , so online transactions must be carried out carefully to minimize the various risks faced by consumers (Zulfa & Hidayati, 2018).

On moment of perception the risk is big, enabling consumers consider not making a

purchase or try to reduce the risk through searching and evaluating alternatives before making a purchasing decision. This results in complex decision making. Buyers may evaluate a product from a particular brand in detail. Therefore, data about products is very necessary in evaluating various *brands* to avoid adverse risks. The decision making process is described exists involvement buyer with something product. Previous research explains that risk perception has a positive effect on purchasing decisions (Muhammad Ashur, 2016).

This research is motivated by the desire to understand the factors that influence consumer decisions in making transactions on Tokopedia e-commerce. With the title "The Influence of Brand Ambassadors, Product Reviews, and Risk Perceptions on Purchasing Decisions at Tokopedia E-Commerce in Jakarta", the problem formulation includes questions regarding the influence of brand ambassadors, product reviews, and risk perceptions on purchasing decisions. The research objective involves analyzing the impact of each variable on purchasing decisions. The benefits include theoretical contributions in expanding knowledge in the field of marketing management, while the practical benefits include new insights for companies in designing marketing strategies as well as developing knowledge and insight for researchers.

METHOD STUDY

This research examines the purchasing decisions of Tokopedia users in Jakarta which are influenced by brand ambassadors, product reviews, and risk perceptions. The independent variables involve brand ambassador (X_1), product reviews (X_2), and risk perception (X_3), while the dependent variable is the purchasing decision (Y). The research method used is a survey with primary data collection through questionnaires. The research sample was taken from Tokopedia users in Jakarta using a purposive sampling method, and the number of samples required was 96 people. Data analysis uses multiple linear regression with validity, reliability, classical assumptions and model feasibility tests. The results of the analysis show that brand ambassadors have a positive and significant influence on purchasing decisions, product reviews do not have a significant influence, while risk perception has a positive and significant influence. The F test shows that the three independent variables simultaneously have a significant influence on purchasing decisions. The coefficient of determination (R^2) of 0.7 indicates that 70% of the variation in purchasing decisions can be explained by the three independent variables.

RESULTS STUDY AND DISCUSSION

A. DESCRIPTION GENERAL

1. Company profile

Tokopedia is one of the largest digital platform buying and selling companies in Indonesia. Since it was officially launched, PT. Tokopedia has success become Wrong One company Internet with the fastest growth in Indonesia. By adopting the *online market* and *online mall business model* , Tokopedia allows everyone, small shops and brands to open and manage *online stores* . Tokopedia is service basic ones Can accessed all person for free from launch until the end of 2015. Tokopedia has a vision to "Build a Better Indonesia Through the Internet", Tokopedia has a program to support Micro, Small and Medium Enterprises (MSMEs) and individuals to develop their businesses by marketing their products *online* .

Tokopedia also has a halal filter feature which can make things easier consumer find

product halal. Furthermore, on May 17 2021, Tokopedia and Gojek officially merged and formed the GoTo Group expected to meet daily needs like food And drink more easy reachable Indonesian society .

B. ANALYSIS DESCRIPTIVE

1. Analysis Descriptive Variable *Brand Ambassador* (X 1)

Table 1. Total Mean Brand Ambassador

No	Statement	Mean
<i>Popularity (Visibility)</i>		
1.	BTS And BLACKPINK popular among _ public	4.51
<i>Attractiveness (Attraction)</i>		
2.	BTS And BLACKPINK own existence Which Good in the eyes public	3.59
<i>Credibility (Credibility)</i>		
3.	BTS And BLACKPINK make I sure and trust the information be delivered about Tokopedia	3.64
<i>Strength (Power)</i>		
4.	I always remember BTS and BLACKPINK when see Tokopedia	4.27
Total Mean		16.01
<i>Average Total Mean Brand Ambassador</i>		4.0025

Source: data is processed researcher, 2022

Based on table 1, the mean result for the *Brand Ambassador variable* (X 1) is generally 4.0025, this shows that the highest mean is 4.51 on the popularity indicator (*Visibility*) and the lowest mean is 3.59 on the indicator. attraction (*Attraction*).

2. Analysis Descriptive Variable Review Product (X 2)

Table 2. Total Mean Review Product

No.	Statement	Mean
<i>Awareness (Awareness)</i>		

1.	I always see review product Which will purchased on Tokopedia	3.76
Frequency (<i>Frequency</i>)		
2.	I often look for product information first before making a purchase on Tokopedia	3.83
Influence (<i>Effect</i>)		
3.	I interested buy product Because review product Which positive or Good	3.63
Comparison (<i>Comparison</i>)		
4.	Before buying a product I often compare review product One 50ook with Another 50ook on Tokopedia	3.63
Total Mean		14.85
Average Total Mean Review Product		3.71

Source: data is processed researcher, 2022

Based on table 2, the mean result for the Product Review variable (X_2) is generally 3.71, this shows that the highest mean is 3.83 on the frequency indicator *and* the lowest mean is 3.63 on the indicator influence (*effect*) and comparison indicators (*comparison*).

3. Descriptive Analysis of Risk Perception Variables (X3)

Table 3. Total Mean Risk Perception

No.	Statement	Mean
<i>Finance Risk</i>		
1.	Shop in Tokopedia can do return fund	4.42
<i>Performance Risk</i>		
2.	Tokopedia give product Which purchased in accordance hope	3.91
<i>Time and Convience Risk</i>		

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3.	Delivery product in Tokopedia always appropriate time	3.93
<i>Physical Risk</i>		
4.	I feel safe and comfortable shop in Tokopedia	3.78
Total Mean		16.04
<i>Average Total Mean Risk Perception</i>		4.01

Source: data is processed researcher, 2022

Based on table 3, the mean result for the Risk Perception variable (X3) is generally 4.01, this shows that the highest mean is 4.42. on the *finance risk* popularity indicator and the lowest mean with a value of 3.91 on the *risk performance indicator* .

4. Analysis of Purchasing Decision Variables (Y)

Table 4. Total Mean Decision Purchase

No.	Statement	Mean
Stability A Product		
1.	Product in Tokopedia own quality Which Good	3.93
Habit in Buy Product		
2.	I always shop in Tokopedia in a way periodically	3.16
Give Recommendation To Person Other		
3.	I will recommend Tokopedia to other people	3.57
Do Purchase Repeat		
4.	I satisfied buy in Tokopedia And will do purchase repeat	3.84
Total Mean		14.5
<i>Average Total Mean Buying decision</i>		3.62

Source: data is processed researcher, 2022

Based on table 4, the mean results of the Purchasing Decision variable are obtained (Y) in a way general as big as 3.62, matter This show that the highest mean is 3.93 found in the stability indicator A product And mean Lowest with mark as big as 3.16 on indicators of habits in purchasing products.

C. TEST INSTRUMENTS

1. Test Validity

Instruments measurement data said valid if mark correlation coefficient ≥ 0.05 . Conversely, if the measurement instrument (questionnaire) has a value <0.05 , then the measurement instrument is declared invalid. The validity test calculation is carried out by comparing r calculations and r table .

To determine whether each indicator in the questionnaire was valid, the researcher used calculations using the SPSS version 22 program. These results were determined using r count. 5% where $n = 94$ ($df = n-2$), then we get r table $(0.05) = 0.2006$.

Table 5. Results Test Validity

Variable	Statement	r count	r table	Information
<i>Brand Ambassadors</i>	Statement 1	0.572	0.2006	Valid
	Statement 2	0.807	0.2006	Valid
	Statement 3	0.863	0.2006	Valid
	Statement 4	0.682	0.2006	Valid
Product Reviews	Statement 1	0.786	0.2006	Valid
	Statement 2	0.845	0.2006	Valid
	Statement 3	0.843	0.2006	Valid
	Statement 4	0.766	0.2006	Valid
Risk Perception	Statement 1	0.579	0.2006	Valid
	Statement 2	0.764	0.2006	Valid
	Statement 3	0.770	0.2006	Valid
	Statement 4	0.783	0.2006	Valid
Buying decision	Statement 1	0.758	0.2006	Valid
	Statement 2	0.854	0.2006	Valid
	Statement 3	0.881	0.2006	Valid

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	Statement 4	0.867	0.2006	Valid
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Source: data Outputs SPSS, processed 2022

Viewed from table 5, with calculation use SPSS 22, the data was tested on 96 respondents who stated that the calculated r had a greater value than the table r . This shows that every statement from each variable is declared valid.

2. Test Reliability

For know is data researcher Can said reliable or not, so researchers are helped with SPSS program 22. A variable is said to be reliable if it provides a Cronbach Alpha value > 0.60.

Table 6. Results Test Reliability

Variables	Cronbach's Alpha	Limitation	Information
<i>Brand Ambassador</i>	0.702	0.6	Reliable
Product Reviews	0.825	0.6	Reliable
Perception Risk	0.704	0.6	Reliable
Decision Purchase	0.850	0.6	Reliable

Source: output data SPSS, processed 2022

Based on Table 6, show that every variables on research get the results reliable, namely: *Brand Ambassador* (X_1) as big as 0.702, Review Product (X_2) as big as 0.825, Perception Risk (X_3) as big as 0.704, And Decision Purchase (Y) as big as 0.850, which means that the *Cronbach Alpha's value* for all variables has a good value, namely above 0.06.

D. TEST CLASSIC ASSUMPTIONS

1. Test Normality

The normality test in this study used the Kolmogrov-Smirnov test on IBM SPSS 22. The residual model can be said to follow a normal distribution if the significance value is Asymp. Sig (2-tailed) is greater than 0.05 (sig > 0.05).

Table 7. One-Sample Normality Test Results Kolmogorov-Smirnov Test

	Unstandardized Predicted Value
N	96
Normal Parameters ^a , Mean	14.500000
^b Std. Deviation	2.44766256

MostExtreme Differences	Absolute	,050
	Positive	,030
	Negative	-.050
Statistical Tests		,050
Asymp. Sig. (2- tailed)		,200 ^{c,d}

- a. Test distribution is Normal.
 - b. Calculated from data.
 - c. Lilliefors Significance Corrections.
 - d. This is a lower bound of the true significance.
- Source: output data SPSS, processed 2022

In table 7, test normality with the Kolmogrov-Smirnov test above produce mark significance on residuals model as big as 0.200 > 0.05. This shows that the residual value in this study meets the normality assumption.

2. Test Multicollinearity

If mark *tolerance* > 0.1 or *VIF* < 10, so can said There was no multicollinearity in the model studied.

Table 8 Results Test Multicollinearity

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	,661	1,513
	X2	,995	1,005
	X3	,659	1,519

Source: output data SPSS, processed 2022

Seen from table 8, the results of the variable multicollinearity test can be seen independent, that is *brands* ambassador (X_1) own mark *VIF* 1,513 < 10 or *tolerance* 0.661 > 0.1, review product (X_2) has value *VIF* 1,005 < 10 or *tolerance* 0.995 > 0.1, And perception risk (X_3) has a *VIF* value of 1.519 < 10 or *tolerance* 0.659 > 0.1. So it can be concluded that the regression model does not have multicollinearity.

3. Test Heteroscedasticity

To determine whether there is heteroscedasticity using the Glejser test, namely by regressing the independent variable on the *Absolute Residual* or *Abs RES* value.

Table 10. Results Test Heteroskedicity

Coefficients ^a	
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Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,545	1,238		,440	,661
	X1	.109	,060	,227	1,803	,075
	X2	,007	,050	,014	,132	,895
	X3	-.039	,067	-.074	-,585	,560

Source: output data SPSS, processed 2022

Based on table 10 of heteroscedasticity tests using the Glejser test, it can be said that this research does not show heteroscedasticity.

4. Test Autocorrelation

In this research the method used to test whether it is present or not correlation between variable is test Durbin Watson (DW test).

Table 11. Results Test Autocorrelation

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,748 ^a	,559	,545	2,209	1,649

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variables: Y

Source: output data SPSS, processed 2022

N : 96	dU	: 1.7326
d : 1,649	4- dL	: 2.3961
dL : 1.6039	4- dU	: 2.2680

From the test results above, it can be seen that $dL < dW < dU$ ($1.6039 < 1.649 < 1.73264$) which means that the Durbin Watson value obtained is in the no-decision area so it is stated that there is no serious serial correlation problem.

E. ANALYSIS REGRESSION LINEAR MULTIPLE

In this research, regression analysis was carried out to show the direction of the relationship between the independent variables, namely Brand Ambassador, Product Reviews, And Perception Risk. Results analysis regression linear multiple as follows:

Table 12. Results Regression Double Linear Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2,231	2,147		-1,039	,302
X1	,339	.104	,276	3,244	,002
X2	-,050	,087	-,040	-,574	,567
X3	,751	.117	,549	6,433	,000

a. Dependent Variables: Y

Source: output data SPSS, processed 2022

On Table 12 can seen that *coefficients* regression multiple linear regression equations, namely:

$$Y = -2,231 + 0.276 X_1 + (-0.040) X_2 + 0.549 X_3$$

Information:

Y = Decision Purchase

X₁ = Brand Ambassador

X₂ = Product Reviews

X₃ = Perception Risk

Results from analysis the can concluded as following :

1. The constant value is -2.231, meaning that if all the X variables have a value of 0, then the Y value is -2.231
2. The Brand Ambassador variable has a regression coefficient of 0.276, meaning that if the brand ambassador variable increases by 1%, purchasing decisions will increase by 0.276 or 27.6%.
3. The Product Reviews variable has a regression coefficient of -0.040, meaning that if product reviews increase by 1% and assuming other factors remain constant (*ceteris paribus*) it will not increase purchasing decisions by 0.40.
4. The Risk Perception variable has a regression coefficient of 0.549, meaning that risk perception experience enhancement as big as 1% then purchasing decisions will increase by 0.549 or 54.9%.

F. TEST MODEL ELIGIBILITY

1. Test Partial (T Test)

This test is carried out by comparing the t-count with the t-table on level real $\alpha = 0.05$. Mark t Table is known through the formula $df = nk - 1$ ($df = 96 - 3 - 1 = 92$) uses a significance level of 0.05 to obtain a t table of 1.661.

Table 13. Results Test Partial (T Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2,231	2,147		-1,039	,302

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X1	,339	.104	,276	3,244	,002
X2	-,050	,087	-,040	-,574	,567
X3	,751	.117	,549	6,433	,000

a. Dependent Variables: Y

Source: output data SPSS, processed 2022

Judging from Table 13, testing the independent variables obtained the following results:

- Brand Ambassador* variable (X1) shows the calculated t value > t table ($3.244 > 1.661$), so H_0 and H_1 are accepted. So it can be concluded that there is no influence of *brand ambassador* (X1) on purchasing decisions (Y).
- The Product Review variable (X2) shows the calculated t value < t table ($-0.574 < 1.661$), so H_0 and H_1 are rejected. So it can be concluded that there is no influence of product reviews (X2) on purchasing decisions (Y).
- Perception Variables Risk (X3) show mark t count > t table ($6,433 > 1,661$), so H_0 And H_1 accepted. Means variable Risk perception (X3) has a significant effect on purchasing decisions (Y).

2. Test Simultaneous (Test F)

In this case, the ANOVA table is used to test the significance of the effect *brands ambassador*, review product, And perception risk simultaneously to decision purchase. Results test f can seen in table 4.18 below:

Table 14. Results Test Simultaneous (Test F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	569,150	3	189,717	38,88	,000 b
	Residual	448,850	92	4,879	6	
	Total	1018,000	95			

a. Dependent Variables: Y

b. Predictors: (Constant), X3, X2, X1

Source: output data SPSS, processed 2022

In Table 14 it can be seen that the value The calculated F is 38.886 with significant 0,000. Mark f table obtained from mark degrees free df (residual) which is 2.70 at a 5% confidence level. Because the calculated f value > f table ($38,886 > 2.70$) with level significant $0,000 < 0.05$. So it can be concluded that simultaneously there is a significant influence between the *brand ambassador variables*, product reviews, and risk perception on purchasing decisions.

3. Test Determinant Coefficient (R²)

An R² value that is close to 1 means that the independent variables provide almost all the information needed to predict variations in the dependent variables.

Table 15. Results Test Determination Coefficient (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,748 a	,559	,545	2,209

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variables: Y

Source: output data SPSS, processed 2022

Based on table 15, it can be seen that the results of the coefficient of determination test show mark R as big as 0.748. This is meaningful that the relationship between factors that influence purchasing decisions is strong because > 0.50 . The R Square value of 0.559 or 55.9% indicates that job satisfaction which can be explained by *brand ambassadors*, product reviews and risk perceptions is 55.9%, while the remaining 44.1% is explained by other factors not included in the model. this research.

Discussion

A. Influence *Brand Ambassador* To Decision Purchase

Brand Ambassadors has a role in influencing customer purchasing decisions. Celebrity fame and the company's ability to serve and fulfill customers' needs determine how customers make purchasing decisions on Tokopedia. *Brand ambassadors* are often used as references by consumers when deciding on purchasing decisions. Based on the results of the research above, it is stated that the mean value is 16.01 and *the average* total mean is 4.0025, indicating that the average respondent almost gave an affirmative response. for statements on each indicator in the *Brand Ambassador variable* (X1). This research is supported by previous research conducted by Lailiya (2020) that *brand ambassadors* have a positive and significant influence on purchasing decisions.

B. Influence Review Product To Decision Purchase

Product reviews are the impression received by consumers on a product product. Review product often made reference by consumers for decide decision purchase when consumer the have no experience or knowledge of a product. Based on the results study on obtained mark mean 14.85 And *average* total mean 3.71 show that average respondents almost gave neutral response to the statement on each indicator in the product review variable (X2). This means that many users don't pay much attention to reviews product at the time make purchasing decisions on Tokopedia, so it can be said that the product review variable has no effect.

This is in accordance with previous research conducted by Fransiska Sudjatmika (2017) that product reviews do not have a positive effect And No significant to decision purchase in a way on line on Tokopedia.com.

C. Influence Perception Risk To Decision Purchase

When the perception of risk becomes large, customers will consider avoiding purchases to minimize losses or minimize risks through searching and evaluating alternatives before purchasing at the purchasing decision making stage. This results in complex decision making. Based on the results of the research above, the mean value was 16.04 and the average total mean was 4.01, indicating that on average the respondents almost answered in the affirmative to the statement on each indicator in the risk

perception variable (X3). This means that from these results the risk perception variable has a fairly high influence on purchasing decisions on Tokopedia e-commerce.

This is in line with previous research conducted by Fakhru, Susanto, and Muinah (2018) which stated that the hypothesis was accepted which means that "There is an Influence of Perception Risk in a way partial impact on online purchasing decisions".

CONCLUSION

This research explores the influence of brand ambassadors, product reviews, and risk perceptions on purchasing decisions at Tokopedia e-commerce in Jakarta. Hypothesis test results show that brand ambassadors have a positive and significant influence, while product reviews do not have a significant influence on purchasing decisions. On the other hand, perceived risk has a positive and significant influence on purchasing decisions. From the test results, it can be concluded that the risk perception variable has the highest influence compared to other variables.

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