

## ***The Effect Of Brand Ambassador And Electronic Word Of Mouth On The Purchase Decision Of Erigo Apparel Products With Brand Image As An Intervening Variable***

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### ***Abstract***

*This study examines the impact of brand ambassador and electronic word of mouth (E-WOM) on the purchase decision of Erigo Apparel products, with brand image as an intervening variable. A quantitative research approach was used, where primary data was collected through questionnaires distributed to 100 students in Surakarta. The study utilized purposive sampling and employed a five-point Likert scale to measure the responses. The data was analyzed using SPSS Statistics 22, including classical assumption tests, multiple linear regression, and hypothesis testing with the F test and t test. The findings indicate that brand ambassador has a negative but insignificant effect on purchase decisions, while E-WOM has a positive and significant influence. Brand image was found to have a negative but insignificant effect. The study suggests that future research should explore additional variables and larger sample sizes for more comprehensive insights into factors affecting purchase decisions.*

**Keywords:** Brand Ambassador, Brand Image, Electronic Word of Mounth, Purchase Decision, SPSS.

### **1. Introduction**

Research on purchasing decisions remains an intriguing subject due to the variation in findings across previous studies (Strie et al., 2019; Lailliya, 2020; Wahyuni & Husnayetti, 2020; Cahyani & Sulistyowati, 2021; Amin & Yanti, 2021; Arianty & Andira, 2021; Mariska et al., 2022; Rumaidlany et al., 2022; Ayuni & Aulia, 2022; Mahardika & Purwanto, 2022; Purwati & Cahyanti, 2022; Yunita & Indriyatni, 2022; Hayati & Damanik, 2022; Rennie et al., 2023; Gibran & Achmad, 2023; Dewi & Gunanto, 2023; Hendriyanto & saputro, 2023; Azaria Maharani & Purwo Saputro., 2023; Maharani & Saputro, 2024; Setiawan & Safitri, 2024). The study by Strie et al. (2020) found a strong and statistically significant relationship between brand ambassador influence and purchasing decisions. This result aligns with findings from Lailliya (2020) and Gibran & Achmad (2023), who also confirmed that brand ambassadors positively and significantly affect consumer purchasing choices. However, contrasting results have emerged, as Mahardika & Purwanto (2022) reported that brand ambassador influence was neither significant nor positive in influencing purchasing decisions.

Various studies have explored the impact of electronic word-of-mouth (E-WOM) on purchasing behavior. Research conducted by Amin & Yanti (2021) concluded that E-WOM had a negative and insignificant effect on consumer decisions. This outcome was further supported by Rennie et al. (2023), who also found that E-WOM had no substantial influence on purchasing decisions. However, contradicting findings were reported by Cahyani & Sulistyowati (2021), who demonstrated that E-WOM significantly affected purchase decisions. These results were reinforced by Dewi &

Gunanto (2023), Saputro & Setiawan (2017), and Darmawan & Setiawan (2024), who similarly confirmed the positive and significant role of E-WOM in consumer behavior.

Several studies have also investigated the correlation between brand image and purchasing decisions. Rumaidlany et al. (2022) identified a strong positive association between brand image and purchase decisions, a result also found by Arianty & Andira (2021) and Purwati & Cahyanti (2022). However, findings by Yunita & Indriyatni (2022) contradicted these conclusions, suggesting that brand image exerts a negative and insignificant influence on consumer decision-making. Given these inconsistencies across multiple studies, this research aims to re-examine these relationships within a different consumer context, specifically focusing on individuals interested in purchasing Erigo products in Surakarta.

Erigo, an Indonesian fashion brand, has gained prominence as a best-seller on e-commerce platforms and has successfully showcased its designs at the prestigious New York Fashion Week (NYFW). Founded by Muhammad Sadad, Erigo offers casual and streetwear-inspired clothing that emphasizes both comfort and affordability. To maintain its relevance, the brand continuously adapts to fashion trends and collaborates with local influencers, celebrities, and esports teams. Moreover, Erigo strategically utilizes social media platforms such as Instagram and TikTok Live for marketing, significantly broadening its consumer base and expanding into global markets. One of its most renowned promotional strategies, "Erigo X," has seen the brand collaborate with national teams, esports organizations, and rising Indonesian girl groups, leading to a substantial increase in sales and consumer engagement.

## **2. Literature Review**

### **Brand Ambassador**

A brand ambassador plays a crucial role in embodying and advocating for a company's product, aiming to enhance visibility, recognition, and promotion, ultimately fostering positive business outcomes. Typically, brand ambassadors are well-known figures such as celebrities, actors, or musicians. However, companies may also appoint non-celebrity representatives, including employees or models, to fulfill this role. The primary objective of selecting public figures as brand ambassadors is to enhance product recall among consumers, thereby increasing their interest in purchasing the advertised product (Wahyuni, 2020). Brand ambassadors serve as a pivotal element in marketing management, regardless of a company's scale. An effective ambassador-driven campaign captures public attention, reinforces brand recall, and shapes consumer perception, ultimately influencing purchase decisions. Conversely, when an ambassador lacks public recognition, consumer engagement may diminish, leading to indifference toward both the ambassador and the brand. Generally, lesser-known brand ambassadors possess limited persuasive power, reducing consumer inclination toward the advertised brand (Mahardika & Purwanto, 2022).

### **Electronic Word of Mouth (E-WOM)**

Electronic Word of Mouth (E-WOM) is an evolved form of traditional word-of-mouth communication, adapted to digital platforms in response to technological advancements. Compared to conventional word-of-mouth, E-WOM is characterized by its cost efficiency, rapid dissemination, and heightened effectiveness in influencing consumer purchase decisions. This mode of communication has become a vital means

for consumers to assess product quality and service standards. The more extensive and credible the electronic word-of-mouth interactions, the greater their influence on consumer purchasing behavior (Rennie et al., 2023). Before committing to a purchase, consumers frequently seek online reviews to evaluate product or service credibility (Dewi & Gunanto, 2023). E-WOM plays a critical role in decision-making processes as it is often perceived as an unbiased source of information. Since online reviews are typically based on personal experiences rather than contractual obligations, they serve as a trustworthy foundation for consumers' purchasing decisions. Positive product reviews significantly boost consumer confidence in making a purchase (Dewi & Gunanto, 2023).

### **Brand Image**

Brand image represents the perception and associative beliefs that consumers hold regarding a particular brand. A strong brand image correlates directly with higher consumer purchasing decisions. However, building a reputable brand identity in today's competitive market is not a straightforward task (Arienty & Andira, 2021). Research findings indicate that brand image significantly influences consumer purchase decisions. Companies must strategically cultivate a brand perception that resonates positively with consumers, as a strong and favorable brand image not only enhances credibility but also fosters long-term customer loyalty.

### **Purchase Decision**

Schiffman defines purchase decision-making as the selection process among multiple available alternatives. In other words, decision-making necessitates the existence of various options to choose from (Strie, 2019). The purchasing process involves several stages, including need recognition, pre-purchase research, evaluation of alternatives, and the final decision to buy. Consumer purchase behavior is dynamic, influenced by evolving needs and preferences that may shift over time (Nurfajrina et al., 2021)

### **Hypothesis development**

#### **The Influence of Brand Ambassador on Brand Image**

A brand ambassador serves as a key figure in representing and promoting a brand, typically being a well-known public personality. Beyond mere popularity, a brand ambassador must align with the brand's identity in daily life, ensuring consistency between the individual and the brand's perceived values. Therefore, an effective brand ambassador should convey reliable and positive information about the product (Hayati & Damanik, 2022). This underscores the strong correlation between brand ambassadors and brand image. In addition to being a marketing communication tool, a brand ambassador plays a crucial role in shaping consumer perceptions of a brand. This study aims to examine how this strategic combination optimally enhances a company's success.

*H<sub>1</sub>: The Brand Ambassador variable significantly influences Brand Image.*

#### **The Influence of Electronic Word of Mouth on Brand Image**

Electronic Word of Mouth (e-WOM) has a positive and substantial effect on brand image. Favorable e-WOM fosters consumer trust in a brand by providing authentic and unbiased testimonials from individuals who have firsthand experience with the product or service. Consequently, a positive brand image can be cultivated, encouraging consumers to seek further information about the brand (Setiawan & Safitri, 2024).

*H<sub>2</sub>: The Electronic Word of Mouth variable significantly influences Brand Image.*

### **The Influence of Brand Image on Purchase Decision**

Brand image does not consistently influence purchase decisions, as perceptions of brand image vary among consumers. This suggests that while an enhancement in brand image may lead to increased purchasing behavior, its decline could likewise result in decreased consumer engagement. Moreover, purchasing decisions are not solely contingent upon brand image but are also affected by trust and the suitability of the product for individual needs, particularly in the skincare industry (Yunita & Indriyatni, 2022). Findings indicate that brand image does not exert a statistically significant effect on purchasing decisions, as corroborated by research from Budi Istiyanto & Lailatan Nugroho (2016) and Valentine et al. (2014).

*H<sub>3</sub>: The Brand Image variable does not significantly influence Purchase Decision.*

### **The Influence of Brand Ambassador on Purchase Decision**

A brand ambassador plays a pivotal role in representing a company's product, aiming to introduce, endorse, and advocate for the product, ultimately fostering a positive business impact. Meanwhile, a purchase decision encompasses consumer behavior from the pre-purchase stage to the final decision-making process, directly influencing product or service selection. Prior studies suggest that brand ambassadors significantly and positively affect purchase decisions (Lailiya, 2020; Strie et al., 2020; Mahardika & Purwanto, 2022; Gibran & Achmad, 2023). Based on this premise, the formulated hypothesis is as follows:

*H<sub>4</sub>: The Brand Ambassador variable is presumed to significantly influence Purchase Decision.*

### **The Influence of Electronic Word of Mouth on Purchase Decision**

Electronic Word of Mouth (e-WOM) refers to consumer-generated reviews or statements regarding a brand, disseminated via social media platforms for widespread accessibility. These textual reviews can be either positive or negative, depending on the consumer's experience (Amin & Yanti, 2021; Cahyani & Sulityowati, 2021; Rennie et al., 2023; Zantunnisa et al., 2023; Darmawan & Setiawan, 2024). Given these insights, the proposed hypothesis is:

*H<sub>5</sub>: The Electronic Word of Mouth variable is presumed to significantly influence Purchase Decision.*

### **The Influence of Brand Ambassador Mediated by Brand Image on Purchase Decision**

Brand ambassadors aim to establish a genuine connection between the brand and its target audience. They actively communicate the product's benefits, distinguishing features, and reasons why consumers should consider purchasing it (Aprillia & Yoestini, 2024). Research on the Scarlett brand reveals that when mediated by brand image, brand ambassadors significantly impact purchase decisions. Although brand ambassadors independently influence purchase decisions, studies indicate that brand image plays a more dominant role. Strengthening and maintaining a brand's image is thus a key factor in enhancing consumer purchasing behavior (Ayuni & Aulia, 2022). This suggests that brand image functions as an essential mediator between brand ambassador influence and purchase decisions, reinforcing marketing effectiveness.

*H<sub>6</sub>: The Brand Ambassador variable, mediated by Brand Image, significantly influences Purchase Decision.*

## **The Influence of Electronic Word of Mouth Mediated by Brand Image on Purchase Decision**

Consumer reviews constitute a fundamental aspect of electronic word of mouth, with their content directly shaping a brand's perceived image. Positive consumer-generated feedback contributes to the formation of a favorable corporate reputation (Mumpuni & Widiartanto, 2023). The relationship between e-WOM and brand image is further validated by research conducted by Adriana et al. (2022), which indicates that e-WOM significantly enhances the brand image of Scarlett Whitening.

*H<sub>7</sub>: The Electronic Word of Mouth variable, mediated by Brand Image, significantly influences Purchase Decision.*

### **3. Method**

This study uses a quantitative research method, aimed at analyzing and testing the influence of brand ambassador, electronic word of mouth, and brand image on purchase decisions. Primary data will be collected through questionnaires distributed to 100 student respondents in Surakarta, selected using purposive sampling. The variables under investigation consist of independent variables brand ambassador, electronic word of mouth, and brand image and the dependent variable, which is the purchase decision. Each variable is measured using specific indicators, as detailed in a table, and the collected data will be analyzed using SPSS Statistics 22. To measure the indicators, a five-point Likert scale will be used, ranging from strongly disagree to strongly agree. Data collection will be conducted by distributing questionnaires to students who have purchased Erigo products.

The validity and reliability of the questionnaire will be tested to ensure that the items measure the intended variables and demonstrate high consistency. Data analysis will involve classical assumption tests, including normality tests, multicollinearity tests, and heteroscedasticity tests, to ensure the validity of the regression model. Additionally, the coefficient of determination ( $R^2$ ), F test, and t test will be conducted to measure the simultaneous and partial influence of the independent variables on the dependent variable. Multiple linear regression analysis will be used to examine the relationship between brand ambassador, electronic word of mouth, brand image, and purchase decision, as well as to test the hypotheses of this study. The regression model used is  $Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 Z_1 + e$ , where Y represents the purchase decision,  $X_1$  represents brand ambassador,  $X_2$  represents electronic word of mouth,  $Z_1$  represents brand image, and e represents the error term.

### **4. Results and discussion**

#### **Research Object and Study Description**

This study employs a quantitative research approach, utilizing statistical data processing in numerical form. The research focuses on students from Universitas Sebelas Maret (UNS), Universitas Muhammadiyah Surakarta (UMS), Universitas Islam Batik (UNIBA), and Universitas Slamet Riyadi (UNISRI). The targeted sample consists of Accounting students from the 2021 cohort who use e-wallets, specifically examining their perceptions regarding ease of use, usefulness, and the risks they encounter when conducting transactions via e-wallets. Data is gathered through a questionnaire distributed via Google Forms to the Accounting students from the 2021 cohort at UNS, UMS, UNIBA, and UNISRI.

**Respondent Characteristics****Table 1. Respondent Characteristics Based on Gender and Institution**

Characteristic	Category	Number of Respondents
Gender	Male	32
	Female	146
Institution	UNS	60
	UMS	85
	UNIBA	17
	UNISRI	16
Total		178

Source: Data processed using Microsoft Excel, 2025

The respondent description section outlines the characteristics of participants in the study, such as gender and age, as these factors influence their perceptions of the questions asked. The respondents in this study are customers and acquaintances familiar with Erigo Apparel. Erigo Apparel was selected because its current distribution capabilities reach a broad customer base, making it suitable for researching the impact of brand ambassador, electronic word of mouth, and brand image on purchase decisions. The questionnaire was distributed in print from May 9, 2024, to May 26, 2024, to 100 Erigo Apparel customers. The data collected during the first four days is summarized in the table below.

**Table 2. Data Collection for Research**

Day, Date	Number of Responses
Thursday, May 9, 2024	23 responses
Friday, May 10, 2024	14 responses
Sunday, May 12, 2024	10 responses
Monday, May 13, 2024	1 response
Tuesday, May 14, 2024	23 responses
Wednesday, May 15, 2024	18 responses
Friday, May 17, 2024	1 response
Sunday, May 26, 2024	10 responses
Total	100 responses

Source: Primary data processed, 2024

The total data collected amounted to 100 responses. These data will be processed using SPSS version 27. The characteristics of the respondents in this study are as follows:

**Table 3. Respondent Demographics Based on Gender and Age**

Category	Number	Percentage
Gender		
Male	66	66%
Female	34	34%
Total	100	100%
Age		
18-22 years	78	78%
23-27 years	22	22%
Total	100	100%

Source: Primary data processed, 2024

The sample of 100 respondents is divided into 66 males (66%) and 34 females (34%), indicating a predominantly male participation. Regarding age, the majority of respondents are young adults aged 18-22 years, comprising 78% of the sample, while 22% are between 23-27 years old. This suggests that Erigo Apparel's customer base largely consists of younger individuals.

### Instrument Feasibility Analysis

#### Validity Test

<b>Table 4. Validity Test</b>				
Rotated Component Matrix				
	Component			
	1	2	3	4
X1.1	0.629			
X1.2	0.545			
X1.3	0.599			
X1.4	0.543			
X1.5	0.549			
X2.1		0.645		
X2.2		0.679		
X2.3		0.631		
X2.4		0.684		
X2.5		0.744		
Z1.1			0.779	
Z1.2			0.621	
Z1.3			0.700	
Z1.4			0.781	
Z1.5			0.746	
Y1.1				0.833
Y1.2				0.720
Y1.3				0.747
Y1.4				0.531
Y1.5				0.531

Source: Primary data processed, 2024

Table 4 presents the factor analysis results, showing that not all the previously asked question indicators were valid, requiring a reduction in the indicators for each variable. After the reduction, the results were valid, with loading factors > 0.5, and the remaining indicators grouped together within each variable. Therefore, it can be concluded that the indicators presented in Table 4.5 are valid and suitable for analysis.

#### Reliability Test

**Table 5. Reliability Test Results**

Variable	Indicator	Cronbach's Alpha	Cronbach's Alpha If Item Deleted	Standard Reliable	Remarks
Brand Ambassador (X1)	X1.1	0.803	0.787	0.60	Reliable
	X1.2	0.803	0.749	0.60	Reliable
	X1.3	0.803	0.747	0.60	Reliable

Electronic Word of Mouth (E-WOM, X2)	X1.4	0.803	0.789	0.60	Reliable
	X1.5	0.803	0.749	0.60	Reliable
	X2.1	0.707	0.652	0.60	Reliable
	X2.2	0.707	0.666	0.60	Reliable
	X2.3	0.707	0.674	0.60	Reliable
Brand Image (Z1)	X2.4	0.707	0.662	0.60	Reliable
	X2.5	0.707	0.637	0.60	Reliable
	Z1.1	0.744	0.748	0.60	Reliable
	Z1.2	0.744	0.685	0.60	Reliable
	Z1.3	0.744	0.706	0.60	Reliable
Purchase Decision (Y1)	Z1.4	0.744	0.667	0.60	Reliable
	Z1.5	0.744	0.685	0.60	Reliable
	Y1.1	0.761	0.709	0.60	Reliable
	Y1.2	0.761	0.653	0.60	Reliable
	Y1.3	0.761	0.734	0.60	Reliable
	Y1.4	0.761	0.689	0.60	Reliable
	Y1.5	0.761	0.780	0.60	Reliable

Source: Primary data processed, 2024

Based on the data presented in the tables, the reliability test results for each variable show that all five indicators for the Brand Ambassador (X1) variable have a Cronbach's alpha value greater than 0.60, indicating that these indicators are reliable. For the Electronic Word of Mouth (E-WOM, X2) variable, four out of five indicators have a Cronbach's alpha value greater than 0.60, demonstrating their reliability. Similarly, four out of five indicators for the Brand Image (Z1) variable have a Cronbach's alpha value greater than 0.60, confirming the reliability of these indicators. Finally, all five indicators for the Purchase Decision (Y1) variable have a Cronbach's alpha value greater than 0.60, indicating that these indicators are also reliable.

### Classical Assumption Test

#### Normality Test

**Table 6. Results of Normality Test**

Unstandardized Residual	
N	100
Asymp. Sig. (2-tailed)	.400c,d

Source: Primary data processed, 2024

Based on the data in Table 6, the asymp. Sig. (2-tailed) value is 0.400, indicating a significance level greater than 0.05. Therefore, it can be concluded that the data follows a normal distribution.

#### Multicollinearity Test

**Table 7. Results of the Multicollinearity Test**

Variable	Tolerance	VIF	Remarks
X1	0.547	1.828	No Multicollinearity
X2	0.442	2.260	No Multicollinearity
Z1	0.393	2.543	No Multicollinearity

Source: Primary data processed, 2024

Multicollinearity between variables is considered absent if the VIF is less than 10 and tolerance is greater than 0.1. Based on the data in Table 4.11, the tolerance values for each independent variable are greater than 0.1, and the VIF values are below 10, indicating no multicollinearity among the independent variables.



**Heteroscedasticity****Table 8. Heteroscedasticity Test Results**

Variable	T	Sig.	Remarks
X1	-2.181	.320	No Heteroscedasticity
X2	0.980	.330	No Heteroscedasticity
Z1	0.239	.812	No Heteroscedasticity

Source: Primary data processed, 2024

Based on the data in Table 8, the Sig. values for each variable are greater than 0.05, indicating that no heteroscedasticity exists in the processed data.

**Test of Determination Coefficient ( $R^2$ )****Table 9. Results of Test of Determination Coefficient ( $R^2$ )**

Model	R	R Square
1	.227a	.052

Source: Primary data processed, 2024

Based on the data in Table 9, the R Square ( $R^2$ ) value is 0.052, or 5.2%. This indicates that the variables Brand Ambassador, Electronic Word of Mouth, and Brand Image explain 5.2% of the variation in the Purchase Decision (dependent variable). The remaining 94.8% is explained by other factors outside the regression model in this study.

**F Test****Table 10. F Test Results**

Model	F	Sig
Regression	1.741	.0163b

Source: Primary data processed, 2024

Based on the data in Table 10, the significance value is 0.0168, and the F-statistic is 1.741. This indicates that the Brand Ambassador, Electronic Word of Mouth, and Brand Image variables collectively influence the Purchase Decision variable, as the significance value (0.0163) is less than 0.050, and the F-statistic (1.741) is greater than the F-table value (1.070).

**T test****Table 11. Results of t-test**

Variable	t-value	t-table	Sig.	Remarks
X1	-2.181	2.032	0.032	Not Significant
X2	0.980	2.032	0.330	Significant
Z1	0.239	2.032	0.812	Not Significant

Source: Primary data processed, 2024

Based on the data in Table 11, the analysis of the variables reveals that Brand Ambassador (X1) does not significantly affect Purchase Decision (Y), as the t-value of -2.181 is smaller than the t-table value (2.032) and the significance is 0.032, which is less than 0.050, leading to the acceptance of H0. In contrast, Electronic Word of Mouth (X2) significantly influences Purchase Decision, with a t-value of 0.980 and a significance of 0.330, which is greater than 0.050, allowing the acceptance of H1. Meanwhile, Brand Image (Z1) also does not significantly impact Purchase Decision, as the t-value of 0.239 and significance of 0.812 are both lower than the t-table value (2.032) and greater than 0.050, resulting in the acceptance of H0.

## Multiple Linear Regression

**Table 12. Multiple Linear Regression Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.009	1.160		2.594	.011
X1	-.060	.065	-.293	-2.181	.032
X2	.080	.082	.146	.980	.330
Z1	.021	.087	.038	.239	.812

Source: Primary data processed, 2024

Based on the data in Table 12, the regression equation model is as follows:  $Y = 3.009 - 0.060 X_1 + 0.080 X_2 + 0.021 Z_1 + e$ . In this model, the coefficients of each variable are explained as follows: the constant coefficient ( $b_0$ ) is 3.009, indicating that if Brand Ambassador, Electronic Word of Mouth, and Brand Image are not included in influencing Purchase Decision, the customer decision value would be 3.009. The coefficient for  $X_1$  ( $b_1$ ) is -0.060, suggesting that as Brand Ambassador increases, Purchase Decision decreases. The coefficient for  $X_2$  ( $b_2$ ) is 0.080, meaning that higher levels of Electronic Word of Mouth will lead to a decrease in Purchase Decision. Finally, the coefficient for  $Z_1$  ( $b_3$ ) is 0.021, showing that as Brand Image increases, Purchase Decision increases as well.

## Discussions

### The Effect of Brand Ambassador on Purchase Decision

The analysis results indicate that Brand Ambassador has a negative and significant effect on purchase decision. The negative direction of this effect suggests that the use of brand ambassadors in marketing does not enhance the purchase decision. Erigo Apparel, a fashion company, does not require a brand ambassador to increase purchase decisions. The presence of multiple brand ambassadors does not impact purchase decisions because consumers tend to focus more on the product through advertisements on social media rather than considering the brand ambassador. This finding is supported by the research of Mahardika & Purwanto (2022).

### The Effect of Electronic Word of Mouth on Purchase Decision

The analysis reveals that Electronic Word of Mouth (E-WOM) has a positive but insignificant effect on purchase decision. This contradicts previous studies by Cahyani & Sulistyowati (2021), Dewi & Gunanto (2023), Zantunnisa et al. (2023), and Darmawan & Setiawan (2024), which found that E-WOM has a significant positive effect on purchase decision. Several factors could explain why this study's results differ from prior research, including the fact that many consumers tend to make their purchase decisions after reading reviews from others on social media. Another reason, as noted by Rennie et al. (2023), is that Erigo consumers are not heavily influenced by comments on social media.

### The Effect of Brand Image on Purchase Decision

The analysis results show that Brand Image has a negative but insignificant effect on purchase decision. The negative direction suggests that purchase decisions are not solely based on brand image but also on trust and the personal fit of the product for the consumer. This can be attributed to various factors outside the scope of this

research. These results align with Yunita & Indriyatni (2022), who found that brand image does not significantly affect purchase decision. However, some studies, including those by Rumaidlany et al. (2022), Arianty & Andira (2021), and Purwati & Cahyanti (2022), report conflicting results, indicating that brand image has a significant positive effect on purchase decision for Erigo Apparel.

## 5. Conclusion

The study concludes that Brand Ambassador has a negative but insignificant effect on purchase decision, Electronic Word of Mouth has a positive and significant effect on purchase decision, and Brand Image has a negative but insignificant effect on purchase decision. However, the study has limitations, including the restricted scope of variables examined, focusing only on Brand Ambassador, Electronic Word of Mouth, and Brand Image's influence on purchase decision. Additionally, the sample size of 100 respondents, with data collected through printed questionnaires distributed directly, may have compromised the consistency of responses. Future research is recommended to explore additional variables beyond the ones studied, such as consumer behavior and product quality, which may also impact purchase decisions. Furthermore, selecting larger companies and improving data collection methods would enhance the reliability and applicability of research findings.

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