

The Influence of Brand Ambassadors and Digital Marketing on Consumer Purchasing Decisions of Richoco Vegetable Products

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ABSTRACT

This study aims to determine the influence of Brand Ambassador and Digital Marketing on Consumer Purchasing Decisions on Nabati Richoco products. In an increasingly competitive digital world, Companies are required to have marketing strategies that can attract the attention of consumers, especially among young people. The method used in this study is a descriptive quantitative approach by conducting a survey through an online questionnaire distribution to respondents who have purchased Nabati Richoco products and know Aespa as a Brand Ambassador. Sampling was carried out using a purposive sampling technique, and data analysis was carried out using multiple linear regression processed with the IBM SPSS version 22 program. The results of this study indicate that the Brand Ambassador variable and the Digital Marketing variable have a significant influence on Consumer Purchasing Decisions, both separately and together. Collaboration with public figures with the right target market and strategic use of digital media has proven effective in building interest and purchasing decisions. This study provides an understanding of the importance of modern marketing strategies in influencing consumer behavior and becomes a reference for Companies in designing more appropriate promotional strategies.

Keywords: *Brand Ambassador*, Digital Marketing, Purchasing Decisions, Consumer Behavior, Marketing Strategy

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1. INTRODUCTION

In today's modern era, the snack food industry is experiencing rapid growth and increasingly fierce competition, driven primarily by the dominance of Millennial and Generation Z consumers who demand innovation and high product quality (Gunawati et al., 2022). According to Investor.Id, written by Imam Suhartdati (2024), in Indonesia, snack consumption is estimated to reach 3.3 kg per person in 2024 with an annual growth rate of 8.13%. To face this competition, companies need to implement effective marketing strategies to influence consumer purchasing decisions.

Research conducted by Nurjanah and Ikhsan (2022) states that consumer purchasing decisions are the stage in which consumers identify the problem they are facing, seek information about a brand or product, and assess whether the brand or product can solve the problem. This process then continues with the decision to purchase. This process is influenced by various factors, both internal such as motivation, perception, learning, and attitudes, as well as external factors such as culture, reference groups, and the marketing strategies implemented by the company. A thorough understanding of this process is crucial for marketing activities, as this knowledge forms the basis for designing effective strategies to influence consumer behavior and increase sales (Supriyadi, 2021). Consumer purchasing decisions can be seen from the number of consumers who buy the product, starting from promoting it through digital marketing strategies such as on social media.

One strategy currently widely used is digital marketing, which involves marketing through digital devices and media that allows direct interaction with consumers and increases brand awareness (Putri & Arif, 2023). This strategy is an effective and efficient solution in the digital era because it enables real-time communication, global reach, and lower costs than traditional marketing. Furthermore, digital marketing allows companies to target audiences more precisely through data analysis, build closer relationships with consumers, and strengthen brand loyalty. This strategy not only improves communication efficiency but also encourages consumers to share their experiences widely through social media.

Some social media platforms suitable for digital marketing strategies include Instagram, TikTok, Facebook, YouTube, and Twitter. These platforms provide a platform for user interaction, information sharing, and the distribution of engaging content.

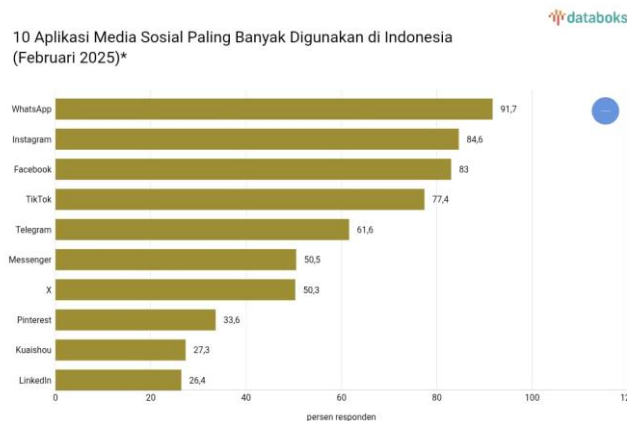


Figure 1.10 Most Used Social Media Apps in Indonesia 2025

Source: We Are Social databoks.katadata.co.id

Figure 1, based on the February 2025 edition of We Are Social's report on katadata.co.id, shows that the most used social media application in Indonesia is WhatsApp, with 91.7% of users aged 16 and over. Other applications, such as Instagram (84.6%) and Facebook (83.4%), are also highly used. As a result of this survey, the number of social media users in Indonesia will reach 143 million by January 2025, or 50.2% of the country's population. Most Indonesians use social media to communicate with friends and family (60.5%), fill their free time (57.5%), find references or inspiration for products (51%), and follow trends (50%). This survey did not consider YouTube as a platform. Using social media can attract the attention of various groups, from Generation Z to Millennials and other groups. For example, on TikTok, there is a phenomenon known as "Tiktok Poison," reflecting the platform's significant influence on consumer behavior (Priyono & Sari, 2023). In addition, companies can also add Brand Ambassadors to influence consumer purchasing decisions.

A Brand Ambassador is an individual who represents a positive brand image to increase awareness and sales. They reflect the company's values and goals and help build a loyal consumer community through personal experiences. Furthermore, a Brand Ambassador must possess several important qualities, such as a character that supports the brand, similarities between the brand and the chosen individual, in-depth knowledge of the brand they represent, an attractive visual appearance to strengthen the brand image or advertising, and a strong ability to influence consumers (Osak & Pasharibu, 2020). With their credibility and influence, Brand Ambassadors can expand their marketing reach through their social networks, increase brand visibility, and deliver recommendations that are considered trustworthy both on digital platforms and in person. One company that implements this strategy is Nabati.

Nabati, one of Indonesia's popular snack brands managed by PT. Kaldu Sari Nabati Indonesia, continues to innovate in the digital era. Through the e-commerce platform eDOT

and digital product Metahuman Arbie SEO, Nabati strengthens its position in the market. In February 2024, Nabati partnered with South Korean girl group Aespa as Brand Ambassadors for Nabati Richoco products. This collaboration includes social media campaigns, exclusive packaging, promotional cards, and meet-and-greet events, aimed at building emotional engagement with consumers, especially K-pop fans.

Previous research revealed that brand ambassadors have a positive influence on purchasing decisions (Yovita, 2022). In that study, researchers only examined the influence of brand ambassadors on purchasing decisions, while many other factors can influence purchasing decisions. Similar to digital marketing, previous research concluded that digital marketing can also have a positive impact on consumer decisions (Abas, 2022). There is little research that comprehensively combines these two factors in the snack food industry. Based on this phenomenon, researchers are interested in conducting a study entitled "The Influence of Aespa as a Brand Ambassador and Digital Marketing on Consumer Purchasing Decisions for Richoco Vegetable Products."

2. METHODOLOGY

This research is a descriptive quantitative research. This research was conducted by distributing questionnaires through social media from April to May 2025. Researchers distributed questionnaires to respondents and the respondents' answers used a Likert scale. The population in this study were consumers of Nabati products and were aware of Nabati promotions involving Aespa as a Brand Ambassador, with this population a sample will be taken to be used for the study. The sample determination used a purposive sampling technique that has certain criteria. The specific criteria in this study were consumers who had purchased Nabati Richoco products, knew Aespa as a Brand Ambassador for Nabati Richoco products, and had social media accounts. This study used multiple linear analysis methods. Data were processed using the IBM SPSS 22 program and tested with multiple linear regression tests and classical assumption tests.

3. RESULTS AND DISCUSSION

Data Processing Results

3.1 Validity Test

According to Ghozali (2021:66), "The validity test aims to determine whether the questions used in the questionnaire are valid or not. A questionnaire is considered valid if its statements are able to express what is intended to be measured." If each question in the questionnaire can be used as an intermediary to express and determine something that will be measured by the questionnaire, then the validity test is considered valid. To determine the value of the *r* table, it is calculated using the formula degrees of freedom ($df = n - 2$), *n* is the number of samples. The sample results in this study were 88 respondents. So the results of the *r* table for the validity test in this study are $df = 88 - 2 = 86$, then the value of the *r* table is 0.177. The results of the validity test of this study are as follows:

Table 1. Validity Test Results

Variables	Question Items	r count	r table	Sig.2-tailed	Information
<i>Brand Ambassador</i> (X1)	1	0.724	0.177	0,000	Valid
	2	0.761		0,000	Valid
	3	0.768		0,000	Valid
	4	0.738		0,000	Valid
	5	0.825		0,000	Valid
	6	0.719		0,000	Valid

<i>Digital Marketing(X2)</i>	1	0.708	0.177	0,000	Valid
	2	0.799		0,000	Valid
	3	0.812		0,000	Valid
	4	0.822		0,000	Valid
	5	0.746		0,000	Valid
Consumer Purchasing Decision (Y)	1	0.640	0.177	0,000	Valid
	2	0.633		0,000	Valid
	3	0.646		0,000	Valid
	4	0.727		0,000	Valid
	5	0.633		0,000	Valid
	6	0.717		0,000	Valid

Source: Data processed 2025

Based on the data processing results in Table 1, it can be seen that all questionnaire statement items related to each research variable show a calculated r value greater than the table r value and a 2-tailed sig. value smaller than 0.05. Therefore, it can be concluded that all questionnaire statement items are valid and suitable for use in research.

3.2 Reliability Test

According to Ghazali (2021:61), a reliability test is used to measure variables using a questionnaire. If the answers to the questions are consistent or stable over time, the questionnaire is considered reliable. Reliability is measured using the Cronbach's Alpha statistical test. A variable is considered reliable if its Cronbach's Alpha value is greater than 0.70. The results of the reliability test in this study are as follows:

Table 2.Reliability Test Results

X1 Test Table
Reliability Statistics

Cronbach's Alpha	N of Items
,846	6

X2 Test Table
Reliability Statistics

Cronbach's Alpha	N of Items
,832	5

Y Test Table
Reliability Statistics

Cronbach's Alpha	N of Items
,746	6

Source: Data processed 2025

The data processing results in Table 2 show that the Cronbach's Alpha Based value for each variable is greater than 0.7. This indicates that all statement items from the Brand Ambassador, Digital Marketing, and Consumer Purchasing Decision variables can be considered to provide consistent or stable data. Consequently, the reliability test results for all variables are suitable for use in this study.

3.3 Normality Test

Normality Test According to Ghozali (2021:196), "The normality test aims to determine whether the data in the regression model has a normal distribution or not." This test is supplemented with the Kolmogorov-Smirnov statistical test at a significance level of 0.05. Data is declared normal if the significance value is more than 0.05, and abnormal if it is less than 0.05. The results of the normality test for this study are as follows:

Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		88
Normal Parameters ^{a,b}	Mean	,0000000
	Standard Deviation	2.02184396
Most Extreme Differences	Absolute	,074
	Positive	,049
	Negative	-,074
Test Statistics		,074
Asymp. Sig. (2-tailed)		,200 ^{c,d}

Source: Data processed 2025

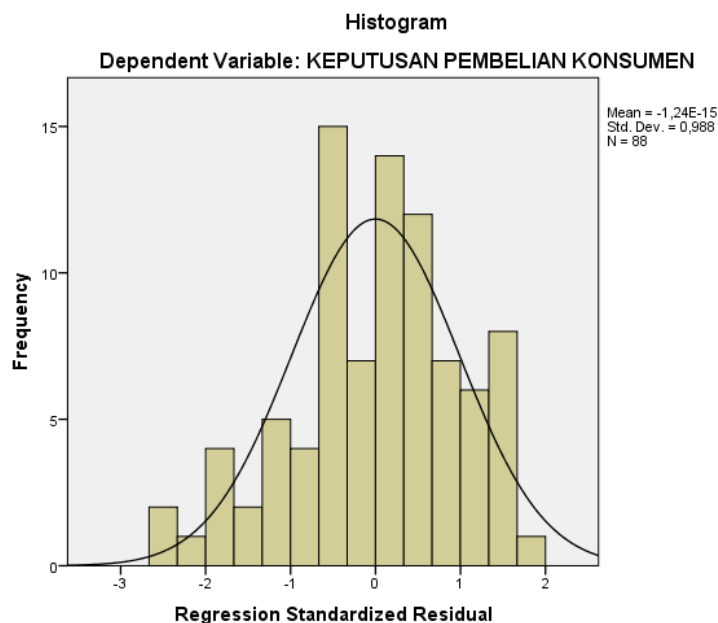


Figure 2. Histogram

In the data processing results contained in table 3, the data processing uses the Kolmogorov-Smirnov test yielded an Asymp. Sig. (2-tailed) value of 0.200, which is greater than the significance level of 0.05. Furthermore, in Figure 2. The histogram shows that the residuals in the regression model are normally distributed, thus meeting the normality

assumption. Therefore, it can be concluded that the research model is generally distributed and can be used for the next research testing stage.

3.4 Multicollinearity Test

The multicollinearity test is used to determine whether there is a correlation between independent variables in a regression model. A regression model is considered good if there is no correlation between the independent variables or if multicollinearity is absent. This is detected using the Variance Inflation Factor (VIF) and Tolerance values. If the VIF value is greater than 10 or the Tolerance value is less than 0.1, multicollinearity is indicated. The results of the multicollinearity test in this study are as follows:

Table 4.Multicollinearity Test Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8,338	1,562		5,338	,000		
BRAND	,310	,066	,399	4,669	,000	,684	1,462
AMBASSADOR							
DIGITAL	,435	,081	,460	5,385	,000	,684	1,462
MARKETING							

Source: Data processed 2025

In the data processing results contained in table 4, all independent variables have a Tolerance value greater than 0.1 and a VIF value lower than 10. The results show that there is no multicollinearity between independent variables in this regression model, so it is suitable for use in the next research test step.

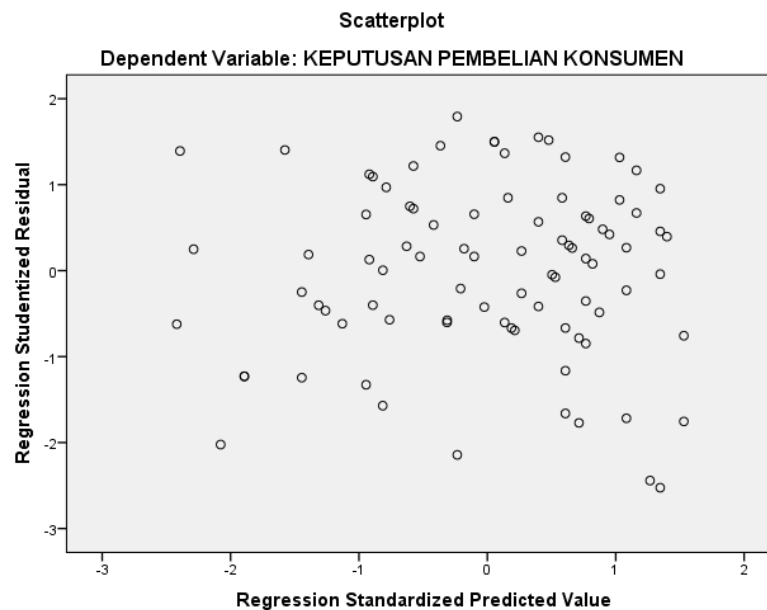
3.5 Heteroscedasticity Test

One of the basic assumptions of classical linear regression is homoscedasticity, which is a constant residual variance for each independent variable value. Therefore, the heteroscedasticity test is used to determine whether or not there is inequality in residual variance in the regression model. In a regression model, heteroscedasticity is said to not occur if the independent variable that statistically influences the dependent variable has an absolute value that is significant greater than 0.05. The results of the heteroscedasticity test in this study are as follows:

Table 5.Heteroscedasticity Test Results

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1 (Constant)	1,539	,906		1,698	,093	
Brand	,029	,039	,097	,744	,459	
Ambassador						
Digital Marketing	-,032	,047	-,089	-,679	,499	

Source: Data processed 2025

**Figure 3.**Scatterplot

Source: Data processed 2025

The data processing results in Table 5 show that all independent variables yield significant values greater than 0.05. Furthermore, based on Figure 3, the scatterplot shows no signs of heteroscedasticity in the regression model, as the residual distribution appears random and even. Therefore, it can be concluded that the regression model in this study does not experience heteroscedasticity and can be used for subsequent research tests.

3.6 Test of Coefficient of Determination

The coefficient of determination test is used to determine how well a regression model can explain variations in the dependent variable through its independent variables. The R² value ranges from 0 to 1. The closer it is to 1, the greater the independent variable's ability to explain the dependent variable. However, if the value is close to 0, its contribution becomes very small. An R² value of 0 indicates no relationship between the independent and dependent variables, while a higher value indicates a perfect relationship between the two. If the adjusted R² is negative, it is considered 0 because it does not provide a better explanation than the average. The results of the coefficient of determination test in this study are as follows:

Table 6.Results of the Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,759a	,576	,566	2.04549

a. Predictors: (Constant), Digital Marketing, Brand Ambassador

Source: Data processed 2025

From the data processing results in Table 6, it can be seen that the Adjusted R Square value is 0.566, indicating that the influence of the independent variable on the dependent variable is 56.6%.

3.7 F Test (Simultaneous)

The F-test (Simultaneous) is used to determine whether the dependent variable is significantly influenced by all independent variables entered into the regression model simultaneously. If the significance value of $F < 0.05$, then the regression model is significant and suitable for use. The results of the F-test in this study are as follows:

Table 7.F Test Results (Simultaneous)

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	483,630	2	241,815	57,795	,000b
	Residual	355,643	85	4,184		
	Total	839,273	87			

a. Dependent Variable: Consumer Purchasing Decision

b. Predictors: (Constant), Digital Marketing, Brand Ambassador

Source: Data processed 2025

Based on the data processing results in Table 7, the significance value obtained is 0.000, which is lower than 0.05. This indicates that the independent variables Brand Ambassador and Digital Marketing simultaneously have a significant influence on the dependent variable Consumer Purchasing Decisions.

3.8 T-Test

The t-test is used to determine the partial influence of the independent variable on the dependent variable. If the significance value is < 0.05 , there is a significant influence. If the value is exactly 0.05, the calculated t-test can be compared with the t-table to determine whether the independent variable has an influence on the dependent variable. The results of the t-test in this study are as follows:

Table 8.T-Test Results (Hypothesis Test)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	8,338	1,562		,000
	Brand Ambassador	,310	,066	,399	,000
	Digital Marketing	,435	,081	,460	,000

a. Dependent Variable: Consumer Purchasing Decision

Source: Data processed 2025

Based on the data processing results in Table 8, it can be seen that both independent variables, namely Brand Ambassador and Digital Marketing, have a significance value of 0.000, which is lower than the significance level of 0.05. This indicates that these two variables have a significant impact on the dependent variable, namely Consumer Purchasing Decisions..

3.9 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to understand the impact of two or more independent variables on a dependent variable and to reveal the direction of the relationship

between the dependent and independent variables. Therefore, the multiple linear regression model in this study is shown in Table 8 as follows:

$$Y = a + \beta_1.X1 + \beta_2.X2 \dots + e$$

$$Y = 8.338 + 0.310 X1 + 0.435 X2$$

In the multiple linear regression model above, the coefficient of the variable (X1) Brand Ambassador is 0.310, indicating that it will increase purchasing decisions. Meanwhile, the coefficient of the variable (X2) Digital Marketing is 0.435, indicating that it will also increase purchasing decisions. Therefore, it can be concluded that Brand Ambassador and Digital Marketing contribute significantly to improving Consumer Purchasing Decisions.

4. CONCLUSION

Based on the results of the research that has been conducted, this study shows that the variable (X1) Brand Ambassador and variable (X2) Digital Marketing have a significant influence on Consumer Purchasing Decisions for Nabati Richoco products. With Aespa as the Brand Ambassador for Nabati Richoco products, it has the ability to create a positive image and build emotional connections with consumers, especially K-pop fans, which drives their interest and purchasing decisions. In addition, the Digital Marketing strategy has also proven successful in reaching consumers through intense digital and social media interactions, which increases product appeal and increases trust in the product.

The results of this study confirm that combining public figures that are appropriate to the target market and the right digital marketing strategy has a positive effect on consumer behavior. Based on these results, it is recommended that companies continue to optimize the use of relevant public figures and improve the quality of engaging digital content. In addition, this study can provide an opportunity for further research that can investigate other elements such as product quality, price, or brand loyalty, as well as pay more attention to the role of social media in various groups. In addition, further research can also evaluate the effectiveness of the same strategy in other sectors with different consumer characteristics. This study can also be used as a guide for marketing practitioners in developing integrated promotional plans, combining the power of personal branding and advances in digital technology to influence consumer purchasing decisions.

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