The Influence of Brand Ambassadors on Brand Image and Purchase Decisions for Nike Shoes in Mataram City

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Article Info	Abstract
   	This study intends to determine the impact of the brand minister on brand image and the choice to purchase Nike brand shoes in the city of Mataram. This kind of exploration includes cooperative examination because this research means to determine the impact or relationship between two or more factors. The factors in this research are brand minister, brand image, and purchasing choices. The information sorting technique used is a review test strategy. The population in this exploration is Mataram city residents aged > 18 years who have purchased Nike brand sports shoes as before, and chose to buy their own Nike shoes. Get the purposive testing test method, with complete examples of 100. The right poll goes directly to where the exploration is carried out. The information checking tool used is Multivariate. Relapse Investigation uses the Incomplete Least Square (PLS) strategy and is assisted by the smartPLS 3.0 information handling instrument.The research results show that (1) brand ambassadors have a significant influence on brand image. (2) Brand ambassadors have a significant influence on purchasing decisions. (3) brand image has a significant effect on purchasing decisions

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1. INTRODUCTION

DecisionPurchasing is a very important thing to pay attention to because purchasing decisions are something that companies use to create marketing strategies that will be carried out. One of the things that companies need to pay attention to when marketing products to be sold is to understand consumer needs, know consumer desires and consumer tastes. A deep understanding of consumers will enable marketers to influence consumers' decision processes, so that they are willing to buy what the marketer offers (Sumarwan, 2003). Apart from that, Alma (2011:96) believes that purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes, thus forming an attitude towards consumers to process all information and draw conclusions in the form of responses that emerge as to what product to buy.

World developments are currently proceeding rapidly, creating fierce competition that cannot be denied, coupled with the large number of players offering similar products. Everything makes sense and is so easy to get that buyers have lots of choices and can no doubt change their perspective with different brands. One of Nike's efforts in running its sports shoe business is to expand the number of buyers. In the era of globalization, business competition is increasingly dynamic, complex and uncertain, not only providing opportunities but also challenges faced by companies to always find the best way to capture and maintain market share.

Table 1.1. Top brand shoe index data for 2016-2018

Brand	TBI 2016	TBI 2017	TBI 2018
Nike	44.0%	12.2%	9.3%
Adidas	11.5%	38.2%	37.6%
Puma	2.6%	19.3%	16.9%
Reebok	6.1%	6.5%	11.7%

Source: Top brand shoe index 2016-2018

Based on the table above, there was a decline in the top brand index for Nike brand shoes from 2016 to 2018. The decline in 2016 was from 44.0% to 12.2% in 2017, in 2018 there was also a decline from 12.2% to 9.3%.

A brand must have a good and solid methodology in presenting and promoting goods in accordance with the brand's selling values which are not regulated by the manufacturer. This is useful for building brand image and buyer trust in the goods being promoted. "Nike" is the name of a company that has been popular for a long time, especially its shoe products. One way Nike builds its image is by using publicity and sponsorship techniques by holding global games practices. Apart from that, Nike has also collaborated with well-known competitors and specialists such as Micheal Jordan, Tiger Woods, Wayne Rooney, Marco Verratti, Cristiano Ronaldo, Ronaldinho and Roger Federer to work together to become brand representatives for Nike shoes, and that means Nike has completed world progress. With this move Nike enjoys huge profits by competing to be able to follow the market and expand existing business sectors with the same name or brand, such as new flavors, shapes, varieties or bundle sizes.

Nikeinvolving competitors as a promotional methodology that uses a close to home marking strategy, involving well-known competitors as a marketing medium for Nike to be able to attract legitimate attention to customers around the world. Nike has a strong field of brand building techniques that plan to make its customers loyal to Nike products because these products are easy to remember like the swoosh logo and the motto "Take care of business" i.e. continuous rotation. This is what makes Nike often dominate the market, beating its competitors, so that Nike becomes a brand that is better known and recognized by the world community. We can see Nike's market dominance in every point of view, for example the shoes and clothes worn by competitors, and groups generally supported by Nike.

Merek Fesyen Olahraga dengan Pendapatan Global Terbesar di 2020
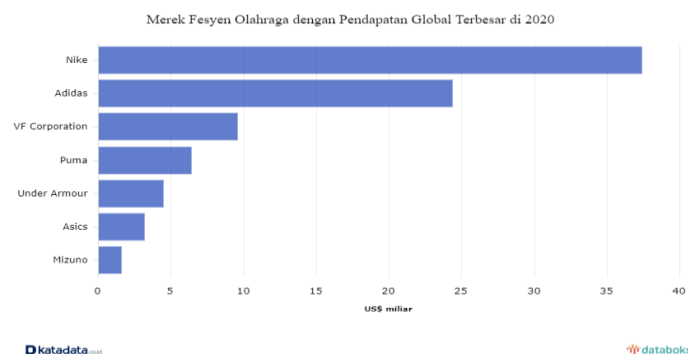
Source: https://www.statista.com/statistics/241885/sporting-goods--sportswear-companies-revenue-worldwide/

Nike is listed as a fashion brandsportwith the largest revenue globally in 2020. Revenue reached US$ 37.4 billion or around IDR 532.6 trillion (exchange rate of US$ 1= IDR 14,242).

The Statistics report shows that most of Nike's revenue last year came from shoes, reaching more than US$ 23 billion. This brand from the United States now has around 1,096 retail stores worldwide.

Nike has built its image over the years in Indonesia and has created an excellent brand image joining its loyal buyers. The formation of a good brand image from Nike is demonstrated by supporting several well-known athletes, remembering world basketball legend Michael Jordan in 1990 by presenting the Nike Air Jordan shoe brand. With this, Nike wants to let buyers know that figures like Tiger Woods, Cristiano Ronaldo, and Michael Jordan will be gained with their insights when using their products. This step is generally very good for building a positive brand image according to the Indonesian people. Young people are the main fans of sports in Indonesia and,

surprisingly, the world. The rapid development of sports awareness in today's society should be seen from the increasing number of sports arenas, for example futsal fields, football fields, sports centers, running tracks, and even football fields. In fact, exercise is a lifestyle that everyone should do to keep their body solid and fit.

Nike took first place in the Top Brand Award. Top Brand Indonesia or Top Brand Grant. Nike, which is a major and well-known brand, occupies the first position in the list of top brands of sports shoes from several famous brands above, because Nike has great quality and comfort, serious price, great progress, and a brand image worthy of improvement . So it is interesting to research further regarding what factors influence purchasing decisions on NIKE brand shoe products.

Based on the description above, this research attempts to analyze the influencing factorsdecisionpurchasing Nike brand shoes which includes brand ambassadors for the brand image. So the author conducted research with the title "The Influence of Brand Ambassadors on Brand Image and Decisions to Purchase Nike Shoes in Mataram City".

2. THEORETICAL BASIS
Buying decision

The purchasing decision is one of the stages in the purchasing decision process before post-purchase behavior occurs. In entering the previous purchasing decision stage, consumers are faced with several alternative choices so that at this stage consumers will take action to decide to buy the product based on the choices they have made.

The following are several definitions of purchasing decisions according to experts. According to Buchari Alma (2013:96) states that purchasing decisions are as follows: "Purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and, process . So that it forms an attitude in consumers to process all information and draw conclusions in the form of responses that emerge as to what product to buy."   According to Kotler & Armstrong (2016: 177) define purchasing decisions as follows: Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas or experiences to satisfy their needs and wants which means that purchasing decisions are part of consumer behavior. Consumer behavior is the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires.

Brand Image

One of the tasks of an organization is to create a positive brand in the eyes of clients, where the brand is something that must be maintained by the organization for the coherence of its business in the future.

According to Kertajaya (2010:63), brands are called value indicators because brands are able to create and add value to products, companies, people or even countries, therefore brands are an indicator of the value offered to internal, external customers and investors. Apart from that, the brand indicates the value of the product, so that the company will be able to avoid the commodity trap.

WrongOne thing that plays an important role in marketing is brand. There are several differences between products and brands. A product is something produced by a factory and is easily imitated by competitors. Meanwhile, a brand is something that is purchased by consumers, has certain values and identities or characteristics that are legally protected so that they cannot be imitated by competitors. Brands influence customer perceptions of the products to be purchased, so competition between companies is competition in perception, not product (Tjiptono 2011:34).

According to the Trademark Law no. 15 of 2001 article 1 paragraph 1 in Fandy Tjiptono (2011:3), states that a brand is a sign in the form of an image, name, word, letters, numbers, color arrangement, or a combination of elements. "These elements have differentiating power and are used in trading activities for goods or services." According to Kotler and Armstrong (2013: 230) a brand is "A brand is a name, term, symbol, design, or a combination of these, that identifies the

products or services of one seller or group of sellers and differentiates them from those of competitors".

Based on definitions from several experts regarding brands, it can be concluded that a brand is a type of character of an item proposed to a client which can take the form of a name, word, sign, image, plan, or a combination of these things.

Brand Ambassadors

To build buyers' trust in the goods offered, every company must immediately think about marketing procedures that can influence customers towards an item, companies can involve famous people as brand representatives as progress in promoting their goods, of course buyers will be more interested in the product . Items used by famous people that can influence their purchasing choices for an item, this is what is meant by a Brand Ambassador.

According to Soehadi, quoted by Prawira (2012), explains that a brand ambassador is someone who presents the best portrait or image of a product. This person is usually a celebrity or other popular person. Meanwhile, according to Lea Greenwood (2012: 88), "Brand ambassador is a tool used by companies to communicate and contact with the public, regarding how they actually enhance sales".

Companies use brand ambassadors to influence or persuade consumers. This aims to make consumers interested in using the product, especially because the selection of brand ambassadors is usually based on the image of a famous celebrity (VisCAP Model in Devi Gita's research, 2012).

Observing some of the definitions above, it can be interpreted that Brand Ambassador is an effort made by an organization to influence or welcome buyers by involving famous people as symbols to introduce the best image of an item, so that buyers are interested in using it.

3. RESEARCH METHOD

Types of research

The type of research that will be used is a quantitative approach with associative research. Associative research is research that aims to determine the influence or relationship between two or more variables. This research has the highest level compared to descriptive and comparative because with this research a theory can be built that can function to explain, predict and control a phenomenon. In this research, the author wants to know the influence of brand ambassadors on brand image and purchasing decisions for Nike shoe products in Mataram City.

Time and Location of Research

This research was conducted at the Lombok Epicentrum Mall and at Taman Udayana in the city of Mataram during Car Free Day (CFD) in June 2019 until completion. Researchers chose this location to make it easier to get respondents who fit the research criteria.

Data source

The data source used in this research is primary data. Primary data in this research was obtained by giving questionnaires personally to the relevant respondents.

Method of collecting data

Considering the population is quite large, the data collection method used in this research is the sample survey method. A sample survey is a procedure where only a portion of the population is studied and used to describe the desired traits and characteristics of the population (Nasir, 1999; 325). This sampling process is based on chance, where respondents are considered suitable to be used as samples because they have appropriate criteria. In this research, not all consumers can be used as samples, because it will require quite a lot of time, energy and costs.

Data Collection Tools

The data collection tool used in this research is a questionnaire in the form of a number of written questions to obtain information from respondents in the sense of reports about their personalities or things they know. The main advantage of using a questionnaire is that the researcher can collect all the complete responses in a short period of time. The questionnaire will produce primary data directly obtained from respondents (Sugiyono, 2014). The scale used in the questionnaire is a Likert scale with seven intervals, namely strongly disagree, agree disagree, totally agree, disagree, disagree, neutral, agree, strongly agree.

Research Population

Population shows a total collection of people, events or interests in something specific so that researchers can carry out research that they want to research. Population is a group of people, events or interests in something so that researchers can draw conclusions (Sekaran, 2013). In this study, researchers used visitors to Lombok Epicentrum Mall and Taman Udayan who wear Nike brand shoes as the research population, with the exact population number not being known.

Research Sample

The sample is a subset of the population, consisting of several population members (Ferdinand, 2014). This sampling process is based on chance, namely respondents who meet the researcher but are deemed suitable to be used as a sample because they have criteria. The sampling technique is Purposive Sampling or sampling based on certain criteria such as:

1. Have purchased Nike brand sports shoes at least once
2. Aged ≥ 18 years
3. Respondents decide for themselves to buy Nike shoe products

The number of samples taken in this study used the Lemeshow formula, this is because the population size is unknown or infinite. The following is the Lameshow formula:

$$n = \frac{z1 \cdot a/2p(1-p)}{d2}$$

Information:
n = Number of samples
z = z score at 95% confidence = 1.96
p = maximum estimate = 0.5
d = alpha (0.10) or sampling error = 10%

$n = \dfrac{Z2.1a/2P(1-P)}{d^2}$

$n = \dfrac{1.9622.0.5(1-0.5)}{0.1^2}$

$n = \dfrac{3,8416.0.25}{0.01}$

n = 96.04 = 100

So at least the author must take data from a sample of at least 100 people.

Data analysis

This research uses the Partial Least Square (PLS) method and is assisted by the SmartPLS 3.0 data processing tool.

4. RESULTS AND DISCUSSION

Validity test

Validity testing is carried out to determine whether the construct is adequate to continue as research or not. In this validity test, there are two types of evaluation carried out, namely:

a. Convergent Validity At this stage the researcher assesses the convergent validity of each construct. Convergent validity is measured using outer loadings and Average Variance Extracted (AVE) parameters. Required loading factor value

Table 4.1 Average Variance Extracted (AVE)

Brand Ambassadors	0.622
Brand image (CM)	0.798
Consumer decisions	0.716

Source: Processed Primary Data, 2019

b. **Discriminant Validity**
   The next stage is to test the validity of a model, namely by looking at its discriminant validity. Discriminant validity starts by looking at cross loading

Table 4.2 Cross Loading between Indicators and Contracts

	B.A	**C.M**	**KP**
BA 1	0.809	0.731	0.779
BA 2	0.830	0.723	0.731
BA 3	0.780	0.704	0.731
BA4	0.742	0.666	0.669
BA5	0.716	0.651	0.630
BA6	0.803	0.673	0.689
BA7	0.709	0.601	0.588
BA8	0.708	0.574	0.621
BA9	0.893	0.878	0.829
BA10	0.871	0.870	0.826
CM1	0.877	0.906	0.834
CM2	0.817	0.900	0.824
CM3	0.789	0.883	0.812
CM4	0.801	0.881	0.839
CM5	0.777	0.907	0.834
CM6	0.786	0.880	0.808
KP1	0.796	0.824	0.839
KP2	0.778	0.830	0.878
KP3	0.653	0.672	0.756
KP4	0.378	0.724	0.818
KP5	0.748	0.784	0.844
KP6	0.779	0.826	0.886
KP7	0.749	0.778	0.842
KP8	0.743	0.787	0.858
KP9	0.776	0.802	0.868
KP10	0.772	0.791	0.852
KP11	0.803	0.760	0.838
KP12	0.840	0.792	0.889

Source: Processed Primary Data, 2019

Apart from looking at the results of the cross loading analysis, discriminant validity also needs to be assessed by comparing the AVE root value with the correlation between constructs. The recommendation for the best discriminant validity is that the root value of AVE must be greater than the correlation between constructs.

Table 4.3 Correlation between Constructs (AVE Root)

	(LK)	**(CS)**	**(SQ)**	**AVE**
(BA)	0.789			0.622
(CM)	0.905	0.893		0.798

(KP)	0.905	0.924	0.846	0.716

Source: Processed Primary Data, 2019

Based on table 4.3, it can be said that the root of AVE for all constructs is lower than the correlation between variables. From these results it can be concluded that all variables have good discriminant validity.

Reliability Test

The reliability test can be seen from the Cronbach's alpha and composite reliability values. Both are said to be reliable if the value is more than 0.7. The results of this test can be seen in the following table.

Table 4.4 Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	**rho_A**	**Composite Reliability**
(BA)	0.932	0.938	0.942
(CM)	0.949	0.950	0.959
(KP)	0.964	0.965	0.968

Source: Processed Primary Data, 2019

Based on table 4.4, it can be concluded that the Cronbach's salpha value for all constructs is the lowest at 0.932, namely for the BA construct. Meanwhile, the lowest composite reliability value is also found in the BA construct with a value of 0.942. These results indicate that this research instrument is reliable because of testing the Inner Model (Structural Model)**.**

This testing was carried out to test the hypothesis. The structural model can be evaluated by looking at R^2 (indicator reliability) for the dependent construct and the t-statistical value from path coefficient testing. The higher the R^2 value means the better the prediction model of the research model.

Determination Test or Variance Analysis (R^2)

Table 4.5 R2 R Square Value

	R Square	**R Square Adjusted**
Brand Image (CM)	0.819	0.818
Purchasing Decision (KP)	0.880	0.877

Source: Processed Primary Data, 2019

Based on table 4.5, it shows that brand ambassador, brand image and purchasing decisions are able to explain the variability of the brand image construct by 81.8%, and the remaining 18.2% is explained by other constructs outside those examined in this research. Meanwhile, brand ambassadors on brand image and purchasing decisions are able to explain the variability of the consumer satisfaction construct by 88.0%, the remaining 12% is explained by other constructs outside those examined in this research.

Hypothesis testing

Hypothesis testing is carried out based on the results of the structural model test (inner model) which includes R^2 output, parameter coefficients and t-statistics. To see whether a hypothesis can be accepted or rejected, include paying attention to the significance values between constructs, t-statistics and p-values. By using the smart PLS 3.0 that researchers use, these values can be seen from the bootstrapping results. The rule of thumb used is t-statistic > 1.94 with a significance level or p-value<0.05 (50%) and beta is positive. The results of the research hypothesis test can be seen in table 4.5.

Table 4.5 Path Coefficient

Hypothesis	Beta (β)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
BA -> CM	0.905	0.908	0.017	51,950	0,000
BA -> KP	0.905	0.908	0.021	42,770	0,000
CM -> KP	0.580	0.504	0.110	5,260	0,000

Source: Processed Primary Data, 2019

The first hypothesis tests whether brand ambassadors positively influence brand image. The test results show that the beta coefficient value of BA against CM is 0.905 and the t-statistic is 51.950. From these results it is stated that the t-table is significant because >1.94 with a p-value of 0.000<0.05 so the hypothesis is accepted. This proves that brand ambassadors are proven to have a positive influence on brand image.

The second hypothesis tests whether brand ambassadors (BA) positively influence purchasing decisions (KP). The results show that the beta coefficient value for BA against KP is 0.905 and the t-statistic is 42.770. These results state that t table is significant because it is > 1.94 with a p-value of 0.001<0.05 so the hypothesis is accepted. . This shows that brand ambassadors have proven to have a positive influence on purchasing decisions.

The third hypothesis tests whether brand image (CM) positively influences purchasing decisions (KP). The test results show that the CM beta coefficient value for KP is 0.580 and the t-statistic is 5.260. From these results it is stated that the t-table is significant because it is >1.94 with a p-value of 0.000<0.05 so the hypothesis is accepted. Thus, brand image is proven to have a positive influence on purchasing decisions.

Summary of Hypothesis Testing Results

Table 4.6 Hypothesis testing results

	Hypothesis	Results	Status
H1	BA positively influences CM	▪ Coef. beta =0.905 ▪ T-statistic= 51.950 ▪ P-value<0.05(0.000)	Accepted
H2	BA positively influences KP	▪ Coef. beta=0.905 ▪ T-statistic=42.770 ▪ P-value<0.5(0.000)	Accepted
H3	CM positively influences KP	▪ Coef. beta= 0.580 ▪ T-statistic= 5.260 ▪ Pvalue<0.05(0.000)	Accepted

Source: Processed Primary Data, 2019

DISCUSSION
Influence of Brand Ambassador (BA) on Brand Image (CM)
The research results show that Brand Ambassador (BA) has a significant positive influence on

Brand Image (CM). These results indicate that the more the BA used by the company matches consumer criteria, the more CM will increase. The results of this research are in line with research conducted by Panji Eka Prasetyo (2016), which stated that brand ambassadors have a positive and significant influence on brand image. Thus it can be said that there is a positive influence of BA on CM.

The Influence of Brand Ambassadors (BA) on Purchasing Decisions (KP)

Furthermore, the results of the data analysis that has been carried out (BA) have a significant positive effect on Purchasing Decisions (KP). The results of this research are in line with previous research conducted by Magdalena (2015) with the research title "The Influence of Brand Ambassadors on international brand image and their Impact on Purchasing Decisions (Study on Samsung Smartphone Users)" showing that brand ambassadors have a positive and significant effect on purchasing decision variables. . Thus it can be said that there is a positive influence of BA on KP.

The Influence of Brand Image (CM) on Purchasing Decisions (KP)

Similar to Brand Ambassador (BA), Brand Image (CM) has a significant positive influence on Purchasing Decisions (KK). Purchasing decisions are also influenced by brand image. The image of a brand in the eyes of consumers is an important element in the process of determining purchasing decisions. Because brands are a source of information that is used as a reference for whether a product is good or bad. Fransisca (2010) in her research concluded that brand image has a significant influence on purchasing decisions. This can be interpreted as saying that a good image of a product will influence consumers to buy that product, and vice versa. A bad image of a product will influence consumers so that consumers do not buy the product. The results of this research support previous research conducted by Putra (2014) with the research title "The Influence of Brand Ambassadors on Brand Image and Their Impact on Purchasing Decisions (Survey of LINE Users in Asia)". The research results show that the brand image variable has a significant effect on purchasing decisions. Thus it can be said that there is a positive influence of CM on KP.

This description shows that Brand Ambassadors can have a direct influence on purchasing decisions or have no direct influence on purchasing decisions (mediated by brand image). Proven from Brand Ambassador (0.380) X Purchase Decision (0.880) = 0.334, Brand Ambassador (0.905) This proves that apart from having a direct influence, brand ambassadors also influence purchasing decisions by determining brand image. If we compare the magnitude of the direct influence with the mediating variable indicator (brand image), it shows that the influence through brand image is greater. This has implications for the importance of choosing a brand ambassador who is able to improve brand image and ultimately influence purchasing decisions.

5. CONCLUSION

Based on the results of the discussion, it can be concluded as follows:

1. Brand Ambassadors have a significant influence on the Brand Image of Nike brand sports shoes. The more appropriate the brand ambassador used, the better the brand image of Nike brand sports shoe products.
2. Brand Ambassadors have a significant influence on purchasing decisions for Nike brand sports shoes. The better the brand ambassador used by the Nike brand sports shoe product, the higher the purchasing decision.
3. Brand image has a significant influence on purchasing decisions for Nike brand sports shoes. The better the brand image of Nike sports shoe products, the higher the purchasing decision.

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