

THE INFLUENCE OF BRAND AMBASSADOR, BRAND IMAGE AND COUNTRY OF ORIGIN ON PURCHASE INTENTION OF CLOTHING PRODUCTS SPORTS ON E-COMMERCE PLATFORMS ON COMMUNITY IN LHOKSEUMAWE CITY

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Abstract

This study aims to analyze the Influence of Brand Ambassador, Brand Image and Country of Origin on Purchase Intention of Sportswear Products on E-Commerce Platforms in Lhokseumawe City Society. Data for this study were collected through a survey method using a questionnaire as a data collection instrument. Respondents in this study were 105 consumers. This study uses a quantitative approach with multiple linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. The results of the study indicate that partially Brand Ambassador has a positive and significant effect on Purchase Intention of Sportswear Products on the E-Commerce Platform in the Community in Lhokseumawe City, Brand image has a positive and significant effect on Purchase Intention of Sportswear Products on the E-Commerce Platform in the Community in Lhokseumawe City, Country Of Origin has a positive and significant effect on Purchase Intention of Sportswear Products on the E-Commerce Platform in the Community in Lhokseumawe City. Simultaneously brand ambassador, Brand image and country of origin have a positive and significant effect on Purchase Intention of Sportswear Products on the E-Commerce Platform in the Community in Lhokseumawe City.

Keywords: *Brand Ambassador, Brand Image, Country of Origin, Purchase Intention*

INTRODUCTION

The development of the internet has had a significant impact on the dynamics of modern business. As competition increases, companies must be able to utilize various technologies to maintain their consumers. The development of the internet has become a major driver of transformation in the digital world. With increasingly broad and fast connectivity, the internet has changed the way people communicate, shop, work, and even learn. Based on the survey results of the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia reached 215.63 million people in the 2022-2023 period. This number increased by 2.67% compared to the previous period which was 210.03 million users. The number of internet users is equivalent to 78.19% of the total population of Indonesia which is 275.77 million people.

On the other hand, increasing community mobility makes the time used to shop for their needs increasingly limited. This problem is utilized by business people to create an e-commerce concept by creating a digital media shopping site. According to the Application Programming Interface Institute (2018) Electronic commerce or e-commerce is a process of buying and selling transactions which in practice are carried out online through electronic media. E-commerce applications offer many services for selling products online through features that have been adjusted to the needs of the online store itself. E-commerce focuses on electronic transaction activities or mechanisms (Supangat, 2020). So that it can increase sales automatically, and consumers can easily access every product they need quickly and safely. The development of online shopping carried out by consumers is increasing so that the intensity of online sales competition is also increasing. Online sales are increasing along with the increase in various types of e-commerce. The various e-commerce that are most visited by consumers include Tokopedia, Lazada, Elexia, Buka Lapak, Blibli and Shopee. The products marketed on social media platforms are also very complete, ranging from

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clothing, food, gadgets, books, household needs, cosmetics, travel, ticket purchases and even all bill payments can be made through social media (Databoks, 2022). Based on the e-commerce association, Indonesia ranks first in the growth of the e-commerce market worldwide, reaching 78% per year. Followed by Mexico with an annual e-commerce growth of 59% and the Philippines by 51% per year.



Figure 1 Online Shopping Trends in Indonesia

Based on the image above shows that the trend of online shopping in Indonesia is very high. Various products purchased by consumers online include fashion, gadgets, food, cosmetics, electronics, books, travel, bills and tickets. Shopping online provides many conveniences among consumers, one of which does not require a long time but can visit various online stores. The trend of online shopping through several e-commerce in Indonesia is as shown in the following table:

Table 2 E-commerce in Indonesia

Brand Name	2018	2019	2020	2021	2022
Blibli.com	12.43	13.50	13.20	5.70	5.10
Lazada.co.id	44.01	44.30	41.00	23.70	21.80
Tokopedia.com	6.82	7.60	8.00	4.80	10.20

Source: Topbrand (2023)

With the continued development of e-commerce, consumer intentions to make purchases online will increase. Basically, the presence of online social media provides many conveniences for consumers in finding various products they need. Based on the data above, it shows that the level of online shopping on e-commerce has decreased, such as Blibli.com and Lazada. Based on the explanation above, it shows that technological advances in the era of globalization create differences in shopping for clothes. Before globalization, when you want to buy a product, it takes a long time and process. After experiencing globalization, people can shop easily and quickly online. One of them is a sportswear business actor who is present to provide various types of sportswear products ranging from football, gym & fitness, and running for all ages and various groups of Indonesian society. According to Yanthi and Jatra (2015), purchase intention is an important stage where it is important for marketers to pay attention. Meanwhile, Purnomo and Aini (2016) stated that purchase intention

grows because of a motive based on attributes according to their desires and needs in using a product, based on this, an analysis of how the process of interest from within the consumer is very important. The importance of consumer purchase intention to be studied aims to enable companies to compete and maintain the sustainability of their business, so companies need to pay attention to consumer purchasing interest.

Purchase intention is the stage of consumers in forming their choices among several brands included in the choice set, then finally making a purchase on an alternative that they like the most or the process that consumers go through to buy a good or service based on various considerations (Dastane, 2020). Purchase intention can be used to analyze consumer behavior, before making a purchase consumers will look for information about a product. Then consumers will conduct research on the product based on the information they have, then consumers will compare products and evaluate and make purchasing decisions. This research was conducted on Sportswear Products which are one of the Products that have a high purchase rate on Social Media Platforms. This is supported by initial data from the Topbrand Award (2023) as follows:

Table 2 Top Sportswear Brands

Brand Name	2019	2020	2021	2022	2023
Adidas	41.50	42.30	43.00	38.80	39.00
Converse	8.10	6.90	7.50	11.00	7.50
Nike	20.50	16.70	19.10	16.20	17.10
Puma	13.60	15.30	14.90	12.70	11.80
Reebok	5.80	5.40	8.30	7.50	10.20

Based on the table above, it shows that there is competition in the sale of sportswear products on various existing e-commerce platforms. Data shows that Adidas products are the TOP brand during the period 2019 to 2023. However, in 2022 Adidas products decreased to 38.80% (Topbrand Award, 2023). This shows that there is strong competition from sportswear products. The growth in sales of the sportswear industry followed by changes in marketing activities through social media will become commonplace where sportswear industry players need to adapt to these changes (Niu & Zhang, 2021). Seeing the great growth opportunities, it is very important for companies, especially in the sportswear sector, to utilize social media in marketing and selling their products. This is because the interactivity of social media platforms plays an important role in their adoption and use which is important for building relationships with clients (Shih et al., 2014). Various factors are considered by consumers when making online purchases, including brand ambassadors, brand image and country of origin.

Brand ambassadors have the influence to invite or influence consumers regarding the products or services offered and are expected to boost product sales figures. According to Wang & Hariandja (2016) brand ambassadors are supporters of a brand or endorsers who usually use celebrities and are chosen alternately. Brand ambassadors are also commonly referred to as advertising spokespersons and promotional models. Although brand ambassadors are generally used interchangeably in the media, it is also important for customers to be able to distinguish between which ambassadors are supporters because of company demands and which are true users of the advertised brand. The results of the study conducted by Oktaviani and Zainurossalamia (2021) concluded that brand ambassadors have a positive and significant effect on purchase intention. The results of the study by Anandyara and Samiono (2022) concluded that brand ambassadors have no effect on purchase intention. The results of the study conducted by Wulandari, Hutauruk and Setyaningtyas (2021) concluded that brand ambassadors have no effect on purchase intention.

The second factor that is thought to influence purchase interest is brand image. Having a good brand image can build consumer trust in a brand, therefore companies must continue to maintain and preserve brand image continuously. This is because a good brand image will make it easier for consumers to recognize a product and create a good perception of product quality and allow

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consumers to make a purchase interest in the product. The results of research from Wiratama (2014) stated that brand image has a positive and significant influence on purchase interest in Nike sports shoes in Semarang City, which states that the more the brand image is improved, the more it can increase purchase interest. Other research from Frena Azany (2014) stated that brand image has a positive and significant influence on purchase interest in Bellagio shoes, stating that if the product image is good, consumers will make purchases of the product. Another factor that can increase purchasing interest is Country Of Origin. Country of origin (COO) or country of origin is information (extrinsic cue) that is often used by consumers when evaluating a product. Country of origin (country of origin) according to Kotler et al., (2021) is an association of a country regarding the mental trust of a country. If the quality of a product produced by a country is consistently good, then the product will have a positive image in the eyes of consumers. Country of origin is the country where a product was first produced or managed and is part of the image of the country of origin of a product. The results of research conducted by Sagheb et al., (2020) found that country of origin has a positive and significant effect on purchase intention. The same results were also obtained by Haque (2015) who showed that Country of origin has a positive and significant effect on purchase intention.

LITERATURE REVIEW

The Influence of Brand Ambassadors on Purchase Intention

Ambassadors are usually synonymous with public figures who have influence in their country and in the world. They are believed to be able to influence consumer attitudes and beliefs about products. from a psychological perspective. The use of public figures is considered a representation of product identity, because celebrities will act as distributors, speakers and liaisons in an advertisement to introduce a product or service to consumers (Magdalena, Suharyono, and Mukhammad, 2015). According to Wang & Hariandja (2016), a brand ambassador is a brand supporter or endorser who usually uses celebrities and is chosen alternately. A Brand Ambassador can influence a consumer to be interested in making a transaction. While in this study, Brand Ambassador does not affect Purchase Intention directly and is not significant. The results of the study conducted by Oktaviani and Zainurossalamia (2021) concluded that brand ambassadors have a positive and significant effect on purchase intention. The results of the study by Anandyara and Samiono (2022) concluded that brand ambassadors have no effect on purchase intention. The results of the study conducted by Wulandari, Hutaeruk and Setyaningtyas (2021) concluded that brand ambassadors have no effect on purchase intention

The Influence of Brand Image on Purchase Intention

According to Girsang, Rini, and Gultom, (2020) brand image is a perception that persists in the minds of consumers that is formed through experience and is relatively consistent. Brand image plays an important role in differentiating brands in similar products or brand categories. Brand image represents rational and emotional evaluations in consumers that will lead to brand perception, ultimately influencing the decision to buy or not to buy. The results of research from Wiratama (2014) stated that brand image has a positive and significant influence on the interest in buying Nike sports shoes in Semarang City, which states that the more the brand image is improved, the more it can increase the interest in buying. Other research from Frena Azany (2014) stated that brand image has a positive and significant influence on the interest in buying Bellagio shoes, stating that if the product image is good, consumers will make purchases of the product.

The Influence of Country of Origin on Purchase Intention

Country of origin is the entire form of consumer perception of a product from a particular country based on consumer perception of the advantages and disadvantages of that country. In general, country of origin is a mental image of a country and a product brand. Country of origin is information that is often used by consumers when evaluating a product (Listiana, 2014). Country of

origin (country of origin) according to Kotler et al., (2021) is an association of a country regarding the mental trust of a country. If the quality of a product produced by a country is consistently good, then the product will have a positive image in the eyes of consumers. Country of origin is the country where a product was first produced or managed and is part of the image of the country of origin of a product. The results of research conducted by Sagheb et al., (2020) found that country of origin has a positive and significant effect on purchase intention. The same results were also obtained by Haque (2015) who showed that country of origin has a positive and significant effect on purchase intention. The conceptual framework that researchers developed in this study is as seen in the image below:

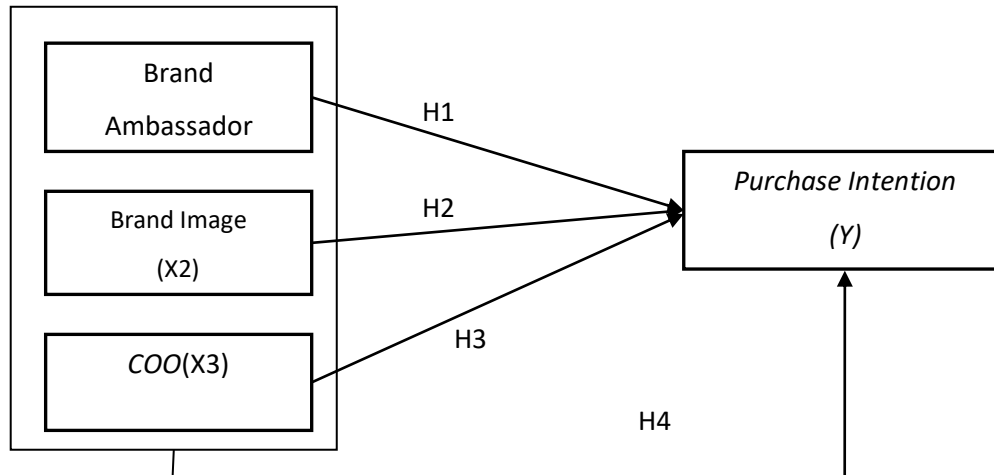


Figure 3 Conceptual Framework

Based on Figure 3 above, it shows a partial relationship between the brand ambassador variables (X1), brand image (X2) and country of origin (X3) as independent variables to purchase intention (Y) as the dependent variable. The relationship is symbolized by an arrow connecting the two types of variables where partial testing is carried out using the t-test and F-test.

Research Hypothesis

According to Erlina and Mulyani (2017) a hypothesis is a proportion formulated with the intention of being tested empirically. Based on the formulation of the problem and conceptual framework, the hypothesis in this study is:

- H1 : Brand Ambassador Influences Purchase Intention of Sportswear Products on E-Commerce Platforms in Lhokseumawe City Society
- H2 : Brand image influences purchase intention of sportswear products on e-commerce platforms among people in Lhokseumawe City.
- H3 : Country of Origin Influences Purchase Intention of Sportswear Products on E-Commerce Platforms in the Community in Lhokseumawe City
- H4 : Brand Ambassador, Brand Image and Country of Origin Influence Purchase Intention of Sportswear Products on E-Commerce Platforms in Lhokseumawe City Community

IMPLEMENTATION METHOD

Subjects and Location of Research

According to Sugiyono (2019), the research subjects are an attribute or trait or value of a person, object or activity that has certain variables that are set to be studied and conclusions drawn. This research was conducted in the Community in Lhokseumawe City. The subjects of this research were the Community in Lhokseumawe City who used the e-commerce Platform. According to Sugiyono (2019), the research location is a place where the social situation will be studied. For example, in schools, companies, government institutions, roads, houses, markets and others. The research location is a place or social location of research characterized by the presence of elements of actors and others. The location of this research was conducted in Lhokseumawe City.

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Population and Sample

The population in this study is the community in Lhokseumawe City who buy sportswear products through the e-commerce platform. In this study, the population taken is large and the number is not known for sure (infinite). According to Hair et al. (2014) if the population is too large, the method becomes very sensitive so that it is difficult to obtain a good measure of goodness of fit. So it is recommended that the minimum sample size is 5-10 observations for each estimated parameter. The sample is the subject of the population, consisting of several members of the population (Ferdinand, 2016). The sampling technique used in sampling is the non-probability sampling method, namely a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. The non-probability sampling technique uses accidental sampling. Accidental Sampling is a sampling determination technique based on spontaneity factors, meaning that anyone who accidentally meets the researcher and according to the characteristics (traits), then that person can be used as a sample (respondent), (Sitohang, 2019). In determining the sample if the population is large and the number is unknown, then to facilitate the research the researcher took a sample of 96 respondents. According to Supranto (2008) to calculate the sample if the population is unknown is as follows:

$$n = 0,25 \left(\frac{Z_{a/2}}{e} \right)^2$$

Where:

n = Number of samples studied

Z = Normal distribution level at a significance level of 0.05% = 1.96

e = Margin of Error, namely the maximum level of sampling error that is still tolerable or desired.

By using a Margin of Error of 0.10, the minimum number of samples that can be taken is:

$$n = 0,25 \left(\frac{1,96}{0,10} \right)^2$$

$$n = 96,04$$

$$n = 96$$

To avoid any unwanted damage to the questionnaire, the number of samples taken in this study was rounded up to 105 respondents.

Data collection technique

According to The Greatest Showman (2012) Data collection techniques are the most strategic step in research, because the main purpose of research is to obtain data. The data collection method in this study uses a questionnaire, namely to obtain relevant, reliable, objective data that can be used as a basis for the analysis process. The data collection procedure through the questionnaire method is used to obtain information. The questionnaire will then be assessed based on a Likert scale. The Likert scale is a method that measures attitudes by stating agreement or disagreement with certain objects or events. The variables used are measured using a scale of 1 to 5 levels (Likert) that allows consumers to answer questions.

RESULT AND DISCUSSION

Validity Test Results

Table 1 Validity Test Results

No	Statement Indicators	Mark rhitung	Mark r table	Note
1	Brand Ambassador (X1)			
	1. Statement 1	0.853	0.200	Valid
	2. Statement 2	0.584	0.200	Valid
	3. Statement 3	0.814	0.200	Valid
	4. Statement 4	0.418	0.200	Valid
2	Brand Image(X2)			
	1. Statement 1	0.589	0.200	Valid
	2. Statement 2	0.520	0.200	Valid
	3. Statement 3	0.727	0.200	Valid
	4. Statement 4	0.632	0.200	Valid
	5. Statement 5	0.318	0.200	Valid
	6. Statement 6	0.447	0.200	Valid
3	Country Of Origin (X3)			
	1. Statement 1	0.849	0.200	Valid
	2. Statement 2	0.667	0.200	Valid
	3. Statement 3	0.521	0.200	Valid
4	Purchase Intention (Y)			
	1. Statement 1	0.585	0.200	Valid
	2. Statement 2	0.661	0.200	Valid
	3. Statement 3	0.676	0.200	Valid
	4. Statement 4	0.680	0.200	Valid

Based on Table 1, the values of all statements of brand ambassador variable indicators, brand image, country of origin and purchase intention are obtained. To measure the variables in this study, each has a large person correlation from rtable, the rtable value for $(df) = n - 2 = 105 - 2 = 103$, then the rtable value is 0.200. Based on the results in the table, it can be concluded that all statement indicators in this study are declared valid.

Reliability Test Results

Table 2 Reliability Test Results

Variables	Cornbach's Alpha	Information
Brand Ambassador (X1)	0.769	Reliable
Brand Image (X2)	0.711	Reliable
Country Of Origin (X3)	0.756	Reliable
Purchase Intention (Y)	0.748	Reliable

Source: Research Results, Data processed 2024

Based on Table 2 it can be seen that the valueCornbach's Alpha of the variablesbrand ambassador (X1)of 0.769, the Cornbach's Alpha value of the variablebrand image (X2)of 0.711, the Cornbach's Alpha value of the variablecountry of origin (X3)of 0.756; the Cornbach's Alpha value of the variablepurchase intention (Y)of 0.748. From these results it shows that the Cornbach's Alpha results of each variable are > 0.60 then all variables can be declared reliable.

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Multiple Linear Regression Analysis Results

Table 3 Results of Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,862	.777		2,397	.018
Brand Ambassador	.477	.127	.335	3,766	.000
Brand Image	.339	.119	.252	2,848	.005
Country Of Origin	.238	.108	.193	2.201	.030
R	0.474				
R ²	0.225				
Adjusted R ²	0.202				
F Count	9,780				
Sig	0,000				

a. Dependent Variable: Purchase Intention

Source: Research Results, Data processed 2024

Based on the output in Table 3 above, it can be seen that the value is obtained from the multiple linear regression analysis equation below: $Y = 1.862 + 0.477 (X_1) + 0.339 (X_2) + 0.238 (X_3)$ Based on the regression equation above, the research results for each variable can be interpreted as follows:

1. The brand ambassador coefficient of 0.477 shows that every one unit increase in the brand ambassador scale is expected to increase the purchase intention value by 0.477 units, assuming other variables remain constant.
2. The brand image coefficient of 0.339 shows that every one unit increase in the brand image scale is expected to increase the purchase intention value by 0.339 units, assuming other variables remain constant.
3. The country of origin coefficient of 0.238 shows that every one unit increase in the country of origin scale is expected to increase the purchase intention value by 0.238 units, assuming other variables remain constant.

Results of Correlation Coefficient (R) and Termination (R²)

If the coefficient of termination is getting closer to one, then it can be said that the variables of brand ambassador, brand image and country of origin have an effect on the variable of purchase intention, in addition the coefficient of termination (R²) is used to determine the percentage of changes in the dependent variable (Y) caused by the independent variable (X). The value of the correlation coefficient (R) of 0.474, this value indicates that the relationship (correlation) between the variables of brand ambassador, brand image and country of origin on purchase intention is moderate. While the coefficient of termination (RSquare) is 0.427, meaning that the variables of brand ambassador, brand image and country of origin have the ability to explain its effect on purchase intention by 22.5%. The rest is influenced by other factors outside this study such as promotion and price.

DISCUSSION

The Influence of Brand Ambassadors on Purchase Intention of Sportswear Products on E-Commerce Platforms in the Community in Lhokseumawe City

Based on the research results, it shows that brand ambassadors have a positive and significant influence on Purchase Intention of Sportswear Products on E-Commerce Platforms in the Community

in Lhokseumawe City. The consistent presence of brand ambassadors on e-commerce platforms reflects a high level of visibility, which is an important indicator in influencing Purchase Intention. With a significant t-value, it is proven that the brand ambassador has succeeded in attracting the attention of the people in Lhokseumawe City to the brand and sportswear products it represents. In addition, the credibility of the brand ambassador is also an important factor in influencing consumer purchasing decisions. The brand ambassador has built a strong reputation in the eyes of the public as a trusted source of information, thus providing certainty to consumers in purchasing the product. The attraction of the brand ambassador also plays a significant role in increasing Purchase Intention. People in Lhokseumawe City are attracted to the personality or image of the brand ambassador, so they tend to be more inclined to buy products recommended by him. In addition to the attraction, the power of the brand ambassador in influencing consumer behavior. The brand ambassador has a great ability to persuade or influence people in Lhokseumawe City to buy sportswear products through the e-commerce platform, especially because of the positive influence he has.

The Influence of Brand Image on Purchase Intention of Sportswear Products on E-Commerce Platforms in the Community in Lhokseumawe City

Based on the results of the study, it shows that brand image has a positive and significant effect on Purchase Intention of Sportswear Products on the E-Commerce Platform in the Community in Lhokseumawe City. BStrong brand image plays a crucial role in increasing consumer purchase intention towards sportswear products on e-commerce platforms. Lhokseumawe City, as the research location, is no exception to this phenomenon. Consumers' positive perception of a brand influences their trust in the quality, reliability, and suitability of the product to their needs. In this context, a strong brand image will strengthen consumers' desire to make a purchase, especially in product categories that require extra consideration such as sportswear. The level of consumer trust in a brand is the result of various factors, including previous experiences, recommendations from friends or family, as well as exposure to marketing campaigns and customer testimonials. On e-commerce platforms, product reviews and ratings also play an important role in shaping consumer perceptions of a brand. In the context of sportswear, aspects such as comfort, durability, and product design will be the main considerations influenced by brand image. The importance of a positive brand image in influencing consumer purchase intention has been proven in various previous studies. Consumers tend to choose brands that they trust and with identities that are consistent with the values they hold. Thus, an effective branding strategy will help brands differentiate themselves from competitors, grab consumers' attention, and build strong long-term relationships with them. In the context of digital marketing, e-commerce platforms offer brands a unique opportunity to strengthen their image through visual content, engaging product descriptions, and direct interaction with consumers. By using analytical data, brands can better understand consumer preferences and behaviors, thus directing their branding strategies more precisely.

The Influence of Country of Origin on Purchase Intention of Sportswear Products on E-Commerce Platforms in the Community in Lhokseumawe City

Based on the research results, it shows that Country of Origin has a positive and significant effect on Purchase Intention of Sportswear Products on E-Commerce Platforms in the Community in Lhokseumawe City. The influence of country of origin on consumer purchase intention for sportswear products on e-commerce platforms is an important aspect in the context of globalization of trade and marketing. Lhokseumawe City, as the research location, may show a specific consumer behavior pattern related to preferences for the country of origin of the product. Several factors can influence positive perceptions of the country of origin of the product, such as the country's reputation in producing certain products, national brand image, and perceptions of product quality from the country. Previous studies have shown that consumers tend to have a higher preference for products originating from countries with a high reputation in a particular industry. In this case, the country of origin of the product can be an important factor influencing consumer perceptions of product quality, reliability, and superiority. For example, sports products produced in a country with a long tradition in sports or textile technology may be considered more desirable by consumers. National brand image

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can also play a role in shaping consumer perceptions of sportswear products. If a country is known for its famous sports brands or innovations in sportswear design, products originating from that country may have additional appeal to consumers in Lhokseumawe City.

Conclusion

Based on the research results presented in the previous chapter, several conclusions can be drawn as follows:

1. The Brand Ambassador variable has a positive and significant effect on the Purchase Intention of Sportswear Products on the E-Commerce Platform among the Community in Lhokseumawe City.
2. Brand image variable has a positive and significant effect on Purchase Intention of Sportswear Products on E-Commerce Platforms in the Community in Lhokseumawe City
3. The Country of Origin variable has a positive and significant effect on the Purchase Intention of Sportswear Products on the E-Commerce Platform among the Community in Lhokseumawe City.
4. The variables of brand ambassador, brand image and country of origin have a positive and significant effect on the Purchase Intention of Sportswear Products on the E-Commerce Platform among the Community in Lhokseumawe City.

Suggestion

Based on the research results and conclusions presented above, the author formulates several suggestions as follows:

1. Increase the presence and exposure of relevant brand ambassadors in the sportswear industry on e-commerce platforms in Lhokseumawe City. Brands can collaborate with local athletes or sports figures who have strong influence and reputation in the community. Through the right promotions and endorsements, brand ambassadors can help strengthen the brand image and increase consumer trust, which in turn will increase their purchase intention towards sportswear products..
2. Focus on developing and maintaining a consistent and positive brand image on e-commerce platforms. Brand image in sportswear focuses on how consumers perceive the status and quality associated with the brand. Sportswear brands that are considered prestigious are often associated with innovative designs, superior quality materials, and associations with famous athletes or prestigious sporting events. Consumers' experiences and perceptions of brand exclusivity play a significant role in creating the brand's image as a premium and prestigious choice in the sportswear market.
3. Increase the visibility of the product's country of origin and associate it with a positive brand image on e-commerce platforms. The influence of country of origin in the context of sportswear products revolves around the knowledge and perception that products from a particular country may have certain standards of quality or innovation. Consumers often associate sportswear products from countries with a strong reputation in the sports industry with better quality and more advanced technology. Information about the country of origin can influence purchasing decisions, with consumers tending to choose sportswear from countries that are well known for their design, functionality, and performance.

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THE INFLUENCE OF BRAND AMBASADOR, BRAND IMAGE AND COUNTRY OF ORIGIN ON PURCHASE INTENTION OF SPORTSWEAR PRODUCTS ON E-COMMERCE PLATFORMS IN THE COMMUNITY IN LHOKSEUMAWE CITY

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