The Influence of Brand Ambassador on Customer Satisfaction Through Purchase Decisions in the Brand Es Teh Indonesia in East Surabaya

Vincentia Ine Putriana[1], V. Ratna Inggawati [1]*

[1]Universitas Katolik Darma Cendika
Jl. Dr. Ir. H. Soekarno No.201, Surabaya
***Email :** ratnainggawati@gmail.com

ABSTRACT
This research is a quantitative research with data collection techniques carried out by direct distribution of questionnaires. This study uses the Multivariate Statistical Method with the WarpPLS 7.0 application. The sample in this study were customers who had purchased Indonesian iced tea products in East Surabaya with a minimum age of 17 years and over and 50 respondents distributed questionnaires. This research data will be processed using the WarpPLS 7.0 application. The results of data analysis showed that all items, each statement item for each variable in the questionnaire, were declared valid and reliable. The results of the analysis of the fit and quality indices models are stated to be good according to the criteria. then to test the hypothesis that all hypotheses are stated to have a significant effect because the p-value <0.001.

Keywords: Brand Ambassador, E – Service Quality, Purchase Decision, and Customer Satisfaction

INTRODUCTION

The development of digital technology and the growth of the business world at this time is increasingly heading towards global, making companies required to establish the right marketing strategy in order to win marketing and be able to compete competitively with competitors. Es The Indonesia as a local company that sells beverage products with the concept of Tea To Go which offers various variants with new taste images that are suitable for all walks of life. Es Teh Indonesia has a variety of interesting promotional strategies, Es Teh Indonesia is also widely known among the public through the Instagram Platform and existing advertisements. To increase branding, promotion and engagement rates with consumers, Es Teh Indonesia innovates to collaborate with well-known brands in Indonesia such as the Nutrisari brand, the Cadbury brand, the Cornetto brand, the Wonderful Biscuits brand, and the Billionaire's Project Clothing brand brand in promoting its newest product.

In competition, of course, there are behaviors that occur to consumers so that we as sellers can find out the behavior that has occurred at that time, so that research (Wijayanti *et al*., 2022) states that the behavior that occurs when making a purchase is a factors in purchasing decisions because by deciding a product to be selected can be determined from its behavior first. Everyone will definitely choose to decide on a purchase first and then feel the satisfaction that exists so that consumers if they are satisfied will buy the product again or vice versa. So with the existence of Indonesian Es Tea we can find out how it happens between some of these variables so that they influence each other.

So that with the existence of several beverage products that have spread throughout Indonesia, of course there will be intense competition, but this intense competition can also cause impacts both in competitors and in the strategy that has been carried out by the company. In research (Ikhsan *et al.,* 2019) states that the occurrence of competition is not easy, especially with the existence of brand ambassadors on every product to be marketed because these brand ambassadors are indeed very important and should be in products that should be known by many people. This shows that the brand ambassador is one that can determine whether or not there is interest in buying from consumers.

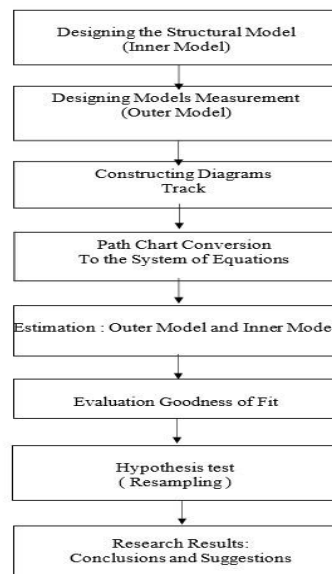There is a framework of thought in this study as follows :

Figure 1. framework of thought

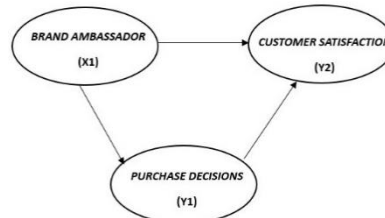Then the conceptual framework is as follows:

Figure 2. Conceptual Framework

So the hypothesis in this research is:

1. Brand Ambassadors have a significant effect on purchasing decisions for brand Es Teh Indonesia in East Surabaya
2. Brand Ambassador has a significant effect on Customer Satisfaction at the brand Es Teh Indonesia in East Surabaya
3. Purchasing decisions have a significant effect on customer satisfaction at the brand Es Teh Indonesia in East Surabaya
4. Brand Ambassadors have a significant effect on Customer Satisfaction through Purchasing Decisions at brand Es Teh Indonesia in East Surabaya

METHOD

In this research, researchers used quantitative research and used the Multivariate Statistical Method with the WarpPLS 7.0 application. According to Sugiyono (2019: 17) quantitative research is defined as a research method based on the philosophy of positivism, which is used to examine certain populations or samples, data collection uses research instruments, data analysis is quantitative or statistical, with the aim of testing predetermined hypotheses .

Sources of data from this study consist of:

1. Primary Data

This type of data researchers get by distributing questionnaires to predetermined samples.

2. Secondary Data

Researchers also summarize various data that are useful in this study through various media which are included in secondary data sources.

The variables used in this study are:

1. Endogenous variables in this research are Purchase Decision (Y1) and Customer Satisfaction (Y2)
2. The exogenous variable in this research is the Brand Ambassador (X1).

Es Teh Indonesia Products already have 6 branches in East Surabaya. So in this study, the researchers determined the population limit only for the East Surabaya area, the number of which the researchers did not know.

According to Ferdinand (2014: 173), "In multivariate research (including those using the multivariate regression method) the sample size is determined to be 25 times the independent variable." The number of independent variables in this study are 2 variables. So, 25 x 2 with a result of 50. So, the minimum number of samples required in this study is 50 samples.

In this research using a measurement scale in the questionnaire, namely the Likert scale. According to Ferdinand (2014: 205) Likert is an extension of the semantic scale. The first has several differences, this scale has more than 1 question item, both scales are calibrated by means of a neutral answer coded "0". There are five levels in the Likert scale which can be seen in the following table:

Table 1. Likert Scale

No	Statement	Score
1	Strongly agree	5
2	Agree	4
3	Neutral	3
4	Don't agree	2
5	Strongly Disagree	1

There are various data processing techniques, including:

1. Convergent Validity Test
   Convergent validity can be seen from the value of the correlation coefficient between the reflective indicator score and the latent variable. In factor analysis, this can be seen in the factor loading values. Some scientists say that a factor loading value greater than 0.5 to 0.6 is considered sufficient as a criterion for meeting convergent validity.

2. Discriminant Validity Test
   Discriminant validity can be seen from the value of loading and corss loading. If the loading value of each indicator on the variable concerned is greater than the cross loading on other latent variables, then it is said to meet discriminant validity. The method for viewing the overall discriminant indicators together (questionnaire) can be seen by comparing the value of the square root of average variance extracted (AVE) with the correlation coefficient, if the AVE root is greater than the correlation coefficient with other variables, then it is said to have good discriminant validity .

3. Composite Reliability
   A questionnaire is said to have good composite reliability if composite reliability ≥ 0.7, although it is not an absolute standard.

4. Alpha Croncbac'h Reliability
   The measure that is often used to see the reliability of the questionnaire is the Cronbach Alpha coefficient. Alpha reliability coefficient has a value range between 0 to 1. The criterion that is often used is a questionnaire which is said to be reliable if it has an Alpha value of > 0.6.

5. Model Fit and Quality Indices
   Before interpreting the results of hypothesis testing, the model should have a good Goodness of Fit. The goodness of fit in question is an index and a measure of the goodness of the relationship between latent variables related to the assumptions. The criteria listed in the table are of the nature of a rule of thumb, so they should not apply rigidly and absolutely. If there are one or two model indicators of fit and quality indices, of course the model can still be used.

Table 2. Model Fit and Quality Indices

NO	Model fit and quality Iindices	Kriteria Fit
1	Average path coeficient (APC)	p < 0.05
2	Average R-squared (ARS)	p < 0.05
3	Average adjusted R-squared (AARS)	p < 0.05
4	Average block VIF (AVIF)	Acceptable if < = 5, idealy <= 3.3
5	Average full collinearity VIF (AFVIF)	Acceptable if < = 5, idealy <= 3.3
6	Tenenhaus GoF (GoF)	Small >= 0.1, medium >= 0.25, large >= 0.36
7	Symsson's paradox ratio (SPR)	Acceptable if < = 0.7, idealy <= 1
8	R-squared contributin ratio (RSCR)	Acceptable if < = 0.7, idealy <= 1
9	Statistical suppresion ratio (SSR)	Acceptable if >= 0.7
10	Nonlinear bivariate casuality direction ratio (NLBCDR)	Acceptable if >= 0.7

Source : (Solimun : 2017)

6. Descriptive Analysis of Research Variables
   The results of the descriptive analysis are in the form of a table containing the percentage of respondents in answering the score (1 = strongly disagree/very bad to 5 = very agree/very good), supplemented by an average value or a frequency table supplemented with an average value.
7. Variable Profile
   The information to be conveyed in this section is a combination of identification of important indicators based on factor loading values with the empirical conditions of a variable (indicators and/or dimensions) based on the average score. The greater the factor loading, the stronger the indicator reflects an important variable or indicator.
8. Hypothesis Testing
   Hypothesis testing in the WarpPLS analysis uses the t test. The decision rule for testing the hypothesis is to use the resampling method, and a t-test is performed. The decision rule for testing the hypothesis is carried out as follows, if a p-value is ≤ 0.10 (alpha 10%) then it is said to be weakly significant, if the p-value is ≤ 0.05 (alpha 5%) it is said to be significant and if the p-value is ≤ 0.01 (alpha 1) %) then it is said to be highly significant.

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RESULT AND DISCUSSION
Convergent Validity Test

Table 3. Convergent Validity Test Results

No	Indicator	*Factor Loading*	Description	P Value	Description
1	X1.1	0,759	Valid	<0.001	Valid
2	X1.2	0,784	Valid	<0.001	Valid
3	X1.3	0,843	Valid	<0.001	Valid
4	X1.4	0,721	Valid	<0.001	Valid
5	X1.5	0,806	Valid	<0.001	Valid
6	Y1.1	0,808	Valid	<0.001	Valid
7	Y1.2	0,852	Valid	<0.001	Valid
8	Y1.3	0,783	Valid	<0.001	Valid
9	Y1.4	0,785	Valid	<0.001	Valid
10	Y2.1	0,864	Valid	<0.001	Valid
11	Y2.2	0,815	Valid	<0.001	Valid
12	Y2.3	0,765	Valid	<0.001	Valid
13	Y2.4	0,859	Valid	<0.001	Valid
14	Y2.5	0,757	Valid	<0.001	Valid

Based on the results of table 2 regarding the convergent validity test it states that all of the statement items above are declared fulfilled because the p-value is <0.001.

Discriminant Validity Test

Table 4. Discriminant Validity Test Results X1

No	Indicator	*Loading*	*Cross Loading*		Description
		X1	Y1	Y2	
1	X1.1	0,642	0,391	0,103	Valid
2	X1.2	0,658	-0,188	0,230	Valid
3	X1.3	0,703	0,116	0,808	Valid
4	X1.4	0,639	0,501	-0,040	Valid
5	X1.5	0,742	-0,323	0,115	Valid

Based on the results of table 3, it shows that all statement items on variable X1 have a loading value > from cross loading, it is said that variable X1 fulfills the Discriminant Validity Test.

Table 5. Discriminant Validity Test Results Y1

No	Indicator	*Loading*	*Cross Loading*		Description
		Y1	X1	Y2	
1	Y1.1	0,658	-0,231	0,115	Valid
2	Y1.2	0,666	-0,250	0,089	Valid
3	Y1.3	0,665	0,192	-0,317	Valid
4	Y1.4	0,633	0,600	0,165	Valid

Based on the results of table 4, it shows that all statement items on the Y1 variable have a loading value > from cross loading, it is said that the Y1 variable fulfills the Discriminant Validity Test.

Table 6. Discriminant Validity Test Results Y2

No	Indicator	Loading	Cross Loading		Description
		Y2	X1	Y1	
1	Y2.1	0,678	-0,328	0,468	Valid
2	Y2.2	0,679	-0,422	0,605	Valid
3	Y2.3	0,650	0,214	0,220	Valid
4	Y2.4	0,723	-0,021	-0,235	Valid
5	Y2.5	0,686	0,430	-0,593	Valid

Based on the results of table 5, it shows that all statement items on variable Y2 have a loading value > from cross loading, it is said that variable Y2 fulfills the Discriminant Validity Test.

Table 7. AVE Root Results

No	Variable	AVE Root			Description
		X1	Y1	Y2	
1	X1	0,824	0,784	0,700	Valid
2	Y1	0,808	0,824	0,801	Valid
3	Y2	0,700	0,801	0,813	Valid

From the results of the AVE roots and their correlation shown in Table 6, each variable has a larger AVE root than the other variables. This can be proven by the existence of variable X1 which has an AVE root value of 0.824 greater than Y1 (0.784) and Y2 (0.700), variable Y1 has an AVE root value of 0.824, which is greater than X1 (0.808), and Y2 (0.801) and also the root value of the AVE variable Y2 is AVE 0.813 which is greater than X1 (0.700), and Y1 (0.801).

Composite Reliability

Tabel 8. Composite Reliablility Results

No	Variable	Composite Reliability Coefficients	Description
1	X1	0,888	Fulfilled
2	Y1	0,882	Fulfilled
3	Y2	0,907	Fulfilled

From the results of the Composite Reliability Coefficients contained in table 7 it can be seen that all coefficients are greater than 0.7 so that these criteria can fulfill Composite Reliability.

Alpha Cronbac'h Reliability

Tabel 9. Alpha Cronbac'h Reliability Results

No	Variable	Alpha Cronbac'h Reliability	Description
1	X1	0,842	Fulfilled
2	Y1	0,822	Fulfilled
3	Y2	0,871	Fulfilled

From the results of the Alpha Cronbach Coefficients contained in table 4.18 it can be seen that all coefficients are in a position above or greater than 0.6 so that these criteria can fulfill Alpha Cronbach Reliability.

Model Fit and Quality Indices

Tabel 10. Model Fit and Quality Indices

NO	Model fit and quality Iindices	Fit Criteria	Analysis Results	Description
1	Average path coeficient (APC)	p < 0.05	0,553 (p<0,001)	Good
2	Average R-squared (ARS)	p < 0.05	0,682 (p<0,001)	Good
3	Average adjusted R-squared (AARS)	p < 0.05	0,671 (p<0,001)	Good
4	Average block VIF (AVIF)	Acceptable if < = 5, idealy <= 3.3	4,728	Ideal
5	Average full collinearity VIF (AFVIF)	Acceptable if < = 5, idealy <= 3.3	3,498	Ideal
6	Tenenhaus GoF (GoF)	Small >= 0.1, medium >= 0.25, large >= 0.36	0,662	Large
7	Symsson's paradox ratio (SPR)	Acceptable if < = 0.7, idealy <=1	1,000	Ideal
8	R-squared contributin ratio (RSCR)	Acceptable if < = 0.7, idealy <=1	1,000	Ideal
9	Statistical suppresion ratio (SSR)	Acceptable if >= 0.7	1,000	Ideal
10	Nonlinear bivariate casuality direction ratio (NLBCDR)	Acceptable if >= 0.7	1,000	Ideal

The warppls 7.0 program has 10 fit models, including:
- Average Path Coefficient (APC), the recommended P-value for APC as an indication of model fit is ≤ 0.05 and a significance level of 5%. The results of the Average Path Coefficient (APC) get a value of 0.553 with a p-value <0.001 so that these results can be said to be good.
- Average R-squared (ARS), the recommended P-value for ARS as an indication of model fit is ≤ 0.05 and a significance level of 5%. The results of the Average R-squared (ARS) get a value of 0.682 with a p-value <0.001 so these results can be said to be good.
- Average Adjusted R-squared (AARS), the recommended P-value for AARS as an indication of model fit is ≤ 0.05 with a significance level of 5%. The results of the Average Adjusted R-squared (AARS) get a value of 0.671 with a p-value <0.001 so that the results can be said to be good.
- Average Block Variance Inflation Factor (AVIF), the recommended AVIF value must be ≤ 3.3, assuming that most of the constructs/variables in the model are measured by two or more indicators. But the value ≤ 5 is still acceptable. The results of the Average block Variance Inflation Factor (AVIF) get a value of 4.728 where these results can be said to be ideal.
- Average Full Collinearity VIF (AFVIF), the recommended AFVIF value must be ≤ 3.3, provided that most of the constructs/variables in the model are measured by two or more indicators. But the value ≤ 5 is still acceptable. The results of the Average Full Collinearity VIF (AFVIF) get a value of 3.498 where these results can be said to be ideal.
- Tenenhaus GOF (GOF), GOF is recommended when ≥ 0.10 is considered small, ≥ 0.25 is considered moderate, ≥ 0.36 is considered large. The result of the Tenenhaus GOF (GOF) is 0.662 so it can be said to be large because the value is ≥ 0.36.

- System Paradox Ratio (SPR), the recommended SPR value is an ideal value = 1, but a value ≥ 0.7 mash is acceptable. The value of the System Paradox Ratio (SPR) is 1.000 and is declared ideal but still acceptable.
- R-squared Contribution Ratio (RSCR), the recommended RSCR value is ideal = 1, but values ≥ 0.7 are acceptable. The value of the R-squared Contribution Ratio (RSCR) is 1.000 and is considered ideal but still acceptable.
- Statistical Suppression Ratio (SSR), the recommended SSR value must be ≥ 0.7. The value of the Statistical Suppression Ratio (SSR) is 1.000 and is declared ideal but still acceptable.
- Nonlinear bivariate causality direction ratio (NLBCDR). Recommended NLBCDR value should be ≥ 0.7. The value of the Nonlinear bivariate causality direction ratio (NLBCDR) is 1.000 and is declared ideal but still acceptable.

Hypothesis Testing Results

Testing the inner model (structural model) in practice tests the research hypothesis. Hypothesis testing is carried out using the t-test (t-statistic) for each path of partial direct influence. The statistical hypothesis used is as follows:

- Effect of exogenous latent variables on endogenous
  H0: $\gamma_i = 0$
  H1: $\gamma_i \neq 0$

- Effect of endogenous latent variables on endogenous
  H0: $\beta_i = 0$
  H1: $\beta_i \neq 0$

The results of testing the hypothesis on the inner model can be seen in Table 10 below:

Table 11. Direct Influence Results

NO	Relationship Between Variables (Exogenous Variables → Endogenous Variables)		Path Coefficient	*P - Value*	Keterangan
1	X1	Y1	0,838	<0.001	*Highly Significant*
2	X1	Y2	0,699	<0.001	*Highly Significant*
3	Y1	Y2	0,750	<0.001	*Highly Significant*

Based on the results of table 10 above, it can be stated that:

- Testing hypothesis 1 : The path coefficient value is 0.838 with a p-value <0.001. When compared with a significance value of 0.05, the hypothesis is positive and the hypothesis is accepted.
- Testing hypothesis 2 : The path coefficient value is 0.699 with a p-value <0.001. When compared with a significance value of 0.05, the hypothesis is positive and the hypothesis is accepted.
- Testing hypothesis 3: The path coefficient value is 0.750 with a p-value <0.001. When compared with a significance value of 0.05, the hypothesis is positive and the hypothesis is accepted.

In addition to testing the direct effect, there are tests that occur in a mediated manner or can be called an indirect effect in PLS (indirect effect). Indirect influence is the result of two incomplete influences. Indirect effect testing can be explained in full in table 11 below:

Table 12. Indirect Influence Results

No	Exogenous Variable	Mediating Variable	Endogenous Variable	Indirect Influence Path Coefficient	P - value	Description
1	X1	Y1	Y2	0,629	<0.001	Mediasi

From the results of the indirect effect hypothesis above, it can be seen that:
- Hypothesis 4 testing: Variable Y1 as a mediating variable between the effect of X1 on Y2. The path coefficient between X1 and Y2 is 0.629 with a p-value <0.001.

Total Impact

Total influence is a combination of direct influence and indirect influence. In this study the details regarding the total effect are as follows:
- X1 to Y1 = $(0.838)2 \times 100\%$ = 70.22% so that the contribution between X1 and Y1 is 70.22%.
- X1 to Y2 = $(0.699)2 \times 100\%$ = 48.87% so that the contribution between X1 and Y2 is 48.87%.
- Y1 to Y2 = $(0.750)2 \times 100\%$ = 56.25% so that the contribution between Y1 and Y2 is 56.25%.
- X1 to Y12 through Y1 = $(0.629)2 \times 100\%$ = 39.57% so that the contribution between X1 to Y2 through Y1 is 39.57%.

Outputs Analysis Warp PLS
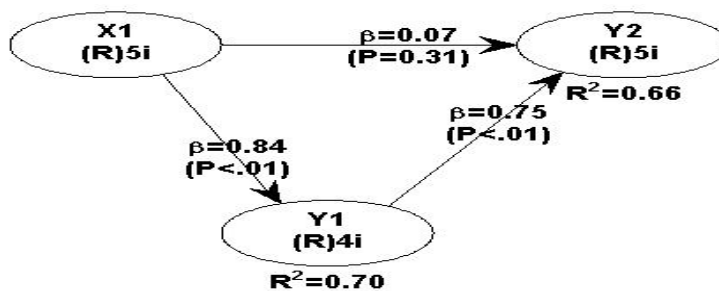
Based on the Warp PLS 7.0 analysis that has been carried out, the output results have been obtained as shown above which states that for Brand Ambassador (X1) to Purchase Decision (Y1) results have been obtained $\beta = 0.84$ with p-value <0.001, Brand Ambassador (X1) on Customer Satisfaction (Y2) has obtained $\beta = 0.07$ with a p-value of 0.31 , Purchase Decision (Y1) on Customer Satisfaction (Y2) has obtained $\beta = 0.75$ with a p-value <0.001.

DISCUSSION

The results of the study stated that hypothesis 1, namely Brand Ambassador (X1) on Purchase Decision (Y1), obtained a path coefficient value of 0.838 with a p-value <0.001 so that when compared with a significance value of 0.05, the hypothesis is positive, then the hypothesis is accepted . The results of the study stated that hypothesis 2, namely Brand

Ambassador (X1) to Customer Satisfaction (Y2), obtained a path coefficient value of 0.699 with a p-value <0.001 so that when compared with a significance value of 0.05, the hypothesis is positive, then the hypothesis is accepted . The results of the study stated that hypothesis 3, namely Purchase Decision (Y1) on Customer Satisfaction (Y2), obtained a path coefficient value of 0.750 with a p-value <0.001 so that when compared with a significance value of 0.05, the hypothesis is positive, then the hypothesis is accepted . The results of the study stated that hypothesis 4, namely Brand Ambassador (X1) to Customer Satisfaction (Y2) through Purchase Decision (Y1) obtained a path coefficient value of 0.629 with a p-value <0.001 so that when compared with a significance value of 0.05, the hypothesis is positive, then the hypothesis is accepted.

Research conducted by Hartina (2022) states that there is an influence on Brand Ambassador (X1) and E – Service Quality (X2) because the results of this study indicate that the variables Brand Ambassador (X1) and E – Service Quality (X2) have a positive and significant effect on the ability of testimonials to influence purchasing decisions, but in this study E - Service Quality (X2) had no effect from the results of the tests that had been carried out which were negative so that previous research was not in line with this research. As for the research conducted by (Wahyuni, 2020), the research findings show that promotions, brand ambassadors (X1) and customer satisfaction (Y2) all have a positive and significant impact on customer perceptions.

IMPLICATIONS

Based on the research results, it was concluded that the brand ambassador and purchase decision variables had an effect on customer satisfaction at the Indonesian Ice Tea brand in East Surabaya. On the other hand, the results of research on descriptive analysis have several managerial implications that must be considered. Some aspects that need to be improved or improved, namely:

Variable Brand Ambassador (X1)

The brand ambassador variable has five indicators, namely transparency, suitability, credibility, attractiveness, and power. There are statements in these indicators that must be improved so that they can be even better, namely transparency indicators (support from public figures for the Es Teh Indonesia brand related to the profession of the Brand Ambassador).

Variable Purchase Decision (Y1)

The purchase decision variable has four indicators, namely the stability of a product, the habit of buying a product, giving recommendations to others, and making repeat purchases. There are statements in the indicators that must be improved so that they can be even better, namely indicators of stability in a product (Es Teh Indonesia products produced are of good quality so that they can build consumer confidence and support consumer satisfaction).

Variable Customer Satisfaction (Y2)

Purchasing decision variable has five indicators, namely reliability, responsiveness, assurance, empathy, and tangibles. There is a statement in the indicators that must be improved so that they can be even better, namely the assurance indicator (measuring the ability and courtesy of employees and the nature of serving consumers at Es Teh Indonesia outlets so that their superiors can trust them).

CONCLUSION

Based on the results that have been obtained, the conclusions that can be drawn from this research are:

Brand Ambassadors have a significant influence, this is because when a Brand Ambassador explains and offers products in a good and detailed manner to customers so that customers are also interested in buying products at the nearest Es Teh Indonesia outlet. Customer Satisfaction has a significant effect, this can be caused when a customer feels satisfied when he has tasted the product purchased directly, especially Es Teh Indonesia products. Purchase decisions have a significant effect, this can be seen when customers decide to buy both online and offline because of their interest in Es Teh Indonesia products in Surabaya.

ACKNOWLEDGEMENT

The researcher also writes down some suggestions that can be used for this research, including:

Brand Ambassadors have a significant influence, so the suggestion that can be conveyed is that celebrities who are selected as brand ambassadors must improve their ability to always keep abreast of existing models, this is considering the existence of product offerings related to Es Teh Indonesia. Customer Satisfaction has a significant effect, so the suggestions that can be conveyed are the Es Teh Indonesia management to create an assessment system for customers, whether customers are satisfied with the products, services, and prices provided. The assessment system can be in the form of a questionnaire distributed to customers, or a supervisor who can ask directly about the products, prices and services provided. Purchasing decisions have a significant effect, so the advice that can be conveyed is that Es Teh Indonesia management can determine sales systems both online and offline by considering the advantages and disadvantages of each system used. Researchers suggest that Es Teh Indonesia introduce new beverage products to Es Teh Indonesia, such as boba, coffee, or even jelly-topped drinks that are liked by young people.

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Medan, Sumatera Utara, Indonesia 26th January 2023
Faculty of Economics and Business Universitas Muhammadiyah Sumatera Utara

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