



Department of Digital Business

**Journal of Artificial Intelligence and Digital Business (RIGGS)**

Homepage: <https://journal.ilmudata.co.id/index.php/RIGGS>

Vol. 4 No. 2 (2025) pp: 6036-6042

P-ISSN: 2963-9298, e-ISSN: 2963-914X

---

## Influence of Brand Ambassador Against Purchase Interest with Event Marketing as Intervening Variable

Bintang Akbar Yusuf<sup>1</sup>, Reni Armianti<sup>2</sup>, Sunarno<sup>3</sup>

1,2,3) Management Study Program, Faculty of Economics and Business As Syafi'iyah Islamic University

Email: [Bintangakbar@uia.ac.id](mailto:Bintangakbar@uia.ac.id)

### **Abstract**

This study aims to analyze the influence of the use of brand ambassador on purchasing interest with event marketing as a intervening variable. The method used is the quantitative method (explanatory research). The population in this study were visitors event "Wave Here On 2024" who follow the Instagram accounts @mychitato and @indomilkyourway. Meanwhile, the sample of this study was 100 respondents with the technique purposive sampling. The results of this study indicate that event marketing able to mediate the influence of Seventeen as brand ambassador on purchasing interest in Indomilk and Chitato products. This explains that the ability of the variable brand ambassador (X) and event marketing (Z) in influencing the purchase interest variable (Y) by 53.8%. While the remaining 46.2% of the purchase interest variable (Y) is influenced by other variables not discussed in this study.

*Keywords: Brand Ambassador, Event Marketing, Purchase Interest*

### **1. Introduction**

Popular culture, especially Korean Pop (K-Pop), has become a global phenomenon that can influence various aspects of life, one of which is the world of marketing. Not only as a force in the South Korean entertainment industry, but K-pop is also able to become a cultural tool through its popularity which is also known as the Korean Wave or Hallyu (Jin, 2017). The popularity of K-pop, especially in Indonesia, is driven by the development of social media and various platforms that make it easier for fans to access information related to their idols. In addition, events such as fan meetings and concerts also strengthen the bond between fans and their idols. K-pop fans are known to have extraordinary loyalty in supporting their favorite idols, especially fans in Indonesia who are dominated by the younger generation such as millennials and Gen Z. The characteristics of loyal fans are often interpreted as consumptive behavior, where fans are often willing to buy all products advertised by their favorite idols (Choi & Burnes, 2020).

In marketing strategies, K-pop celebrities are often chosen as brand ambassadors who are considered capable of attracting consumers globally and have an emotional attachment to their fans. According to McGuire in (Forgas, Cooper, & Crano, 2010), the Source Attractiveness Model theory explains that the appearance, emotional attachment and good image of a K-pop artist can influence consumers' views of a brand. This theory is also supported by research by Kusumawardhany & Karya (2024), the use of K-pop artists as brand ambassadors has its own uniqueness which is able to form an emotional bond with their fans. Which leading to increased brand awareness and purchasing interest in the advertised product.

In Indonesia itself, the use of K-pop artists as brand ambassador has become a trend in the marketing world. Examples can be seen in several local brand collaborations with K-pop groups that have occurred, namely BTS with e-commerce Tokopedia, EXO with Scarlett beauty products, and Blackpink with e-commerce Shopee. This study will focus on a case study of the collaboration of local products Indomilk and Chitato with the boy group Seventeen. From these various collaborations, the company does not only focus on increasing brand appeal.

However, utilizing K-pop idols in an effort to build emotional bonds with consumers through various interactive and interesting campaigns such as event marketing. Therefore, in the marketing strategy, this K-pop culture is not only used to improve brand image but can also build close emotional relationships with consumers.

According to Kotler and Keller (2016), brand ambassadors play an important role in strengthening brand image, brand awareness and also building emotional bonds with consumers. In this case, the use of celebrities or popular artists is often used in an effort to build a unique appeal and increase trust in the brand. According to Rossiter et al. (2018), the effectiveness of a brand ambassador in shaping public perception can be measured through the VisCAP model which is described in 4 main aspects namely visibility, credibility, attraction and power. These four aspects are important attributes in brand ambassador in determining consumer attitudes towards a product and purchasing interest.

Consumer behavior, especially purchase intention describes the urge that consumers have to buy a product or service based on consumer evaluation and perception of the brand. According to Kotler and Keller (2016), purchase intention is an attitude or response that is formed when a consumer has a desire to buy a particular product. In addition, Schiffman and Kanuk (2010) see purchase intention as a motivational drive that influences consumer attitudes towards a particular product or brand. According to Kotler and Keller (2016), the dimensions of purchase intention are often described through the AIDA model which explains each stage of stimulus received by consumers. The AIDA stimulation model consists of dimensions of attention, interest, desire and action. Through this indicator, it contributes to a comprehensive understanding of consumer purchase intention in the case study of this research, namely the collaboration product of Seventeen with Indomilk and Chitato.

In this research case study, the K-pop boy group Seventeen has a very large fan base under the name Carat. PT Indofood Sukses Makmur, which is the parent company of two snack products, namely Indomilk and Chitato, has recruited three members of the boy group Seventeen, namely S.Coups, Wonwoo and Vernon as brand ambassadors for its products. According to the Head of Marketing Snack Food IFM Harry Susanto Wibowo (Mosita, 2024), the reason for appointing these three Seventeen members was because they saw the unique values and qualities they had. This collaboration is also expected to be able to show the value of the product owned and create memorable moments for consumers. This shows that using K-pop artists in a marketing strategy can highlight the appeal that can build a positive image of the product it represents. In addition, research by Wang and Scheinbaum (2018) explains that the emotional bond formed through the brand ambassador figure not only influences consumer perception but is also able to encourage consumer buying interest in the marketed product.

Marketing strategy using brand ambassador not only in the form of collaboration in the form of advertising or innovation of new product variants. However, it is often accompanied by marketing events such as new product launches, concerts or fan meetings. Seventeen's collaboration with Indomilk and Chitato realized a marketing event on a fairly large scale, namely the Meet and Greet event entitled "Wave Here On 17-18 Dec" which was held at the Beach City International Stadium Jakarta on December 17-18, 2024. This marketing event managed to get extraordinary enthusiasm from both fans and consumers, as seen from the event tickets which were immediately sold out a few minutes after being announced. Through event marketing, the brand itself is able to build a unique and emotional experience for consumers. From here, it is not only able to increase engagement but also able to strengthen loyalty to the brand. In accordance with the Experiential Marketing Theory (Schmitt, 1999), the deep emotional experience of event marketing for consumers can create positive associations with the brand and increase consumer purchasing interest.

Event marketing is a strategy that focuses on creating direct experiences and means for brands to interact directly with consumers through events, interactive campaigns or promotions that involve active participation from the audience (Smith, 2010). Through this approach, it provides an opportunity for consumers to better understand and feel the value of the product more personally. Positive experiences gained through event marketing have an impact on formation of a better attitude towards the brand thus strengthening consumer confidence in the value of the product and being able to create a drive to buy. This is in accordance with previous research by Prentice and Loureiro (2018) explaining that through interactive experiences obtained in event marketing can increase consumer emotional bonds and directly influence purchasing interest. Therefore according to Abdul Manap (2023) event marketing here is used to measure how much power is possessed to be able to mediate the influence between brand ambassadors and purchasing interest.

Research related to the influence brand ambassador towards buying interest indeed has widely discussed in marketing literature. However, research that specifically examines the role of event marketing as an intervening

variable in the influence of brand ambassadors on purchase intention is still rare. In particular, the context here raises a case study of collaboration between local Indonesian products and K-pop idols which is very interesting to study further. According to Setiawan (2020), relevance in a study is important to understand how a popular culture-based approach can be adapted to the local market. The widespread use of Korean artists as brand ambassadors for a brand is an interesting phenomenon to study in more depth. Apart from being a marketing strategy, this phenomenon is also used as an effort to increase attractiveness amidst high competition between companies. However, is it still effective to attract Korean artists? Successfully collaborating with Korean artists and being able to expand the market globally is certainly a source of pride for the brand. However, it is necessary to look again at its influence and effectiveness as a good marketing strategy. Therefore, this study focuses on looking at the influence of brand ambassadors on purchase intention with event marketing as an intervening variable.

## 2. Methodology

The object of study in this study is to determine the influence of brand ambassadors on purchasing interest through event marketing. Therefore, this study analysis three variables, namely the independent variable (X) brand ambassador, the dependent variable (Y) purchasing interest and the intervening variable (Z) event marketing. The method used is a quantitative method (explanatory research). The population in this study were visitors to the "Wave Here On 2024" event who followed the Instagram accounts @mychitato and @indomilkyourway. Meanwhile, the sample of this study was 100 respondents with a purposive technique sampling. The sample criteria taken in this study were: minimum age 17 years, participants of the Wave Here On 17-18 Dec 2024 event and following and having interacted with the Instagram accounts @mychitato and @indomilkyourway. To test the hypothesis and test the intervening variables, the regression analysis test method, path analysis test and sobel test were used. Data analysis in this study used IBM SPSS software version 24.0 for windows.

## 3. Results and Discussion

Hypothesis testing is a statistical proof of all that has been hypothesized in research based on theory. Based on the results of the regression analysis test that has been carried out, the results are obtained in the table below:

**Table 1. Results of Regression Analysis of Variable X Against Z**

Model		Coefficients <sup>a</sup>			t	Sig.
		Unstandardized		Standardized		
		B	Std. Error	Beta		
	(Constant)	1.266	2,845		.445	.657
1	VariablesBrand ambassador(X)	.415	.045	.680	9.181	.000

a. Dependent Variable: VariableEven marketing(Z)

Source: Processed Data, 2025

For the Standardized Coefficients Beta value in this regression analysis of 0.680, this value is the path value. While the regression coefficient value ( $\beta$ ) of the brand ambassador variable on event marketing is 0.415 and the t-test value is 9.181 with a significance value of 0.000. The table above shows that the sig value is  $0.000 < 0.05$ , it can be interpreted that the brand ambassador variable is significant or has a positive effect on the event marketing variable. So it can be concluded that H1 in this study is accepted.

Structural equation analysis 1 was conducted to determine the influence between brand ambassadors (X) and event marketing (Z) using the structural equation:

$$\text{Event marketing}(Z) = \beta X + e1 \text{ Then, } Z = 0.680X + 0.73$$

The determination coefficient (R<sup>2</sup>) in structural equation 1 aims to determine how much the brand ambassador variable (X) is able to explain the event marketing variable (Z). The following are the results of the determination coefficient analysis:

**Table 2. Results of the Determination Coefficient of Variable X Against Z**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680a	.462	.457	3.48616

a. Predictors: (Constant), Variable Brand ambassador (X)

Source: Processed Data, 2025

Based on the table above, it is known that the size R Square(R<sup>2</sup>) is 0.462 = 46.2%. This means the ability of the variable brand ambassador(X) in influencing variable seven marketing(Z) of 46.2%. Value error terms(e) which is a variable event marketing (Z) is influenced by other variables not discussed in this study by 0.733.

The second hypothesis proposed is that Seventeen as a brand ambassador influences the interest in buying Indomilk and Chitato products. Meanwhile, the third hypothesis proposed is that event marketing influences the interest in buying Indomilk and Chitato products. Based on the results of the regression analysis test on the second equation, the results can be seen as follows:

**Table 3. Results of Regression Analysis of Variables X and Z Against Y**

Coefficients <sup>a</sup>					
Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	-8,089	2,768		-2,319	.975
1 VariablesBrand ambassador(X)	.284	.061	.465	4.633	.000
VariablesEvent marketing (Z)	.399	.131	.306	3,048	.003

a. Dependent Variable: Purchase Interest Variable (Y)

Source: Processed Data, 2025

For value Standardized Coefficients Beta in variable regression analysis brand ambassador against purchasing interest of 0.465, this value is the value path path. While the value of the regression coefficient (β) of the variable brand ambassador against the buying interest of 0.284 and the t-test value is 4.633 with a significance value of 0.000. The table shows that the sig value is 0.000 < 0.05, so it can be interpreted that the brand ambassador variable is significant or has a positive effect on the purchase interest variable. So it can be concluded that H2 in this study is accepted.

Meanwhile, for the Standardized Coefficients Beta value in the regression analysis of the event marketing variable on purchase interest of 0.306, this value is the path value. While the regression coefficient value (β) of the event marketing variable on purchase interest is 0.399 and the t-test value is 3.048 with a significance value of 0.003. The table shows that the sig value of 0.003 < 0.05, it can be interpreted that the event marketing variable is significant or has a positive effect on the purchase interest variable. So, it can be concluded that H3 in this study is accepted.

Structural equation analysis 2 was conducted to determine the influence between brand ambassadors (X) and event marketing (Z) on purchasing interest (Y) using the structural equation:

$$\text{Purchase interest (Y)} = p_1X + p_3Z + e_2 \text{ So, } Y = 0.465X + 0.306Z + 0.70$$

The determination coefficient (R<sup>2</sup>) in structural equation 2 aims to determine the extent of the ability of the brand ambassador variable (X) and the event marketing variable (Z) in influencing the purchasing interest variable (Y). The following are the results of the determination coefficient analysis:

**Table 4. Results of the Determination Coefficient of Variables X and Z Against Y**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.714a	.509	.499	3.34742

a. Predictors: (Constant), Variable Event marketing( Z), Variable Brand ambassador (X)

Source: Processed Data, 2025

Based on the table above, it is known that the value of R Square (R<sup>2</sup>) is 0.509 = 50.9%. This means that the ability of the brand ambassador variable (X) and the event marketing variable (Z) to influence the purchase interest variable (Y) is 50.9%. The error terms value (e) which is the purchase interest variable (Y) is influenced by other variables not discussed in this study of 0.700.

### Path Analysis Test

To test the influence of intervening variables, the path analysis method is used. According to Ghozali (Ghozali, 2018), path analysis is used to determine whether there is an indirect influence from the independent variable to the dependent variable through the intervening variable. Based on the results of the hypothesis that has been made, the following is a path diagram that describes the relationship between variables in this study:

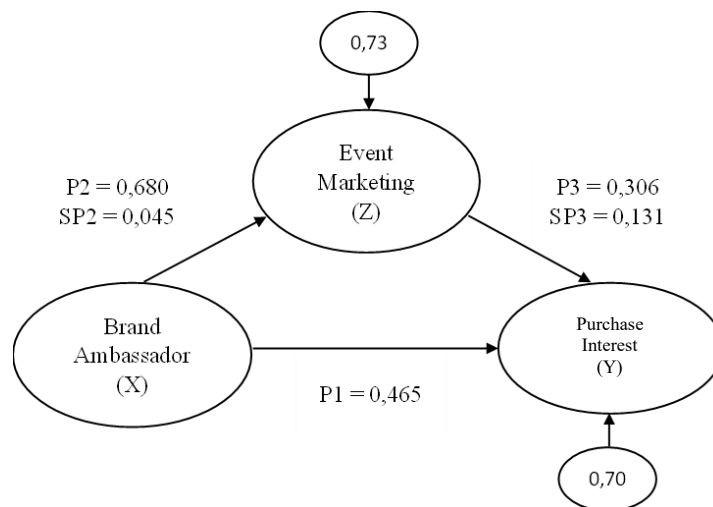


Figure 1. Path Analysis Results Diagram

Based on the image above, we can see the influence between variables, both directly, indirectly and in total, which include:

1. Direct Influence (Direct Effect)

To calculate the direct influence, the following formula is used:

- a. Influence of variables brand ambassador(X) against event marketing(Z) (coefficient

a) :  $X \rightarrow Z = 0.680$

b. Influence of variable event marketing (Z) on purchasing interest (Y) (coefficient b):  $Z \rightarrow Y = 0.306$

c. Influence of variable brand ambassador (X) on purchasing interest (Y) (coefficient c):  $X \rightarrow Y = 0.465$

2. Indirect Influence (Indirect Effect) / Coefficient ab

Influence of variables brand ambassador (X) against buying interest (Y) through event marketing (Z):  $X \rightarrow Z \rightarrow Y = (0.680 \times 0.306) = 0.208$

3. Total Influence (Total Effect) / Coefficient c

Influence of variables brand ambassador (X) against buying interest (Y) through event marketing (Z):  $X \rightarrow Z \rightarrow Y = 0.465 + (0.660 \times 0.308) = 0.673$

## Discussion

### H1 Influence Brand ambassador To Event marketing

The results of this study show that the variables brand ambassador (X) has an effect on the variable event marketing (Z). This is in accordance with the value Standardized Coefficients Beta in this regression analysis is 0.680 and the partial test (t-test) with a sig value of  $0.000 < 0.05$ , it can be interpreted that the variable brand ambassador significant or has a positive influence on the variable event marketing. In addition, it is also known that the large R Square (R<sup>2</sup>) is  $0.462 = 46.2\%$ . This means the ability of the variable brand ambassador (X) in influencing variable event marketing (Z) of 46.2%. While the remaining 53.8% is the variable event marketing (Z) is influenced by other variables not discussed in this study.

This influence is in accordance with the theory according to Chien et al.(2011), brand ambassador can increase effectiveness event marketing through credibility, appeal and influence to build emotional relationships with the audience. This is also in accordance with the results of this study, where the dimensions attraction on brand ambassador and dimensions excitement on event marketing more dominant. So it can be concluded that with Using Seventeen as the brand ambassador for Indomilk and Chitato, which has high appeal, was able to strengthen the impact of the Meet and Greet marketing event "Wave Here On 17-18 Dec".

### H2 Influence Brand ambassador Against Purchase Interest

The results of this study indicate that the brand ambassador variable (X) has an effect on the purchase interest variable (Y). This is in accordance with the Standardized Coefficients Beta value in this regression analysis of 0.465 and the partial test (t-test) with a sig value of  $0.000 < 0.05$ , it can be interpreted that the brand ambassador variable is significant or has a positive effect on the purchase interest variable.

This influence is in accordance with research by Wang and Scheinbaum (2018) explaining that the appeal of the brand ambassador not only influences consumer perception but can also increase consumer purchasing interest in the advertised product. This is also in accordance with the results of this study, where the attraction dimension of the brand ambassador and the interest dimension of purchasing interest are more dominant. So it can be concluded that the appeal possessed by Seventeen as a brand ambassador is able to encourage consumer purchasing interest in Indomilk and Chitato products.

### H3 Influence Event marketing Against Purchase Interest

The results of this study indicate that the event marketing variable (Z) has an effect on the purchase interest variable (Y). This is in accordance with the Standardized Coefficients Beta value in this regression analysis of 0.306 and the partial test (t-test) with a sig value of  $0.003 < 0.05$ , it can be interpreted that the event marketing variable is significant or has a positive effect on the purchase interest variable.

This influence is in accordance with previous research by Prentice and Loureiro (2018), explaining that through interactive experiences obtained in marketing events can increase consumer emotional bonds and directly influence purchasing interest. This is also in accordance with the results of this study, where the excitement

dimension in marketing events and the interest dimension in purchasing interest are more dominant. So it can be concluded that with the positive experience felt by consumers when participating in the Meet and Greet marketing event "Wave Here On 17-18 Dec" can create emotional attachment, which directly encourages purchasing interest in Indomilk and Chitato products.

#### H4 Influence Brand ambassador Against Purchase Interest Through Event marketing

The results of this study indicate that the brand ambassador variable (X) has an effect on the purchase interest variable (Y) through the event marketing variable (Z). This is in accordance with the results of the Sobel test conducted with a z value of  $2.308 > 1.96$  (absolute z value) or a p-value of  $0.02 < 0.05$  so that there is a significant indirect effect of the brand ambassador (X) on purchase interest (Y) through event marketing (Z). So it can be interpreted that event marketing is able to mediate the influence of Seventeen as a brand ambassador on purchase interest in Indomilk and Chitato products. In addition, it is also known that the large R Square (R<sup>2</sup>) is  $0.538 = 53.8\%$ . This means that the ability of the brand ambassador variable (X) and event marketing (Z) to influence the purchase interest variable (Y) is 53.8%. While the remaining 46.2% of the purchase interest variable (Y) is influenced by other variables not discussed in this study.

This influence is in accordance with the theory according to Spry et al. (2011) which explains that Brand ambassadors who have high credibility and appeal are able to strengthen the impact of event marketing to increase consumer purchasing interest. This opinion is also supported by research by Close et al. (2006) which discusses that event marketing becomes more effective when involving individuals who can represent the brand directly to consumers through personal interactions to be able to encourage consumer purchasing interest. This is in accordance with the results of this study, where the attraction dimension in brand ambassadors, the excitement dimension in event marketing and the interest dimension in purchasing interest appear more dominant. So it can be concluded that by using Seventeen as a brand ambassador who has its own appeal, it is able to create emotional attachment to consumers at the Meet and Greet marketing event "Wave Here On 17-18 Dec", which directly encourages purchasing interest in Indomilk and Chitato products.

#### 4. Conclusion

Based on the results of this study, it can be proven that all hypotheses in the study are accepted. The attraction dimension of the brand ambassador, the excitement dimension of the event marketing and the interest dimension of the purchase interest appear more dominant. So it can be concluded that using Seventeen as a brand ambassador has its own appeal that can strengthen the impact of event marketing to have the ability to encourage consumer purchase interest in Indomilk and Chitato products.

#### Referensi

1. Chien, P. M., Cornwell, T. B., & Pappu, R. (2011). Sponsorship Portfolio as A Brand Image Creation Strategy. *Journal of Business Research*, Vol. 64(2), 142-149.
2. Choi, Y. K., & Burnes, B. (2020). The Role of Parasocial Relationships in Consumer Engagement: Insights from The K-Pop Phenomenon. *Journal of Consumer Culture*, 20(3), 456-475.
3. Close, A.G., Finney, R.Z., Lacey, R.Z., & Sneath, J.Z. (2006). Engaging The Consumer Through Event Marketing: Linking Attendees with The Sponsor, Community and Brand. *Journal of Advertising Research*, Vol. 46(4), 420-433.
4. Ferdinand, A. (2014). Development of Purchase Interest of Extension Brand. Semarang: Diponegoro University Publishing Agency.
5. Ghozali, I. (2018). Multivariate Analysis Application with IBM SPSS 25 Program. Semarang: Diponegoro University Publishing Agency.
6. Jin, D.Y. (2017). New Korean Wave: Transnational Cultural Power in The Age of Social Media. Illinois: University of Illinois Press.
7. Kotler, P., & Armstrong, G. M. (2012). Principles of Marketing. New Jersey: Prentice-Hall Inc.
8. Kotler, P., & Keller, K. L. (2016). Marketing Management 15th Ed. Boston: Pearson Education.
9. Kusumawardhany, PA, & Karya, DF (2024). Roles of K-pop Idols as Brand Ambassadors for Gen Z's Buying Behavior in Indonesia's E-Commerce. *Atlantis Press*, 393-399.
10. Manap, Abdul. (2024). Analysis Of The Influence Of Tax Officer Services, Sanctions For Tax Negligence And Awareness Of Paying Tax On Taxpayer Compliance. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*. JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi), 10 (2). 1449-1454. <https://doi.org/10.35870/jemsi.v10i2.2344>
11. Manap, Abdul. (2023). Brand Image Dan Celebrity Endorsment Terhadap Keputusan Pembelian Kendaraan Sepeda Motor Merek Honda Pada Pt. Cempaka Motor Di Kabupaten Blitar. *Jurnal Sosial, Ekonomi, Bisnis dan Informatika/*
12. Manap, Abdul. (2023). Impulsive Buying As Customer Behaviour To Consider Price Discounts And Store Displays. *Jurnal Sosial, Ekonomi, Bisnis dan Informatika*.
13. Mosita. (2024, December 18). Entertainment News. Retrieved from Radio Republik Indonesia: <https://www.rrt.co.id/hiburan/1199638/alasan-indomilk-chitato-jadikan-tiga-member-seventeen-brand-ambassador>
14. Peter, JP, & Olson, JC (2002). Consumer Behavior: Consumer Behavior and Marketing Strategy. Jakarta: Erlangga.
15. Prentice, C., & Loureiro, S. M. (2018). Consumer-Based Approach to Creating Successful Event Marketing: Focusing on Engagement, Emotional Experience and Value. *Journal of Retailing and Consumer Services*, 45, 111-122.

16. Saronto, AA, & Rosinta, F. (2013). The Influence of Event Marketing Cornetto Summer Festival on Purchase Interest of Cornetto. FISIP University of Indonesia, <https://lib.ui.ac.id/detail?id=20330513&lokasi=lokal>.
17. Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer Behavior* (10th Edition). New Jersey: Pearson Prentice Hall.
18. Schmitt, B. (1999). Experiential Marketing. *Journal of Marketing Management*, 15:1-3, 53- 67.
19. Setiawan, D. (2020). Globalization and Opportunities to Preserve Local Culture Through Cultural Diplomacy. *Journal of International Communication*, 8(1), 102-118.
20. Smith, K. T. (2010). Digital Marketing Strategies that Millennials Find Appealing, Motivating, or Just Annoying. *Journal of Strategic Marketing*, Forthcoming, 27.
21. Solomon, M.R. (2018). *Consumer Behavior: Buying Having and Being*. England: Pearson Educated Limited.
22. Spry, A., Pappu, R., & Cornwell, T. B. (2011). Celebrity Endorsement, Brand Credibility and Brand Equity. *European Journal of Marketing*, Vol. 45(6), 882-909.