

## INFLUENCE OF BRAND AWARENESS, BRAND AMBASSADOR, ON PURCHASE DECISION SUPPORTED BY TRUST AS THE INTERVENING VARIABLE ON SHOPEE MARKETPLACE

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### Abstract:

**Background:** Nowadays, in the era of globalization, most Indonesian people are already aware of the changes in globalization. In further developments, the internet began to be used in all fields, including business. With the development of technology like this, more and more e-commerce and marketing companies and the number of internet users are increasing in Indonesia. This research is important due to inconsistencies in previous findings, which present both positive and negative results, so researchers try to take advantage of this gap to conduct further research

**Purpose:** The aim of this research is to determine the influence of Brand Awareness, Brand Ambassador, on Purchase Decision supported by Trust as the Intervening Variable on Shopee Marketplace

**Design/methodology/approach:** This research determined 335 staff as the sample and implemented probability sampling processing simple random sampling methods applying Slovin Formula. The research is implementing AMOS 24 program as data analysis, and SEM AMOS approach in testing the hypothesis

**Findings/Result:** The findings the brand awareness had a positive impact in partial towards purchase decisions. Brand ambassadors positively influence the trust, trust has an effect towards purchase decision, and brand awareness influence indirectly towards purchase decision which is mediated by trust in the Marketplace Shopee for staff of PT. XYZ Indonesia

**Conclusion:** This study is to determine the effect of Brand Awareness, Brand Ambassador, on Purchase Decision with the support of Trust as an Intervening Variable on the Shopee Marketplace. The conclusion of the study is that Brand Awareness, Brand Ambassador have an effect on Purchase Decision with the support of Trust as an Intervening Variable on the Shopee Marketplace

**Originality/value (State of the art):** This study makes a novel contribution by the integration of brand awareness, brand ambassadors and trust within the digital marketplace. While previous research literature revealed that brand awareness and brand ambassadors have an impact in the context of virtual marketplace but no attention was found on understanding the mediating role of trust in virtual purchasing decision

**Keywords:** brand awareness, brand ambassador, purchase decision, trust, SEM-AMOS

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## INTRODUCTION

Nowadays, in the globalization era, most Indonesian people are already aware of the changes in globalization. In subsequent developments, the internet began to be used in all fields, including business. With technological developments like this, there are more and more e-commerce and marketing companies and the number of internet users is increasing in Indonesia (Yudhistira, 2021). One of the current marketplaces is Shopee. Shopee's transaction value and gross income have increased compared to last year. This is in line with data collected by iPrice Katadata, where Shopee was ranked as the most visited e-commerce site among the top Indonesian e-commerce sites in Q2 2022. There were around 158.3 million visitors, which is the highest number of all e-commerce. However, the number of visitors to Shopee since December 2022 has decreased, although not so fast. Based on data from Similar Website, Shopee is the most visited e-commerce site in Indonesia in the first quarter of 2023. However, in general, if you look at monthly trends, visits to the five e-commerce sites decreased in January-February 2023. However, in March 2023 the trend will increase when the holy month of Ramadan Hijri begins in Ramadan 1444. Although Shopee is experiencing an increase in visitors and is expected to outperform its competitors in 2022, the company's financials may show that Shopee is losing money every year. Year-to-date losses have also increased every year.

Retaining customers is crucial in e-commerce, where switching costs are low and customers can easily migrate to other platforms for better deals or user experience. Of course, if more and more e-commerce businesses grow in Indonesia, competition in the world of e-commerce will get tougher. Manufacturers compete to develop their business strategies by launching different products and using different strategies including marketing strategies (Kristian, Welsa and Udayana, 2021). One of the parts of the consumer's decision making process is Purchase Decision (Manuaba and Rahmadana, 2021). Purchase decisions do not only concern consumer behaviour to achieve satisfaction, but purchase decisions are also closely related to the number of choices that consumers must make. This can provide encouragement to consumers to determine purchase decisions, namely brand awareness or brand recognition, which consumers must pay attention to when making purchase decisions.

Brand awareness can be defined as an ability in recognizing or recalling brands in a certain category in sufficient specifics that happen in deciding to make a purchase. After the company has succeeded in creating consumer awareness of their brand, the next step is to convey information about the products that consumers will buy. Companies need trustworthy individuals to convey this message to consumers. Because the product purchasing process does not just happen, a process is needed that involves selecting and evaluating alternative behaviour related to service quality, goals, attitudes and buyer characteristics (Selly et al. 2019).

Manufacturers need brand ambassadors who have high popularity, courage, talent, strength, sexual appeal and a good image in society (Kristian, Welsa and Udayana, 2021). The official Shopee.com website states that they chose BTS as their brand ambassador because BTS's journey, vision and mission and the messages they convey are consistently in line with Shopee's vision. Several studies have been held that examined the correlation among brand awareness and purchase decisions. In the research by (Lily Anita and Bunda Mulia, 2019), (Irfan et al. 2024) it was stated that there was minor influence in the brand awareness towards purchasing decisions. However, research by (Arianty, 2021) shows different results, where brand awareness is having a positive and significant influence towards the purchasing decisions. Furthermore, the research also observes, focusing at the correlation between the brand ambassadors and purchase decisions. According to research by (Nayami and Maisyura, 2022) brand ambassadors do not have a significant influence on purchasing decisions for Scarlett Whitening products among Malikussaleh University Business Administration students. However, according to (Nurnaningtias and Aswad, 2022), the brand ambassador variable in partial has a positive and significant influence towards purchasing decisions.

After considering several explanations regarding the importance of purchasing decisions, including brand awareness and brand ambassador factors as drivers, it should not be forgotten that trust also has an important role. The low level of customer confidence in making purchases can be caused by doubts about the product's quality to be purchased. (Solihin, 2020) Trust is the foundation of business processes, and the exchange between two or more parties will only happen if there is shared trust between them (Yuliawan, Siagian and Willis, 2018). By building a high sense of trust in consumers, purchasing decisions can be increased

(Lailiya, 2020). Trust and brand awareness emerge as the key factors that increase purchase intention for a car in Generation X (Arifin and Rahmat Syah, 2023). (Putri and Fauzi, 2023) proves the significant effect of the brand trust variable on the purchasing decision variable. This indicates that the higher consumer trust in a brand, the more it will determine purchasing decisions for that brand.

Based on previous research, there are differences in research results between one researcher and another. This research seeks to resolve these inconsistencies within gap research previous research. To address the conflicting on influence purchase decision, this study employs a quantitative approach using Structural Equation Modeling (SEM). Therefore, researchers want to prove whether there is an influence Brand Awareness, Brand Ambassador, on Purchase Decision supported by Trust as the Intervening Variable. In this case, the researcher has considered behavioral practices in marketing management, Brand Awareness, Brand Ambassador, on Purchase Decision supported by Trust as the Intervening Variable, in addition, the researcher also tested the role of trust as a mediating variable, so that it can add to the literature on purchasing decisions in digital marketing aspects. The aim of research is to determine the influence of Brand Awareness, Brand Ambassador, on Purchase Decision supported by Trust as the Intervening Variable on Shopee Marketplace.

## METHODS

This study is conducted with a quantitative research method. This research uses primary data collected through a structured questionnaire, distributed in the period from February 2024 to June 2024 using Google Form to employees at PT. XYZ Indonesia, with relevant demographic characteristics Employees of PT XYZ could represent a diverse demographic mix that mirrors Shopee's target customer base. Factors like age, income, education level, and technology usage habits could be similar, making them a relevant sample group. Pilot Study The study involving PT XYZ employees could serve as a pilot study to test the research methodology, before expanding to a broader audience. This can help refine the approach and identify any issues early on. It is an equation model, combining the path analysis and factor analysis (path analysis) into a comprehensive statistical method.

The data obtained from questionnaire represented respondent responses to set of questions designed to measure the variables under investigation. Sampling was conducted using simple random sampling techniques. The primary data source was a questionnaire distributed online via Google Form. The questionnaire consisted of 335 items divided into 4 variables.

This research implements the SEM analysis tool from the AMOS version 24.0 package. Amos is often used in marketing and strategic research because it is a structural equation model (Hair, 2009). This study uses the variables of brand awareness, brand ambassadors, trust, purchase decision. Brand awareness is measured by four items adopted from (Sudarso Andriasan, Fitri Halim and Acai Sudirman, 2020), while brand ambassadors is measured by five items adopted from (Lea-Greenwood, 2012). Purchase Decision is measured using six items adopted from (Hair et al. 2009). Trust is measured by five items adopted from (Hair et al. 2009).

Today most of the companies try to sell a product by influencing psychology rather than making it a customer-oriented product because there is so much competition in the market. It drives the customers so much that they become borderline obsessed over the company's owned brands. This study is consistent with research conducted by (Arianty, 2021), namely "The Effect of Brand Image and Brand Awareness on Purchasing Decisions" which found the same thing, brand awareness has a positive and significant influence on purchasing decisions. Brand awareness plays an important role in influencing purchase decisions. This is a common goal in marketing communications, with the hope that when a consumer's need in a particular category arises, the brand will be remembered and considered as an option among other alternatives. Brand awareness reflects consumers' familiarity and recognition of a brand's presence in the market and has a major influence on their purchasing decisions. (Ariadi, Yusniar and Rifani, 2019).

H1: Brand Awareness has a positive influence towards purchase decisions.

Yantri (2020) with the title "The Role of Korean Wave, Lifestyle and Brand Ambassadors on Innisfree Product Purchase Decisions" The study also concluded that brand ambassadors have an influence on purchasing decisions.

H2: Brand Ambassadors have a positive influence towards purchase decisions.

Building strong brand awareness is very important to attract consumers and create emotional bonds so that it can affect the level of trust in the brand (Gunawardane, 2015). The findings of the study conducted by (Baisyir, 2021) with the title "the effect of brand awareness on brand trust and its impact on consumer loyalty hand body lotion". The results of the study show that brand awareness has a significant indirect influence through trust.

H3: Brand Awareness has positive influence towards trust

Brand ambassadors play an important role in building trust in consumers. Every company needs to create a direct marketing strategy that can influence consumers towards its products, and the use of public figures as brand ambassadors can be one form of promotion in marketing the product. Consumers tend to be more interested in products used by public figures who can influence their purchasing decisions towards a product (Rozalia and Handayani, 2020). Wati (2019) showed that brand ambassadors have a positive and significant influence on trustworthiness towards Natur hair tonic products.

H4: Brand Ambassadors has positive influence towards trust

Kusnanto et al. (2020) with the title "The Influence of Trust and E-Service Quality on Purchasing Decisions in the Online Shop Shopee", found that trust has a significant influence on purchasing decisions. The results of this study indicate that the level of customer trust in online platforms, in this case Shopee, can influence their purchasing decisions. Zhu's view (2019), which states that increasing trust is very important in the context of e-commerce because issues related to trust are often a major factor in the purchasing decision-making process.

H5: Trust has positive influence towards purchase decision

Rusmanida (2020) and Sekarsari et al. (2022) showed that there is an influence between perceived quality and brand awareness on purchasing decisions through brand trust on the Shopee E-commerce platform in Banjarmasin City.

H6: Brand trust mediates the relationship between Brand Awareness and purchase decision.

Previous research conducted by (Kristian, Welsa and Udayana, 2021) (Yudhistira, 2021) found that Brand Ambassadors influence purchase decisions mediated by trust. Brand trust has a positive and significant influence on purchasing decisions (Sherli et al. 2023).

H7: Brand trust mediates the relationship between Brand Ambassadors and purchase decision.

According Figure 1, framework this research model assumes that the purchase decision is influenced by two main independent variables, namely Brand Awareness and Brand Ambassador. The influence of these two variables on the purchase decision is mediated by the Trust variable. Brand Awareness and Brand Ambassador influence consumer trust. This trust is important in online transactions, where consumers need confidence in the brand and brand representatives who promote the product. Trust acts as a mediator that connects the influence of Brand Awareness and Brand Ambassador on Purchase Decisions. This means that the higher the consumer's trust in the brand and brand ambassador, the greater the likelihood of consumers making a decision to purchase. In conclusion, this model shows that Brand Awareness and Brand Ambassador not only influence purchase decisions directly, but also indirectly through increasing consumer trust as a mediating variable.

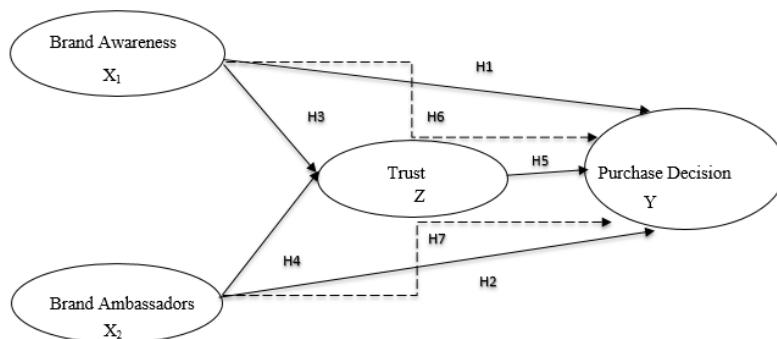


Figure 1. Research framework

Based on Table 1, the definition of operational variables in this research refers to several expert opinions; Brand Awareness (X1) (Sudarso Andriasan, Fitri Halim and Acai Sudirman, 2020). Recall, Recognition, Purchase, Consumption. Brand Ambassador (X2) (Lea-Greenwood, 2012). Transference, Congruence

(Suitability), Credibility, Attractiveness, Power. Purchase Decision (Y) (Kotler, 1997). Product choice, Brand Choice, Dealer Choice, Purchase amount, Purchase timing, Payment Method. Trust (Z) (Kotler, 1997) Benevolence, Abilities Integrity, Willingness to depend Power.

Table 1. variable operational and indicator research

Variables	Operational Definition of Variables	Indicator
Brand Awareness (X1) (Sudarso Andriasan, Fitri Halim and Acai Sudirman, 2020)	Recall	the ability of consumers to remember certain brands
	Recognition	the ability of consumers to recognize brands in a particular category
	Purchase	Consumers with high levels of brand awareness tend to choose brands that they remember or know well.
	Consumption	The ability of consumers to remember a brand when using a competitor's product.
Brand Ambassador (X2) (Lea-Greenwood, 2012)	Transference	When a celebrity endorses a brand related to his profession.
	Congruence (Suitability)	celebrity they must in accordance with values, identity and image the brand that wants delivered
	Credibility	Have relevant knowledge, skills or experience
	Attractiveness	attractive non-physical appearance of a brand ambassador that can provide visual support for a product or advertisement.
Purchase Decision (Y) (Kotler, 1997)	Power	The charisma emitted by a brand ambassador to influence consumers
	Product choice	This decision involves considering the benefits, features, and quality of the product.
	Brand Choice	Consumers need to select a particular brand within the desired product category.
	Dealer Choice	Consumers must choose the right place or distributor to buy the product.
	Purchase amount	Consumers need to decide how much product to purchase at one time.
	Purchase timing	Consumers need to decide when is the right time to make a purchase.
	Payment Method	Consumers must choose the payment method to be used in the purchase transaction.
Trust (Z) (Kotler, 1997)	Benevolence	Consumers believe that sellers have good intentions and will pay attention to consumer interests.
	Abilities	Consumer believe that seller own skills, knowledge and resources sufficient power For fulfil needs and expectations they
	Integrity	Consumers trust that sellers will act in accordance with moral values, ethics, and promises that have been made.
	Willingness to depend	Consumers believe that they can rely on sellers to meet their needs and are prepared to accept any possible consequences.
	Power	The charisma exuded by the speaker, especially in the context of being a brand ambassador, plays an important role in influencing consumers.

## RESULTS

### Structural Model Testing (Inner Model)

According to Figure 2 and Table 2, it shows that the Goodness-of-Fit test value in this research model can be continued because the  $\chi^2$  chi-square, significant of probability, CMIN/DF, RMSEA, NFI, PNFI, TLI, and CFI models meet the excellent model category good and significant.

### Regression weight

As shown on Table 3, the hypothesis is accepted if the  $\beta$  value is  $> 0.1$ , where  $\beta$  is the estimated parameter value, the C.R value is  $> 1.96$  and the P value is  $< 0.1$ . The P-Value above shows that the majority have a  $\beta$  value

$> 0.1$  where  $\beta$  is the estimated parameter value, the C.R value  $> 1.96$  and the P value  $< 0.1$ , meaning that all variables have a significant influence from exogenous variables on endogenous variables, namely The Brand Awareness variable influences purchase decisions with a P value of  $0.043 < 0.1$  and a CR value of  $2.022 > 1.96$ . Hypothesis 1 is accepted, Brand Ambassador influences purchase decisions with a P value of  $0.002 < 0.1$  and a CR value of  $3.081 > 1.96$ . Hypothesis 2 is accepted, Brand Awareness has an effect on trust with a P value of  $0.000 < 0.1$  and a CR value of  $7.409 > 1.96$ . Hypothesis 3 is accepted, Brand Ambassador has an effect on trust with a P value of  $0.009 < 0.1$  and a CR value of  $2.626 > 1.96$ . Hypothesis 4 is accepted, and Trust has an effect on purchase decisions with a P value of  $0.004 < 0.1$  and a CR value of  $2.910 > 1.96$ . Hypothesis 5 is accepted.

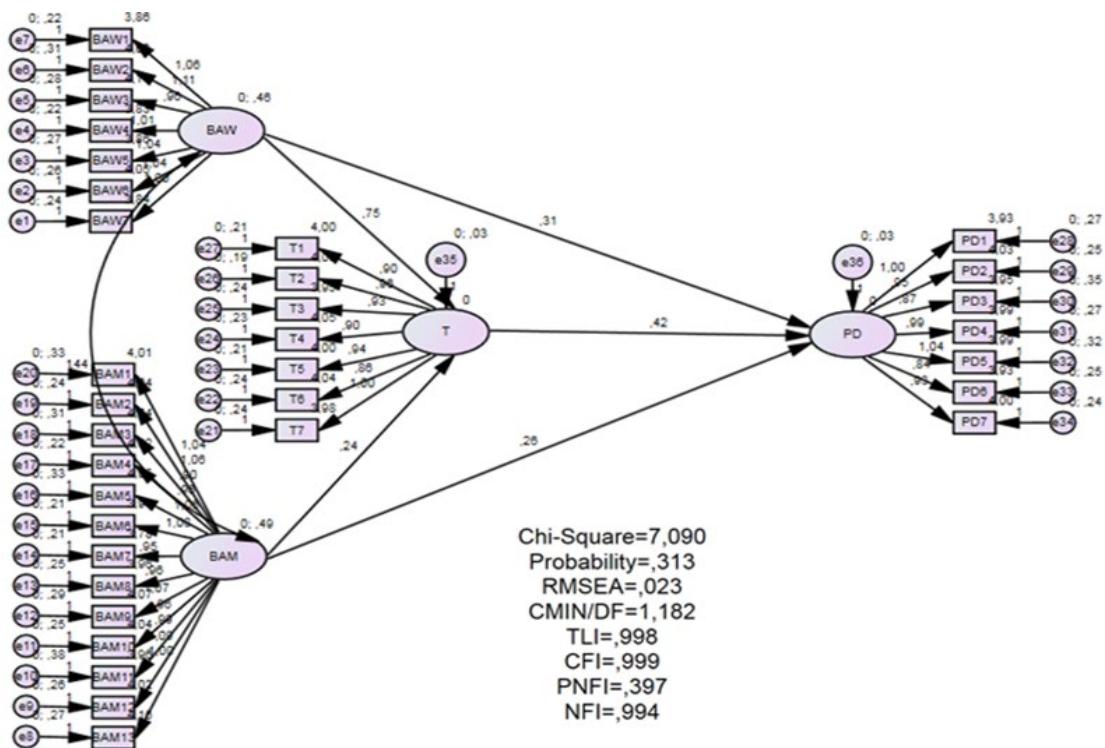


Figure 2. Goodness of fit model

Table 2. criteria goodness of fit

Criteria Index	Cut-off Value	Result	Information
$\chi^2$ Chi-Square	$\chi^2$ dengan df:14; p:5% = 23.685	7.090	Good Fit
Signifikan probability	$\geq 0.05$	0.313	Significant
RMSEA	$\leq 0.08$	0.023	Good Fit
NFI	$\geq 0.90$	0.994	Good Fit
PNFI	$\geq 0.90$	0.397	Good Fit
CMIN/DF	$\leq 2.00$	1.182	Good Fit
TLI	$\geq 0.90$	0.998	Good Fit
CFI	$\geq 0.90$	0.999	Good Fit

Table 3. Direct effect

			Estimates	S.E.	C.R.	P	Label
Trust (T)	<---	BAM	0.241	0.090	2.626	0.009	par_34
Trust (T)	<---	Brand Awareness (BAW)	0.755	0.102	7.409	***	par_35
Purchase Decision (PD)	<---	Trust (T)	0.423	0.145	2.910	0.004	par_31
Purchase Decision (PD)	<---	Brand Ambassador (BAM)	0.264	0.086	3.081	0.002	par_32
Purchase Decision (PD)	<---	Brand Awareness (BAW)	0.310	0.153	2.022	0.043	par_33

### Hypothesis Testing of Direct Influence

#### The Effect of Brand Awareness on Purchase Decisions

Based on the research conducted, found that the first hypothesis, namely Brand Awareness, has a positive impact towards Purchase Decisions in Shopee Marketplace among PT. XYZ employees. Pan Pacific Jakarta Semarang Branch, accepted. This is supported by a P value of  $0.043 < 0.1$  and a CR value of  $2.022 > 1.96$ . Brand awareness is one of the goals in marketing communications. With high brand awareness, it is expected that when there is a need in a certain category, the brand will reappear in the consumer's memory and become a consideration in decision making. Brand awareness reflects consumer knowledge about the existence of a brand. Ariadi, Yusniar and Rifani (2022) Results show that the company's efforts to increase brand awareness have positive implications for consumer purchasing decisions. By increasing consumer awareness of the brand and products offered, companies can influence consumer perceptions and preferences and encourage them to make purchases. There is harmony between the research that has been conducted and research conducted by (Arianty, 2021) entitled "The Influence of Brand Image and Brand Awareness on Purchasing Decisions" which concludes that partially brand awareness has a positive and significant influence on purchasing decisions.

#### Influence of Brand Ambassadors towards Purchase Decisions

As the result of the conducted research, the results shows that hypothesis 2 is accepted, namely Brand Ambassadors, has influenced Purchase decisions on the Shopee Marketplace among PT. XYZ employees. Pan Pacific Jakarta Semarang Branch. The research results show that the P value is  $0.002 < 0.1$  and the CR value is  $3.081 > 1.96$ .

Through the presence of brand ambassadors, companies can strengthen their brand image, build consumer trust, and increase their involvement with the offered products or services. This can result in increased purchase decisions among consumers, which in turn drives product sales. This research is aligned with that conducted by (Yantri Afifah Dwi, 2020) with the title "The Role of Korea Wave, Lifestyle and Brand Ambassadors on Innisfree Product Purchase Decisions" where brand ambassadors have an impact on purchase decisions.

#### The Influence of Brand Awareness on Trust

As the result of the conducted research, the results shows that Hypothesis 3 is accepted that brand awareness has a positive influence towards trust in the Shopee Marketplace among employees of PT. XYZ Indonesia. The research results show that the P value is  $0.000 < 0.1$  and the CR value is  $7.409 > 1.96$ . By increasing brand awareness and consumer trust, companies can strengthen their position in the market and encourage more positive purchasing decisions from consumers. Consumer trust in a brand is influenced by their evaluation of both direct experiences (such as trying and using the product) and indirect experiences (such as advertising, recommendations, and word-of-mouth). By continuously communicating the brand through various channels and providing positive experiences to consumers, companies can build consumer trust and increase brand trust. With increased brand awareness and consumer trust, companies can strengthen their position in the market and encourage more positive purchasing decisions from consumers. It is aligned to the research conducted by (Baisyir, 2021) the title "the influence of brand awareness on brand trust and its impact on consumer loyalty of hand body lotion" with the research results that brand awareness has a significant effect on brand trust.

## The influence of brand ambassadors on trust

As the result of the conducted research, the results of this study state that Hypothesis 4 is accepted that brand ambassadors have a positive influence towards trust in the Shopee Marketplace among employees of PT. XYZ Indonesia. The research results show that the P value is  $0.009 < 0.1$  and the CR value is  $2.626 > 1.96$ . The company's decision to use public figures as brand ambassadors aims to increase consumer appeal and trust in the product. Brand ambassadors play an important role in building consumer trust in a brand. In an effort to influence consumers towards their products, companies can use direct marketing strategies that involve public figures as brand ambassadors. Consumers tend to be more interested and influenced by products used by public figures they know and like. This practice can influence consumer purchase decisions and strengthen the brand's position in the market (Rozalia and Handayani, 2020). The results of this research are in line with research by Wati (2019) which states that brand ambassadors have a significant positive effect on the trustworthiness of Natur hair tonic products among the millennial generation in Padang City.

## The Influence of Trust on Purchase Decisions

As the result of the conducted research, the results of this study shows that Hypothesis 5 is accepted that Trust influences purchase decisions at the Shopee Marketplace among employees of PT. XYZ Indonesia. The research results show that the P value is  $0.004 < 0.1$  and the CR value is  $2.910 > 1.96$ . Increasing consumer trust is one of the key factors that e-commerce needs to pay attention to build strong relationships and influence consumer purchase decisions. Consumers who have trust in a brand feel safe and confident in interacting with the brand. This trust has a significant impact on consumer purchasing decisions to choose the same product in the future. Based on the statement above, research according to (Kusnanto et al. 2020) with the title "The Influence of Trust and E-Service Quality on Purchasing Decisions in Online Shop Shopee" states that trust has a significant influence on purchase decisions

## The influence of brand awareness on purchase decisions with trust as an intervening variable

As the result of the conducted research, the results of the conducted research state that Hypothesis 6 is accepted that brand awareness has a positive impact towards purchase decisions mediated by trust in the Shopee Marketplace among employees of PT. XYZ Indonesia. The research results show that the Sobel test statistic value of this test is 2.714 which is greater than 1.96 and the two-tailed probability value of 0.0066 is less than the value of  $\alpha=10\%$ . Brand awareness has a significant influence in influencing product choices and can be an initial consideration factor for consumers in a product category. Trust in a brand also plays an important role in the relationship between consumers and brands. The level of brand awareness is also an important factor in forming consumer purchase intentions, because brands that are known and remembered will accumulate in consumers' minds and influence their purchase decisions. During the decision-making process, consumers tend to choose products and brands that they are aware of or remember.

Consumer's trust within a brand creates a feeling of security in interacting with the brand. This trust then has a direct impact on consumer's purchase decisions regarding the same product in the future. Consumers tend to choose brands they trust and feel safe in their relationship with those brands. Therefore, consumer trust has a strong influence on consumer purchase decisions on the same product in the future. It is supported by the previous research by Rusmanida, (2020); Sekarsari, Welsa and Lukitaningsih (2022) that Brand Awareness has a positive influence towards purchase decisions which are mediated by trust.

## The influence of Brand Ambassadors on purchase decisions with trust as an intervening variable

As the result of the conducted research, the results of this study shows that Hypothesis 7 is accepted that Brand Ambassadors influence purchase decisions mediated by trust in the Shopee Marketplace among employees of PT. XYZ Indonesia. The research results show that the Sobel test statistic value of this test is 1.972, which is greater than 1.96 and the two-tailed probability value of 0.0485 is less than the value of  $\alpha=5\%$ . It is important to achieve a fit between the brand and the celebrity used, so that it can provide significant benefits in building the brand. One of the things that is

important for celebrities is the fit between the brand's values and the values they stand for. If celebrities face personal problems or have a negative image, it can have an impact on the promotion of the brand they represent. When consumers see celebrities they know and trust following and endorsing a brand, it can give consumers confidence in making a purchase decision. Consumers become more confident and believe that the brand has good quality and reputation. Therefore, the use of appropriate brand ambassadors can build consumer trust and eliminate doubts in making a purchase decision. Using appropriate brand ambassadors can build consumer trust and eliminate doubts in making purchasing decisions. It is supported by the previous research by (Kristian, Welsa and Udayana, 2021) & (Yudhistira Vega, 2021) that Brand Ambassadors influence purchase decisions which are mediated by trust.

### **Managerial Implications**

This study adds a new contribution by combining three key variables: brand awareness, brand ambassadors, and trust in the context of a digital marketplace. While previous studies have highlighted the importance of brand awareness and brand ambassadors individually, the influence of trust as an intervening variable in online purchasing decisions in a marketplace. Purchase Decision, suggestions for Shopee should create features that can facilitate consumers in making transactions when shopping at Shopee through various banks or provide payment services in all digital money services so that consumers are interested in shopping at Shopee. It can be seen in the question item "The ease of making payment transactions makes me decide to shop at Shopee" respondents who chose very few who disagreed with the questionnaire item, while consumers were less satisfied with the question item. The practical implications of these findings suggest that Shopee should: Invest in Building Brand Awareness: Through consistent marketing efforts, social media presence, and engagement strategies that resonate with their target audience. Utilize Brand Ambassadors Strategically: Collaborate with influencers and public figures who align with Shopee's brand values and can authentically connect with potential customers. Focus on Building and Maintaining Trust: Implement policies and practices that enhance customer trust, such as secure payment systems, reliable customer service, and transparent communication.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusions**

The test results show that brand awareness partially has a positive effect towards Purchase Decisions in the Shopee Marketplace for PT. XYZ Indonesia. The test results show that Brand Ambassador partially influences purchase decisions at the Shopee Marketplace for employees of PT. XYZ Indonesia. The test results show that Brand Awareness partially has a positive effect towards trust in the Shopee Marketplace among employees of PT. XYZ Indonesia, Semarang Branch. The test results show that Brand Ambassador partially has a positive effect towards trust in the Shopee Marketplace among employees of PT. XYZ Indonesia, Semarang Branch. The test results show that Trust partially influences purchase decisions at the Shopee Marketplace for employees of PT. XYZ Indonesia. The test results show that Brand Awareness indirectly influences purchase decisions which are mediated by trust in the Shopee Marketplace among employees of PT. XYZ Indonesia, Semarang Branch. The test results show that Brand Ambassadors indirectly influence purchase decisions mediated by trust in the Shopee Marketplace for employees of PT. XYZ Indonesia.

**Brand Awareness:** Establishing a strong brand presence and recognition significantly contributes to consumers' propensity to make purchase decisions. High brand awareness creates a sense of familiarity and reliability, encouraging consumer trust and loyalty. **Brand Ambassador:** Engaging influential public figures enhances brand appeal and credibility in enhancing the brand's appeal and credibility. By leveraging their reach and reputation, brand ambassadors effectively bridge the gap between consumers and the brand, making it more relatable and trustworthy. **Trust as an Intervening Variable:** Trust emerges as a crucial intervening variable that not only mediates but amplifies the influence of both Brand Awareness and Brand Ambassador on purchasing decisions. The establishment of trust reduces perceived risks and fosters a positive perception of the brand, leading to higher purchase intent and customer retention.

### **Recommendations**

Future researchers are encouraged to explore additional variables beyond those used in this study influencing purchasing decisions. The results of the study are

expected to be used as a reference for further researchers to develop this study by considering other variables outside the variables that have been included in this study. For example, add variables of service innovation, product innovation and customer satisfaction.

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