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The Influence Of Brand Ambassador And Social Media Marketing On Purchase Intention Mediated By Brand Image: Denny Sumargo As 'Ceo' Of Lion Parcel.

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Abstract

This research aims to identify the effect of brand ambassador and social media marketing on purchase intention through brand image. The sample for this study was composed of 500 respondents. The data analysis method used is Partial Least Square (PLS) with SmartPLS 4.0 software. The results of this study indicate that 1) brand ambassador has a significant effect on purchase intention 2) social media marketing has a significant effect on purchase intention 3) brand ambassador has a significant effect on brand image 4) social media marketing has a significant effect on brand image 5) brand image has a significant effect on purchase intention 6) brand ambassador has a significant effect on purchase intention through brand image 7) social media marketing has a significant effect on purchase intention through brand image.

Keywords: Brand Ambassador; Social Media Marketing; Purchase Intention; Brand Image;

INTRODUCTION

Online purchasing and the use of e-commerce platforms have grown substantially, resulting in an increasing demand for logistics and delivery services among consumers who frequently shop online. Beyond the needs arising from online shopping, courier and expedition services have long been utilized to transport various goods, ranging from intercity to international shipments. The high demand for logistics services has encouraged the emergence of

numerous companies offering delivery and expedition services to consumers.

One of the companies providing logistics and delivery services is PT Lion Express. Originally known as an aviation transportation service provider, the company officially launched its logistics services on February 14, 2013, with operations spanning across Indonesia. PT

Lion Express serves both domestic and international shipments; operates more than 7,000 agents, 15,000 couriers, and 3,000 fleets; and its Lion Parcel delivery network reaches 98% of districts across 34 provinces in Indonesia. Lion Parcel is supported by the extensive network and infrastructure of the Lion Group, and its delivery process is carried out using Lion Air aircraft (Parcel, 2025).

According to Statistics Indonesia (Badan Pusat Statistik) in Catalogue No. 8101004 entitled *E-commerce Statistics*, the digital era requires businesses to operate with speed and efficiency. One of the primary media for accelerating both internal and external business activities is the use of the internet. Based on previous survey results, internet usage by e-commerce businesses is predominantly applied for internal communication, marketing, customer management, raw material procurement, and payment processes (Statistics Indonesia, 2023).

At present, corporate communication can be conducted rapidly through instant messaging platforms, making internal communication a critical aspect of e-commerce operations and the most dominant use of the internet, accounting for 53.53 percent. The second most common use is marketing activities, at 53.41 percent, conducted through social media or online marketplaces. Customer management ranks third at 44.62 percent, followed by raw material procurement from suppliers at 43.04 percent.

An interesting phenomenon emerged when Lion Parcel appointed Denny Sumargo as its “CEO” in a marketing campaign launched in 2023. This creative approach combines humor and the personal branding of a public figure with modern marketing strategies. Denny Sumargo, widely recognized as a prominent public figure and content creator in Indonesia, is known for his honest, humorous, and socially active persona. He is considered capable of fostering a positive brand image and establishing emotional closeness with diverse audience segments. A unique strategy implemented by PT Lion Express was assigning the title of CEO to its brand ambassador, where “CEO” refers to *Chief Eccentric Officer*. As an active public figure on social media, Denny Sumargo exerts substantial influence in enhancing Lion Parcel’s brand image through creative and authentic communication. His role as the “CEO” of PT Lion Express, commonly known as Lion Parcel, involves developing visual social media campaigns aimed at strengthening the company’s brand image. This initiative represents an innovative branding strategy designed to reinforce brand image and increase purchase intention through emotionally engaging and socially relevant approaches. Therefore, it is essential to examine more deeply the influence of brand ambassadors and social media marketing on purchase intention, with brand image serving as a mediating variable, particularly in the context of utilizing public figures such as Denny Sumargo within Indonesia’s logistics industry.

In an increasingly competitive logistics service industry, the roles of brand ambassadors and social media marketing have become key strategies for enhancing consumers’ purchase intention. Several previous studies (e.g., Putra & Prasetyo, 2021; Rahmawati et al., 2023) have demonstrated that brand ambassadors can influence purchase intention by shaping positive brand perceptions. However, other findings (Handayani & Wibowo, 2022) indicate that the direct effect of brand ambassadors on purchase intention is not always significant in the absence of a strong brand perception in consumers’ minds. This inconsistency highlights a research gap regarding the mediating mechanism of brand image. Furthermore, in the digital era, social media marketing has been proven to be an effective tool

for building consumer engagement (Kusuma & Sari, 2020), yet empirical findings remain inconclusive regarding the magnitude of its direct and indirect effects on purchase intention through brand image.

Based on the literature review, a research gap exists concerning the relationship between brand ambassadors and social media marketing on purchase intention mediated by brand image in logistics delivery services, particularly within the Indonesian context. Most prior studies have focused on the fashion, cosmetics, or food and beverage industries (Afifah & Apriani, 2020; Nugroho & Setiadi, 2022), while the logistics sector has received limited academic attention despite its rapid growth in the digital and e-commerce era. Moreover, only a small number of studies have explicitly integrated local public figures as brand ambassadors within the logistics industry.

In today’s digital era, social media marketing and the utilization of public figures as brand ambassadors have become crucial strategies for building brand image and enhancing consumers’ purchase intention. This approach can be analyzed using the Stimulus–Organism–Response (S-O-R) theory developed by Mehrabian and Russell (Mehrabian, 1974), in which stimuli (brand ambassador and social media marketing) influence the organism (brand image as consumer perception), which subsequently leads to a response in the form of purchase intention. In this context, stimuli encompass all forms of communication and promotional activities conducted by companies through social media and public figure representation, which trigger consumers’ perceptions and emotional responses toward the brand.

A brand ambassador is an individual who represents a brand with the expectation of increasing trust and brand attractiveness in the eyes of consumers (Kotler, 2016). According to Rizky et al. (2021), brand ambassadors are effective when they possess strong attractiveness, expertise, and credibility. In practice, the selection of a brand ambassador considers not only popularity but also the alignment between personal values, personal image, and brand identity. Meanwhile, social media marketing refers to marketing strategies that utilize digital platforms such as Instagram, TikTok, YouTube, and others to create two-way interactions with consumers. Social media marketing is defined as a marketing effort that leverages social media as an interactive communication channel between companies and consumers, aiming to convey information, build engagement, enhance perceived value, and encourage purchase intention (Putri Nur Dzhahabiyah MJ, 2025).

As a mediating variable, brand image represents consumers’ perceptions of a brand formed through brand associations, perceived quality, brand personality, uniqueness, and familiarity. According to Keller (Kotler, 2016), a strong brand image can differentiate a brand from its competitors and serve as a critical factor in the consumer decision-making process. Brand image subsequently influences purchase intention, defined as consumers’ intention or willingness to purchase products or services from a particular brand. Kotler and Keller (Kotler, 2016) assert that purchase intention is formed through a combination of attitudes, interests, and positive perceptions toward a brand.

Brand image strategies implemented through social media marketing are increasingly important in the current era. According to Firdiansyah (2022), social media marketing enables more personalized interactions and strengthens customer loyalty through interactive communication. Social media marketing is described as a branch of internet marketing conducted through Social Media

Channels (SMCs), emphasizing the use of platforms such as Facebook, Instagram, and Twitter as primary tools for marketing communication and branding objectives (Bahtisen Kavak, 2020).

Purchase intention reflects consumers' tendency to select a particular brand from several alternatives within a choice set, based on motivation and brand attributes (Waymond Rodgers, 2022). Purchase intention emerges when external stimuli trigger consumers' personal decision-making processes (Muhammad Iskandar Hamzah, 2021). It can be further explained as an important mediating variable between price perception, perceived quality, and final purchasing decisions (Kadek Aria Satriawan, 2020). Moreover, trust, attitudes, and perceived usefulness have been found to significantly influence purchase intention in social commerce websites (Ibrahim A. Elshaer, 2023). Trust is also believed to play a mediating role between risk factors, perceived ease of use, electronic word-of-mouth (e-WOM), and consumers' purchase intention (Vindi Gunawan, 2023).

The conceptual framework of this study assumes that Brand Ambassador (X1) and Social Media Marketing (X2) influence Brand Image (Z) and Purchase Intention (Y), with Brand Image serving as a mediating variable. Denny Sumargo, as the CEO of Lion Parcel, was selected due to his popularity and strong public image, which theoretically can enhance brand attractiveness and build consumer trust. This study examines the direct effects of the independent variables on purchase intention and brand image, while also exploring how brand image mediates the relationship between brand ambassador, social media marketing, and purchase intention. Accordingly, this research is expected to contribute to marketing literature by clarifying the mediating role of brand image in public-figure-based and social-media-driven marketing strategies within the logistics service industry.

LITERATURE REVIEW

Brand Ambassador

A brand ambassador is an advertising endorser or product spokesperson selected from well-known individuals or those with attractive appearances or personalities, whose role is to attract consumers' attention and enhance brand recall (Kotler, 2016).

Social Media Marketing

Social Media Marketing (SMM) is a digital marketing strategy that utilizes social media platforms such as Instagram, TikTok, Facebook, Twitter, and YouTube to build relationships with consumers, enhance brand awareness, and stimulate purchase decisions. Social Media Marketing encompasses all activities undertaken by firms on social media to promote products, foster brand loyalty, and create customer engagement (Bruno Godey, 2020).

Brand Image

Brand image refers to consumers' perceptions of a brand, which are formed through their experiences, expectations, and interactions with the brand (Kotler, 2016).

Purchase Intention

Purchase intention reflects the probability that consumers will engage in a purchase in the future and serves as an important indicator for understanding consumer behavior. According to Phamti (2024), purchase intention is defined as an individual's desire to purchase a product or service that meets certain criteria and is perceived to have value.

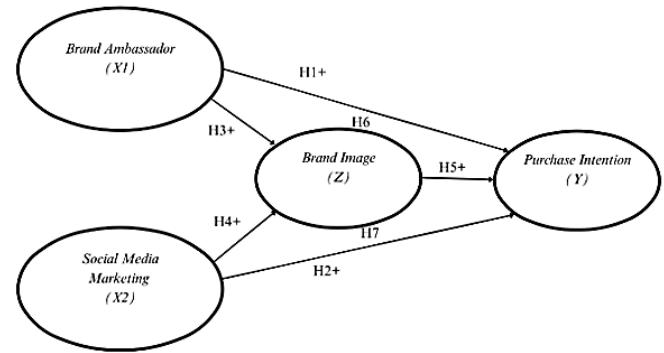


Figure 1. Conceptual Model

METHODOLOGY

This study employs an explanatory research design, which seeks to examine the relationships and causal effects among the variables under investigation. The population of this study consists of all potential customers of PT Lion Express who have watched or consumed social media content related to PT Lion Express created or presented by Denny Sumargo. The sample selection in this study employs a non-probability sampling method because the population cannot be fully identified or accessed, making it necessary to impose specific criteria in determining the respondents. The sampling technique used is purposive sampling, which involves selecting respondents based on predetermined considerations, resulting in a total of 500 respondents. The type of data used in this study consists of qualitative data that are transformed into quantitative data. The qualitative data are derived from respondents' answers to the questionnaire, which are measured using a Likert scale, thereby generating numerical data that can be statistically analyzed. The questionnaire was administered using a hybrid approach, combining face-to-face (offline) and online data collection methods.

Data analysis using the Partial Least Square or PLS approach. Ghazali & Latan (2015:5) stated that the purpose of PLS is to explain the relationship between latent variables. SmartPLS 4.0 software was used for data analysis in this study. Hypothesis testing is by using statistical values, so for alpha 5%, the t-statistic value used is 1.96. So, the criteria for accepting/rejecting the hypothesis are H_a is accepted and H_0 is rejected when the $t\text{-statistic} > 1.96$. For hypothesis testing using probability, H_a is accepted if the p value < 0.05 .

RESULTS

Outer Model Evaluation or Measurement Model

a. Convergent Validity

Table 1. Convergent Validity Test Results

Variable	Outer loadings	AVE
X1.1 <- Brand Ambassador	0.753	0.677
X1.2 <- Brand Ambassador	0.835	
X1.3 <- Brand Ambassador	0.815	
X1.4 <- Brand Ambassador	0.846	
X1.5 <- Brand Ambassador	0.862	
X2.1 <- Brand Image	0.793	0.644
X2.2 <- Brand Image	0.792	

X2.3 <- Brand Image	0.798	
X2.4 <- Brand Image	0.815	
X2.5 <- Brand Image	0.816	
Y1 <- Purchase Intention	0.882	
Y2 <- Purchase Intention	0.860	
Y3 <- Purchase Intention	0.822	
Z1 <- Social Media Marketing	0.839	
Z2 <- Social Media Marketing	0.858	
Z3 <- Social Media Marketing	0.864	
Z4 <- Social Media Marketing	0.795	

Source: Processed Primary Data (2025)

Based on Table 1, the outer loading value on the indicators of all variables has a value above 0.5, which means that all indicators are considered valid.

b. Discriminant Validity

Table 2. Cross Loading Value Results

	Brand Ambassador	Brand Image	Purchase Intention	Social Media Marketing	Information
X1.1	0.753	0.592	0.546	0.524	<i>Valid</i>
X1.2	0.835	0.646	0.583	0.583	<i>Valid</i>
X1.3	0.815	0.682	0.520	0.569	<i>Valid</i>
X1.4	0.846	0.689	0.575	0.605	<i>Valid</i>
X1.5	0.862	0.711	0.694	0.641	<i>Valid</i>
X2.1	0.690	0.793	0.578	0.610	<i>Valid</i>
X2.2	0.663	0.792	0.556	0.620	<i>Valid</i>
X2.3	0.648	0.798	0.623	0.548	<i>Valid</i>
X2.4	0.618	0.815	0.617	0.562	<i>Valid</i>
X2.5	0.626	0.816	0.636	0.661	<i>Valid</i>
Y1	0.642	0.688	0.882	0.710	<i>Valid</i>
Y2	0.642	0.663	0.860	0.687	<i>Valid</i>
Y3	0.537	0.564	0.822	0.566	<i>Valid</i>
Z1	0.648	0.636	0.658	0.839	<i>Valid</i>
Z2	0.616	0.672	0.688	0.858	<i>Valid</i>
Z3	0.614	0.644	0.647	0.864	<i>Valid</i>
Z4	0.504	0.555	0.588	0.795	<i>Valid</i>

Source: Processed Primary Data (2025)

Based on Table 2, the cross-loading value of each variable is greater than the other variable items, so that all variables are valid discriminants.

c. Composite Reliability

Table 3. Composite Reliability Value Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Ambassador	0.880	0.886	0.913	0.677
Brand Image	0.862	0.863	0.901	0.644
Purchase Intention	0.817	0.826	0.891	0.732
Social Media Marketing	0.860	0.864	0.905	0.704

Source: Processed Primary Data (2025)

Based on Table 5. value composite reliability each variable own mark above 0.7, so that can show that all variable is reliable.

Evaluation Inner Model

a. Coefficient Determination (R^2)

Table 4. Values Coefficient Determination (R^2)

Variables	R Square	R Square Adjusted
Purchase Intention (Y)	0.672	0.670
Brand Image (Z)	0.594	0.593

Source: Processed Primary Data (2025)

Based on the data in Table 6, the influence of the brand ambassador and social media marketing on purchase intention has a value of 0.672 so that the variable is able to explain 67.2%. Furthermore, the variables brand ambassador and social media marketing on brand image have a value of 0.594 so that this variable explains 59.4% while the rest is explained by other variables not examined in this study.

b. Predictive Relevance (Q^2)

Calculation results from Q-Square with General purpose of Stone-Geisser Q Square Test:

$$\begin{aligned}
 Q \text{ Square} &= 1 - [(1 - R^2_1) \times (1 - R^2_2)] \\
 &= 1 - [(1 - 0.672) \times (1 - 0.594)] \\
 &= 0.867
 \end{aligned}$$

Based on the calculation results above, the Q-Square value is 0.867 or 86,7% that the magnitude of the influence of the independent variable is 86.7%. These results can be concluded that this study has good Predictive Relevance.

c. Hypothesis Testing

1) Testing Influence Direct

Table 5. Hypothesis Test Results through Path Coefficient Bootstrapping Technique

Variables	Original Sample(O)	T Statistics	P Values
X1. -> Y1.	0.175	2.223	0.026
X1. -> Z1.	0.308	3.874	0.000
X2. -> Y1.	0.286	3.190	0.001

X2. -> Z1.	0.500	5.859	0.000
Z1. -> Y1.	0.431	4.711	0.000

Source: Processed Primary Data (2025)

Based on the table results, value of <0.05 and a T statistic value of >1.96 so that all variable has a direct influence.

2) Testing Indirect Influence

Table 6. Indirect Test Results

Variables	Original Sample(O)	T Statistics	P Values
X1. -> Z1. -> Y1.	0.133	3.212	0.001
X2. -> Z1. -> Y1.	0.216	3.988	0.000

Source: Processed Primary Data (2025)

Based on the results of the direct influence test table between variables, it can be explained has a significance value of <0.05 and T statistic >1.96 so that all variables have an indirect influence.

CONCLUSION

Based on the results of data processing, the following conclusions were obtained: *that*

- 1) brand ambassador has a significant effect on purchase intention
- 2) social media marketing has a significant effect on purchase intention
- 3) brand ambassador has a significant effect on brand image
- 4) social media marketing has a significant effect on brand image
- 5) brand image has a significant effect on purchase intention
- 6) brand ambassador has a significant effect on purchase intention through brand image 7) social media marketing has a significant effect on purchase intention through brand image.

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