

THE INFLUENCE OF ONLINE PROMOTIONS, BRAND AMBASSADORS AND CUSTOMER TRUST ON J&T EXPRESS INDONESIA'S DELIVERY PURCHASE DECISIONS

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Abstract: The logistics and delivery services industry in Indonesia is experiencing rapid growth, including J&T Express, which has increased its market share through various marketing strategies. This study examines the influence of brand ambassadors, customer trust, and online promotions on customer decisions to use J&T Express delivery services. A quantitative method with data analysis using Structural Equation Modelling-Partial Least Square (SEM-PLS) was used. The sample used was 160 respondents who had used the J&T Express service. The results showed that Brand Ambassadors directly influenced Purchase Decisions with a correlation coefficient of 0.161, and customer trust positively affected Purchase Decisions with an original sample of 0.526. However, the value of Online Promotion to the purchase decision coefficient was 0.098, with a calculation of 1.529 greater than 1.97, which indicates that Online Promotion has an influence but is not so significant on Purchase Decision.

Keywords: Online Promotion, Brand Ambassador, Customer trust, Purchase Decision

1. Introduction

Logistics and freight forwarding companies in Indonesia are currently experiencing very rapid growth in line with the increase in customer demand for freight forwarding. The number of freight forwarding companies such as Lion Parcel (2013), Ninja Express (2014), J&T (2015), SiCepat Express (2017), ID Express (2019), and Antaraja (2019) increased as a result. Customers can easily switch from one company to another due to the large number of companies that have entered the promotion industry and the wide selection of delivery services. Based on [Top Brand Award | Best Brand Awards in Indonesia](#) in 2023, the five most popular delivery service companies (TBI) are J&T (33.30 per cent), JNE (29.10 per cent), TIKI (10.60 per cent), Pos Indonesia (7.30 per cent), and DHL (7.20 per cent). This data shows very tight competition in the freight forwarding service sector.

Nama Brand	2020	2021	2022	2023	2024
DHL	4.10	6.00	6.90	7.20	-
J&T Express	-	-	-	33.30	-
JNE Express	-	-	-	29.10	-
Pos Indonesia	7.70	8.50	8.50	7.30	-
TIKI	10.80	11.20	11.10	10.60	-

Source : [Top Brand Award](#) | [Best Brand Awards in Indonesia](#)

J&T Express is a well-known courier service that operates throughout Indonesia and is recognized for providing both domestic and international shipping services. One of the most reliable companies for professional shipping of goods is J&T Express. J&T Express was established on 20 August 2015 in Jakarta, Indonesia. The company caters to the delivery of goods, both parcels and documents and uses IT to offer pick-up excellence.

J&T Express is superior in increasing the use of its consumers with a relatively fast time. Compared to other companies that have gone before, such as TIKI (1970), JNE (1990), and Lion Parcel (2013) J&T Express is superior in increasing use of its consumers with a relatively fast time. In December 2016, J&T Express officially appointed Deddy Corbuzier as a Brand Ambassador. In 2018, 2019 and 2022, J&T Express won its first prestigious award at the Top Brand Award event for the delivery category. Furthermore, in 2022, J&T Express managed to show its performance by winning the Indonesia Wow Brand award organized by MarkPlus Inc. and the Marketeers Youth's Choice Brand of The Year award.

In 2020-2022 J&T has not yet made it into the top brand index, but by continuing to develop new innovations, they managed to enter the top brand index in 2023 and were awarded the "Top Brand Award 2023 with Convincing Index Increase." To sustain this increase, J&T Express must also be able to retain its consumers, as businesses cannot profit without consumers.

In the midst of the highly competitive competition in the freight forwarding service industry, J&T Express is required to be able to maintain its existence by always striving to get the attention of consumers, such as providing information about the advantages possessed by J&T Express or carrying out strategies that aim to foster public awareness and trust in J&T Express by conducting online promotions using brand ambassadors. However, not all celebrities can be used as brand ambassadors because brand ambassadors must have a strong influence and a good image.

One of the many factors that can attract customers' attention and increase customer trust in a product or service is growing a good brand image. Consumers will learn about delivery services before choosing one. They will do this by comparing the various options available. Customer trust is crucial to businesses, so marketing strategies are often used to convey information through promotions and collaborations with brand ambassadors. (Afif & Ramadhan, 2019).

Promotion is a type of marketing communication that aims to attract customers to buy a good or service. Promotions carried out through the media are an example of a type of promotion that is effective in attracting customers to buy goods or services. Companies must be able to use these technologies to compete, and according to (Lailiya, 2020) celebrities are considered a supporting factor from a psychological perspective that can affect consumer perceptions and beliefs about products.

Regarding the above, the question arises whether the increase in customer trust in the J&T Express company is due to the influence of online promotion using brand ambassadors or not.

The researcher was interested in conducting a study on J&T Express customers with the title **"The influence of promotions, brand ambassadors and trust on J&T Express delivery service purchase decisions"**.

2. Literature review

2.1. Online Promotion

The promotion itself is an effort by a person or business actor to influence, seduce, or persuade customers to know about the benefits and functions of the product offered so that they are more interested in deciding to buy the product. According to (Astarina, 2020), Promotion is any type of marketing campaign that aims to increase demand. Online promotion strategies, also known as remarketing, can build closer relationships with customers, provide a great opportunity for consumers' buying interest and help them recognize the goods or services. Online promotion is a method to market products and communicate with consumers through social media platforms such as Instagram, Facebook, and Twitter, so there is no need to introduce products and services directly (Purnama, 2020). According to other experts, online promotion is a promotion that is carried out through Internet media and is used to provide information about products and attract customers to the company's target market (Islamiyah et al., 2020). This is done by providing open information to the audience so that they know what the organization is making or offering to the market. Creating and selling new goods and services is not the only part of promotion; It also includes informing customers about existing goods and services. The indicators of Online Promotion (X1) are as follows: (1) Communication, (2) Information, (3) Product promotion, (4) Social Media, and (5) Product Knowledge (Marshely et al., 2022).

2.2. Brand Ambassador

One of the effective and bold marketing strategies is to use the name of a brand ambassador, often called a Brand Ambassador. The person appointed by a company or product to talk about the product to increase sales and customer interest in the product is known as a Brand Ambassador (Alistian, 2022). Meanwhile, according to (Desy Hertinsyana, 2024) Brand Ambassadors increase brand awareness, which can produce a good brand image. In advertising, a celebrity acts as an intermediary, speaker, and liaison to introduce goods or services to customers, who are considered representatives or representations of the identity of the goods or services. A brand ambassador or brand marker represents a product, which is expected to increase customer awareness and interest in the product, which in turn will increase the company's sales. (Rahmadani & Anggarini, 2021) To meet customer needs and desires, companies choose brand ambassadors to act as representatives or product markers. Likewise with the opinion (Fatila, 2022), a Brand Ambassador is someone who is able to promote and describe a product to the public so that it has a significant impact on purchases. The main purpose of using celebrities as Brand Ambassadors is to attract consumer attention through the popularity and fame of celebrities. This is one of the strategies often used by companies in marketing their products. (Muhtadin & Djatmiko, 2018) Mentions four Brand Ambassador Indicators (X2): (1) visibility, (2) credibility, (3) attraction, and (4) power.

2.3. Customer trust

According to Febrin et al (in Setiawan et al., 2023), Customer trust is important for service providers because it relies on honesty and reliability, providing trust to customers, and forming long-term relationships with customers. One way to create and retain customers is to build customer trust (Norhermaya & Soesanto, 2016). Meanwhile, (Satispi & Si, 2018) state that Customer Trust is an effort to satisfy customer needs and desires, as well as balanced

delivery accuracy according to customer expectations. One of the biggest factors influencing customer purchasing decisions is trust. Customer trust is needed so that all knowledge is possessed by customers and all conclusions are made by customers about objects, their attributes, and benefits. Trust is the willingness of consumers to trust products and services at all costs because of the promised expectations and being able to provide positive results for consumers (Canestren Asarila Inggardini, 2020). According to (Pranogyo, 2023) here are three indicators of customer trust: (1) Ability, (2) Willingness to depend, and (3) honesty.

2.4. Purchase Decision

Purchasing decisions are a problem-solving approach to human activities to buy goods or services in fulfil their wants and needs (Sari, 2020). Meanwhile, according to (Aulia et al., 2023), Purchasing decisions are when customers know the problem, seek information, evaluate options, decide to buy, and act like they do after buying something. The dimensions of purchasing decisions are problem recognition, information search and alternative evaluation (Kambali & Masitoh, 2021) Purchasing decisions are defined as the phase of dynamic shopping interactions in which consumers buy goods or services. Indicators of service purchasing decisions: (1) identification of needs, (2) digging for product information, (3) making product purchases, and (4) behaviour after buying (Sitompul, 2019).

3. Research Framework and hypotheses

3.1. The influence of online promotion on purchasing decisions

To make consumers interested in buying or using certain goods or services, promotion is an effort to inform them about the goods or services offered. Usually, promotions carried out by companies encourage customers to buy goods or services, and advertising is an important component of the consumer decision-making process. According to previous research (I Made Sukadana & I Ketut Sudarnaya, 2022) and (Andres Dharma Nurhalim, 2023), Promotion has a positive and significant effect on Service Purchasing Decisions. This shows that companies that do promotions well can make potential customers interested in their services. Conducting frequent promotional activities will allow potential customers to get to know the company and its services more closely, which will entice many potential buyers to choose their company to make payments. From the research that has been done, the hypothesis proposed is:

H1: Promotion has a positive effect on Purchasing Decisions

3.2. The influence of brand ambassadors on purchasing decisions

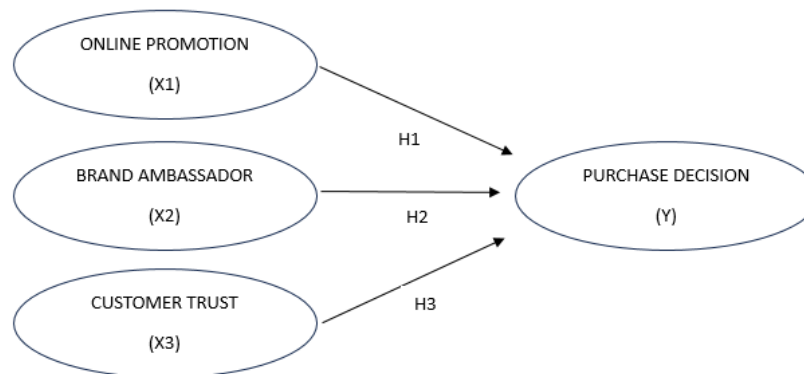
Companies use brand ambassadors to influence or invite consumers. This aims to make consumers interested in using the product, especially since the selection of brand ambassadors is usually based on imaging through a well-known celebrity who has a good reputation and supports the brand. Research conducted by (Sagia & Situmorang, 2018) states that Brand Ambassadors have a positive and significant effect on purchasing decisions. From the research that has been done, the hypothesis proposed is:

H2: Brand ambassadors have a positive effect on purchasing decisions

3.3. Effect of trust on purchasing decisions

In the previous description, it was stated that promotion is one way to help consumers recognise a product and using brand ambassadors is a way to influence consumers to believe in the products or services we provide. In previous studies, it was stated that customer trust affects purchasing decisions according to research (Wijaya et al., 2022) and (wirya pranata et al., 2021). From the research that has been done, the hypothesis proposed is:

H3: Trust has a positive effect on Purchasing Decisions



4. Research Methods

This type of research is quantitative research by distributing questionnaires via google form. The data was analysed using Structural Equation Model-Partial Least Square (SEM-PLS 4.0). The population in this study were all J&T Express customers or users. The sampling technique used purposive sampling. The assessment of respondents uses a 1-4 point Likert scale model and produces variable measurements on an interval scale.

The criteria for respondents used in this study are (1) at least the last high school education and (2) respondents have used J&T Express shipping services at least two times in the last six months. Researchers used 16 indicators to measure four (4) variables so that the minimum sample used was the number of samples = the number of indicators multiplied by 10. In this study, the number of samples was $16 \times 10 = 160$ respondents from the many Google Forms distributed to respondents. This number meets the minimum sample size requirement of ten (10) times the number of indicators. (Hair et al., 2019)

Table 2. Table of indicators list

Variables	Indicators	Source
Online Promotion	OP 1. Communicate OP 2. Providing information OP 3. Product marketing OP 4. Social media OP 5. Products Knowledge	(Marshely et al., 2022)
Brand Ambassador	BA 1. Visibility BA 2. Credibility BA 3. Attraction BA 4. Power	(Muhtadin & Djatmiko, 2018)
Customer Trust	CT 1. Ability CT 2. Willingness to depend CT 3. honesty	(Pranogyo, 2023)

Purchase Decision	PD 1. Identification of needs	(Sitompul, 2019)
	PD 2. Explore product information	
	PD 3. Make a product purchase	
	PD 4. Post purchase behaviour	

5. Result and Discussion

5.1. Validity and Reliability Test

From the calculation results with the SmartPLS tool, the following results were obtained:

Table 3. Square Root of AVE and Correlation Between Variabels

Variabels	AVE	Root of AVE
Online Promotion	0.633	0.795
Brand Ambassaddor	0.750	0.866
Customer Trust	0.702	0.837
Purchase Decision	0.603	0.776

Source : Processed Data (SmartPLS 4.0), 2024

The AVE square root value of all variables is higher than the correlation coefficient between constructs and other constructs, so it can be concluded that this value has good discriminant validity. Table 3 shows that the variables Online Promotion, Brand Ambassador, Customer Trust, and Purchase Decision can reflect each valid variable because the AVE value is $> 0,50$.

5.1.1. Reliability Testing

The most common method of testing reliability is by looking at Cronbach's Coefficient Alpha and Composite Reliability values. The instrument is said to be reliable if the Cronbach's Coefficient Alpha value exceeds the value (Ghozali, 2016) Composite Reliability method, while the value of the Composite Reliability method is acceptable if the value is $< 0.70 < 0.95$ (Hair et al., 2019)

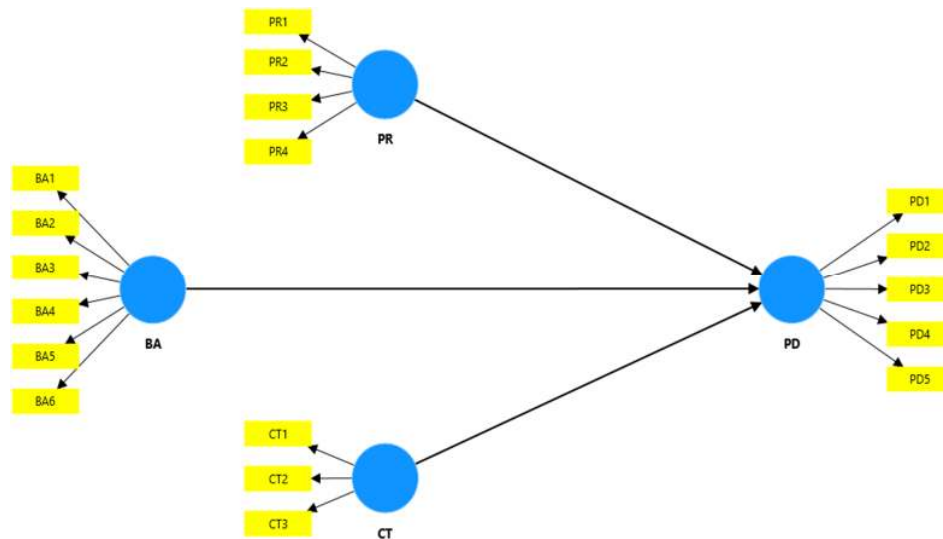
Table 4. Realibility Indicator

Variabels	Composite Realibility	Cronbach's Alpha	Result
Online Promotion	0.911	0.883	Reliable
Brand Ambassaddor	0.900	0.833	Reliable
Customer Trust	0.922	0.893	Reliable
Purchase Decision	0.857	0.775	Reliable

Source : Processed Data (SmartPLS 4.0), 2024

5.1.2. Validity Testing

In this study, validity testing was carried out with two criteria, namely convergent validity and discriminant validity. *Convergent validity* is a multi-item scale validity test that represents a situation where items that measure the same construct have a variance greater than 70% (Hair et al., 2019). The degree of correlation between the measures of the two concepts is determined by convergent validity. Conclude a concept and then relate it to the summation scale



The validity test results in the figure above show that the loading factor value of each dimension has a loading factor value > 0.70 (Hair et al., 2019) so that it can be concluded that it meets the criteria for convergent validity.

5.2. Discriminant Validity

The discriminant is the cross-loading value between the indicator and the measured construct, which indicates its validity. The correlation of the measured construct with its indicator should be higher than the correlation of the indicator with the construct.

TABLE 5. Discriminant Validity

	Brand Ambassador	Customer Trust	Purchase Decision	Online Promotion
BA1	0.650	0.453	0.351	0.478
BA2	0.789	0.483	0.394	0.493
BA3	0.829	0.485	0.463	0.494
BA4	0.817	0.470	0.424	0.408
BA5	0.830	0.503	0.421	0.428
BA6	0.843	0.582	0.530	0.462
CT1	0.640	0.891	0.596	0.521
CT2	0.535	0.871	0.626	0.528
CT3	0.446	0.835	0.554	0.461

PD1	0.507	0.671	0.850	0.466
PD2	0.464	0.568	0.857	0.428
PD3	0.458	0.565	0.891	0.424
PD4	0.433	0.481	0.761	0.377
PD5	0.423	0.560	0.823	0.378
PR1	0.489	0.459	0.359	0.783
PR2	0.432	0.481	0.458	0.850
PR3	0.529	0.479	0.418	0.849
PR4	0.329	0.388	0.285	0.597

Source : Processed Data (SmartPLS 4.0) 2024

From the table above, it can be concluded that the latent construct can predict the indicators in its block well compared to other indicators, so the indicators used in this study have met the discriminant validity criteria.

5.3. Direct effect

The correlation between variables is shown in table 6. If $T \text{ count} > 1.97$ T table Hypothesis testing is carried out at a significance level of 5%. To test the hypothesis between variables and find out how much influence there is between these variables, this study uses the Smart PLS 4.0 Bootstrapping approach.

Table 6. Path Coefficient and T-Value

Path	Original Sample (O)	T Statistics	P Values	Result
Online Promotion→ Purchase Decision	0.098	1.529	0.126	Not Significant
Brand Ambassaddor→ Purchase Decision	0.161	2.126	0.034	Significant
Customer Trust→ Purchase Decision	0.526	5.370	0.000	Significant

Source : Processed Data (SmartPLS 4.0), 2024

Based on Table 6, brand ambassadors have an effect on purchase decisions, as shown by the calculations for $2.126 > 1.97$. This shows that Brand ambassadors have a direct effect on Purchase decisions as measured by a correlation coefficient of 0.161. Customer Trust has a positive effect on Purchase decisions with $t_{\text{count}} 5.370 > 1.97$ and with an original sample of 0.526. However, the value of Online Promotion on purchase decision coefficient is 0.098 with $t_{\text{count}} 1.529 > 1.97$, meaning that Online Promotion has an effect but not directly on Purchase Decision.

6. Discussion

There is an influence of brand ambassadors on purchasing decisions.

Brand Ambassadors influence purchasing decisions because customers feel more confident with services supported by celebrities they recognise. Celebrities they recognise can make consumers make purchasing decisions to use J&T Express shipping services. The results of this study support research conducted (Sagia & Situmorang, 2018), which states that Brand Ambassador is one of the supporters to make consumers make purchasing decisions.

There is an influence of customer trust on purchasing decisions.

Customer trust affects purchasing decisions because customers will find it easy to make decisions to use J&T Express shipping services when they already have trust in the brand. The results of this study support research conducted (Wijaya et al., 2022) and (wirya pranata et al., 2021), which state that customer trust affects purchasing decisions.

There is an influence of Online Promotion on purchasing decisions.

Online Promotion has a positive effect but not directly on purchasing decisions, but online promotion remains a key factor in decision making. As in previous research conducted (I Made Sukadana & I Ketut Sudarnaya, 2022) and (Andres Dharma Nurhalim, 2023) where the study states that purchasing decisions are influenced by online promotion but this is not always enough to guarantee purchasing decisions. This can happen because consumers feel that even though J&T Express conducts an online promotion but does not use brand ambassadors, consumers will not easily believe in buying shipping services. To attract customers, the J&T Express company must use brand ambassadors to increase customer trust so that it can make consumers make decisions in using J&T Express shipping services.

7. Conclusion

The results showed that there are three factors that influence purchasing decisions: online promotion, brand ambassadors, and customer trust. In this study, there is an influence, but not directly, namely on online promotions. J&T Express service users feel that online promotions are not very influential if they do not use brand ambassadors. Because of the brand ambassador, customers feel confident enough to use J&T Express shipping services.

8. Implications

Overall, J&T Express is already doing online promotions; However, the promotion must be supported by using brand ambassadors or endorsements of artists who have a good reputation.. If online promotions are carried out but do not use brand ambassadors, it will be quite difficult for consumers to trust using J&T Express delivery services.

9. Research Limitations

This research was carried out in approximately three months, so we could not spread this research more widely because of the short time. This research method only uses quantitative methods. This research was only conducted on logistics service companies. This study only used data from respondents who had used J&T Express delivery services; we did not get data from the company concerned. So, it requires further research, but it can be carried out using the mix method so that the data is stronger and the data collection is more extensive. This research can also be carried out on other companies.

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