

Arief Muhammad's Role in Shaping Brand Image and Consumer Decisions: A Study on Erigo's Presence in Greater Jakarta

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Abstract

This study to find out the impact of Global Advertising on the competitiveness of the fashion industry, particularly through strategic resource allocation and Social Media engagement of Generation Z. Erigo, a prominent Indonesian fashion brand, stands out due to innovative designs by young local designers, resulting in a strong preference among Indonesian consumers over international brands. The research aims to identify effective strategies to enhance Erigo's sales and consumer purchases by leveraging targeted marketing. It also examines the role of Brand Ambassador Arief Muhammad in improving Brand Image and influencing Purchasing Decisions. Data from 240 respondents, gathered using online questionnaire, was analyzed with SmartPLS 3.0. The findings emphasize the importance of targeted marketing and celebrity endorsements in shaping consumer behavior. Arief Muhammad's influence significantly increase brand confidence among Generation Z. This study highlights the critical role of tailored marketing strategies and strategic endorsements in driving consumer engagement and enhancing brand competitiveness within the fashion industry. The research provides valuable insights into optimizing brand positioning and effectiveness in the fashion market, particularly for local brands such as Erigo that aim to compete successfully against international brands through innovation and strategic marketing efforts.

Keywords: Brand Ambassador, Arief Muhammad, Social Media, Brand Image, Purchasing Decisions, Erigo Brand, Generation Z

1. Introduction

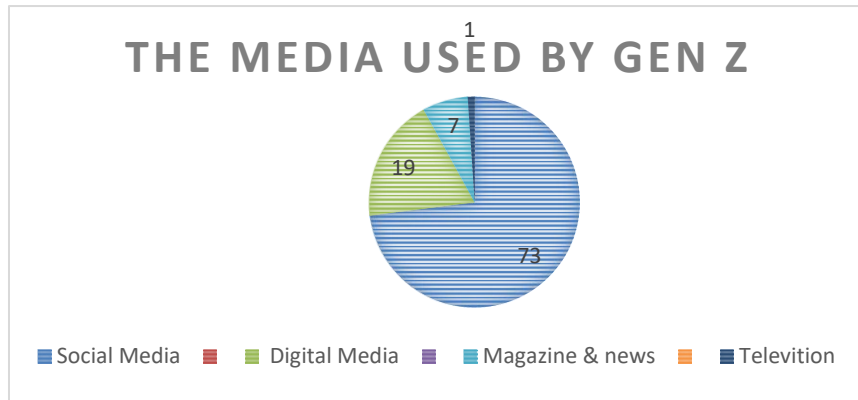
In the era of global advertising, competition among marketers has intensified, with advertising becoming a primary tool to capture consumer attention and promote product awareness. The rapid development of communication technologies not only facilitates marketing efforts but also contributes indirectly to economic growth (Indah et al., 2019). To remain competitive, businesses must utilize effective promotional strategies, especially through social media, which serves as a vital channel for modern marketing communication (Puspitarini & Nuraeni, 2019).

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Promotion, as part of the marketing mix, aims to increase consumer awareness, establish brand image, and drive purchasing behavior. According to Novelia et al. (2023), strategic promotions are essential in influencing customer choices and enhancing satisfaction. In today's market, where consumers are highly selective, marketing messages must be well-structured to stand out and resonate.

Table 1.1 Social Media is Gen Z's main source of accessing News (2023)

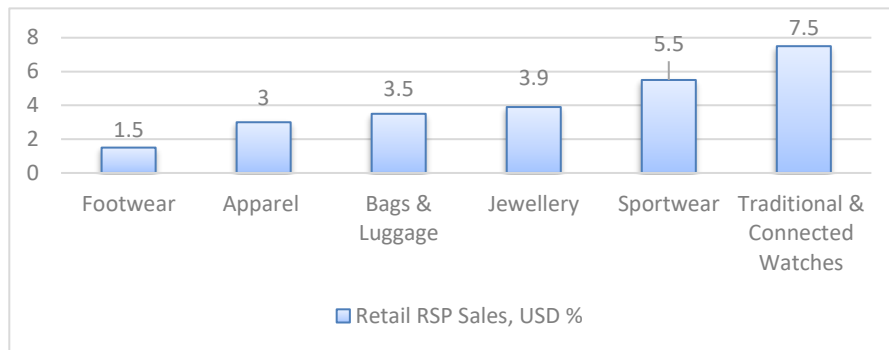


Generation Z, individuals born between 1997 and 2012, forms the largest demographic group in Indonesia, comprising 27.94% of the population or approximately 74.93 million people (Population Census, 2020). As digital natives, Gen Z is heavily influenced by online content, with 73% relying on social media as their main source of news and information (Adi, 2024). This generation's behavior and preferences present unique opportunities and challenges for marketers. Social media has emerged as a powerful platform in shaping purchasing decisions. Surveys reveal that 80% of Indonesian consumers consider social media before making a purchase, with platforms like Facebook and Instagram having significant influence. The increasing internet penetration in Indonesia supports the shift toward online and mobile-based shopping behavior (Setiawan, 2015).

In the fashion industry, purchasing decisions are shaped by various sources of influence, including advertising, celebrities, family, and peer recommendations (Sudha & Sheena, 2017). Social media plays a central role in this process by promoting fashion trends and enabling consumers to identify with brands and personalities. The rise of local fashion brands, like Erigo, is largely supported by Gen Z's preference for authenticity, local creativity, and self-expression through clothing. Furthermore, research shows that 87% of Indonesian consumers prefer local brands over international ones, believing in their quality and relevance (Top Business, 2022). This preference aligns with fashion's role in enhancing self-confidence and identity among Gen Z. According to Statista (2020), 76% of Indonesians prioritize clothing in their shopping habits, followed by footwear and other fashion items.

The fashion industry experienced a modest rebound in 2022 following a strong recovery in 2021, with a 3% increase in sales despite challenges such as inflation and rising living costs. In 2023, growth slowed to below 1%, but projections for 2024 remain cautiously optimistic. Price adjustments are expected to continue driving nominal sales, although real growth may remain limited due to tight consumer budgets. Categories like bags and accessories are forecasted to exceed inflation in price increases, while sportswear is expected to remain resilient due to wellness trends and casual fashion preferences. Erigo, a local Indonesian fashion brand, has gained traction both domestically and internationally. Founded by Muhammad Sadad, the brand emphasizes quality, comfort, and youth-oriented designs. Erigo has adopted aggressive marketing strategies, including collaborations with digital platforms like Shopee and Tokopedia, and leveraging social media as a promotional tool.

Table 1.2 Fashion Growth by Category (2024)



With over 2.5 million Instagram followers, Erigo effectively uses the platform to maintain visibility and engage its target audience. Erigo's presence at prestigious events like New York Fashion Week (NYFW) and its advertising campaigns in Times Square reflect its commitment to global branding. These efforts are supported by partnerships with Indonesian celebrities and influencers, notably Arief Muhammad. His strong personal branding and large digital following make him an effective brand ambassador. Arief's collaboration with Erigo, especially through the #BackToErigo campaign, has strengthened the brand's image and boosted consumer engagement among Gen Z.

Brand ambassadors are a powerful asset in shaping consumer perceptions. They act as representatives who embody the brand's values and increase its credibility, appeal, and influence. In the fashion industry, particularly among Gen Z consumers, brand ambassadors influence purchasing behavior by enhancing trust, familiarity, and emotional connection with the brand. Research supports that strong brand image significantly affects purchasing decisions, and collaborations with public figures amplify this effect. The integration of social media features, such as hashtags and user-generated content, also enhances Erigo's digital presence and consumer interaction. The #KembaliKeErigo initiative, for example, successfully increased online engagement and reaffirmed brand loyalty. As consumer decisions are increasingly driven by identity expression and digital influence, strategic brand ambassadorship and online marketing have become vital tools for local fashion brands like Erigo to thrive in competitive markets.

2. Literature Review and Hypothesis Development

2.1. Purchasing Decisions

A purchasing decision is the outcome of a consumer's evaluation process involving various alternatives before selecting a particular product or service. It is shaped by accumulated knowledge and individual preferences (Peter & Olson, 2013). According to Tanady & Fuad (2020), the way this decision-making process is executed significantly influences the final purchase outcome. Kotler & Keller (2018) explains that purchasing decisions are not solely based on personal preferences but can also be influenced by external factors such as social pressure or unforeseen circumstances. Consumers may revise or cancel their purchase intentions depending on situational changes, despite having a strong brand preference. Kotler & Keller (2018) identify six core factors involved in purchasing decisions; 1) product choice, consumers evaluate products based on features, expected quality, and utility; 2) brand choice, selection is influenced by brand image, consumer habits & perceived value compared to competing brands; 3) dealer selection, factors such as location, service quality, pricing, and availability affect where consumers decide to buy; 4) purchase quantity, decisions about the number of items depend on current needs and future use; 5) purchase timing, the urgency of need, perceived benefits, & external conditions

influence when consumers make purchases; 6) payment method, convenience in payment whether via cash, bank transfer, or digital platforms can impact the final decision.

2.2. Brand Image

Brand image refers to the overall perception consumers hold about a brand, based on their experiences, memories, and associations (Kotler & Keller, 2018). It encompasses visible characteristics and how well a brand fulfills the social and psychological needs of consumers. This perception influences not only trust but also consumer satisfaction and purchase intention (Genoveva & Samukti, 2020). A strong brand image serves as a motivational factor that can differentiate a product in competitive markets (Genoveva & Utami, 2020). It helps foster emotional connections between consumers and brands, which in turn drives loyalty and repeat purchases (Levina & Chairy, 2013; Chairy, 2020). Susanty & Adisaputra (2011) further categorise brand image indicators as: *Brand Association Favorability*, *Strength of Brand Associations* and *Uniqueness or Differentiation among Associations*. While, according to Kotler & Keller (2018), indicators of brand image include: 1) product excellence, the superiority of a product compared to competitors; 2) strength of brand associations, the clarity and consistency with which a brand communicates its personality and values, 3) uniqueness of associations, distinctive features that separate the brand from others; 4) shared associations, and 5) strategic alignment with other brands to create a competitive advantage. A strong and positive brand image increases consumer trust, satisfaction, and likelihood to purchase. It also serves as a differentiating factor in competitive markets (Adiwidjaja et al., 2017; J. Bisnis et al., 2022). Therefore, our fifth hypothesis is as follow:

H5: *Brand Image has a significant positive influence on Erigo Purchasing Decisions.*

2.3. Brand Ambassador

According to Shimp & Andrews (2014), a brand ambassador is a figure, either a celebrity or an ordinary person, appointed to promote a brand and influence public perception. Brand ambassadors function as communicators between companies and consumers, aiming to increase product awareness and sales (Greenwood, 2012). Larasari et al. (2018) emphasise that the presence of well-known figures can enhance memorability and impact. Sääksjärvi et al. (2016) identify five key attributes: 1) credibility, credibility is a brand ambassador's ability to persuade an audience to accept a message by virtue of their good character. there are two components to credibility: expertise and trustworthiness. 2) attractiveness, a person's social values, including their personality, physical appearance, and similar circumstances or conditions to the viewer, are factors that contribute to their attractiveness; 3) power; brand ambassadors have the power to influence consumers to think about buying products. brand ambassadors possess the ability to shape consumers' perceptions of a brand, help them choose a brand, and help the brand stick in their minds; 4) congruence (conformity), an essential concept for the brand ambassador that guarantees the "match" (suitability) between the brand and the celebrity, and 5) appeal, a visually unappealing feature that can be used to advertise or market a product.

Brand ambassadors help shape consumer perceptions and enhance brand familiarity. Their presence in promotional strategies can improve brand image and expand market reach (Larasari et al., 2018). On the other hand, a credible and relatable brand ambassador can influence consumers' trust and lead to higher purchase intention. Public figures often increase product attractiveness and purchasing confidence (Firmansyah, 2019). Therefore, our first and second hypothesis as the follow:

H1: *Brand Ambassador has a significant positive influence on Erigo Brand Image.*

H2: *Brand Ambassador has a significant positive influence on Erigo Purchasing Decisions.*

Brand ambassadors influence purchasing behavior indirectly through the enhancement of brand image. Trust and brand perception built through ambassadors drive consumers toward purchasing decisions (Dreambox, 2020), therefore, our sixth hypothesis as the follow:

H6: *Brand Ambassador has significant positive influence between Erigo Purchasing Decisions through Erigo Brand Image*

2.4. Social Media

Social media refers to digital platforms that enable users to share various forms of content, such as text, images, audio, and video while facilitating interaction between individuals and organisations (Kotler & Keller, 2018). These platforms play a critical role across multiple sectors, including business, politics, media, and public services, acting as a catalyst for dialogue and collective action. The most widely used type of social media is social networking, which allows users to create profiles, connect with others, and share content seamlessly. Its widespread use has penetrated all levels of society, from students and entrepreneurs to traders and public officials (Nureini, 2022). According to Nasrullah (2016), social media has several unique characteristics that distinguish it from traditional media, including: 1) *network*, the infrastructure that connects users, enabling interaction and communication; 2) *information*, a central element where users generate, share, and consume data as a form of digital identity, 3) *archive*, a system of content storage that retains user-generated information indefinitely and accessibly, additionally, according to (gane & beer, 2016) the good social media including: 4). *interactivity*, a dynamic, two-way communication process between users and digital platforms, integrated into daily routines, 5) *simulation of society*, the creation of virtual identities and social interactions within a digital community, and 6) *user-generated content (ugc)*, content created and owned by users themselves, fostering participatory culture and personalised expression.

Through interactive features and wide reach, social media plays a crucial role in shaping brand image and awareness by promoting brand-related content directly to consumers (Diputri et al., 2022). Therefore, our third hypothesis is as follows:

H3: *Social Media has a significant positive influence on Erigo Brand Image.*

Social media serves as a direct and influential marketing platform that affects consumer preferences and purchase decisions through peer engagement and real-time information (Bisnis & Handaruwati, 2024). Therefore, our fourth hypothesis is as follows:

H4: *Social Media has a significant positive influence on Erigo's Purchasing Decisions*

The use of social media enhances brand image by increasing visibility and recognition, which in turn positively impacts consumers' purchasing decisions (Khamaria, 2019; Tjiptono, 2005). Therefore, our seventh hypothesis is as follows:

H7: *Social Media has a significant positive influence on Erigo Purchasing Decisions through Erigo Brand Image.*

3. Methodology

This study applies a quantitative research method rooted in positivism and aligned with traditional scientific principles (Creswell, 2019; Sugiyono, 2019). The research involves both primary and secondary data. Primary data were collected through a bilingual (English and Indonesian) Google Form questionnaire, distributed via WhatsApp, Instagram, Line, Facebook, and TikTok to target Gen Z Indonesian respondents (aged 16–27) who have purchased or are considering purchasing the Erigo brand, and are familiar with Arief Muhammad as a brand ambassador. Secondary data were derived from books, journals, and relevant literature to support the hypothesis.

The questionnaire consisted of closed-ended questions divided into several sections: screening questions on purchase behaviour and familiarity, demographic information (gender, age, domicile, occupation, income), and variable-based questions. Questions were measured using a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree), as defined by Sugiyono (2019), to assess attitudes, beliefs, and perceptions regarding social phenomena. A total of 24 items were constructed based on four variables: Brand Ambassador (X1), Social Media (X2), Brand Image (Z), and Purchasing Decisions (Y), each variable comprising six questions.

The sample size was determined using Hair et al. (2019), with a formula of 5–10 respondents per item:

Table 3. Sample Size

Minimum Respondents	Maximum Respondents
24 x 5 = 120 respondents	24 x 10 = 240 respondents

To ensure reliability and generalizability, the final targeted sample was 240 respondents. All questionnaire responses were exported to Microsoft Excel and then analyzed using SmartPLS to perform PLS-SEM analysis, allowing the researcher to test reliability, validity, and examine the relationships both positive/negative and significant/insignificant between variables. This method allows the research to be conducted in a structured, rational, and systematic manner, making it scientifically sound and empirically measurable. The analysis includes descriptive statistics and SEM stages: the Outer Model (Measurement Model) and the Inner Model (Structural Model). The outer model evaluated construct validity and reliability using Convergent Validity (Standardised Loading Factor > 0.6/0.7; AVE > 0.5) and Discriminant Validity (Cross-loading, Fornell-Larcker, HTMT < 0.9). The inner model assessed causal relationships through R-square (0.25 = small; 0.50 = medium; 0.75 = large), Q² predictive relevance, and VIF (< 5). Hypothesis testing was performed by analyzing the Path Coefficient, T-statistics (> 1.96), and P-values (< 0.05) to determine significance and direction of the relationship. Secondary data from books and journals were used to strengthen the theoretical framework and hypothesis development, allowing researchers to critically examine the influence of Arief Muhammad as a brand ambassador on brand image and purchasing decisions among Gen-Z consumers.

4. Data Analysis and Result

4.1. Respondent Description

This study involved 240 qualified respondents from Generation Z in Indonesia (aged 16 to 27), all of whom were familiar with Arief Muhammad and were customers of the Erigo brand. The data were collected via a Google Form using a five-point Likert scale and analyzed using PLS-SEM. The demographic data revealed that 95% of respondents were familiar with Brand Ambassador Arief Muhammad, confirming the high level of recognition. Furthermore, the majority of respondents had purchased from Erigo at least once, with 29.8% buying once, 26.5% purchasing 1–3 times, 24.8% purchasing 3–5 times, and 18.9% purchasing more than 5 times.

In terms of gender distribution, 54% of respondents were female and 46% male. The age profile showed that 62% were between 16–20 years old, while 38% were between 21–25 years old. Regarding domicile, 90% of participants resided in the JABODETABEK area (greater Jakarta), while 10% were from outside this region. Occupationally, the majority were students (70%), followed by private employees (23%), entrepreneurs (5%), government employees (2%), and fashion stylists (0.5%). In terms of income, 42% earned between IDR 1,000,000–3,000,000 per month, followed by 21% each earning IDR 3,000,000–5,000,000 and above IDR 5,000,000, while 16% earned less than IDR 1,000,000.

4.2. Descriptive Analysis

The researcher will examine the answers to the questions from the respondents in this section to determine the scores. The results of the categorisation of the values are displayed in this descriptive analysis, including the mean, standard deviation, minimum and maximum values for each indicator. The questionnaire's results are as follows:

Table 4.1. Descriptive Analysis Result

Indicator	Mean	Std Deviation	Result
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BA1	4.367	0.826	Agree
BA2	4.246	0.787	
BA3	4.108	0.998	
BA4	4.179	0.825	
BA5	3.983	1.068	
BA6	4.146	0.974	
The Average of the Brand Ambassador	4.172	1.068	
SM1	4.383	0.727	Strongly Agree
SM2	4.354	0.733	
SM3	4.254	0.830	
SM4	4.300	0.720	
SM5	4.237	0.768	
SM6	4.392	0.794	
The Average of the Social Media	4.320	0.762	
BI1	4.263	0.792	Strongly Agree
BI2	4.333	0.751	
BI3	4.392	0.745	
BI4	4.338	0.746	
BI5	4.200	0.988	
BI6	4.321	0.862	
The Average of the Brand Image	4.308	0.814	
PD1	4.167	0.969	Agree
PD2	4.242	0.847	
PD3	4.096	1.089	
PD4	4.138	1.001	
PD5	4.333	0.883	
PD6	4.146	1.076	
The Average of the Purchasing Decisions	4.187	1.055	

4.3. PLS-SEM Analysis

Researchers measured and analysed data for this study using SmartPLS version 3.0 software. The PLS algorithm will be used to calculate the outer model, and bootstrapping will be used to calculate the inner model, in data analysis.

4.3.1. Outer Model Evaluation

To assess the outer model, the PLS Algorithm was employed. Discriminant validity was evaluated through the Average Variance Extracted (AVE), Cross-Loading, Fornell-Larcker Criterion, and Heterotrait-Monotrait (HTMT) Ratio. All constructs showed AVE values above 0.50, indicating sufficient convergent validity (Table 4.2). The Fornell-Larcker criterion as the discriminant validity evaluated, shows that the square root of each construct's AVE exceeded the inter-construct as shown in Table 4.3. The factor loadings of indicators were

higher on their respective constructs compared to others, with cross-loading values exceeding the 0.50 threshold, satisfying discriminant validity requirements (Table 4.4). Furthermore, HTMT values were below the 0.90 criterion, confirming acceptable discriminant validity (Hair et al., 2021). Based on Figure 4.5, all items demonstrated corrected item-total correlations above 0.50, indicating that each item is considered valid and acceptable.

Table 4.2 AVE (Average Variance Extracted)

Variable	Average Variance Extracted	Rule of Thumb	Conclusion
Brand Ambassador	0.657	>0.5	Valid
Social Media	0.585	>0.5	Valid
Brand Image	0.620	>0.5	Valid
Purchasing Decisions	0.736	>0.5	Valid

Table 4.3 Fornell-Larcker

Variable	Brand Ambassador	Brand Image	Purchasing Decisions	Social Media
Brand Ambassador	0.811			
Brand Image	0.786	0.787		
Purchasing Decisions	0.764	0.783	0.858	
Social Media	0.769	0.841	0.695	0.765

Table 4.4 Cross Loading

	Brand Ambassador	Brand Image	Purchasing Decisions	Social Media
BA1	0.751	0.687	0.546	0.600
BA2	0.749	0.667	0.525	0.651
BA3	0.843	0.602	0.695	0.601
BA4	0.795	0.560	0.509	0.620
BA5	0.884	0.633	0.691	0.599
BA6	0.834	0.666	0.715	0.673
BI1	0.658	0.805	0.591	0.695
BI2	0.510	0.716	0.476	0.630
BI3	0.490	0.736	0.429	0.630
BI4	0.575	0.812	0.542	0.658
BI5	0.700	0.820	0.801	0.689
BI6	0.722	0.828	0.762	0.673
PD1	0.708	0.691	0.862	0.614
PD2	0.632	0.686	0.812	0.641
PD3	0.723	0.696	0.914	0.600
PD4	0.640	0.655	0.900	0.593

PD5	0.580	0.628	0.772	0.547
PD6	0.635	0.669	0.876	0.578
SM1	0.495	0.551	0.376	0.673
SM2	0.499	0.550	0.357	0.700
SM3	0.667	0.685	0.699	0.799
SM4	0.600	0.684	0.621	0.814
SM5	0.651	0.697	0.598	0.811
SM6	0.585	0.667	0.446	0.779

Table 4.5 HTMT (Heterotrait-Monotrait Ratio)

	Brand Ambassador	Brand Image	Purchasing Decisions	Social Media
Brand Ambassador				
Brand Image	0.872			
Purchasing Decisions	0.831	0.845		
Social Media	0.873	0.963	0.757	

Table 4.5 indicates that every arrangement does not have the same measurement from one variable to another because every HTMT value is <0.90 . The following explains it:

1. The relationship between Brand Ambassador, Brand Image, Purchasing Decisions and Social Media is acceptable because the HTMT ratio value of each variable is <0.90 , namely 0.872, 0.831 and 0.873
2. The relationship between Brand Image, Purchasing Decisions and Social Media is acceptable because the value of the HTMT ratio of each variable is <0.90 , namely 0.845 and 0.963
3. The relationship between Purchasing Decisions and Social Media is acceptable because the value of the HTMT ratio of each variable is <0.90 , which is equal to 0.757

4.3.2. Reliability

Table 4.6 Cronbach Alpha

Variable	Cronbach's Alpha	Rule of Thumb	Conclusion
Brand Ambassador	0.895	>0.5	Reliable
Social Media	0.858	>0.5	Reliable
Brand Image	0.878	>0.5	Reliable
Purchasing Decisions	0.927	>0.5	Reliable

Table 4.6 indicates that every variable satisfies the requirement of having a Cronbach's alpha coefficient of greater than 0.5 for each variable, indicating that all of the variables are valid and reliable.

Table 4.7 Composite Reliability

Variable	Composite Reliability	Rule of Thumb	Conclusion
Brand Ambassador	0.920	>0.5	Reliable

Social Media	0.894	>0.5	Reliable
Brand Image	0.907	>0.5	Reliable
Purchasing Decisions	0.943	>0.5	Reliable

After analyzing all of the outer model test results, table 4.7 leads to the conclusion that these indicators and measurement models are sufficiently accurate and consistent to be used as instruments. Since every variable in the study had a value higher than 0.5, this conclusion was established.

Table 4.8 *Collinearity Statistics (VIF)*

	Brand Ambassador	Brand Image	Purchasing Decisions	Social Media
Brand Ambassador		2.451	2.921	
Brand Image			4.070	
Purchasing Decisions				
Social Media		2.451	3.819	

Table 4.8 indicates that there will be collinearity issues if the value is greater than 5. The relationship between Brand Ambassador and Brand Image is still acceptable because it is still close to the value 2, the relationship between Brand Image and Purchasing Decision is still acceptable because it is still close to the value 4, and the relationship between Social Media and Brand Image is still acceptable because it is still close to the value 2.

Table 4.9 *Determinant Coefficient (R Square)*

Variable	R Square	Interpretation
Brand Image	0.754	Moderate
Purchasing Decisions	0.671	Moderate

Table 4.9. provides the following explanation:

1. Independent Variables (Social Media & Brand Ambassador), which are used to predict Brand Image, can predict 75.4%, this score indicate that Social Media and Brand Image have moderate impact to Brand Image;
2. Independent Variables (Brand Ambassador), which are used to Purchasing Decisions, can predict 67.1%. This score indicate that Brand Ambassador has moderate impact to Purchasing Decisions.

4.3.3. Hypothesis Testing

Table 4.10 *Path Coefficient Direct Effect Value*

Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values
Brand Ambassador -> Brand Image	0.340	5.451	0.000
Brand Ambassador -> Purchasing Decisions	0.394	4.457	0.000
Social Media -> Brand Image	0.580	9.536	0.000
Social Media -> Purchasing Decisions	-0.022	0.239	0.810
Brand Image -> Purchasing Decisions	0.492	5.445	0.000

Based on table 4.10 above, the path coefficient that emerges from bootstrapping explains the significant relationship both directly and indirectly from the hypothesis, as can be seen from the requirement that the P value be less than 0.05 and the t-statistics value be greater than 1.96 for a significance level of 5%. The Original Sample shows both positive and negative values; a positive number indicates a positive effect of the variable, and a negative number indicates a negative effect. With reference to the image above, it is clear that:

1. The relationship between Brand Ambassador and Brand Image is positive and significant
2. The relationship between Brand Ambassador and Purchasing Decisions is positive and significant
3. The relationship between Brand Image and Purchasing Decisions is positive and significant
4. The relationship between Social Media and Brand Image is positive and significant
5. The relationship between Social Media and Purchasing Decisions is negative and not significant

Based on the explanation above, it can be concluded that some unidirectional relationships between variables in this study are acceptable.

4.3.4. Path Coefficient Indirect Effect Value

Table 4.11 Path Coefficient Indirect Effect Value

Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values
Brand Ambassador -> Brand Image-> Purchasing Decisions	0.167	3.927	0.000
Social Media -> Brand Image -> Purchasing Decisions	0.285	4.639	0.000

Table 4.11 above leads one to the conclusion that the study's indirect relationship between its variables is acceptable. The path coefficient obtained through bootstrapping explains the significant relationship both directly and indirectly from the hypothesis, as demonstrated by the fact that the P value must be less than 0.05 and the t-statistics value must be greater than 1.96 at a significance level of 5%. The Original Sample shows both positive, a positive number indicates a positive effect of the variable. With reference to the image above, it is obvious that:

1. The relationship of between Brand Ambassador on Purchasing Decisions through Brand Image is positive and significant.
2. The relationship of between Social Media on Purchasing Decisions through Brand Image is positive and significant

5. Discussion based on Each Hypothesis

There are significant and non-significant results between the independent and dependent variables in this study based on the data that has been processed and analyzed in accordance with the hypothesis. In order for the conclusions to be deconstructed using the information from SmartPLS 3.0 and explained as follows:

Table 5.1 Result of Hypothesis Analysis

No	Hypothesis	Notes	P-Value
H1	There is a significant effect of Brand Ambassador on Brand Image	Accepted	0.000

H2	There is a significant effect of Brand Ambassador on Purchasing Decisions	Accepted	0.000
H3	There is a significant effect of Social Media on Brand Image	Accepted	0.000
H4	There is not significant effect of Social Media on Purchasing Decisions	Declined	0.810
H5	There is a significant effect of Brand Image on Purchasing Decisions	Accepted	0.000
H6	There is a significant effect of Brand Ambassador on Purchasing Decisions through Brand Image	Accepted	0.000
H7	There is a significant effect of Social Media on Purchasing Decisions through Brand Image	Accepted	0.000

5.1. The Influence of Brand Ambassador on Brand Image

The first hypothesis (H1) shows a T-Statistic of 5.451, a P-Value of 0.000, and a positive Original Sample value of 0.340, indicating a significant and positive relationship between Brand Ambassador and Brand Image. As the T-Value exceeds 1.96 and the P-Value is below 0.05, the hypothesis is accepted. This supports previous research that brand ambassadors can enhance brand image, widen market reach, and increase revenue. In the digital era, appointing brand ambassadors is an effective marketing strategy to strengthen brand perception and build lasting customer relationships (Sholeh, 2022). Typically, well-known public figures are chosen as brand ambassadors to promote products, influence purchasing behavior, and raise brand awareness (Larasari et al., 2018).

5.2. The Influence of Brand Ambassador on Purchasing Decisions

The second hypothesis (H2) presents a T-Statistic value of 4.457, a P-Value of 0.000, and an Original Sample value of 0.394, as shown in Table 4.13. Since the T-Value exceeds 1.96, the P-Value is below 0.05, and the Original Sample is positive, the hypothesis is accepted. This indicates that brand ambassadors have a positive and significant influence on purchasing decisions.

These results align with previous research. Firmansyah (2019) describes a brand ambassador as someone who is deeply passionate about a brand and has the ability to influence consumer purchasing decisions. Well-known and reputable brand ambassadors can build consumer trust and strengthen brand credibility. Consumers who admire or follow celebrities are more likely to trust the brands they endorse. According to Ivosights (2023),

leveraging brand ambassadors helps improve a brand's reputation and reduce consumer doubts, thereby positively influencing purchasing decisions.

5.3. The Influence of Social Media on Brand Image

Table 5.1 reveals the relationship between Social Media and Brand Image. The third hypothesis (H3) has an Original Sample value of 0.580, a P-Value of 0.000, and a T-Statistic of 9.536. Since the T-Value is greater than 1.96, the P-Value is less than 0.05, and the Original Sample is positive, the hypothesis is accepted. This confirms that social media has a positive and significant effect on brand image. These findings support previous research, which suggests that social media is an effective tool for marketing, product promotion, and customer education—all of which contribute to shaping brand image. Diputri et al. (2022) highlight that social media can enhance consumer awareness, strengthen brand image, and ultimately increase sales. Similarly, Handika and Darma (2018) argue that improving brand image depends on optimizing social media's core function: marketing and promoting products and services.

5.4. The Influence of Social Media on Purchasing Decisions

The fourth hypothesis (H4) shows a T-Statistic value of 0.239, a P-Value of 0.810, and an Original Sample value of -0.022, as illustrated in Table 4.13. Since the T-Value is less than 1.96, the P-Value is greater than 0.05, and the Original Sample is negative, the hypothesis is rejected. This indicates that social media has a negative and statistically insignificant effect on purchasing decisions.

Despite this, social media remains a valuable tool for businesses to connect with customers, enhance marketing and communication strategies, and improve cost-efficiency. The result aligns with previous studies suggesting that high levels of social interaction offer businesses opportunities to promote their products to potential customers (Bisnis & Handaruwati, n.d.). Kozinets (2010) emphasizes that social media is seen as a relatively impartial source of information that influences various consumer behaviors, including purchasing decisions. Platforms such as Facebook, Instagram, and TikTok allow brands to engage with their audiences and influence their buying preferences (Ekonomi Syariah, n.d., 2013).

5.5. The Influence of Brand Image on Purchasing Decisions

The fifth hypothesis (H5) shows a T-Statistic value of 5.445, a P-Value of 0.000, and an Original Sample value of 0.492, as illustrated in Table 4.13, which discusses the relationship between Brand Image and Purchasing Decisions. Since the T-Value is greater than 1.96, the P-Value is below 0.05, and the Original Sample is positive, the hypothesis is accepted. This confirms that brand image has a positive and significant effect on purchasing decisions.

These findings align with prior research. Elements such as brand image and trust significantly influence consumers' buying behavior. Adiwidjaja et al. (2017) emphasize that in the long run, a strong brand increases customer trust, which leads to more purchases. Similarly, J. Bisnis et al. (2022) state that brand image is a key factor affecting consumers' purchasing decisions. A positive brand perception is also supported by high product quality. In a competitive market, businesses strive to provide the best value to attract customers and influence their product choices.

5.6. The Influence of Brand Ambassador on Purchasing Decisions through Brand Image

The sixth hypothesis (H6) has a T-Statistic value of 3.927, a P-Value of 0.000, and an Original Sample value of 0.167, as shown in Table 4.14, which illustrates the influence of Brand Ambassadors on Purchasing Decisions through Brand Image. Since the T-Value is greater than 1.96, the P-Value is below 0.05, and the Original Sample is positive, the hypothesis is accepted. This suggests that brand ambassadors have a positive and significant indirect effect on purchasing decisions through their influence on brand image.

These results are consistent with prior research emphasizing the critical role brand ambassadors play in shaping and reinforcing a brand's image. They help shape public perception, which is essential in building consumer trust a fundamental element of brand image. As highlighted by Dreambox (2020), without trust, consumers are unlikely to engage with or purchase from a brand. However, once trust is established, brand image is strengthened, and consumers are more inclined to make purchases. This highlights the strategic importance of selecting effective brand ambassadors to shape consumer perceptions and foster long-term trust.

5.7. The Influence of Social Media on Purchasing Decisions through Brand Image

The seventh hypothesis (H7), which examines the influence of Social Media on Purchasing Decisions through Brand Image, is presented in Table 4.14. The Original Sample value is 0.285, the T-Statistic is 4.639, and the P-Value is 0.000. Since the T-Value is greater than 1.96, the P-Value is below 0.05, and the Original Sample is positive, the hypothesis is accepted. This indicates that social media has a positive and significant indirect effect on purchasing decisions through its impact on brand image.

These findings support previous research. Khamaria (2019) highlights that social media functions as an interactive promotional tool, allowing businesses to promote products, understand consumer preferences, and enhance customer experience through direct engagement. It also enables companies to monitor competitors and refine their marketing strategies. A strong brand image formed through customer interactions on social media is crucial in influencing purchase behavior. Tjiptono (2005) explains that customers tend to remember brand experiences that resonate with them. Therefore, a strategic and consistent social media presence is essential for building a favorable brand image that shapes consumer perceptions and encourages purchasing decisions.

6. Conclusion and Recommendation

6.1. Conclusion

The study titled "The Influence of Brand Ambassador Arief Muhammad on Gen Z Which Has an Impact on Brand Image and Purchasing Decisions: Case Study on Erigo" reveals several key findings based on SEM-PLS analysis. The results show that Brand Ambassador significantly and positively influences both Brand Image and Purchasing Decisions, emphasizing Arief Muhammad's strong personal branding and credibility in shaping Gen Z's perceptions and buying behaviour. Social Media also has a significant positive effect on Brand Image, as Erigo's online presence strengthens customer engagement and brand perception. Furthermore, Brand Image itself significantly influences Purchasing Decisions, suggesting that a strong brand reputation leads to greater consumer trust and purchase intent. Interestingly, the direct influence of Social Media on Purchasing Decisions is not significant, but Social Media does have an indirect effect through Brand Image. Additionally, both Brand Ambassador and Social Media significantly impact Purchasing Decisions when mediated by Brand Image, reinforcing the importance of strong digital engagement and brand representation in driving Gen Z's purchasing behaviour.

6.2. Recommendation

Based on the findings of this study, several recommendations are proposed for both practitioners and future researchers. Firstly, since Brand Ambassador specifically Arief Muhammad was found to have the most significant influence on Brand Image and subsequently on Purchasing Decisions among Gen Z, companies are encouraged to invest strategically in influential public figures or celebrities to enhance their brand impact. Secondly, because Social Media strongly affects Purchasing Decisions through Brand Image, Erigo is advised to intensify its digital campaigns by launching interactive activities such as challenges, giveaways, and contests that engage Gen Z audiences and foster active participation. Thirdly, in line with the problem formulation, this research confirms that Brand Ambassador, Social Media, and Brand Image all significantly influence Gen Z's purchasing behaviour; thus, Erigo should continue optimizing its social media presence with content tailored to

Gen Z's interests. For future research, scholars are encouraged to explore additional variables beyond those examined in this study, as one of the two independent variables showed no direct significant effect on the dependent variable. Researchers are also advised to study other local fashion brands in Indonesia, utilize different case studies, and consider alternative methodologies such as qualitative approaches to offer deeper insights. Lastly, it is crucial for future studies to remain aligned with current trends to ensure continued relevance and contribution to the evolving landscape of marketing research.

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