

The Influence of JKT48 as Brand Ambassador, Brand Image, and Brand Schematicity of Erigo Apparel on Purchase Behavior

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Abstract

Purpose: The study examined how the habit of purchasing high-end customer erigo apparel was influenced by the jkt48 selection as a brand ambassador.

Methodology: The research employed a quantitative approach, utilizing Smart PLS for data analysis. A survey was conducted among 275 millennial respondents to gather data on their purchasing behavior, perceptions of JKT48 and Erigo, and brand schematicity.

Result: The findings revealed that both the brand ambassador JKT48 and brand image have a positive influence on purchasing behavior. However, brand schematicity was found to mitigate the impact of these factors. This indicates that while a strong brand ambassador and positive brand image can drive purchases, a highly established brand schematicity may reduce the effectiveness of these marketing strategies.

Applications/Originality/Value: The insights gained from this study can be valuable for fashion brands in developing effective marketing strategies. By understanding the interplay between brand ambassadors, brand image, and brand schematicity, marketers can optimize their campaigns to target specific consumer segments and drive sales. Additionally, the research contributes to the existing literature on consumer behavior and brand management.

Keywords: Brand Ambassador, JKT48, Erigo Apparel, Purchasing Behavior, Millennials, Brand Image, Brand Schematicity

1. Introductions Section

The global fashion apparel market is valued at approximately US\$3 trillion, contributing 2% of the world's GDP and employing 33 million textile workers, up from 19.7 million over the past 25 years (Rahman et al., 2021). Global GDP growth reached \$1.7 trillion in 2017 and is projected to grow by 2% by 2022. Despite the significance of several fashion retailers, research on consumer attitudes towards clothing brands remains limited (Vehmas et al., 2018). Millennials, born between the 1980s and 2000s, have become the largest consumer group, increasingly aware of their purchasing power, making them the primary target of the fashion industry. This segment also accounts for a large share of global retail consumption (de Kerviler & Rodriguez, 2019). Millennials were recognized as a polite and educated group that engaged in positive social interaction. However, the relationship between brand attributes and purchasing behavior among other consumers is not fully understood, which is crucial for improving future marketing strategies (Samala & Singh, 2019).

JKT48 as a popular idol group in Indonesia, has great potential to influence consumer perceptions of the local brand fashion erigo apparel. With increased popularity through performances at music various festivals, jkt48 was chosen as Erigo's brand ambassador, which targets young people, especially boys, with the current street style theme. Erigo, founded by Muhammad Sadad in 2011, has experienced rapid development, becoming one of the most popular local fashion brands among young people. This brand offers modern and contemporary designs

at affordable prices, making it a favorite among the public. Research shows that in 2022, Erigo Apparel ranked first among 14 local fashion brands (Putra & Megawati, 2024). Therefore, the collaboration between JKT48 and Erigo Apparel can enhance the brand's appeal among young consumers, given JKT48's significant influence on Indonesian pop culture.

Erigo Apparel faces challenges from competitors with similar marketing strategies, making it essential to build strong customer relationships to boost sales (Ryan & Johan, 2022). Erigo collaborates with JKT48 to release themed products and enhance marketing efforts through digital platforms such as TikTok, YouTube, and Instagram, aiming to strengthen its position as a leading fashion brand in Indonesia and increase its visibility and product sales in a competitive market (Putra & Megawati, 2024).

Previous research shows that brand ambassadors are a crucial indicator of consumer preference for a brand, followed by the brand's market performance (Rahman et al., 2021). Consumers form their purchase behavior based on situational or environmental factors; the more consumers experience a product, the greater the brand awareness grows, stimulating their purchasing behavior. The support of a brand ambassador enhances brand recognition and provides consumers with more opportunities to learn about the product. This suggests that the more appealing and attractive a brand ambassador and brand image are, the more likely it is to increase consumer purchase interest (Wang, 2023).

A strong brand image can create a positive perception in the minds of consumers, which in turn can increase purchase intention. In addition, brand schematicity, which is the way consumers organize information about a brand in their minds, also plays an important role in the purchasing decision-making process. This study aims to explore the influence of JKT48 as a brand ambassador on the brand image and brand schematicity of Erigo Apparel, as well as its impact on consumer purchasing behavior. By understanding the relationship between brand ambassadors, brand image, and brand schematicity, it is hoped that the results of this study can provide valuable insights for marketers in designing more effective strategies to attract consumers' attention, especially among the millennial generation. This study is also expected to contribute to the existing literature on fashion marketing and consumer behavior in the digital era.

The gaps in this research lie in several aspects. First, it specifically focuses on the phenomenon of JKT48's popularity as a brand ambassador for the local brand Erigo Apparel, so the findings may not be generalizable to a broader context or to brands outside Indonesia. Second, this research was conducted only in Indonesia, which limits the understanding of the influence of brand ambassadors in global markets or in countries with different cultures. This study aims to understand how JKT48's popularity can affect consumer perceptions of a local brand and to provide deeper insights into effective marketing strategies in the fashion industry, particularly those targeting the youth segment.

2. Literatur Review and Hypothesis Model

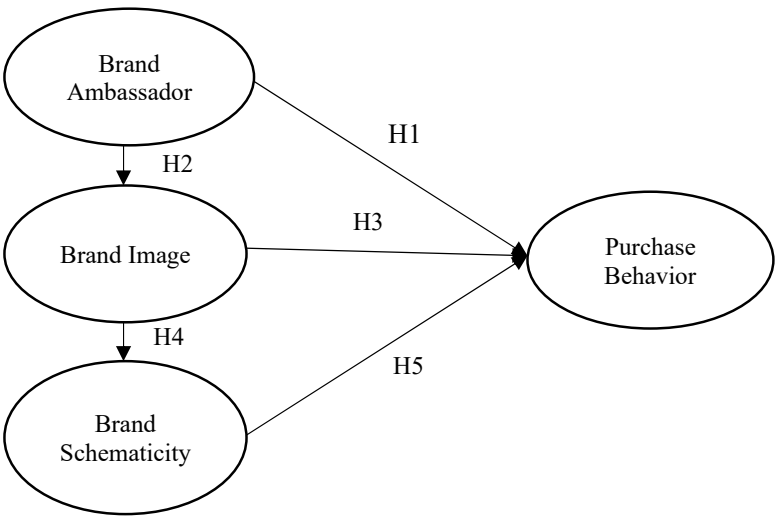


Figure 1. Conceptual Model

Brand Ambassador

According to (Jamila & Siregar, 2022), a brand ambassador is an activity where a product or brand collaborates with a public figure or influencer to further visualize the product or brand in question. A brand ambassador serves as an identity and functions as a marketing tool and quality monitoring instrument (Widarmanti & Amalia Cahyani, 2023). Companies leverage the collective discretion of brand ambassadors to enhance sales promotion. Brand ambassadors can also be used as tools to represent specific market segments. Products must be communicated to consumers effectively, hence the need for brand ambassadors to advertise a company's products (Abas & Puspawati, 2024).

It is often mentioned that a brand ambassador is someone who can represent a product or company and is expected to speak about the product they represent, ultimately having a significant impact on sales growth (Puspawati et al., 2024). The dimensions include visibility, credibility, attraction, and strength (Suleman et al., 2023). According to (Agustini, 2022), the indicators of a brand ambassador are as follows:

- 1) Credibility, which involves trust built through advertising and customer relationships, transfers integrity through a brand ambassador accepted by the public. Trusted advertisers are developed to increase trust in a brand, reduce costs, and promote economic benefits.
- 2) Familiarity is defined as the level of knowledge consumers gain through their ability to become more familiar with the brand ambassador through physical characteristics such as clothing and accessories, beauty, elegance, attractiveness, and politeness.
- 3) Expertise is defined as an individual's skills, experience and knowledge in decision making. Expertise has also been associated with competence, qualification, expert ability, mastery and proficiency.

Brand Image

According to (A Suwuh et al., 2022), brand image is a key objective and simultaneously the reputation and achievement that companies and public relations seek to achieve. Brand image is also considered one of the most significant intangible assets that influence consumer perceptions of a business. Functional and emotional dimensions are the two basic components of brand image. The functional dimension refers to measurable and tangible attributes. Brand image can be defined as the perception of a brand that is reflected in associations stored in the consumer's memory. Brand image consists of consumer knowledge and beliefs about the brand (Gusti et al., 2020). A good brand image will have a positive effect on the company by giving customer satisfaction, thus increasing the consumer appeal to use the product.

According to (Seo et al., 2020), several dimensions can be used to measure brand image, including:

- 1) Corporate Image (the company's image)
- 2) Product Image (the product's image)
- 3) User Image (the user's image)

Brand Schematicity

Consumers with a brand schematicity are more sensitive to brand-related information, consider the brand to be an important element, and are more able to recall the brand image clearly than consumers without a brand schematicity. For consumers without a fully idealized brand schematicity, the brand serves only as a label on the product. For example, when seeing an advertisement about the energy efficiency advantages of a washing machine resulting from a proprietary technology, consumers with a brand schematicity will pay attention to the brand and associate the new technology information and its benefits with the brand. In contrast, consumers without a brand schema will use other approaches, such as focusing on the technology, to organize and store information, and then associate the technology with its benefits. These consumers will remember the information by placing it in the technology category, remembering only that the technology offers certain benefits (Rizal et al., 2022).

Brand schematicity are characteristic of individuals suggesting that the consumer schematic process information about a product by referring to available brand information, while other consumers consider details outside the brand (Saputro & Setyaningrum, 2023). The brands that are commercially ranked are prioritized by the consumer brand schematics, and brand schematics can be applied in all categories. Consumers rating brands manage, interpret, and collect information-related consumption at the rate of brand knot. Moreover, brand schematic consumers value brands that are important to them (Rahman et al., 2021). Brand schematicity is an

information processing approach by consumers that reflects a readiness to seek and assimilate information relevant to their schema. Consumers with brand schematicity are more enthusiastic about brand information than those without it. Brand schematicity serves as an information-organizing mechanism (Puligadda et al., 2021).

Brand schematicity encourage customers to process information differently, which leads to a general focus on them. This is important because we are trying to understand which consumers might be more involved with the brands online (Kusuma Wardana et al., 2023). Consumers, with their biases and unique characteristics, are co-creators of this relationship, and we need to investigate individual differences that might moderate the effects of marketing activities on online brand engagement (A Suwuh et al., 2022). This knowledge is crucial because brand schematicity is a central factor among brand-related behavioral factors that determine purchase frequency. Understanding the factors that lead to the emergence of brand schematicity is essential (Temesi et al., 2023).

Purchase Behavior

Customer purchasing behavior includes all consumer activities in fulfilling their needs and wants, from searching for goods and information, to forming purchase intentions, and then comparing products as part of the purchase decision-making process. This behavior is divided into two main categories: purchase intentions and purchase decisions. Purchase intentions refer to the subjective probability or degree of likelihood that a consumer will buy a particular product, while purchase decisions refer to the condition in which the consumer already has a strong purchase intention and is ready to make a purchase, or has even made a purchase of the product (Li et al., 2020).

Purchase behavior refers to customer actions that are not consistent with a single item but still reflect a strong affinity toward a brand (Setiawan et al., 2022). Such customer service can still benefit the mentioned brand. Purchase behavior is defined as the consumer's decision to buy a particular item before eventually making a purchase. Therefore, it is strongly related to fulfilling every customer need or desire (Ati Haryati & Lestari, 2020). To predict purchase behavior, it is necessary to understand attitudes, evaluations, and internal factors that ultimately lead to purchase intentions. Purchase behavior has been studied in various marketing fields, including traditional in-store purchases, green marketing, branding, transactions, and online purchasing (Gil-saura et al., 2020).

Purchase behavior, also known as purchasing behavior, is the act of buying a brand influenced by various factors, including brand schematicity or the consumer's tendency to process information using brand schemas and online brand engagement (Rahman et al., 2021). Consumers who care about brands have a subjective preference for well-known brands. Thus, their purchasing behavior differs from that of those with minimal brand awareness. Along with quality awareness, it has been identified as a primary driver of purchase behavior (Jadhav & Khanna, 2016).

Hypothesis

2.1 The Influence of Brand Ambassadors on Purchase Behavior

A brand ambassador is a public figure who supports and promotes a brand to enhance consumer recall and purchase interest while representing specific market segments through advertising (A Suwuh et al., 2022). Purchase behavior reflects customers' intent to buy a product, although it often does not remain consistent with one item; a strong affinity towards the brand can still benefit customer service (Haryanti & Sa'roni, 2022).

The study "Millennials' Purchasing Behavior Toward Fashion Clothing Brands: Influence of Brand Awareness and Brand Schematicity" shows that brand ambassadors have a positive impact on purchase behavior (A Suwuh et al., 2022). This reflects the relationship between brand ambassadors and consumer preferences toward a brand. Consumers form purchase behavior based on situations and experiences with products, which increases brand awareness and stimulates purchase behavior. Another study, "The Influence of Korean Brand Ambassadors on Hedonic Shopping Motivation Moderated by Fanaticism Toward Impulsive Buying Behavior in E-Commerce," also confirms the positive influence of brand ambassadors on purchase behavior, influenced by hedonism, purchase motivation, and fanaticism (Umar et al., 2022).

H1: Brand ambassadors have a positive influence on purchase behavior.

2.2 The Influence of Brand Ambassadors on Brand Image

A brand ambassador is an individual who represents and promotes a product or company with the expectation of speaking about the product, significantly impacting sales growth. The dimensions of a brand ambassador include visibility, credibility, attractiveness, and strength (Suleman et al., 2023). Meanwhile, brand image is defined as the perception of a brand formed from associations in consumers' memories, consisting of their knowledge and beliefs about the brand. A positive brand image can positively impact the company by enhancing customer satisfaction and attracting interest in using the product (Gusti et al., 2020).

A study by (Wang, 2023) titled "The Effect of Celebrity Endorsement on Buying Interest Through Brand Image" states that brand ambassadors significantly influence brand image. Support from a brand ambassador increases brand recognition and provides consumers with more opportunities to learn about the product, which in turn enhances consumer purchase interest. A study conducted by (Amalia Probosini et al., 2021) also states that brand ambassadors positively influence brand image, as their popularity can communicate advertising messages to the public, making the brand image of the product or service widely recognized.

H2: A brand ambassador has a positive influence on brand image.

2.3 The Influence of Brand Image on Purchase Behavior

Brand image is the perception customers have of a brand, formed from their beliefs, ideas, and impressions. According to (Kotler & Keller, 2016), brand image cannot be formed in a short time or through a single medium; it must be conveyed through various communication channels continuously. A strong brand image is essential for creating a brand and attracting new customers (Amalia Probosini et al., 2021). Meanwhile, purchase behavior reflects consumers' decisions to buy the desired product or choose another available option (Rahman et al., 2021).

Research by (Hameed et al., 2021) in "Greenwash and Green Purchase Behavior: An Environmentally Sustainable Perspective" states that brand image has a positive influence on purchase behavior, affecting customers' attitudes and perceptions that play a crucial role in purchase behavior. These attitudes and perceptions are difficult to change because they are abstract, indicating a direct relationship between brand image and purchase behavior. Research by (Wang, 2023) in "The Effect of Celebrity Endorsement on Buying Interest Through Brand Image" also shows that brand image significantly influences purchase behavior, with a positive and significant impact on consumers' desire to purchase products. Consumer desire is one of the factors influencing purchase behavior.

H3: Brand image has a positive influence on purchase behavior.

2.4 The Influence of Brand Image on Brand Schematicity

Brand image is a primary goal in achieving corporate reputation and public relations and is considered one of the most significant intangible assets influencing consumer perceptions of a business (A Suwuh et al., 2022). Consumers may possess brand schematicity, which makes them more likely to process information according to the brand's schematicity, even without showing a specific tendency toward a particular brand (Puligadda et al., 2021). A brand ambassador, a well-known public figure, can represent specific market segments and serve as an effective tool for conveying products to consumers (A Suwuh et al., 2022).

A study conducted by (Puligadda et al., 2012), titled "Individual Differences in Brand Schematicity," states that brand image has a positive effect on brand schematicity. A brand image is more likely to be remembered if consumers have high brand schematicity, as they are more inclined to associate information about a product with a particular brand, making them more responsive to brand information. Brand image also influences customer attitudes and perceptions.

H4: Brand image has a positive influence on brand schematicity.

2.5 The Influence of Brand Schematicity on Purchase Behavior

Customers may exhibit brand schematicity, making them more likely to gather information that aligns with their existing brand schema without considering specific changes made to the brand (Puligadda et al., 2021). Brand image is a primary goal in achieving corporate reputation and public relations and is considered one of the most significant intangible assets influencing consumer perceptions of a business (A Suwuh et al., 2022). Purchase

behavior is defined as customer behavior that may occasionally deviate from loyalty to a single brand yet still reflects a strong commitment to that brand, ensuring that customer service remains beneficial to the brand (Sarah & Manggarai, 2020).

The study titled "Millennials' Purchasing Behavior Toward Fashion Clothing Brands: Influence of Brand Awareness and Brand Schematicity" demonstrates that brand schematicity enhances the positive influence of brand image on millennial consumer purchase behavior for fashion clothing brands (Rahman et al., 2021). When consumers have a strong representation of a brand, such as associating it with quality, style, or certain values, they tend to exhibit high brand schematicity towards that brand. If consumers have a positive perception of the brand, such as viewing it as trendy, high-quality, or relevant to their lifestyle, then the brand image is positive.

Research by (Hameed et al., 2021) also shows that the higher a consumer's brand schematicity, the stronger the positive influence of brand image on their purchase behavior. Brand image further influences customer attitudes and perceptions, which play a critical role in purchase behavior. Attitudes and perceptions are difficult to change, as these factors are abstract, highlighting a direct relationship between brand schematicity, brand image, and purchase behavior.

H5: Brand schematicity has a positive influence on purchase behavior.

3. Methodology

This study employs a descriptive research style with a quantitative approach, aligned with the research problem and objectives. Descriptive research aims to analyze data by illustrating or describing the collected data as it is. Quantitative research is an inductive, objective, and scientific process in which data is gathered in numerical form or through structured questions and later processed using statistical analysis (A Suwuh et al., 2022). The objective of this research is to analyze and examine the influence of JKT48 as a brand ambassador and the brand image of Erigo Apparel on purchase behavior, with brand schematicity serving as a moderating variable. The primary data for this study was collected through a questionnaire distributed via Google Forms, containing questions prepared by the researchers. The research sample consisted of individuals who are familiar with JKT48 and have previously purchased Erigo Apparel products.

The questionnaire measurement in this study refers to several pre-existing sources to ensure the validity and reliability of the measurement tool used. Specifically, the questionnaire is based on research conducted by (Rahman et al., 2021) on the purchasing behavior of the millennial generation towards fashion apparel brands, as well as other relevant studies that discuss the influence of brand ambassadors and brand image on purchasing decisions.

The study uses primary data collected directly from sources specified by observation and measurement using a questionnaire. Data collections are conducted using a questionnaire's method of getting accurate information from specified respondents. The method of data collection in this study is carried out through the distribution of questionnaires. It helps researchers collect needed data and is distributed to individuals who are jkt48 fans or have purchased erigo products. The scale used is the likert scale, with responses range 1 to 5, each with a designated value and description provided earlier.

The sampling design for this study employed purposive sampling. The research population included individuals with knowledge of JKT48 and those who had purchased Erigo products. This population forms the basis for concluding the research findings. The sample, representing a segment of the entire population, provides actual data for the study. In this research, the sample consisted of JKT48 fans aged 15 years and older and those who have purchased Erigo products, for a total of 275 respondents (Adnyana, 2021).

Table 1. Respondent Demographic Data

Variable Demographic	Frequency	Percentage
Gender		
Female	122	44.4%
Male	153	55.6%
Age		
Below 20 years old	131	47.6%
20 – 25 years old	116	42.2%
26 – 30 years old	24	8.7%

31 – 35 years old	4	1.5%
Current occupation		
Student	171	62.2%
Private employee	33	12%
Civil servant	5	1.8%
Others	29	10.5%
How often did you shop for fashion clothing in the past month?		
Often	58	21.1%
Sometimes	129	46.9%
Rarely	74	26.9%
Never	14	5.1%
How often do you hear or see promotions involving JKT48 as a brand ambassador?		
Often	216	78.5%
Sometimes	39	14.2%
Rarely	14	5.1%

The data presented in the table above shows the demographic profile of respondents who met the given criteria, totaling 275 respondents. Female respondents comprised 44%, or 122 respondents, while male respondents were the majority at 55.6%, with 153 respondents. Furthermore, respondents under the age of 20 constituted the majority at 47.6%, with a total of 131 respondents, whereas respondents aged 31-35 were the fewest at 1.5%, or only 4 respondents. Students made up the largest occupation group currently pursued by the respondents, representing 62.2% or 171 respondents, while civil servants were the least common occupation, accounting for only 1.8% or 5 respondents. Additionally, the majority of respondents reported shopping for fashion clothing occasionally in the past month, totaling 46.9% or 129 respondents, while those who never shopped for fashion clothing were the fewest, at 5.1% or 14 respondents. Finally, the majority of respondents frequently saw or heard promotions involving JKT48, making up 78.5% or 216 respondents, while those who had never encountered such promotions were the fewest, at 2.2% or 6 respondents.

4. Result and Discussion

Validity and Reliability Construct

The table below presents the validity and reliability values of the constructs used in this study. These values indicate the extent to which the constructs are reliable for measuring the intended concepts and whether their indicators consistently represent the latent variables being studied. Adequate validity and reliability are crucial to ensure that the research findings are credible and accurate.

Table 2. Validity and Reliability Construct

Variable	CA	CR	AVE
Brand Ambassador	0.926	0.945	0.777
Brand Image	0.944	0.958	0.820
Brand Schematicity	0.877	0.911	0.671
Purchase Behavior	0.949	0.961	0.832

Validity testing was conducted using the Average Variance Extracted (AVE). Table 1 shows that the AVE scores for each variable are greater than 0.5, indicating that the variables used can be considered valid. Reliability was then tested using Composite Reliability (CR). If the CR score for a construct exceeds 0.7, the construct is considered reliable. Table 1 reports that the Composite Reliability (CR) scores for each variable are greater than 0.7, thus the variables used are deemed valid. Additionally, the Cronbach's alpha (CA) scores also affirm the reliability results; if the Cronbach's alpha (CA) score for each variable exceeds 0.7, the variables are

considered reliable. As shown in Table 1, the Cronbach's alpha (CA) scores for each variable are greater than 0.7, confirming the validity of the variables used.

Outer Loading

The table below presents the outer loading values, which include measurement indicators used to assess the validity and reliability of the constructs in this study. These values reflect how well each indicator represents the latent variables being measured, thereby providing an overview of the strength of the relationships between the variables studied.

Tabel 3. Outer Loading

Variable	Brand Ambassador	Brand Image	Brand Schematicity	Purchase Behavior
BA	0.992			
BA2	0.839			
BA3	0.849			
BA5	0.804			
BA	0.911			
BI		0.993		
BI1		0.809		
BI2		0.902		
BI3		0.898		
BI		0.918		
BS1			0.807	
BS2			0.839	
BS3			0.823	
BS4			0.777	
BS5			0.848	
PB				0.993
PB1				0.880
PB2				0.893
PB3				0.873
PB				0.918

Based on the data processing results above, the outer loading values are considered valid because they reach or exceed 0.70. This indicates that the indicators have a strong correlation with the latent variables being measured, and that approximately 50% or more of the variance in the indicators can be explained by the respective constructs.

Discriminant Validity Fornell Larcker

The table below shows the Discriminant Validity Fornell-Larcker values, which compare the square root of the Average Variance Extracted (AVE) of each construct with the correlations between that construct and others. These values are used to assess whether each construct has adequate discriminant validity within the research model.

Table 3. Discriminant Validity Fornell Larcker

Variable	Brand Ambassador	Brand Image	Brand Schematicity	Purchase Behavior
Brand Ambassador	0.882			
Brand Image	0.853	0.906		
Brand Schematicity	0.836	0.833	0.819	
Purchase Behavior	0.801	0.805	0.808	0.912

The analysis results indicate that the square root of the AVE (Average Variance Extracted) for each construct is greater than the correlation of that construct with others. For example, the AVE value for the Brand Ambassador construct is 0.882, which is higher than its correlation with Brand Image, Brand Schematicity, and Purchase Behavior. Similarly, the Brand Image construct has an AVE value of 0.906. These findings demonstrate that all constructs in the study possess good discriminant validity, meaning each construct is clearly distinguishable from others, ensuring that each construct accurately represents its intended concept without overlapping with other constructs in the research model.

R Square

The table below shows the R-squared values, which are used to measure the extent to which the variability of the dependent variable can be explained by the independent variables in the research model. Higher R-squared values indicate a better ability of the model to explain the variance of the studied variable.

Table 4. R Square

Variabel	R Square	Adjusted R Square
Brand ambassador (X1)	0.728	0.727
Brand image (X2)	0.693	0.692
Purchase behavior (Y)	0.725	0.721

Based on the data analysis results, an R-squared value above 0.75 indicates that the model has a strong coefficient of determination. This means that approximately 75% or more of the variability in the dependent variable can be explained by the independent variables. Additionally, an R-squared value between 0.50 and 0.74 indicates that the model has a moderate coefficient of determination. This means that approximately 50% to 74% of the variability in the dependent variable can be explained by the independent variables. It can be concluded that a high R-squared value indicates a better model in explaining the variance of the dependent variable, while a moderate value still shows model validity but with a lower explanatory power.

Hypothesis Test

The table below provides a comprehensive overview of the direct effect values. These values represent the strength and direction of the relationships between the independent and dependent variables as measured in the research model. By analyzing these direct effects, one can gain insights into how significantly each independent variable impacts the dependent variable, thereby allowing for a better understanding of the underlying dynamics within the model.

Table 5. Direct Effect

Effect Test	Original Sample	T - statistic	P-Values
Brand Ambassador -> Brand Image	0.853	34.108	0.000
Brand Ambassador -> Purchase Behavior	0.263	2.786	0.006
Brand Image -> Brand Schematicity	0.833	34.059	0.000
Brand Image -> Purchase Behavior	0.298	3.242	0.001
Brand Schematicity -> Purchase Behavior	0.340	3.591	0.000

The test uses the p-values. If the p-values < 0.05, then the hypothesis is acceptable. The study demonstrates the immediate effects of independent, dependent, and conservative variables. Table 4 shows that the brand ambassador has a positive and significant impact on the brand image and purchase behavior. The brand image also has a positive and significant impact on the brand notices and disturbing behavior. In addition, the brand schematicity has a positive and significant impact on purchase behavior.

5. Discussion

Statistics show that their brand ambassadors have a significant influence on consumer purchase decisions. This weakens the relationship between consumer preferences and brand ambassadors in relation to the

brand. Customers adjust their purchasing decisions based on their circumstances and experiences with the product, which increases their level of awareness and shortens their purchase journey. In line with the study conducted by (Umar et al., 2022), this study also highlights the positive effects of brand ambassadors on purchase behavior, which are influenced by hedonistic, purchase-related, and fanatical factors. Additionally, the study conducted by (Nurunnisha et al., 2021), states that brand ambassadors have an influence on purchase behavior, because brand ambassadors are considered relevant and can represent the values or aspirations of consumers, which ultimately affects their purchase intentions and behavior.

The statistical results indicate that brand ambassadors have a significant impact on the brand's image. The brand ambassador's role is to increase consumer awareness of the product and give them more time to learn about it, which in turn increases consumer desire to purchase it. Comparably, research conducted by (Amalia Probosini et al., 2021) also states that brand ambassadors have a positive impact on brand image because of their ability to popularize advertisements to the general public, resulting in a widely recognized brand image for the product or service in question. The study conducted by (Aliffia & Purnama, 2022) on the influence of brand ambassadors on purchase behavior indicates that brand ambassadors can shape consumer opinions and attitudes through their endorsements and personal experiences, leading to a more positive brand image.

The statistical results indicate that brand image has a positive influence on consumer behavior when it comes to making purchases. It also influences consumer perceptions and sikap that are important when making purchases. As an analogy, (Wang, 2023) research on "The Effect of Celebrity Endorsement on Buying Interest Through Brand Image" also indicates that brand image has a significant impact on consumer purchase behavior, with a positive and significant influence on its desire for product purchases. One of the main factors influencing consumer behavior while making purchases is their intentions. The research conducted by (Alif Fianto et al., 2014) states that brand image has a significant influence on purchase behavior. This study shows that a positive brand image can enhance purchase behavior.

The statistical results from the data analysis above indicate that brand image has a positive influence on brand schematicity. This finding aligns with the study by (Puligadda et al., 2012) titled "Individual Differences in Brand Schematicity," which states that brand image has a positive effect on brand schematicity. Brand image can be more easily recalled if consumers have high brand schematicity, as they are more likely to associate product information with a specific brand, making them more responsive to brand-related information. The research conducted by states that brand image has a significant influence on purchase behavior. This study shows that a positive brand image can enhance purchase behavior. The research conducted by also (Mookherjee et al., 2024) states that brand image has a positive effect on brand schematicity. A good brand image can enhance consumers' positive attitudes towards the brand, which in turn can strengthen their brand schematicity. Thus, a strong brand image can help shape and reinforce brand schematicity, ultimately influencing consumer purchase behavior.

The statistical results from the data analysis above indicate that brand schematicity does not have an effect on purchase behavior. Similarly, a study by (Rahman et al., 2021) found that brand schematicity does not have a direct influence on purchase behavior. Brand schematicity does not play a significant role in influencing purchasing decisions. However, other factors, such as brand awareness, brand consciousness, and brand nationality, appear to have a stronger influence on purchase behavior. The research conducted by (Puligadda et al., 2012) states that brand schematicity influences purchase behavior. The study shows that consumers with high brand schematicity tend to be more engaged in brand consumption and content creation online, which in turn can affect their purchase decisions. Additionally, brand schematicity also serves as an active moderator in purchase behavior, particularly in the context of fashion apparel brands.

6. Conclusion

Based on the results of this analysis, the conclusion is that JKT48 as a brand ambassador has a significant impact on consumer purchase behavior, brand image, and brand schematicity for Erigo Apparel products. This study shows that a positive brand image can increase consumer purchase intention, and positive brand schematicity can strengthen the relationship between brand image and purchase behavior. Therefore, companies should prioritize recruiting trustworthy brand ambassadors and developing a strong brand image to attract customers, particularly from the millennial generation. This research presents a novel finding that brand schematicity influences purchase behavior, a finding supported by prior research conducted by (Puligadda et al., 2012).

Although this study offers several interesting conclusions and implications, both theoretical and practical, it is important to highlight certain limitations. First, the findings may not be generalizable, particularly due to the

sample, as this study focuses specifically on the phenomenon of JKT48's popularity as a brand ambassador for the local brand Erigo Apparel. Second, the study was conducted only in Indonesia and aimed to explore the influence of JKT48 as Erigo Apparel's brand ambassador. Given these limitations, it is suggested that future researchers expand the study by comparing brand ambassadors from other fashion brands to see if there are significant differences in their influence on purchase behavior. This study provides new insights into the influence of brand schematicity on purchasing behavior, supporting the findings of previous research.

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