The Influence of Brand Ambassador (Treasure) and E-WOM on Purchase Intention through Brand Image on the Ruangguru Application in High Schools

Marcellino Kevin Kojongian[1], Dede Suleman[2]
[1,2]Department of Management & Jaya Launch Pad, Universitas Pembangunan Jaya, Indonesia

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ABSTRACT

In the current era of digitalization, many phenomena often appear in Indonesia, such as the transformation of the learning system in education that uses technology and internet media more. Today's young Indonesians like South Korean culture which is synonymous with K-pop. The emergence of new habits from today's consumers is to share their experiences online more often in the form of reviews, testimonials, and content. Consumer behavior today is also difficult to predict in purchasing because some consumers tend to buy products or services only based on their brand image and not their functional value. For this reason, this study aims to analyze and test how much influence Brand Ambassador and E-WOM have on Purchase Intention through Brand Image with a population of high school students in South Tangerang who are interested in Ruangguru. This study uses quantitative methods with a descriptive approach and analytical techniques using SEM-PLS with SMART-PLS applications. The results of this study have 243 respondents whose data has been processed and has met the requirements in the study. The statistical test results show that Brand Ambassadors have a significant and positive effect on Purchase Intentions, Brand Ambassadors have a positive and significant effect on Brand Image, E-WOM has a positive and significant effect on Purchase Intentions, E-WOM has a positive and significant effect on Brand Image, Brand Image has a positive and significant impact on Purchase Intentions, then the Brand Ambassadors and E-WOM have an indirect influence on Purchase Intention through Brand Image.

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Corresponding Author:

Dede Suleman
Universitas Pembangunan Jaya. Indonesia
Jl. Cendrawasih Raya Bintaro Jaya Blok B7/P, Sawah Baru, Kec. Ciputat, Kota Tangerang Selatan 15413
Email: dede.suleman@upj.ac.id

1. INTRODUCTION

In the current era of digitalization, technology has a very important role in everyday life (Kotler et al., 2020). It is proven that currently, internet users in Indonesia reach 202.6 million people, this shows that the Indonesian people are very dependent on technology and the internet as a means to find information, education, and recreate. Digital is synonymous with media and technology, which are often used as facilities or tools to complete work in several sectors(Sondakh et al., 2021). One of the digital impacts related to the use of technology can be seen in the education sector, namely as a forum for students to increase knowledge and insight from within and outside the country and is used as a learning medium (Raja & Nagasubramani, 2018; Suleman et al., 2020a, 2020b).

Along with increasingly rapid and widespread technological developments, this is what can support the success of the education sector(Boonmoh et al., 2021) to keep it going despite the Covid-19 pandemic(Simpson & Katsanis, 2020). This era is certainly helped by the existence of increasingly sophisticated information technology and media so digital learning is no longer considered an alternative learning but an essential component in the learning system(Brevik et al., 2019).

Indonesian Minister of Education Nadiem Makarim said that in this era students can study in anywhere and anytime. The argument of course based on several related reasons, such as the use of technology as a learning medium, the internet that transcends space and time, also can communication with teachers in virtual or via chat. Seeing the current situation and conditions, the learning system has begun to change.

Learning patterns that are temporarily transformed, of course, become a benchmark for everyone's ability to use and utilize technology(Chinmi et al., 2021). Technology is getting more sophisticated supported by internet access that is getting wider and cheaper, plus the problem of education and the current Covid-19 pandemic so that it is an opportunity for some people, especially business people, to take advantage of this situation by creating a digital technology-based company known as a start-up(PRAMONO et al., 2021). Start-ups are new companies that can be founded by anyone without large capital and are becoming a trend among academics(Muafi et al., 2021). Ruangguru managed to rank 1 in the category of online in Indonesia. Achieving this ranking certainly requires a good marketing strategy and brand quality. Another achievement from Ruangguru is having more than 10,000,000 million downloads through the playstore and winning awards at home and abroad such as the Solver of MIT, Atlassian Prize, UNICEF Innovation to Watch, Google Launchpad Accelerator and successfully becoming a start-up digital source from the official website.

In this era, every consumer often experiences changes in terms of expectations and behavior, so through this phenomenon, we are expected to be able to create a strategy that attracts purchase intentions(Suleman et al., 2021). Purchase intention is the most important stage for consumers in planning the purchase of a product or making further purchases in the future (Peña-García et al., 2020). Purchase Intention is closely related to consumer behavior because Purchase Intention is often used by companies in predicting new product sales and product repurchases (Curvelo et al., 2019). Based on previous research, it is stated that Purchase Intention can be easily influenced by E-WOM and Brand Image(Wajdi et al., 2020), and an individual who influences other individuals or commonly referred to as a Brand Ambassador can also be easily influenced by Purchase Intention (Ahmad & Azizah, 2021).

Korean Wave is dominating the market and becoming the center of attention all over the world (Ju, 2018), that is a special reason for every company or organization to promote and expand the product market by using marketing strategies related to Korean culture because every Korean artist has fandom or a group of fans around the world who are loyal in buying products related to their idols (Nesmeyanov et al., 2019). Treasure is a Brand Ambassador who was just selected in 2021 on the Ruangguru application, is a Rookie Boygroup from South Korea that has high popularity globally and has won several awards on music shows. Ruangguru is alert to this, so they choose celebrities or artists from South Korea to be their Brand, Ambassadors. This is the right step to increase the buying interest of the target consumers because today's teenagers like everything related to K-pop (Praundrianagari & Cahyono, 2021). The e-commerce company Shopee has also used BLACKPINK as a Brand Ambassador to create Purchase Intentions and improve Brand Image and has proven to have a significant positive effect in increasing Brand Image and Purchase Intention (Dewi et al., 2020). The reason for choosing artists from South Korea to be made Brand Ambassadors compared to local artists is because South Korean artists have 99 million fans worldwide (Ghaziah Nurika Akhni, 2021).

E-WOM can be spread through applications and social media that can connect to all users in the world. Users feel the impact of the application so that they immediately share positive and negative things on their social networks, and it has been proven to be able to affect the Purchase Intention of other consumers who see posts or direct opinions from users of the application or product (Ho et al., 2021). Brand Image is an important component and top priority for every businessman because Brand Image will be a reference for every consumer before making a purchase (Savitri et al., 2021). Brand Ambassador and E-WOM can easily affect the Brand Image of a company (Achmad

et al., 2021). Brand Image also has a strong role in influencing Purchase Intention, proven Brand Image is one of the elements in the formation of Purchase Intention to consumers, based on the arguments of Carrigan & Attalla (Lee & Lee, 2018). Acquiring new customers or achieving a sales target, is the hope or dream of every company.

2.   RESEARCH METHOD

This study uses a quantitative method with a descriptive approach and the analysis technique uses SEM-PLS with a tool using the SMART-PLS application. The data collection instrument used a survey technique in the form of a questionnaire distributed online.

Population and Sample

Based on data from the Indonesian Central Statistics Agency in 2020 it was stated that the number of high school students in the South Tangerang area was 28,067 students (BPS, 2020). From this explanation, the researcher will take samples from the population with predetermined criteria, namely; (1) Gender, male and female (2) Students from public high schools whose schools are located in South Tangerang (3) Students in Grades 10 and 11 only examine the two levels, because grade 12 is more focused to prepare to take the graduation exam and seek scholarships from universities, that's why researchers only researched these two levels (4) Interested in buying and using the Ruangguru application. This study uses non-probability with the snowball sampling method to make it easier for researchers to obtain new respondents based on recommendations from previous respondents who have participated in filling out the questionnaire (JF Hair et al., 2020). According to (JFJ Hair et al., 2019) the sample size that best fits the criteria is 100-200 samples and it is recommended to exceed these standards. For this reason, according to Inner Hair (Giantari et al., 2021) suggest that the number of research indicators can be multiplied by 5 or 10 to obtain a minimum sample in a study. So the indicators in this study are 24 so the formula becomes "24 × 10 = 240". The data obtained and used in this study amounted to 243 respondents, who had participated in filling out the online questionnaire and had met the criteria determined by the researcher.

Measurement Scale

This study uses a Likert scale with the lowest score being "1" which means "Strongly Disagree" and the highest score being "5" which means "Strongly Agree" with the statement. In addition, the indicators in this study are 24 indicators with each variable having 6 measurement scales that must be tested. The variable (X1) in this study is the Brand Ambassador variable whose indicators are adapted from research (Utami et al., 2020). Then for E- WOM as a variable (X2), Brand Image as an intervening variable (Z), and Purchase Intention as a dependent variable (Y), the three indicators are adapted from research (Alrwashdeh et al., 2019).

Data Analysis Technique

The data processing in this study uses Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach which will then be tested using the SmartPLS application (J. Hair et al., 2017). The value of each indicator in the outer model is suggested to exceed 0.70 (Nasution et al., 2020; Purwanto & Loisa, 2020). The reflective standard according to (Nuryanto et al., 2020) seen from the Average Variance Extracted (AVE) if the value exceeds 0.50 then the indicator can be declared valid, then if the composite reliability value and Cronbach's alpha value exceeds 0.70 the indicators used can be declared reliable. According to the inner hair (Surya WANASIDA et al., 2021) stated that the VIF value must be < 10 so as not to be indexed in multicollinearity cases. For testing the inner model, it can be seen from the P value < 0.05.

3.   RESULTS AND DISCUSSIONS
Characteristics of Respondents

This study uses 243 respondents as primary data with the characteristics of the respondents, namely the majority are female with a total of 196 respondents and the remaining 47 respondents are male. Respondents in this study were by the researcher's criteria with the average respondent answering "Yes" to the respondent's characteristic questions so that they could proceed to the

indicator questions. Respondents who answered "No, thank you for stopping here" the data were not entered and were not processed by the researcher. A total of 243 respondents in this study answered "Yes" to the question (Are you attending a private/state high school in South Tangerang?). The next question is (Your current grade level in high school?) with the result that 172 respondents stated class 10, then as many as 71 respondents stated grade 11, and none of the respondents in this study were currently grade 12 because they were not included in the criteria in this study. (Are you interested in buying and using the Ruangguru application for learning purposes both at school and at home?) A total of 243 respondents in this study expressed interest in buying and using the Ruangguru application. (Did you know that Treasure is a Kpop/Boy Group artist from South Korea and is the newest Brand Ambassador from Ruangguru at this time?) All 243 respondents in this study knew Treasure as the newest BA from Ruangguru, that's why female respondents dominated in filling out the questionnaire.

Table 1. Descriptive analysis of Brand Ambassador variable (X1)

	SD	D	N	A	SA	Min	Max	Mean
BA1	8	4	26	95	110	1	5	4.214
BA2	6	13	56	116	52	1	5	3.802
BA3	5	13	37	115	73	1	5	3.979
BA4	3	11	44	121	64	1	5	3.955
BA5	5	11	59	105	63	1	5	3.864
BA6	5	14	41	107	76	1	5	3.967

Source: SmartPLS processed data, 2022

Based on the data in table 1 states that the largest mean or average value on the brand ambassador variable lies in the BA1 indicator with a mean value of 4.214, because as many as 110 respondents chose to strongly agree with the statement, then as many as 95 respondents chose to agree with the statement, 26 respondents chose neutral, 4 respondents chose to disagree with the statement and 8 respondents chose to strongly disagree with the statement. Through this explanation, it can be concluded that most respondents agree with the statement that "Treasure has a good ability to convey the meaning of the message during the promotion period at Ruangguru".

Table 2. Descriptive analysis of Electronic Word of Mouth variable (X2)

	SD	D	N	A	SA	Min	Max	Mean
EWOM1	11	9	36	67	120	1	5	4.136
EWOM2	7	12	51	103	70	1	5	3.893
EWOM3	4	10	57	82	90	1	5	4.004
EWOM4	4	14	57	100	68	1	5	3.881
EWOM5	6	9	60	91	77	1	5	3.922
EWOM6	3	11	39	93	97	1	5	4.111

Source: SmartPLS processed data, 2022

Based on the data in table 2 states that the largest mean or average value in the E-WOM variable lies in the EWOM1 indicator with a mean value of 4,136, because as many as 120 respondents chose to strongly agree with the statement, then as many as 67 respondents chose to agree with the statement, 36 respondents chose neutral, while 9 respondents chose to disagree with the statement and 11 respondents chose to strongly disagree with the statement. Through this explanation, it can be concluded that most respondents agree with the statement that "To ensure that I buy the right product or brand, I often read online reviews about Ruangguru written by fellow members on social networks."

Table 3. Descriptive analysis of Brand Image variable (Z)

	SD	D	N	A	SA	Min	Max	Mean
BI1	8	13	17	69	136	1	5	4.284
BI2	9	6	48	111	69	1	5	3.926
BI3	5	11	48	126	53	1	5	3.868
BI4	9	7	58	124	45	1	5	3.778
BI5	7	10	42	121	63	1	5	3.918
BI6	6	6	36	114	81	1	5	4.062

Source: SmartPLS processed data, 2022

Based on the data in table 3 states that the largest mean or average value on the Brand Image variable lies in the BI1 indicator with a mean value of 4.284, because as many as 136 respondents chose to strongly agree with the statement, then as many as 69 respondents chose to agree with the statement, 17 respondents chose neutral, 13 respondents chose to disagree with the statement and 8 respondents chose to strongly disagree with the statement. Through this explanation, it can be concluded that most of the respondents agree with the statement that "Ruangguru has high quality".

Table 4. Descriptive analysis of Purchase Intention (Y) variables

	SD	D	N	A	SA	Min	Max	Mean
PI1	9	7	48	75	104	1	5	4.062
PI2	9	6	43	122	63	1	5	3.922
PI3	7	9	27	106	94	1	5	4.115
PI4	5	7	42	122	67	1	5	3.984
PI5	7	15	32	79	110	1	5	4.111
PI6	4	15	37	97	90	1	5	4.045

Source: SmartPLS processed data, 2022

Based on the data in table 4 states that the largest mean or average value on the Purchase Intention variable lies in the PI3 indicator with a mean value of 4.115, because as many as 94 respondents chose to strongly agree with the statement, then as many as 106 respondents chose to agree with the statement, 27 respondents chose neutral, 9 respondents chose to disagree with the statement and 7 respondents chose to strongly disagree with the statement. Through this explanation, it can be concluded that most respondents agree with the statement that "I intend to buy this product/brand from Ruangguru in the future".
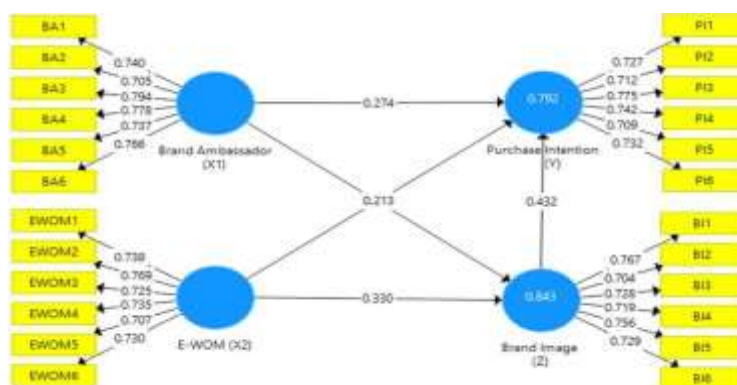
Test Measurement Model or Outer Model

Figure 1 Model Diagram of SEM Management – PLS Source.
SmartPLS processed data, 2022

According to Nasution et al., (2020), Purwanto & Loisa (2020) in his research, he stated that the outer model is used as the basis for the relationship between latent variables and manifest variables which can be seen from the value of each indicator that must exceed > 0.70. If the indicator value is below < 0.70 then the indicator is considered unfavorable and can affect the value of convergent validity and reliability of a research data and it is recommended to remove the indicator from the research model. For this reason, it can be seen in Figure 1 that all indicator values> 0.70, then the research model is good and can be continued because it meets the predetermined requirements.

Table 5. Test result of average variance extracted (AVE)

	Average Variance Extracted (AVE)
Brand Ambassador	0.568
E-WOM	0.539
Brand Image	0.539
Purchase Intention	0.537

Source: SmartPLS processed data, 2022

Based on table 5 shows that the results of the validity and reliability construct tests can be seen in the AVE value of each variable and this study follows the recommendation of (Nuryanto et al., 2020) who argues that a variable can be declared valid if the AVE value > 0.50, then the data can be interpreted as valid and the variables can represent all indicators used. Therefore, the AVE value of the Brand Ambassador variable is 0.568 which means that the data is valid and has exceeded > 0.50 and the variable can represent all the indicators used. Then the AVE value of the E-WOM variable is 0.539 which can be interpreted as valid data and has exceeded > 0.50 and the variables can represent all indicators used. While the AVE value of the Brand Image variable is 0.539 which can also be interpreted as valid data and has exceeded > 0.50 and the variable is able to represent all the indicators used. Finally, the AVE value of the Purchase Intention variable is 0.537 which can also be interpreted as valid data and has exceeded > 0.50 and the variable is able to represent all indicators used.

Table 6. Composite Reliability

	Composite Reliability
Brand Ambassador	0.887
E-WOM	0.875
Brand Image	0.875
Purchase Intention	0.874

Source: SmartPLS processed data, 2022

Based on table 6, it can be seen that the results of the Composite Reliability test show that the entire reliability value of the variable is > 0.70 so it can be stated that the data in this study is reliable.

Tablel 7. Cronbach's Alpha

	Cronbach's Alpha
Brand Ambassador	0.848
E-WOM	0.829
Brand Image	0.829
Purchase Intention	0.828

Source: SmartPLS processed data, 2022

Then this research is supported by the results of the Cronbach's alpha test which can be seen based on table 7 which shows that all variables have a value > 0.70 so that according to (Nuryanto et al., 2020) it can be explained that all variables in this study can be declared reliable because they have exceeded the requirements in a study.

Table 8. Collinearity Statistic (VIF)

	Brand Ambassador	Brand Image	E-WOM	Purchase Intention
Brand Ambassador (X1)		6.270		8.610
Brand Image (Z)				6.376
E-WOM (X2)		6.270		6.966
Purchase Intention(Y)				

Source: SmartPLS processed data, 2022

Based on table 8, it is known that the results of the VIF test of the Brand Ambassador variable to the Brand Image value is 6.270 and the Brand Ambassador variable to the Purchase Intention variable is 8.610. Then the value of the E-WOM variable to the Brand Image is 6.270 and the E-WOM variable to the Purchase Intention variable is 6.966. Meanwhile, 6,376 is the VIF value between the Brand Image variable and the Purchase Intention variable. Through the table and explanation above, it can be concluded that the overall value of the variables is less than 10 or the value of VIF < 10 so that it can be declared quite qualified and in accordance with the research criteria.
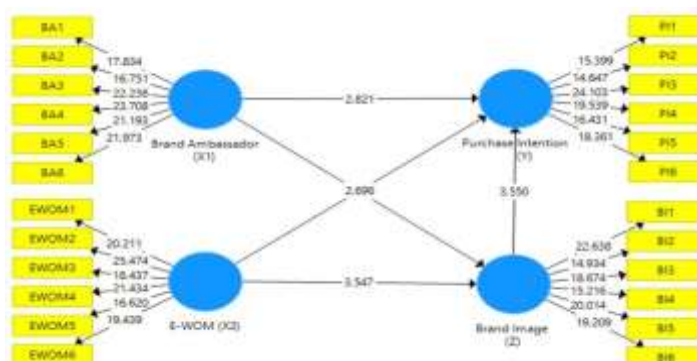
Inner Model Test or Model Test

Figure 3 Model Diagram of SEM Management – PLS Final Stage

This stage is useful to find out how feasible the model in this study is and how much influence the independent variables have in influencing the dependent variable in the study.

Table 9. R-Square

	R Square	R Square Adjusted
Brand Image (Z)	0.843	0.842
Purchase Intention (Y)	0.792	0.789

Source: SmartPLS processed data, 2022

In table 9, the value of Rsquare (R2) in this study is available which is useful for knowing how much influence the independent variable has on the dependent variable or how much influence the Brand Ambassador and E-WOM variables have on the Purchase Intention variable and how much influence the Brand Ambassador and E variables have E-WOM on Brand Image variable. For that, through table 9 it is known that Brand Ambassador and E-WOM affect Brand Image by 0.843 or 84.3% and the magnitude of influence between Brand Ambassador and E-WOM on Purchase Intention is 0.792 or 79.2%. So, through the results of the Rsquare (R2) value that has been

processed, this research model can be categorized in a very good model because it is close to a value of 1 and far exceeds the general requirement that is > 0.67 from the study (Bastian, 2014; Meng et al., 2020) .

Goodness of fit can be assessed using Q2 with the following calculations:

$$Q^2 = 1-[(1-R^2_1) \times (1-R^2)]$$

$$= 1- [(1-0,843) \times (1-0,792)]$$

$$= 1- (0,157 \times 0,208)$$

$$= 1- 0,032$$

$$Q^2 = 0,968$$

Through the calculation of goodness of fit using the Q2 formula above, it can be concluded that the Brand Ambassador and E-WOM variables in this study are very capable of influencing the Purchase Intention variable of 0.968 or 96.8%. While the rest is 0.032 or 3.2% influenced by variables outside the research model. So according to (Anuraga et al., 2017) if the value of Qsquare < 0 Q2 < 1, it can be explained that this research model has a good GOF.

Table 10. Model Fit

	Saturated Model	Estimated Model
SRMR	0.053	0.053
d_ULS	0.829	0.829
d_G	0.484	0.484
Chi-Square	555.682	555.682
NFI	0.834	0.834

Source: SmartPLS processed data, 2022

Through table 10, it can be seen that the SRMR (standardized root mean residual) in this study is 0.053 < 0.08 and the ideal NFI (Normed fit index) value is 0.834 > 0.1, so the model is considered ideal and good (Narimawati et al., 2019).

Hypothesis test

The stages of hypothesis testing in SEM-PLS research can be seen through the original sample value for the magnitude of the effect and the P-value for whether it is significant or not. Therefore, the hypothesis will be accepted if it exceeds the research standard, namely the p values < 0.05.

Direct Effect Test

Table 11. Path Coefficients

	Original Sample (O)	P Values
Brand Ambassador (X1) → Brand Image (Z)	0.606	0.000
Brand Ambassador (X1) → Purchase Intention (Y)	0.274	0.005
Brand Image (Z) → Purchase Intention (Y)	0.432	0.000
E-WOM (X2) → Brand Image (Z)	0.330	0.000
E-WOM (X2) → Purchase Intention (Y)	0.213	0.007

Source: SmartPLS processed data, 2022

Through table 11 like a researcher, readers can also immediately find out the level of influence and significance between variables, which can be seen in the original sample value and Pvalue, with the first biggest influence being in hypothesis 2, namely the influence of Brand Ambassador on Brand Image which has a P value of 0.000 < 0.05 and the original sample value is 0.606 and it means, Brand Ambassador has a significant and strong influence in influencing Brand Image. The second biggest influence is on hypothesis 5, namely the effect of Brand Image on Purchase Intention which has a P value of 0.000 <0.05 and the original sample value of 0.432, meaning that Brand Image has a significant and strong enough effect on Purchase Intention. The

third biggest influence is on hypothesis 4, namely the effect of E- WOM on Brand Image which has a P value of 0.000 <0.05 and the original sample value of 0.330 means that E-WOM has a significant but low effect on Brand Image. The fourth biggest influence is on hypothesis 1, namely the influence of Brand Ambassador on Purchase Intention which has a P value of 0.005 and an original sample value of 0.274, meaning that Brand Ambassador has a significant but low effect on Purchase Intention. The fifth biggest influence is in hypothesis 3, namely the effect of E-WOM on Purchase Intention which has a P value of 0.007 < 0.05 and the original sample value of 0.213 means that E-WOM has a significant but low effect on Purchase Intention.

Based on the results of the data in table 11 each hypothesis can be declared to have a significant or insignificant effect, it can be known through the P value < 0.05 if it is in accordance with the requirements in this study, it will be known whether the hypothesis is accepted or not and significant or not significant.

Model 1, The influence of Brand Ambassador and E-WOM variables on Brand Image.

a. Partially, the statistical test results of the Brand Ambassador variable on Brand Image have a P value of 0.000 < 0.05. Therefore, it can be concluded that H0 is rejected and H1 is accepted, meaning that Brand Ambassador has a positive and significant influence on Brand Image in the Ruangguru application.

b. Partially, the statistical test results of the E-WOM variable on Brand Image have a P value of 0.000 < 0.05, so it can be concluded that H0 is rejected and H1 is accepted, meaning that E-WOM has a positive and significant effect on Brand Image in the Ruangguru application.

Model 2, Effect of Brand Ambassador and E-WOM variables on Purchase Intention.

a. Partially, the statistical test results from the Brand Ambassador to Purchase Intention have a P value of 0.005 < 0.05. Therefore, it can be concluded that H0 is rejected and H1 is accepted, meaning that the Brand Ambassador has a positive and significant influence on Purchase Intention in the Ruangguru application.

b. Partially the statistical test results of the E-WOM variable on Purchase Intention have a P value of 0.007 < 0.05, it can be concluded that H0 is rejected and H1 is accepted, meaning that E-WOM has a positive and significant effect on Purchase Intention in the Ruangguru application.

Model 3, The effect of Brand Image on Purchase Intention.

a. Partially the statistical test results from Brand Image with Purchase Intention that have a P value of 0.000 < 0.05 so it can be concluded that H0 is rejected and H1 is accepted, meaning that Brand Image has a positive and significant influence on Purchase Intention on the Ruangguru application.

Indirect Effect Test

Through the indirect effect test stage, it will be known how significant the intervening variable is in mediating the independent variable on the dependent variable.

Table. 12 Indirect Effects

	Original Sample (O)	P Values
Brand Ambassador (X1) → Brand Image (Z) → Purchase Intention (Y)	0.262	0.003
E-WOM (X2) → Brand Image (Z) → Purchase Intention (Y)	0.143	0.010

Source: SmartPLS processed data, 2022

Through the table above, namely 12, related to the indirect effect of the Brand Ambassador variable on Purchase Intention mediated by the Brand Image variable, it has a P value of 0.003 < 0.05 and has an original sample value of 0.262, meaning that Brand Ambassador has an indirect and significant but low influence in influencing Purchases. Intention through Brand Image. Meanwhile, related to the indirect effect of the E-WOM variable on Purchase Intention mediated by the Brand Image variable, it has a P-value of 0.010 <0.05 and has an original sample value of 0.143, meaning that E-WOM has an indirect and significant but very low effect in influencing Purchase Intention through Brand Image.

Discussion
Brand Ambassador affects Purchase Intention

Based on the results of data processing and hypothesis testing above, in this study it can be explained that Brand Ambassador has a significant effect, but has a low effect on Purchase Intention. This statement is based on and proven through the results of hypothesis testing which can be seen in the original sample value of 0.274 and the P-value of $0.005 < 0.50$. This means that the more famous and frequent the Brand Ambassador Treasure in promoting Ruangguru, the greater the opportunity to create Purchase Intention for students.

This study has the same results as research (Aprilia Immaculata et al., 2021) by stating that NCT as the Brand Ambassador of Nu Green tea products is able to influence the Purchase Intention of consumers. Also in a study (Utami et al., 2020) regarding Indonesian Celebrity Cake, it was found that Brand Ambassador had a significant correlation with Purchase Intention. The following are previous studies that support the results in this study (Ahmad & Azizah, 2021), (Ali Qalati, 2020), (Choirusa & Diesyana, 2019), (Larasari et al., 2018), (Nurunnisha et al., 2021), (Oktaviani & ZA, 2021), (Resti Prastiwi et al., 2020), (Tural, 2021), (Usman & Aryani, 2019).

Brand Ambassador affects Brand Image

Based on the results of data processing and hypothesis testing above, in this study it can be explained that Brand Ambassador directly has a significant and strong influence on Brand Image compared to the direct influence of the E- WOM variable. The statement is based on and proven through the results of hypothesis testing which can be seen in the original sample value of 0.606 and P-value $0.000 < 0.50$. This means that the visual, age, background and profession of each Brand Ambassador can affect the Brand Image. It can be explained that to create a good Brand Image, the Brand Ambassador must also have the appropriate criteria, namely Treasure members have a young and attractive stature or visuals, the average age of Treasure members is also mostly born in the 2000s, some Treasure members are still there are those who are currently taking the high school level and excel so that they have succeeded in creating a good Brand Image for the application and the Ruangguru company.

This study has the same results as the research conducted by (Wafiy, 2020) with the title "The Effect of Brand Ambassador Lucas WAYV on NEOCOFFEE Brand Image" through a survey with a total of 100 respondents, stating that Lucas WAYV as a Brand Ambassador is able to create a Brand Image which is typical among NEOCOFFEE consumers. The following are previous studies that support the results in this study (Achmad et al., 2021), (DEWI et al., 2020), (Gultom & Sari, 2019), (Jardim, 2021), (Larasari et al., 2018), (Mudzakir, 2018), (Muhtadin & Djatmiko, 2018), (Oktaviani & ZA, 2021), (Ruhina & Dianita, 2021).

E-WOM affects Purchase Intention

Based on the results of data processing and hypothesis testing above, in this study it can be explained that E- WOM has a significant effect, but has a low effect on Purchase Intention. This statement is based on and proven through the results of hypothesis testing which can be seen in the original sample value of 0.213 and the P-value of $0.007 < 0.50$. This means that every student and consumer who wants to buy and use the Ruangguru application, first reads reviews, testimonials in the form of honest reviews listed on social networks before deciding to buy, while some students create Purchase Intentions because they have seen or watched reviews in the form of content spread on social media. social media.

This study has the same results as the research conducted by (Hamdani et al., 2018) with the title "The influence of E-WOM on purchase intentions in the local culinary business sector" and Garut Indonesia as a population, with research results as many as 76 Instagram followers who were selected from 60,400 followers stated that they were influenced by reviews conducted via the internet so that they were interested and had the intention to buy the product. The following are previous studies that support the results in this study (Aji et al., 2020), (Alrwashdeh et al., 2019), (Frederick Tanprajna, 2021), (Ismaila & Oziohu, 2021), (SR Putri et al., 2018), (Sosanuy et al., 2021), (Stie & Malang, 2022), (Yuniarty et al., 2020).

E-WOM affects Brand Image

Based on the results of data processing and hypothesis testing above, in this study it can be explained that E- WOM has a significant effect, but has a low effect on Brand Image. This statement is based on and proven through the results of hypothesis testing which can be seen in the original sample value of 0.330 and the P-value 0.000 < 0.50. This means that E-WOM in the form of reviews, testimonials and honest reviews that are spread on social networks and social media can have an impact on Brand Image, for example if Ruangguru has reviews, testimonials and honest reviews that are spread on social media which are made based on someone's experience in using Ruangguru and have the impression or a good experience, Ruangguru's Brand Image will be more positive and of high quality. On the other hand, if it has negative E-WOM, its Brand Image will have an effect and the impact will be of less quality.

This study has the same results as the research conducted by (Rahman et al., 2018) with the title "Impact of Electronic Word of Mouth (e-WOM) on Brand Image and Online Purchase Intention: The Perspective of Bangladesh". Namely the Electronic Word of Mouth variable has a significant positive effect on the Brand Image and Online Purchase Intention variables through a survey conducted on Bangladeshi students with technical analysis using structural equation modeling (SEM). The following are previous studies that support the results in this study (Desi Lestari & Gunawan, 2021), (Dewi, 2020), (Malda Putri & Rahyuda, 2021), (Mughoffar et al., 2019), (Nuseir, 2019), (Siddiqui et al., 2021), (Wajdi et al., 2020), (Zhao et al., 2020).

Brand Image affects Purchase Intention

Through the results of the previous data processing, so this study explains that Brand Image has a significant and quite strong influence on Purchase Intention beyond the direct influence of Brand Ambassador and E-WOM in this study. This statement is based on and proven by the results of hypothesis testing which can be seen in the original sample value of 0.432 and the P-value 0.000 < 0.50. This means that Brand Image is quite impactful in influencing the Purchase Intention of students, and it is proven by the theory from (Visconti et al., 2019) which states that consumers today are more likely to buy products based on their brand and not from their functional value, for that by having a quality brand. can help create Purchase Intention of every consumer, especially in this study, namely students.

This research is supported by research (Mao et al., 2020) entitled Apple or Huawei: Understanding Flow, Brand Image, Brand Identity, Brand Personality and Purchase Intention of Smartphone Sustainability has the result that Brand Image greatly affects Purchase Intention, from a survey conducted in China with a total of 1377 respondents who revealed that before buying a product, they first saw the brand of the product. The following are previous studies that support the results in this study (Agmeka et al., 2019), (Chairy, 2020), (Dash et al., 2021), (Elammari & Cavus, 2019), (Kasornbua & Pinsame, 2019), (Oktaviani & ZA, 2021), (DC Putri & Dewi, 2021), (Wiyadi & Ayuningtyas, 2019), (WU et al., 2022).

4. CONCLUSION

Brand Ambassador has a significant effect on Purchase Intention but the effect is low, meaning that Treasure is quite capable of influencing the Purchase Intention of high school students in South Tangerang related to future purchases and use of the Ruangguru application. Brand Ambassador has a significant effect on Brand Image and has a strong influence, meaning that Treasure is very capable of increasing the Brand Image of the Ruangguru application through visuals, its popularity and promotions carried out through social media and live streaming. E-WOM has a significant effect on Purchase Intention, but the effect is low, meaning that, with the information in the form of content, reviews and testimonials spread on social networks and on social media, it is proven to be quite influential in the Purchase Intention of high school students in South Tangerang related to purchases and future use of the Ruangguru application. E-WOM has a significant effect on Brand Image, but the effect is low, meaning that, with information in the form of positive and negative content, reviews and testimonials spread on social media, it is proven to be quite able to influence the quality of the Brand Image of the Ruangguru application. Brand Image has a significant and strong influence on

Purchase Intention, meaning that by having a high quality and trusted brand, it can create Purchase Intentions for high school students in South Tangerang regarding future purchases and use of the Ruangguru application. Brand Ambassador indirectly has a significant influence on Purchase Intention through Brand Image, although it only has a low influence related to its function on the Ruangguru application. E-WOM indirectly has a significant effect on Purchase Intention through Brand Image, although the effect is very low, it is still related to its function in the Ruangguru application.

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