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THE INFLUENCE OF TIKTOK, BRAND AMBASSADOR, AND BRAND AWARENESS ON SHOPEE'S PURCHASE INTEREST

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ABSTRACT

Background: The growing use of social media is proof that social media is very popular with the public today because it is easy to use and use. Indonesia itself internet media users show that very many Indonesian people as internet users mauoun social media in it.
Aim: This study aims to test the influence between independent variables with dependent variables.
Method: This study was conducted in the case study of the University of Muhammadiyah Gresik management students class 2018-2021 as a population in this study with the number of samples used, namely as many as 75 respondents and purposive sampling sample withdrawal techniques. Analytical techniques in hypothesis testing using statistical analysis tools such as Statistical Package for the Social Science (SPSS).
Findings: The results of the study showed that Tiktok Social Media (X1), Brand Ambassador (X2), Brand Awareness (X3) each have a positive and significant impact on Purchase Intention (Y).

KEYWORDS *social media; brand ambassador; brand awareness*

INTRODUCTION

Social Media

The development of digitalization is a very visible development, especially in Indonesia. Supporting elements of society that are increasingly literate of digital technology, make the spread and development of digitalization almost complete in all layers of activity of every corporate business organization and ordinary society. Indirectly the development of digitalization has made changes to people's lifestyles that were originally the completion of manual activities into an instant solution (Christiani & Ikasari, 2020). Lifestyle transition in the community environment is the impact of the development of digitalization (Wahab, 2021).

The growing use of social media is proof that social media is very popular with the public today because it is easy to use (Zebua & Nadilla, 2021). Indonesia itself internet media users show that very many Indonesian people as internet users mauoun social media in it (Junawan & Laugu, 2020). According to data presented by Hootsuite in 2019 internet users in Indonesia reached 150 million people with a penetration of 56% spread throughout the region. The above number can be interpreted that only a slight difference when compared to the number of mobile internet users who amounted to 142.8 million people with a penetration percentage of 53%. This means that more Indonesians are active in social media which is presented in picture 1.

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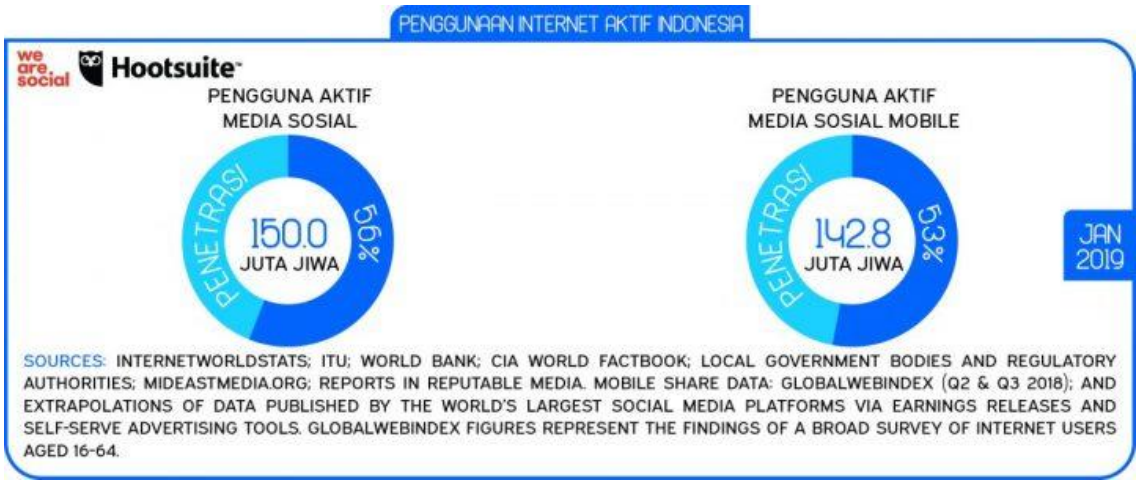
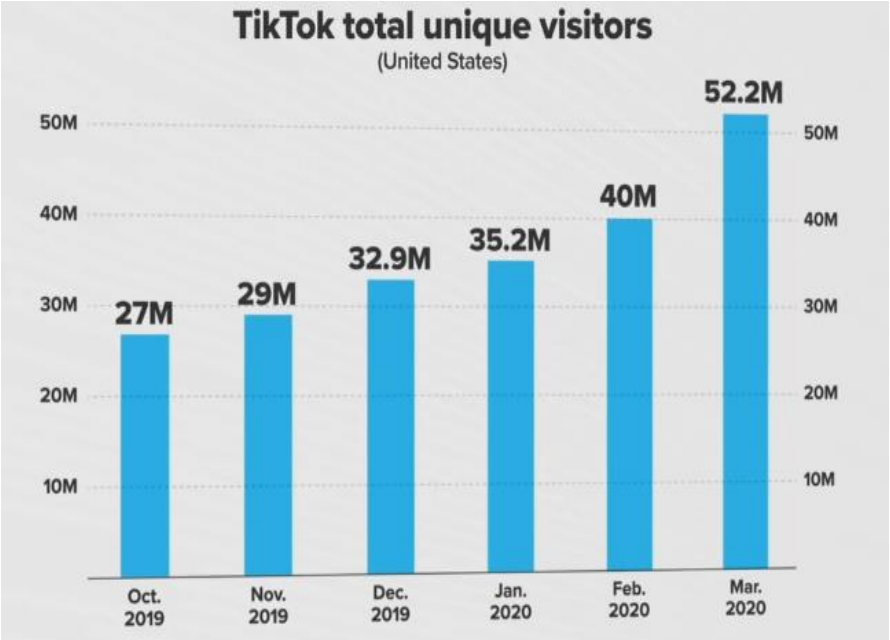


Source: kominfo.go.id

Figure 1. Data percentage of Internet Users in Indonesia 2019

Social media platforms that experienced increased usage during the last two-year quarter starting from 2019-2020, as seen in figure 2.



Source: techfor.id

Figure 2. TikTok Usage Data 2019 - 2020

Supporting the data above, where TikTok's social media usage is increasingly more users. Below are the results of a pre-survey conducted on management students of Muhammadiyah University of Gresik angkatan 2018-2021 about how much percentage of management students own and use TikTok.

Table 1. Percentage of TikTok Use oleh University of Muhammadiyah Gresik Management Students Class 2018-2021 in 2021

Type of Answer	YES	NO
	85,9 %	14,1 %

Source: Processed Data, 2021

The data above was obtained from 92 respondents consisting of management students in the class of 2018-2021. 85.9% of students have and use the social media platform TikTok and the remaining 14.1% say no. This indicates that the TikTok social media platform that has had many users in recent years and is widely known around the world is no exception in Indonesia, also known and widely used in the student management environment, namely quite a lot of users.

According to Kotler and Keller (2016), Social media is a tool or intermediary that consumers use to share text, audio, images and video, and information with each other either with companies or vice versa. Social media makes it easier for marketers to do because building and attracting a public presence online will be easier. The selection of media for advertising is also important. According to Kotler (Kotler, 2008), in choosing the media used, media selection is important, namely this process in finding the media that is considered the most cost-effective to deliver the desired amount and type of exposure to the target consumer.

According to Solis (2010), Chris Heurer, the founder of social media club and new media innovator, discusses 4C in the operation and utilization of social media, namely:

1) Context: How to frame the story as attractively as possible, namely on the way the message is delivered to the audience in order to attract attention, information, promotion or so on;
2) Communication: How to practice sharing stories, which can be a listener, answerer, and foster their own response. The process in the delivery of messages that takes place then the information that is encrypted will provide understanding or response and feedback between administrators and social media users;
3) Collaboration: Working together to make things more efficient and effective; and
4) Connection: Forming new relationships that have been built to provide more comfort.

Brand Ambassador

A Brand Ambassador is a supporter of advertising called also a product spokesperson who is deliberately chosen from famous people or unknown people such as public figures or ordinary people who are often referred to as *endorsers* who have an attractive appearance to attract the attention and memory of consumers (Shimp & Andrews, 2012). Brands that are said to be strong have a place in the mind of consumers who will eventually form the brand.

Brand Ambassador involvement is often identical or related to celebrities or *public figures* who have influence in a country or in the world because of their popularity. Celebrities or *influencers* are believed to be one of the supporting factors in psychological and affect consumer attitudes and beliefs. And some characteristics of a Brand Ambassador are important in knowing what kind of celebrity is used as a Brand Ambassador.

According to Lea-Greenwood (2013), Brand Ambassador has several indicators as a benchmark for a "Brand Ambassador" in him, namely as follows:

1) Transparent: This is when a celebrity Brand Ambassador can support the existence of a brand, where the brand is related to their profession and the products presented will be accepted among consumers;
2) Suitability: It is an important concept in the Brand Ambassador that is in ensuring if there is a match between the brand and the celebrity so that then the product that is stored by the celebrity or Brand Ambassador will increase trust and dependence on the product;
3) Credibility: The level to which the consumer sees that the celebrity source has knowledge of relevant or appropriate expertise, skills, and even experience, and can be trusted to provide objective and unusual information and seem more interesting;
4) Attractiveness: Attractiveness is a nonphysical display where it can be interesting and that can support a product or advertisement that it plays. In this case is related to the personality traits of a celebrity, lifestyle, intelligence, and so forth; and
5) *Power*: *Power* is the charisma emitted by celebrities to influence consumers so that consumers are affected to buy or use products.

Brand Awareness

According to Perkins (2015), *Brand* says that "Personality is intangible, representative, and attitude of a business, organization, product, person, place, or thing". According to Perkins (2015), *Awareness* is How well do people recognize your brand in the market? Are their associations and perceptions correct? Meanwhile, according to Peter & Olson (2014) Brand Awareness is the process by which a consumer realizes the existence of a brand, and the brand is remembered in their memory to be included in their consideration in determining decisions.

According to Rangkuti (2009), there are four levels of Brand Awareness that make up a pyramid, namely:

1) Unaware of a brand: Unaware of a brand can be said to be the lowest level in the measurement of brand awareness means that consumers are not equally aware of brand recognition;
2) Brand recognition is the minimum increase above unaware of a brand is the introduction of a brand that reappears after the re-reminder with the help or often called an aided call;
3) Brand recall: Brand recall is binding to the brand but without assistance or often referred to as unaided call, meaning respondents are not helped to resurface the brand; and
4) Top of mind: Top of mind means if a person when asked directly without any help in remembering the brand but he mentions a brand, then the brand that is often remembered and called first is the peak of the mind because the brand is the main brand of various known brands that are in the minds of consumers.

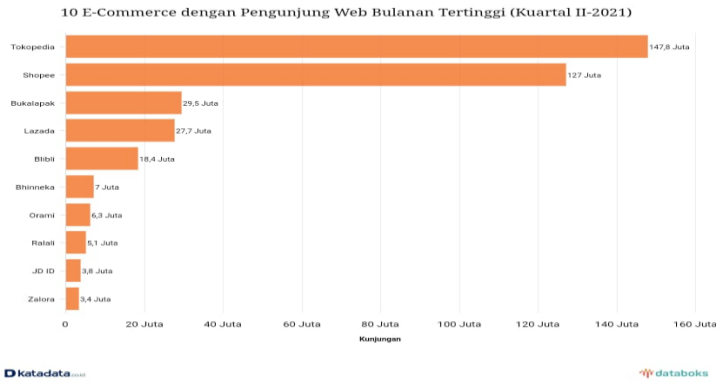
Purchase Intention

Purchase intention is a consumer behavior that arises in response to an object that indicates a customer's desire to make a purchase (Kotler, 2010). This means that the process of Purchase Intention is part of the decision-making process because it is to understand the process of Purchase Intention. Purchase Intentions are included in consumer behavior.

Indicators that can be used as indicators on the Purchase Intentions of a prospective consumer are as follows:

1) Attention: At this stage prospective consumers have heard or seen about the company or product introduced by the company. This tahap is characterized by the attention of prospective consumers when seeing or hearing about the promotion of the product for the first time;
2) Interest: Interest in buying in consumers arises when consumers have obtained a more complete and detailed basis of information about the product introduced because the promotions aired by the company successfully received by consumers;
3) Desire: At this level, the consumer begins to learn, think and discuss what gives rise to the desire and desire to buy a product that he has known;
4) Action: In this stage, prospective customers make purchases of products offered previously.

As an object in this research, Shopee as an e-marketplace is quite interesting, which has a variety of products that are fairly attractive and price offers are also competitive. It can be seen in Shopee's efforts that do several strategies such as cashback, free delivery, and shopping discounts every twin date and month such as 10.10 which means that the discount is done on October 10, of course, it is done to build and attract customer interest to repeat orders in the future. In the second quarter of 2021 Shopee was ranked the 2nd most monthly web visitor presented in figure 3.



Source: katadata.id

Figure 3. Monthly e-commerce Visitor Data 2021

Supporting Shopee visitor data above, mini-research has been conducted in the campus area of the Muhammadiyah University of Gresik in student management class 2018-2021 in 45 students to find out how much percentage of Shopee users by them and the cause-and-effect relationship of using the Shopee application.

Table 3. *E-Marketplace* User Data of Muhammadiyah University Management Students Gresik Force 2018-2021 in 2021

E-Marketplace	Percentage of Users
Shopee	95,5 %
Tokopedia	4,5%

Source: Data Processed in 2021

From the above data obtained from the pre-survey of mini-research conducted to management students in the class of 2018-2020 as many as 45 students, it can be known that the 2018-2021 student management class of Muhammadiyah University of Gresik 95.5% uses the Shopee application as an e-marketplace for online shopping. And as many as 4.5% use Tokopedia. This shows that Shopee ranked first online shopping application that is widely selected and used by management students class of 2016-2021 in the period 2021.

Based on the current conditions described above, e-marketplaces in Indonesia compete in advertising products such as Shopee as research objects that have been discussed above, namely utilizing TikTok social media platform and involving famous stars as Brand Ambassadors and Brand Awareness as their efforts to increase sales through optimization of the use of digital development today.

Hypothesis

Based on the background that has been presented, the hypothesis of this study is as follows:

1) It is suspected that the social media platform "Tiktok" partially affects Purchase Intention in the Shopee App;
2) It is suspected that the involvement of Brand Ambassadors has a partial effect on Purchase Intention in the Shopee Application;
3) It is suspected that Brand Awareness has a partial effect on Purchase Intention in the Shopee Application.

In accordance with the purpose of the research and The study of the theory then the hypothesis that has been presented before will be illustrated in the conceptual framework below.

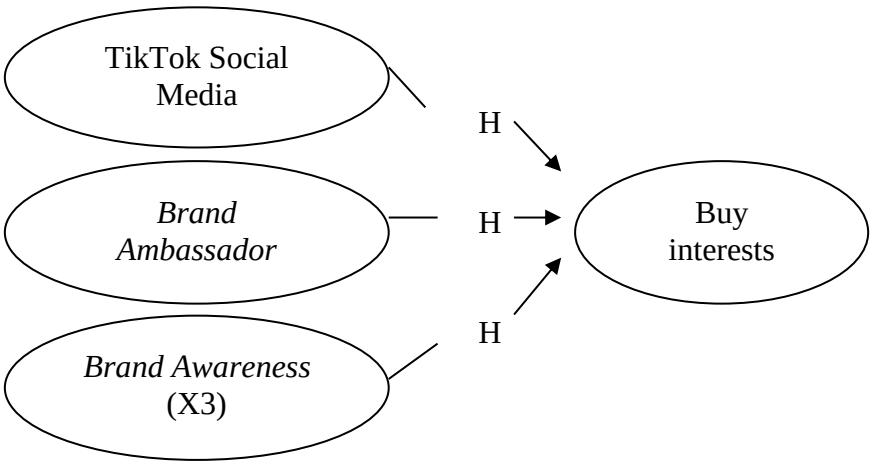


Figure 4. Conceptual Framework

METHOD

Approach and Research Location

The method used in this study is a quantitative method. Quantitative methods are interpreted as one type of method in a systematic, structured, and clearly planned research from the beginning of preparation to the creation of research design. According to Sugiyono (2019), Kuantitaif research is a method in research based on the philosophy of positivism, which is used to examine a particular population or sample, as well as data collection using research instruments, quantitative or statistical data analysis, with the aim of testing hypotheticals that have previously been established. The research location is at the Faculty of Economics and Business of the Muhammadiyah University of Gresik which is located at Jl. Sumatra No. 101, Randuagung, Gresik Subdistrict, Gresik Regency, East Java 61121.

Population and Sample

In this study, the population is a student of the University of Muhammadiyah Gresik management study program class 2018 - 2021 Muhammadiyah Gresik has an interest in buying shopping using the Shopee Application. The number of samples used in the study this time is part of the Management Students class of the 2018-2021 University of Muhammadiyah Gresik who once had the Shopee application to shop online.

The sampling technique in this study is a non-probability sampling technique. According to Sugiyono (2019), non-probability sampling is a sample withdrawal technique that does not give the same opportunity to every element of the population member to be sampled. Then the withdrawal of samples is by the "purposive sampling" withdrawal technique. According to Sugiyono (2017), purposive sampling is a sample withdrawal technique by provides certain criteria or certain considerations to prospective respondents. In this study the criteria set for prospective respondents are:

1) University of Muhammadiyah Gresik Management Students class 2018-2021 who own and use Shopee online shopping application; and
2) University of Muhammadiyah Gresik Management Students class of 2018-2021 who own and use the TikTok application

Ferdinand (2014) in multivariate research included using multivariate regression analysts in determining the number of samples in the study using the following formula:

n = (25 x independent variables)

Information:
n = Number of samples

Thus in this study using as many as 3 independent variables namely TikTok social media (X_1), *Brand Ambassador* (X2), and Brand Awareness (X_3), the results below are obtained:

n = (25 x independent variables)
n = (25 x 3)
n = 75

From the formula above obtained the results of the withdrawal of the number of samples as many as 75 respondents who will be used in the study this time. The reason for using the formula above in determining how many samples are used is because the intended population may vary in number.

RESULTS AND DISCUSSION

Characteristics of Respondents

Here is an overview of respondents in the study described based on the following below.

Characteristics of Respondents Based on Gender

Through the dissemination of questionnaires that have been conducted to university management students of Muhammadiyah Gresik class of 2018-2021 with a sample of 75 students, obtained the characteristic results of respondents based on gender as follows:

Table 4. Characteristics of Respondents Based on Gender

Gender	Number of people	Percentage
Woman	49	65 %
Man	26	35 %
Sum	**75**	**100 %**

Source: Data Processed, 2021

Based on table 4 above, shows that from 75 questionnaires distributed, it shows the percentage characteristics of female respondents by 65% with the number of 49 female students and the percentage of respondents of the male sex by 35% or a total of 26 students. Thus this means that female respondents are more dominant in the use of TikTok and Shopee.

Characteristics of respondents Based on the Year of Education Force

According to the questionnaire that has been distributed to respondents as a sample of this study is a management student of Muhammadiyah University of Gresik from the class of 2018-2021, obtained the following characteristic results of respondents:

Table 5. Characteristics of Respondents Based on The Year of Education

Year	Number of students	Percentage
2018	20	27 %
2019	16	21 %
2020	18	24 %
2021	21	28 %
Sum	**75**	**100 %**

Source: Processed Data, 2021

Based on table 5, the results of the dissemination of questionnaires with questionnaire records are spread proportionally or divided in balance by the four forces obtained that for the

class of 2018 of 20 students with a percentage of 27%, then the class of 2019 with the number of students 16 people and the percentage of 21%, while the class of 2020 with the number of students with a percentage of 24% and the class of 2021 with the number of students with 21 students and the percentage of 28%.

This shows that the highest percentage is 27% distributed to students in the class of 2021 with the number of respondents as many as 21 students as respondents followed by the class of 2018 then 2020 and 2019.

Instrument Testing Results

Validity Test

Table 6. Validity Test Results

Variable	Question	r_{count}	r_{table}	Information
TikTok Social Media (X1)	X1.1	0,758	0,2272	Valid
	X1.2	0,753	0,2272	Valid
	X1.3	0,749	0,2272	Valid
	X1.4	0,755	0,2272	Valid
Brand Ambassador (X2)	X2.1	0,802	0,2272	Valid
	X2.2	0,853	0,2272	Valid
	X2.3	0,921	0,2272	Valid
	X2.4	0,780	0,2272	Valid
	X2.5	0,771	0,2272	Valid
Brand Awareness (X3)	X3.1	0,836	0,2272	Valid
	X3.2	0,838	0,2272	Valid
	X3.3	0,840	0,2272	Valid
	X3.4	0,882	0,2272	Valid
Purchase Intention (Y)	Y1.1	0,758	0,2272	Valid
	Y1.2	0,776	0,2272	Valid
	Y1.3	0,783	0,2272	Valid
	Y1.4	0,752	0,2272	Valid

Source: Processed Data, 2021

Through table 1.6 it can be known that r calculates > than r table where the results of the SPSS test conducted result that all results of r calculate > 0.2272 where r table derived from df = N-2 = 75-2 = 73 with a significance level smaller than 0.05 so that each item on the variable can be used to measure research.

Reliability Test

Reliability test shows how precise the measuring instrument or test is used in knowing the extent of consistency when the measuring instrument is used in re-measurement. The criteria in decision-making in the reliability test itself comes from if *the Cronbach Alpha* is greater than 0.70 then the measuring instrument used is declared reliable (Ghozali, 2016). Here are the test results of this research questionnaire:

Table 7. Reliability Test Results

No.	Variable Types	Cronbach Alpha	Information
1	TikTok Social Media (X_1)	0,742	Reliable
2	Brand Ambassador (X_2)	0,880	Reliable
3	Brand Awareness (X_3)	0,864	Reliable
4	Purchase Intention (Y)	0,754	Reliable

Source: Data Processed in 2021

Based on table 7 above it is known that *the Cronbach Alpha* value of each test is greater than 0.70. Thus the variables used in this study are said to be reliable.

Classic Assumption Test Results

Normality Test Results

Knowing normality can use one of the test methods, one way is to use a non-parametric statistical test namely *Kolmogorov-Smirnov* (K-S), this test was chosen because it can minimize errors compared to graph analysis. According to Ghozali (2016), the K-S test is carried out by making hypotheses, namely:

Ho: If the significant value > 0.05 then the data is normally distributed

Ha: If the significant value is < 0.05 then the data is not normally distributed

Below are the results of normality tests that have been tested in the SPSS statistical analysis tool:

Table 8. K-S Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		75
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	1,33740987
Most Extreme Differences	Absolute	,062
	Positive	,051
	Negative	-,062
Kolmogorov-Smirnov Z		,538
Asymp. Sig. (2-tailed)		,935

a. Test distribution is Normal.

b. Calculated from data.

Source: Data Processed in 2021

Based on the normality test using *Kolmogorov-Smirnov* above showed that *Asymp Significance* ≥ 0.05 which is 0.935 so that the data is distributed normally.

Multicollinearity Test Results

Below are the results of multicollinearity tests that have been tested in the SPSS statistical analysis tool:

Table 9. Multicolonierity Test Results

Coefficients[a]							
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
	B	**Std. Error**	**Beta**			**Tolerance**	**VIF**
(Constant)	1,847	2,282		,809	,421		
X1. Social Media "TikTok"	,401	,104	,373	3,845	,000	,868	1,152
X2. Brand Ambassador	,126	,060	,191	2,097	,040	,983	1,017
X3. Brand Awareness	,316	,082	,374	3,850	,000	,862	1,160

a. Dependent Variable: Purchase Intention

Source: Data Processed in 2021

From table 9 it can be explained that each variable has tolerance and VIF as follows:

1) On the social media variable TikTok (X1) shows *tolerance* of 0.868;
2) The Brand Ambassador (X2) variable shows tolerance of 0.983; and
3) The Brand Awareness variable (X3) shows *a tolerance* of 0.862.

From the tolerance value above shows that all three have a tolerance value of ≥ 0.10, it can be concluded that the data does not occur multicolonierity. The multicollinearity test can also be measured by comparing between the vif values calculated < of 10 to be declared the absence of multicollinearity, from the data above can be explained as follows:

1) On the social media variable tiktok (X1) shows VIF 1,152
2) The Brand Ambassador (X2) variable shows VIF 1.017.
3) The Brand Awareness (X3) variable shows VIF 1,160.

VIF results from the three independent variables each show a result of ≤ 10, it can be interpreted that there is no multicollinearity.

Heteroscedasticity Test Results

Table 10. Heteroskedasticity Test Results "Glejser Test"

	Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	-1,948	1,188		-1,640	,105
	X1. TikTok	,176	,054	,384	3,250	,129
	X2.Brand Ambassador	,040	,031	,142	1,277	,206

	X3.Brand Awareness	-,057	,043	-,157	-1,326	,189

a. Dependent Variable: ABS_RES

Source: Data Processed in 2021

Based on the results of the heteroscedasticity test above shows the results of each variable where:

1) Sig value. on TikTok Social Media (X1) is 0.129;
2) Sig value. the Brand Ambassador (X2) is 0.206; and
3) Sig value. Brand Awareness (X3) is 0.189

The results above showed that all three have niali sig. > 0.05, it can be interpreted that there are no symptoms of heteroscedasticity. In this research, the classical assumption test can be interpreted that the study can use multiple linear regression models in its statistical analysis and can be concluded to be used as interpreting results from the results of multiple regression analysis conducted.

Data Analysis Results

Multiple Linear Regression Analysis Results

Ghozali (2018) Multiple linear regression analysis is a data analysis test tool used to test hypotheses between the relationships of two or more free variables in a way together with one dependent variable. Here are the multiple linear regression equations used for analysis:

$$\mathbf{Y = a + b1\ X1 + b2\ X2 + b3\ X3 + e}$$

Where:

Y = Purchase Intention α = Constant Value β = Regression Coefficient

e = Standart Error X1 = TikTok Social Media X2 = Brand Ambassador

X3 = Brand Awareness

The analysis of multiple linear regression data conducted in SPSS has obtained the following results:

Table 11. Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,847	2,282		,809	,421		
	X1. Tiktok	,401	,104	,373	3,845	,000	,868	1,152
	X2. Brand Ambassador	,126	,060	,191	2,097	,040	,983	1,017
	X3. Brand Awareness	,316	,082	,374	3,850	,000	,862	1,160

a. Dependent Variable: Y.Minat Beli

Source: Data Processed in 2021

Based on table 11 on the results of multiple linear regression tests can be presented with the following equations:

$$\mathbf{Y = \alpha + \beta 1\ X1 + \beta 2\ X2 + \beta 3\ X3 + e}$$
$$\mathbf{= 1.847 + 0.401\ X1 + 0.126\ X2 + 0.316\ X3 + e}$$

The interpretation of the results of the equation above can be explained below, as follows:

1) The regression coefficient value owned by the TikTok Social Media variable (X1) is 0.401 which means that TikTok Social Media is positive. So if TikTok Social Media experiences an increase in usage then consumer Purchase Intention will increase;
2) The regression coefficient value owned by the Brand Ambassador variable (X2) is 0.126 which means that the Brand Ambassador is positive. So if the involvement of brand ambassadors increases, consumer Purchase Intention will increase; and
3) The regression coefficient value owned by the Brand Awareness (X3) variable is 0.316 which means that Brand Awareness is positive. So if Brand Awareness increases then consumer Purchase Intention will increase.

Coefficient of Determination $(\boldsymbol{R^2})$

Table 12. Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,649[a]	,421	,397	1,36537

a. Predictors: (Constant), X3. Tiktok, X2. Brand Ambassador, X1. Brand Awareness

b. Dependent Variable: Y.Minat Beli

Source: Data Processed in 2021

From the results of the above data analysis used it is known that Adjusted R Square (Koefisien determination) of 0.397 means that the dependent variable or tied to Purchase Intention (Y) is influenced by the free variables namely Tiktok Social Media (X1), Brand Ambassador (X2) and Brand Awareness (X3) by 39.7% if rounded equivalent to 40% of its influence. The remaining 60% of Purchase Intention variables (Y) were affected by variables not discussed in the study.

Hypothesis Test Results

Partial Coefficient (Test t)

The t-test is used to find out or look at each independent variable whether it partially has a significant effect on its dependent variable or not. From the above statement after the investigation in SPSS, the results of the t-test will be explained below in accordance with table 13.

Table 13. Results of t-Test/Partial

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,847	2,282		,809	,421
	X1. Social Media "TikTok"	,401	,104	,373	3,850	,000
	X2. Brand Ambassador	,126	,060	,191	2,097	,040
	X3. Brand Awareness	,316	,082	,374	3,845	,000

a. Dependent Variable: Purchase Intention

Source: Data Processed in 2021

From table 1.13 it can be interpreted that the results of the test t are described as follows:

1) On the Social Media variable TikTok (X1) has a significant level of 0.000 < 0.05 so Ho is rejected and Ha is accepted. This means that TikTok social media affects consumers' Purchase Intention in a positive direction so that the increasing use of TikTok in promotions will increase consumer Purchase Intention;
2) In the Brand Ambassador (X2) variable has a significant level of 0.040 < 0.05 so ho is rejected and Ha is accepted. This means that brand ambassadors affect consumer Purchase Intention in a positive direction, the increasing involvement of brand ambassador celebrities in promotions will increase consumer Purchase Intention; and
3) The Brand Awareness (X3) variable has a significant level of 0.000 < 0.05 so Ho is rejected and Ha is accepted. This means that Brand Awareness affects consumer Purchase Intention in a positive direction, so increasing involvement of Brand Awareness or Brand Awareness will increase consumer Purchase Intention.

Based on the results above shows that overall independent variables or free variables have a significant influence on dependent variables or free, namely Purchase Intention. Where TikTok Social Media variables have the most influence or dominant because they have the largest beta coefficient and t calculation values, followed by brand ambassador and brand awareness variables.

The Effect of TikTok's Social Media Variables on Purchase Intentions

The results of the research that has been done above using multiple linear regression methods show that the first independent variable or X1, namely TikTok social media, has a positive influence on consumer Purchase Intentions. Based on the results can be seen if the significance value t of 0.000 is said to be smaller than 0.05 which is 0.000 < 0.05. The meaning of TikTok's social media variables significantly affects purchase intention. So it can be concluded that TikTok's social media variables have a positive and significant effect on Purchase Intention (Y), with indicators in it namely context, communication, collaboration, and connections. This shows that TikTok as a digital advertising medium is widely enjoyed by its users as an intermediary medium for the delivery of interesting information.

This is in accordance with the theory put forward by Kotler and Keller (2016) that social media is a tool or intermediary used to share text, audio, images, video, and information with

each other either with companies or vice versa. Social media makes it easy for marketers to do because building and attracting candidates will be easier.

Supported and strengthened by research in Indonesia conducted by Mumtaz, et al (2021) on the influence of the use of TikTok application as a promotional medium and glow uptrend on the interest in buying beauty products that state that it has a significant effect by showing a positive direction towards Purchase Intentions and also carried out by Aqsa (2018) regarding the influence of online advertising on the attitude and interest of buying consumers online states that descriptively shows that Online advertising gets a good perception from internet users. It shows that online advertising has a significant influence on consumers' attitudes and interests online.

Effect of Brand Ambassador Variables on Purchase Intentions

The results of the research that has been done above using multiple linear regression methods show that the second independent variable or X2 namely Brand Ambassador has a positive influence on consumer Purchase Intentions. Based on the results can be seen if the value of significance t of 0.000 in the case is smaller than 0.05 which is 0.040 < 0.05. The meaning of the Brand Ambassador variable significantly affects Purchase Intention, with indicators in it that are transparent, compliance, credible, attractiveness, and power. So it can be concluded that the Brand Ambassador variable has a positive and significant effect on Purchase Intention (Y).

Supported and reinforced by the theory that brand ambassadors are supporters of advertisements called product spokespersons who are deliberately chosen from famous people or unknown people such as public figures or ordinary people who are often referred to as endorsers who have an attractive appearance to attract the attention and memory of consumers (Shimp & Andrews, 2012).

Strengthened also by research conducted by Hamzah (2018) shows that Attractiveness has a positive influence on brand ambassadors against Purchase Intentions and Putra (2020) states that there is an influence of the power dimension (Power) on consumer Purchase Intention.

Effect of Variable Brand Awareness on Purchase Intentions

The results of research that has been done above using multiple linear regression methods show that the second independent variable or X3 namely Brand Awareness has a positive influence on consumers' Purchase Intention. Based on the results can be seen if the significance value t of 0.000 is said to be smaller than 0.05 which is 0.000 < 0.05. The meaning of the Brand Awareness variable significantly affects Purchase Intention, with indicators in it studied, namely unaware of a brand, brand recognition, brand recall, and top of mind. So it can be concluded that the Brand Awareness variable has a positive and significant effect on Purchase Intention (Y).

This is supported by the theory put forward by Kotler and Keller (2016) the process of Purchase Intention is part of the decision-making process therefore to understand the process of Purchase Intention.

Kotler and Keller (2016) state that consumers often form a more pleasant perception of a product with a brand they already consider positive. Strengthened and supported by research conducted in Indonesia by Indah and Budiatmo (2018) on the influence of brand image and

Brand Awareness on online consumer Purchase Intention shows a significant impact on consumer Purchase Intention.

CONCLUSION

This study was conducted to find out which free variables have an influence on the bound variables that have been determined, where the variables in this study consist of three free variables namely Tiktok Social Media (X1), Brand Ambassador (X2), and Brand Awareness (X3) and bound or dependent variables namely Purchase Intention (Y). Based on the results of research that has been done it can be concluded that the results are as follows:

1) Tiktok Social Media (X1) has a positive and significant influence on Purchase Intention (Y);
2) Brand Ambassador (X2) has a positive and significant influence on Purchase Intention (Y); and
3) Brand Awareness (X3) has a positive and significant influence on Purchase Intention (Y)

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