

The Effect of Gading Marten as Brand Ambassador of Erigo Brand Image

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Abstract

Clothing including the primary needs of everyone with good quality and attractive designs will certainly be in demand by the public. In the industrial revolution 4.0, digital technology is the main capital that is needed by business owners who aim to develop their business. Indonesia has many well-known local products, one of which is in the form of t-shirts. In the business world for a business, companies start to promote their business, there are also businessmen who use the popularity of someone, known as a Brand Ambassador. This research was conducted with the aim of knowing how much influence Gading Marten as a Brand Ambassador has on Erigo's Brand Image. This study uses an independent variable, namely Brand Ambassador with sub-variables Visibility, Credibility, Attraction, and Power. The variables contained are Brand Image with Strength, Favorable, and Uniqueness subvariables. This research was conducted using quantitative methods with descriptive research. The sampling technique used in this study is probability sampling, with simple random sampling technique, and the analysis technique uses normality test, heteroscedasticity test, correlation coefficient test, coefficient of determination, simple linear regression, and hypothesis testing using T test. that Brand Ambassador Gading Marten has an influence on Brand Image Erigo 36.9%, and 63.1% is influenced by other factors not examined in this study.

Keywords

fiscal decentralization; fiscal independence; Papua



I. Introduction

Clothing is one of the primary needs of everyone in the world, an outfit with good quality and attractive design will certainly be in demand by the Famila community (Devy & Imanudin, 2020) . This can be called a fashion trend, fashion trends in Indonesia are influenced by Europeans and Asians who come and live in Indonesia, which gives rise to a new term, namely Fashion Business. The Ministry of Industry (2018) in Devy & Imanudin (2020) the minister of industry, Airlangga Hartato, at the 2018 Muslim Expo event which took place at the Plaza of the Ministry of Industry said "The fashion industry remains a source of income with an export value of US\$ 8.2 billion until July 2018 (122 Trillion). This shows that the value of export growth is 8.7%, with this performance it can be seen that products from the Indonesian Fashion sector can dominate 1.9% of the fashion market in the world". In Indonesia, the fashion industry is one of the largest contributors to the national Gross Domestic Product/GDP, which is 3.76% with the value of exports in 2017 of USD 13.29

billion, an increase from the previous year of 8.7%. The Director General of Small and Medium Industries (IKM) of the Ministry of Industry, namely Gati Wibawaningsih gave a positive response "This is a proud achievement and proves the Indonesian fashion industry has high competitiveness on an international scale".

In the industrial revolution 4.0, digital technology is a major capital that is needed by business owners who aim to develop their businesses. This can be interpreted as internet users in Indonesia belongs to the category of digital natives group (Gunawan, 2020). The industrial revolution 4.0 is proof that the development of the industrial sector cannot be separated from technology that continues to develop today. Developments in the industrial sector along with technology that continues to develop will have a positive impact on a country, which can improve the economy of a country. A country can use digital technology to push the country's economy to a digital economy. Indonesia is one of the countries that has great potential to develop the digital economy. Google & TEMASEK (2018) in Latifah (2019), the results of the study show that one of the things that can support the development of the internet in the economic field in Indonesia is the large number of internet users in Indonesia.

Erigo is a brand that is struggling in the fashion world with high quality in Indonesia that has product designs that are suitable for everyday use. Erigo produces clothing for men and women, Erigo's superiority for teenagers is the latest product display, with semi-formal, comfortable, and relaxed designs. In Indonesia, Erigo is one of the best and high-quality clothing brands on the market. Currently, Erigo has started to enter international trade and is ready to compete with other brands, Muhammad Sadad, who as CEO of Erigo Store saw opportunities in the world of fashion and tourism, thus encouraging Sadad to establish Erigo. November 28, 2010 was the beginning of the CEO of Erigo Store entering the fashion industry with his first brand, SELECTED AND CO, after that the brand changed its name to Erigo in June 2013 by presenting a new and fresh concept (Erigostore.co.id, 2022) .

In the business world in launching a business, companies start to promote their business, there are also businessmen who promote their business using the popularity of someone, known as a Brand Ambassador. Judging from the phenomenon above, the researchers are interested in seeing how much influence Gading Marten as a Brand Ambassador has on the Erigo Brand Image, so that it can prove whether by using the Gading Marten Brand Ambassador the public can get to know and have a high interest in the Erigo brand.

Gading Marten was born in Jakarta, on May 8, 1982, 40 years old. From Gading Marten's marriage to Gissela Anastasia, Gading Marten has one child named Gempita Nora Marten. Gading Marten graduated from Atma Jaya University, Faculty of Management Economics, Gading has a hobby of photography and collecting motorcycles. The beginning of Gading Marten's career was as a footballer, with family closeness and support in the entertainment world making him pursue his career in the entertainment world (Dailysia.com, 2021) . From the table above, it can be seen that Gading Marten is an artist who has the most Instagram followers among artists and influencers who display Erigo products. Not only that, Gading Marten also has other awards that can have an effect on improving Erigo's brand image. In 2012, Gading Marten received AMI Awards for Best Rhythm & Blues Production Work (B1, 2012) . In 2018, Gading Marten received the Citra Trophy for Best Male Leading Actor (Zefanya, 2021).

This study has a previous journal entitled "The Influence of the Use of Celebrity Endorser Arif Muhammad on Instagram on the Brand Image of Erigo Store" made by Setia Indah Setara & Ratih Hasanah Sudrajat with the results of the study there is a positive influence between the variable celebrity endorser Arief Muhammad (X) on the brand variable image (Y) on the Erigo Store brand is 50.1%, which means it can be concluded that Arief Muhammad as a celebrity endorser on Instagram @erigostore is able to influence the Erigo

Store brand image. With the change of Brand ambassador erigo from Arief Muhammad to Gading Marten, the researcher is interested in doing this research. The researcher wants to see if Gading Martin also has an influence as the Brand Ambassador of the Erigo Store on the Brand Image of the Erigo Store.

II. Research Methods

After the data is collected, this research will be tested for validity and reliability using the Pearson Product Moment formula and the Cronbach Alpha formula. After that the research results will be analyzed using Descriptive Statistical Analysis. So that the ordinal data obtained from the research results can be processed using the Person R Test, then the data must be converted into interval data using the Successive Interval Method. Before carrying out the regression test in this study, the classical assumption test consists of normality test and heteroscedasticity test. In accordance with the purpose of this study, namely to determine the magnitude of the influence between the X variable on the Y variable, the statistical test carried out next is to calculate the correlation coefficient using the Pearson R Test formula, calculate the coefficient of determination and calculate Simple Linear Regression Analysis. To test the hypothesis in this study, it was done by using the Partial Test (T test).

III. Discussion

3.1 Results

The results of the data that have been collected from 100 respondents who have filled out the questionnaire of this study indicate that 100% of respondents know that Gading Marten is an ambassador for the Erigo brand. The gender of respondents to this questionnaire is 63% of respondents are male, and 37% of respondents are female. Respondents to this questionnaire 1% or 1 person aged 11-20 years, 95% or 95 people aged 21-30 years, 4% or 4 people aged 31-40 years. Respondents to this questionnaire are domiciled from various regions, namely 2 people domiciled in Balikpapan, 4 people live in Bandar Lampung, 18 people live in Bandung, 1 person lives in Banjarbaru, 5 people live in Banjarmasin, 1 person lives in Bekasi, 1 person lives in Bogor, 1 person lives in Cibubur, 1 person lives in Depok, 54 people live in Jakarta, 1 person lives in Bojonegoro, 1 person lives in Malang, 1 person lives in Surabaya, 2 people live in Tangerang, 1 person lives in Tanjung Selor, and 6 people domiciled in Tarakan. Respondents to this questionnaire have various occupations, namely 1 Barista, 1 Fresh Graduate, 2 Freelancers, 1 Teacher, 2 Housewives, 16 Employees, 70 Students, 3 Students, 1 Entrepreneur, 1 Retiree, and 1 radio announcer.

a. Visibility Dimension

The Brand Ambassador variable from the Visibility dimension obtained a score of 1417, with the percentage score from the Visibility dimension of 70.8%. Based on the descriptive analysis, the score obtained is included in the Good category.

b. Credibility Dimension

The Brand Ambassador variable from the Credibility dimension obtained a score of 1001, with a percentage score of 66.7% for the Credibility dimension. Based on the descriptive analysis, the score obtained is included in the category of Good Enough.

c. Dimensions of Attractiveness

The Brand Ambassador variable from the Attractiveness dimension obtained a score of 988, with a percentage score of the Attractiveness dimension of 65.8%. Based on the descriptive analysis, the score obtained is included in the category of Good Enough.

d. Dimension of Strength

The Brand Ambassador variable from the Strength dimension obtained a score of 653, with a percentage score of 65.3% for the Strength dimension. Based on the descriptive analysis, the score obtained is included in the category of Good Enough.

e. Brand Ambassador Variable Recapitulation

Table 1. Recapitulation of Brand Ambassador Variables

No	Dimensi on	Total value	Percenta ge	Categor y
1	Visibility	1417	70.8%	Well
2	Credibili ty	1001	66.7%	Pretty good
3	Attractiv eness	988	65.8%	Pretty good
4	Strength	653	65.3%	Pretty good
Total score			1059	Pretty good
Score Percentage			67.6%	

Source: (Primary Data by Researchers, 2022)

Based on the data in table 1, it can be seen that the total score for all questions on each dimension of the Brand Ambassador variable is 1059. The total percentage of each dimension shows a result of 67.6%, so that the Brand Ambassador variable, namely Gading Marten, is included in the Fairly Good category based on respondents' responses which have been distributed through an online questionnaire.

f. Brand Association Strength Dimension

The Brand Image variable from the Strength dimension obtained a score of 1363, with the percentage score from the Strength dimension of 68.1%. Based on the descriptive analysis, the score obtained is included in the Good category.

g. Brand Likeness Dimension

The Brand Image variable from the Likeness of Brand dimension obtained a score of 1148, with a percentage score of 63.8% of the Brand Likeness dimension. Based on the descriptive analysis, the score obtained is included in the category of Good Enough.

h. Brand Unique Dimensions

The Brand Image variable from the Uniqueness dimension obtained a score of 647, with a percentage score of 64.7% for the Uniqueness dimension. Based on the descriptive analysis, the score obtained is included in the category of Good Enough.

i. Brand Image Variable Recapitulation

Table 2. Recapitulation of Brand Image Variables

No	Dimension	Total value	Percent age	Category
1	Strength	1363	68.1%	Well
2	Brand Love	1148	63.8%	Pretty good
3	Uniqueness	647	64.7%	Pretty good
Total score			3158	Well
Score Percentage			70.1%	

Source: (Primary Data by Researchers, 2022)

Based on the data in table 2, it can be seen that the total score for all questions on each dimension of the Brand Image variable is 3158. The total percentage of each dimension shows a result of 70.1%, so the Gading Marten Brand Image variable is included in the Good category based on the respondents' responses which have been distributed through an online questionnaire.

j. MSI Transformation Results

Table 3. MSI. Transformation Results

SUCCESSFUL INTERVAL				
X 3.2	X 4.1	TOTAL X	Y 3.2	TOTAL Y
3,303	1,000	39,269	3,178	28,804
4,763	2,605	42,804	4,667	34,872
4,763	2,605	40,936	3,178	30,323
3,303	1,000	35,299	3,178	21,824
3,303	1,000	39,292	3,178	30,282
3,303	2,605	39,608	3,178	30,326
3,303	1,000	39,292	3,178	27,608
3,303	1,000	39,292	3,178	28,793
4,763	2,605	41.055	3,178	30,282
4,763	2,605	39,643	3,178	28,793
3,303	1,000	39,292	4,667	29,097

4,763	1,000	38.037	4,667	29,097
4,763	1,000	39,449	3,178	27,608
3,303	1,000	39,292	3,178	30,326
3,303	1,000	33,964	3,178	27.261
1,922	1,000	37,349	1,753	21.581
4,763	2,605	48,185	4,667	36.058
3,303	2,605	45,388	3,178	33,036
4,763	2,605	39,785	4,667	30,630
3,303	2,605	36,669	4,667	29,458

Source: (Primary Data by Researchers, 2022)

k. Normality Test Results



Figure 2. One Sample Kolmogorov-Smirnov Test

Source: (Primary Data by Researchers, 2022)

Based on the data in Figure 2, it can be seen that the significance value (2-tailed) of the Brand Ambassador (X) and Brand Image (Y) variables is 0.009. which can be concluded that with a value of 0.009 more than 0.05 then the residual value is normally distributed.

l. Heteroscedasticity Test Results

S

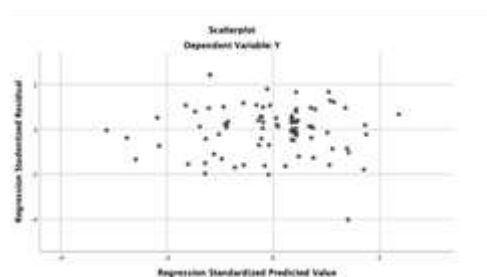


Figure 3. Heteroscedasticity Test Results

Source: (Primary Data by Researchers, 2022)

Based on Figure 3, it can be seen that the data points spread above and below the number 0 on the Y axis. The data points on the scatterplot also have no pattern and spread randomly. So it can be said that the results of the heteroscedasticity test through the scatterplot graph method have been met according to the characteristics that are not affected by Gading Marten as a Brand Ambassador for the Erigo Brand Image, there is no heteroscedasticity problem. So that the classical assumption test of heteroscedasticity is fulfilled. This means that there is a balance between the Brand Ambassador variable and the Brand Image variable.

m. Correlation Coefficient Test Results

		X	Y
X	Pearson Correlation	1	.607**
	Sig. (2-tailed)		.000
	N	100	100
Y	Pearson Correlation	.607**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 4. Correlation Coefficient Test Results
Source: (Primary Data by Researchers, 2022)

The results of the correlation test above with a significance value of 0.607, it can be concluded that the correlation test in this study has a correlation between variable X, namely Brand Ambassador and variable Y, namely Brand Image. With a significance value of 0.607, it means that the Pearson Correlation value of this study has a rather strong correlation level.

n. Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.607 ^a	.369	.362	3204.31138

a. Predictors: (Constant), X
b. Dependent Variable: Y

Figure 4. Coefficient of Determination Test Results
Source: (Primary Data by Researchers, 2022)

Based on the data in Figure 5, it can be seen that the value of R square (R2) is 0.369 which indicates the influence of the Brand Ambassador variable on Brand Image. By using the formula for the coefficient of determination can be determined as follows:

$$\begin{aligned}
 KD &= r^2 \times 100\% \\
 &= 0.369 \times 100\% \\
 &= 36.9\%
 \end{aligned}$$

The results of the above calculation can be interpreted that there is an effect of variable X, namely Brand Ambassador, on variable T, namely Brand Image of 36.9%. While 63.1% is influenced by other variables not discussed in this study which can affect the Erigo brand image.

o. Simple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7469.402	2764.559		2.702	.008
	X	.550	.073	.607	7.568	.000

a. Dependent Variable: Y

Figure 5. Simple Linear Regression Test Results
Source: (Primary Data by Researchers, 2022)

Based on the data in Figure 6, it can be seen that the results of the regression model explain the relationship between the independent variable (X), namely Brand Ambassador and Brand Image as the dependent variable (Y). Then it can be concluded through the regression equation formula as follows:

$$Y = + X$$

$$= 7469.402 + 0.550X$$

The results of the regression equation can be explained as follows: The constant value of 7469,952 means that the consistency value of the Brand Image variable is 7469,952.

The regression coefficient value of X (Brand Ambassador) of 0.550 can be stated that for every change or addition of one percent in the Brand Image variable, the Brand Image will increase or experience a change of 0.550 in the same direction. Or in other words, the regression coefficient X (Brand Ambassador) has a positive effect of 1683 on Brand Image, which will experience the same increase of 0.550.

p. Hypothesis Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7469.402	2764.559		2.702	.008
	X	.550	.073	.607	7.568	.000

a. Dependent Variable: Y

Figure 6. T. Hypothesis Test Results
Source: (Primary Data by Researchers, 2022)

Based on the results of the data in Figure 7, it can be seen that the results of the significance value through the coefficient table obtained a value of 0.00 where the value is > 0.05 so it can be concluded that the variable (X) Brand Ambassador has an influence on the variable (Y) Brand Image. In Figure 7 the results of the t count in this study are 7.568, so it can be seen that t count > t table, the results are 7.568 > 1.660, it can be concluded that H0 is rejected and Ha is accepted, which means that the variable (X) Brand Ambassador has an effect on the variable (Y) Brand Image MS Glow.

3.2 Discussion

The results of this study explain that Brand Ambassador Gading Marten has an influence on Erigo's Brand Image. This study has respondents with a sample of 100 respondents with the criteria of respondents who know and know that Gading Marten is Erigo's Brand Ambassador. If you look at the characteristics of respondents who have filled out research questionnaires online, respondents are dominated by men aged 21-30 years. Based on the characteristics of the work, it is dominated by respondents who work as students and domiciled in Jakarta.

Based on the recapitulation of the Brand Ambassador variable, the dimensions consisting of the Visibility dimension get a percentage of 70.8%, this shows that Gading Marten is a public figure who is well known to the public, including statements about respondents who knew Gading Marten before becoming Erigo's Brand Ambassador. Based on respondents' responses to the four dimensions of visibility that got the highest score.

Furthermore, the Credibility dimension gets a percentage of 66.7%, this shows that Gading Marten is able to use Erigo products well, has good confidence when using Erigo products, and can inspire many Gading Marten fans in Indonesia.

The Attraction dimension gets a percentage of 65.8%, this shows that respondents like Gading Marten and want to have products from Erigo because Gading Marten already uses Erigo products.

Furthermore, the Power dimension gets a percentage of 65.3%, this shows that Gading Marten has an appearance that can attract the attention of respondents when Gading Marten becomes a Brand Ambassador.

So that it can be interpreted that the results of respondents' answers indicate that the dimension of power on the brand ambassador variable is the lowest at 65.3% and the visibility dimension on the brand ambassador variable has the highest influence, which is 70.8%. Based on these results, where the visibility dimension is the highest dimension, it can be said that Gading Marten is very popular among the respondents of this study. However, Gading Marten still needs to improve its ability to become Erigo's brand ambassador in order to have more power to persuade Erigo consumers to buy and use Erigo products.

Based on the results of the recapitulation of the Brand Image variable, there are 3 dimensions consisting of the Strength dimension getting a percentage of 68.1%, the Favorable dimension getting a percentage of 63.8%, and the Uniqueness dimension getting a percentage of 64.7%. Then it can be interpreted that the results of the respondents' answers indicate that the preferred dimension on the brand image variable is the lowest at 63.8% and the strength dimension in the brand ambassador variable has the highest influence at 68.1%. Based on these results it can be said that Erigo can maintain the brand image in the consumer's memory itself to be part of the brand image of the advertised product. However, Erigo needs to improve its ability to attract consumers' attention and improve strategies to make consumers like the Erigo Brand.

Based on the results of the normality test, this study obtained the Asymp value. Sig (2 tailed) of the Kolmogrov Smirnov normality test is 0.009. This means that the result value is greater than 0.05, then the variables used in this study are normally distributed. This means that the data that the researcher uses has met the requirements to be said to be normal to represent the population in this study. Through the results of a previous study entitled "The Influence of Brand Ambassador Daniel Wenas on Brand Image among Indonesian Hoops Followers" by Afiana Ruhina and Indria Angga Dianita (2021) showed that the normality test results obtained a value of $0.200 > 0.05$, which means the residual value is declared to be normally distributed. This shows that the results of the normality test in previous studies have the same results as this study, namely the research data is normally distributed. Similar to previous studies, the data in this study can be analyzed using simple linear regression analysis.

Based on the results of the heteroscedasticity test, in Figure 4.16 it can be seen that the results of the heteroscedasticity test through the scatterplot graph method have been fulfilled according to the characteristics of the absence of heteroscedasticity symptoms. So that it can be interpreted that the regression model of the influence of Gading Marten as a Brand Ambassador on Erigo's Brand Image, there is no heteroscedasticity problem, and is said to have been fulfilled. So that in this study, the data in this study can be analyzed using simple linear regression.

The correlation coefficient is used in this study to try to connect the variable X (dependent) with the variable Y (independent) and analyzed to see the level of strength of the relationship. Based on the results of the correlation coefficient test, Figure 4.17 produces a Pearson Correlation value of 0.607, it can be said that the level of relationship between the Brand Ambassador variable and Brand Image is included in the degree of relationship "somewhat strong correlation" (0.51-0.75). So that it can be interpreted that there is a rather strong relationship between the influences of Gading Marten as a Brand Ambassador on Erigo's Brand Image, and the Brand Ambassador variable in this study is positively related to Brand Image. According to Crouch et al (2016) in Marland & Wagner (2020) interacting regularly using a Brand Ambassador can have an impact on emotional, cognitive, and social engagement with customers which can increase the value of a brand or brand image.

Next, the coefficient of determination. Through the coefficient of determination formula, it will be known whether there is a change in the dependent variable from the influence of the independent variable. If the stronger or the greater the value of the correlation coefficient, the greater the coefficient of determination. Based on the results of the coefficient of determination test, Figure 4.18 produces an R square (R²) value of 0.369 which indicates the influence of the Brand Ambassador variable on Brand Image. Then through the calculation of the coefficient of determination, it can be interpreted that there is an influence of Gading Marten as a Brand Ambassador variable on Erigo's Brand Image is 36.9%, while 63.1% is influenced by other variables not discussed in this study. This study has a previous journal entitled "The Influence of the Use of Celebrity Endorser Arif Muhammad on Instagram on the Brand Image of Erigo Store" made by Setia Indah Setara & Ratih Hasanah Sudrajat with the results of the study there is a positive influence between the variable celebrity endorser Arief Muhammad (X) on the brand variable image (Y) on the Erigo Store brand is 50.1%, which means it can be concluded that Arief Muhammad as a celebrity endorser on Instagram @erigostore is able to influence the Erigo Store brand image, this can prove that Brand Image can affect Brand Ambassadors. This previous research has proven that there is a positive influence of Brand Ambassador on Brand Image.

Simple linear regression analysis is a regression analysis used to measure the predictive power of the independent variable on the dependent variable (Silalahi, 2018). In this study using simple linear regression analysis to assess the predictive power or influence that occurs between the X variable, namely Brand Ambassador Gading Marten, on the Y variable, namely Brand Image Erigo. From the results of simple linear regression analysis shows that the variable (X) Brand Ambassador has a positive effect on the variable (Y) Brand Image, where if the variable (X) Brand Ambassador increases by one percent, the Brand Image will increase by 0.550. Based on the significance value through the table in Figure 4.19 obtained a significance value of 0.000 < 0.05 so it can be concluded that the variable (X) Brand Ambassador has an effect on the variable (Y) Brand Image. This means that the results of simple linear regression analysis show that if the value of Gading Marten as a brand ambassador increases by one unit, then Erigo's brand image will increase by 0.550, the coefficient is positive, meaning that the higher the value of Gading Marten as a Brand Ambassador, the higher Erigo's brand image. In a previous study entitled "The Effect of Brand Ambassador Daniel Wenas on Brand Image among Indonesian Hoops Followers" by Afiana Ruhina and Indria Angga Dianita (2021) there was a correlation coefficient of 0.662.

This study also has a previous study entitled "The Influence of the Use of Celebrity Endorser Arif Muhammad on Instagram on Brand Image Erigo Store" made by Setia Indah Setara & Ratih Hasanah Sudrajat with the results of the study there is a positive influence between the variable celebrity endorser Arief Muhammad (X) on the variable brand image (Y) on the Erigo Store brand is 50.1% which means it can be concluded that Arief

Muhammad as a celebrity endorser on Instagram @erigostore is able to influence the Erigo Store brand image, this can prove that Brand Image can affect Brand Ambassadors. The results of this study are supported by 2 previous journals entitled "The Influence of Brand Ambassador Daniel Wenas on Brand Image among Indonesian Hoops Followers" and "The Effect of Using Celebrity Endorser Arif Muhammad on Instagram on Brand Image Erigo Store". The results of the 2 previous journals support this research, where the previous 2 journals predict that if there is a change in the Brand Ambassador, there will also be a change in the Brand Image. Therefore, if a brand wants to improve its Brand Image, then the brand must also increase its Brand Ambassador dimension.

In this study, the test uses the T-test hypothesis test where there are several changes whose testing using the T-test is useful for predicting any changes that occur in the dependent variable to the independent variable. In testing the T test hypothesis, a hypothesis has been determined based on the specified formula. Based on the results of the t-test hypothesis test, in Figure 4.20 can be seen the results of a significance value of 0.000 where the value is <0.05 so it can be concluded that the Gading Marten Brand Ambassador variable has an effect on Erigo's Brand Image. Then the results obtained from tcount of 7.568, and from the results of ttable of 1.987, so it can be seen that tcount $>$ ttable which means H_0 is rejected and H_a is accepted. In other words, it can be said that this study shows Gading Marten as a brand ambassador has a significant influence on Erigo's brand image.

Brand Ambassador is a tool used by companies to communicate and connect with the public, about how they actually increase sales (Lea-Greenwood, 2012: 88). Based on the results of this study, it can be proven that Gading Marten as a Brand Ambassador has a positive influence on Erigo's Brand Image. This result is in accordance with the statement of Gita and Setyorini (2016) which explains the function of the Brand Ambassador for a brand. Informing brand ambassadors, where they act as marketing tools that represent the achievement of individualism in human glory and the commercialization of a product. This study has a previous journal entitled "The Influence of the Use of Celebrity Endorser Arif Muhammad on Instagram on the Brand Image of Erigo Store" made by Setia Indah Setara & Ratih Hasanah Sudrajat with the results of the study there is a positive influence between the variable celebrity endorser Arief Muhammad (X) on the brand variable image (Y) on the Erigo Store brand is 50.1%, which means it can be concluded that Arief Muhammad as a celebrity endorser on Instagram @erigostore is able to influence the Erigo Store brand image, this can prove that Brand Image can affect Brand Ambassadors. When compared with this previous research, this research is the same as previous research which both have the influence of Brand Ambassador on Brand Image.

IV. Conclusion

Based on the research data analyzed in the study entitled "The Influence of Gading Marten as a Brand Ambassador on Erigo's Brand Image" it can be said that Gading Marten's Brand Ambassador has a positive and significant effect on Erigo's Brand Image. In descriptive analysis, the brand ambassador variable also has a percentage result of 67.6% which is included in the pretty good category. In addition, descriptive analysis of the brand image variable has a percentage result of 70.1% which is included in the good category. Through the results of a linear regression of 0.550 on the Brand Ambassador variable it has an effect that every 1% increase will affect the Brand Image. In addition, the coefficient of determination of the Brand Image variable is influenced by the Brand Image variable by 36.9%. While 63.1% is influenced by other variables not examined in this study.

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