

**CHAPTER III**  
**BRAND AMBASSADOR CREDIBILITY, SOCIAL MEDIA**  
**ADVERTISING PERCEIVED INFORMATIVENESS, SOCIAL MEDIA**  
**ADVERTISING PERCEIVED ENTERTAINMENT, AND INTENTION TO**  
**USE BLIBLI AS ONLINE SHOPPING PLATFORM**

This chapter describes the results of a survey of respondents regarding brand ambassador credibility, social media advertising perceived informativeness and perceived entertainment, and intention to use. This study's respondents are Indonesians between the ages of 18 and 33, know the Blibli's brand ambassador NCT 127, and have seen or exposed to content on Blibli's Instagram account @blibliidotcom within the past two months (August to September 2022). The responses received when conducting the survey were from 277 respondents, but only 256 respondents who met the criteria to be used as samples in this study. Before elaborating the findings of the responses from the questionnaire, a data quality test was conducted which consisted of validity and reliability tests.

### **3.1 Validity Test**

A validity test is conducted to see whether the study's data are valid. The objective of validating this study is to determine the degree of correspondence between the reported findings and actual field conditions. This research utilizes IBM SPSS version 25 to calculate r count, which is then compared to r table. If r count is greater than r table, the data is considered valid; otherwise, the data is declared invalid. The sample size used to assess the validity and dependability in this study was 200 respondents. The value of the two-tailed r table for 200 respondents is 0.138. If the r value achieved in this study is greater than 0.138, then the questionnaire is regarded valid; if it is less than 0.138, then the questionnaire is deemed invalid. The results of the validity test for this research are shown in the table below.

**Table 3.1 Validity Test of Brand Ambassador Credibility (X<sub>1</sub>)**

Item	R Count	R Table	Description
Q1.1	0.774	0.138	Valid
Q1.2	0.737	0.138	Valid
Q1.3	0.591	0.138	Valid
Q1.4	0.590	0.138	Valid
Q1.5	0.774	0.138	Valid
Q1.6	0.856	0.138	Valid
Q1.7	0.839	0.138	Valid
Q1.8	0.849	0.138	Valid
Q1.9	0.849	0.138	Valid
Q1.10	0.773	0.138	Valid
Q1.11	0.835	0.138	Valid
Q1.12	0.767	0.138	Valid

*Source: Data Processed via SPSS (2022)*

Based on the preceding SPSS output data, among the twelve questionnaire statements, the calculated r value is larger than the r table value (0.138). Therefore, the Brand Ambassador Credibility (X<sub>1</sub>) variable questionnaire items are deemed valid.

**Table 3.2 Validity Test of Social Media Advertising Perceived Informativeness (X<sub>2</sub>)**

Item	R Count	R Table	Description
Q2.1	0.885	0.138	Valid
Q2.2	0.913	0.138	Valid
Q2.3	0.935	0.138	Valid
Q2.4	0.874	0.138	Valid
Q2.5	0.909	0.138	Valid

*Source: Data Processed via SPSS (2022)*

According to the preceding SPSS output, each of the five items comprising the Social Media Advertising Perceived Informativeness variable questionnaire has a r value that exceeds the r table. Then, it is reasonable to conclude that the questionnaire items for the X<sub>2</sub> variable are valid.

**Table 3.3 Validity Test of Social Media Advertising Entertainment (X<sub>3</sub>)**

Item	R Count	R Table	Description
Q3.1	0.934	0.138	Valid
Q3.2	0.962	0.138	Valid
Q3.3	0.938	0.138	Valid
Q3.4	0.944	0.138	Valid

*Source: Data Processed via SPSS (2022)*

According to the results of the validity test in the table above, each of the four questions shows that r count is greater than r table. Therefore, the Social Media Advertising Perceived Entertainment questionnaire items declared as valid.

**Table 3.4 Validity Test of Intention to Use (Y)**

Item	R Count	R Table	Description
Q4.1	0.972	0.138	Valid
Q4.2	0.964	0.138	Valid
Q4.3	0.968	0.138	Valid
Q4.4	0.965	0.138	Valid

*Source: Data Processed via SPSS (2022)*

Each of the four items from the Intention to Use variable indicates that r count exceeds r table based on the results of validity testing in SPSS. Then the questionnaire with the variable Intention to Use considered as valid. According to the preceding table, the total r count for each indication in the variable is more (>) than the r table, therefore it can be concluded that all indicators in this research variable are valid, enabling the reliability to be assessed.

### 3.2 Reliability Test

After conducting the validity test, then proceed with conducting a reliability test which is defined as confidence in the score or the level of match between the score and the real score. Reliability test is used to measure the degree of consistency and stability of the collected data. If the Cronbach Alpha value is more than 0.60, it suggests that the instrument may be utilized for further analysis since it is reliable. The results of the reliability test conducted for this research are shown below.

**Table 3.5 Reliability Test**

Variable	N of Items	Alpha Cronbach	Criteria	Description
Brand Ambassador Credibility (X <sub>1</sub> )	12	0.931	>0.6	Reliable
Social Media Advertising Perceived Informativeness (X <sub>2</sub> )	5	0.943		Reliable
Social Media Advertising Perceived Informativeness (X <sub>3</sub> )	4	0.959		Reliable
Intention to Use (Y)	4	0.977		Reliable

*Source: Data Processed via SPSS (2022)*

The fact that the Cronbach Alpha value for each variable is greater than 0.60, as shown in the table above, indicates that all variables are reliable, and that the resulting data are consistent.

### 3.3 Respondent's Age

Before addressing the hypothesis testing phase of the research, the identities and research results of 256 respondents in this study described below:

**Table 3.6 Respondent's Age**

Category	f	%
18 - 21	86	34%
22 - 25	126	49%
26 - 29	34	13%
30 - 33	10	4%
<b>Total</b>	256	100%

*Source: Data Processed via Excel (2022)*

The findings from the study's survey of 256 respondents are displayed in the table above. Initially, the population intended to be used in this study were Indonesian citizens aged 18 to 35 years. However, the data collection revealed that only respondents between the ages of 18 to 33 participated. According to the table of the study's findings, nearly half of the participants in this study were between the ages of 22 and 25. The remaining respondents' ages varied from 18 to 21 years old and 26 to 29 years old; only a few were between 30 and 33 years old.

### 3.4 Attractiveness

The brand ambassador credibility is measured using predetermined indicators, which comprise three primary elements: attractiveness, expertise, and trustworthiness. In this study, the credibility of brand ambassador was tested using a total of 12 statements. Ten response levels ranging from score 1 (disagree) to 10 (agree) are provided for the evaluation question. In line with their evaluations of the available questions, respondents selected a single response choice. Attractiveness is the element of brand ambassador credibility evaluated in the first section. The attractiveness of a brand ambassador is determined by the extent to which they are deemed appealing, stylish, good looking, and sexy. Through these indications, it is converted into four indicators that generate the subsequent table:

**Table 3.7 Attractiveness**

Statement	Score Frequency										Total
	1	2	3	4	5	6	7	8	9	10	
I consider the brand ambassador very appealing.	0 (0%)	0 (0%)	0 (0%)	1 (0%)	4 (2%)	0 (0%)	5 (2%)	29 (11%)	41 (16%)	<b>176</b> <b>(69%)</b>	256 (100%)
I consider the brand ambassador very stylish	0 (0%)	0 (0%)	0 (0%)	0 (0%)	4 (2%)	2 (1%)	5 (2%)	24 (9%)	46 (18%)	<b>175</b> <b>(68%)</b>	256 (100%)
I think the brand ambassador is good looking	0 (0%)	0 (0%)	0 (0%)	0 (0%)	4 (2%)	2 (1%)	3 (1%)	14 (5%)	28 (11%)	<b>205</b> <b>(80%)</b>	256 (100%)
I think the brand ambassador is sexy	0 (0%)	2 (1%)	0 (0%)	3 (1%)	6 (2%)	19 (7%)	18 (7%)	41 (16%)	49 (19%)	<b>118</b> <b>(46%)</b>	256 (100%)

Source: Data Processed via Excel (2022)

Table 3.7 reveals that most respondents considered NCT 127 as an appealing, stylish, good looking, and sexy brand ambassador. The respondent's evaluation is dominated by the high score assessment, which indicates that the respondents agree with the statement. The statement of "*brand ambassador very appealing*" received the highest percentage of agree responses, with nearly all respondents agreeing that NCT 127 was an appealing brand ambassador. Moreover, there are no low-scoring or disagree evaluations of the "stylish" and "good looking" indicators, whereas the others chose an average value of 5. The fourth assessment stated that "brand ambassador is sexy", received slightly different results in terms of the percentage of most responses. When compared with the most answers to other items, this item has the highest percentage score of less than half of the respondents, while the others are more than half of the total respondents. Despite this, the findings indicate that the attractiveness of brand ambassadors is strong. This indicates that most respondents assess Blibli's brand ambassadors as very appealing, stylish, good looking, and sexy, as all of which belong under attractiveness aspect.

The results of the attractiveness test are consistent with the fact that NCT 127, as a boy group, always appears attractive due to their meticulous attention to visual details, such as their wardrobe, makeup, and hairstyles. Not only in terms of physical appearance, but also as performers, they presented a variety of intriguing concepts in their stage acts. This is advantageous for Blibli, since with NCT 127 as

a brand ambassador, who is highly attractive, it may be easier to gain the attention of the target audience during the marketing process.

### 3.5 Expertise

The second element of brand ambassador credibility is expertise, which is measured by the extent to which a brand ambassador is considered as knowledgeable, qualified, expert, and experienced. There are four statements derived from the indicator, which are:

**Table 3.8 Expertise**

Statement	Score Frequency										Total
	1	2	3	4	5	6	7	8	9	10	
I feel the brand ambassador knows a lot about the product.	2 (1%)	1 (0%)	4 (2%)	10 (4%)	20 (8%)	24 (9%)	42 (16%)	<b>64</b> <b>(25%)</b>	34 (13%)	55 (21%)	256 (100%)
I feel the brand ambassador is competent to make assertions about the product.	0 (0%)	0 (0%)	7 (3%)	2 (1%)	9 (4%)	9 (4%)	36 (14%)	59 (23%)	53 (21%)	<b>81</b> <b>(32%)</b>	256 (100%)
I consider the brand ambassador is proficient on the product.	1 (0%)	1 (0%)	0 (0%)	4 (2%)	7 (3%)	9 (4%)	26 (10%)	47 (18%)	62 (24%)	<b>99</b> <b>(39%)</b>	256 (100%)
I consider the brand ambassador sufficiently experienced to make assertions about the product.	1 (0%)	2 (1%)	4 (2%)	2 (1%)	9 (4%)	9 (4%)	34 (13%)	53 (21%)	57 (22%)	<b>85</b> <b>(33%)</b>	256 (100%)

Source: Data Processed via Excel (2022)

Most respondents agree that NCT 127 is a Blibli brand ambassador who is qualified to make claims regarding the product, an expert on the product, and experienced in making such assertions, as shown in Table 3.8. However, the percentage of those who agree with the statement that received the highest score is lower than the attractiveness indicator. In addition, the assessment of "*the brand ambassador knows a lot about the product*" yields slightly different findings. In contrast to the other three statements, the statement that received the highest score is that respondents did not choose the highest score – which is 10 – but rather the score that is not too high, which is 8. Although most respondents believe that the brand ambassador knows a lot about the product, this is slightly different from the

other three assertions, for which most respondents gave the highest possible score of 10.

There are things that might be considered that cause this, one of which is because they are South Korean celebrities, but they represent Indonesian brand that they may have never known and used before. This might raise doubts considering that the person representing the product itself is not familiar with the product being promoted. However, when considering NCT 127's expertise in the field of music, it can be said to be good considering NCT 127's track record which has reaped many achievements and awards. Overall, the results indicate that the expertise of Blibli brand ambassadors is fairly strong.

### 3.6 Trustworthiness

Furthermore, the third component of credibility – which is trustworthiness – pertains to the audience's level of confidence and acceptance of the communicator. The degree to which the brand ambassador is perceived to be honest, trustworthy, truthful, and earnest is one of the indicators used to measure trustworthiness. The assertion that derives from the indicator shown in the table below:

**Table 3.9 Trustworthiness**

Statement	Score Frequency										Total
	1	2	3	4	5	6	7	8	9	10	
I feel the brand ambassador was honest.	1 (0%)	1 (0%)	2 (1%)	0 (0%)	10 (4%)	7 (3%)	23 (9%)	48 (19%)	39 (15%)	<b>125</b> <b>(49%)</b>	256 (100%)
I consider the brand ambassador reliable.	1 (0%)	0 (0%)	0 (0%)	0 (0%)	4 (2%)	2 (1%)	13 (5%)	32 (13%)	48 (19%)	<b>156</b> <b>(61%)</b>	256 (100%)
I feel the brand ambassador was truthful.	0 (0%)	0 (0%)	0 (0%)	0 (0%)	6 (2%)	5 (2%)	15 (6%)	36 (14%)	46 (18%)	<b>148</b> <b>(58%)</b>	256 (100%)
I consider the brand ambassador earnest	0 (0%)	0 (0%)	0 (0%)	0 (0%)	3 (1%)	2 (1%)	9 (4%)	31 (12%)	43 (17%)	<b>168</b> <b>(66%)</b>	256 (100%)

*Source: Data Processed via Excel (2022)*

As shown in table 3.9, the majority of respondents agree with the assertion that the brand ambassador is honest, reliable, truthful, and earnest. Most respondents, roughly half to more than half of the total, assigned these four indicators the highest scores. A few respondents have a negative opinion, whereas the rest have a neutral opinion. On the "truthful" and "earnest" indicators, there are

absolutely no respondents who asses a low score or disagreement. Based on the table presented, it can be concluded that the Blibli brand ambassador's trustworthiness is strong.

After describing the overall indicators of brand ambassador credibility, the data is reprocessed by categorizing the value variations of the respondents' responses. The category is divided into four sections: low, lower middle, higher middle, and high. Based on the collected data, the responses of the respondents are classified as follows:

**Table 3.10 Frequency Distribution of Brand Ambassador Credibility (X<sub>1</sub>)**

Score Interval	Category	f	%
12 – 38	Low	0	0%
38,01 – 65	Lower Middle	4	2%
65,01 – 92	Higher Middle	29	11%
92,01 – 120	High	<b>223</b>	<b>87%</b>
<b>Total</b>		256	100%

*Source: Data Processed via Excel (2022)*

Based on this categorization, it is determined that the majority, even nearly all of respondents had a favorable opinion regarding the brand ambassador credibility of Blibli, which consists of three elements: attractiveness, expertise, and trustworthiness. Overall, a survey of 256 respondents revealed that NCT 127's credibility as the brand ambassador for Blibli was high.

### **3.7 Social Media Advertising Perceived Informativeness**

Social Media Advertising Perceived Informativeness was measured through respondents' assessment of advertising content on Blibli's Instagram account (@blibliidotcom). This indicator measures the availability of the required product information on social media ads, the timeliness of the product information, perceptions as a reliable source of up-to-date product information, the perception of conveniently accessible, the perception that it provides complete information about the product. The outcomes of data collection for these indicators are shown in the table below:



**Table 3.11 Social Media Advertising Perceived Informativeness (X<sub>2</sub>)**

Statement	Score Frequency										Total
	1	2	3	4	5	6	7	8	9	10	
Social media ads of Blibli provide the information I need about the product.	0 (0%)	0 (0%)	0 (0%)	2 (1%)	10 (4%)	15 (6%)	28 (11%)	64 (25%)	60 (23%)	<b>77</b> <b>(30%)</b>	256 (100%)
Social media ads of Blibli provide timely information about the product.	0 (0%)	0 (0%)	0 (0%)	2 (1%)	7 (3%)	12 (5%)	42 (16%)	57 (22%)	57 (22%)	<b>79</b> <b>(31%)</b>	256 (100%)
Social media ads of Blibli are a good source for up-to-date product information.	0 (0%)	0 (0%)	1 (0%)	1 (0%)	11 (4%)	10 (4%)	35 (14%)	61 (24%)	60 (23%)	<b>77</b> <b>(30%)</b>	256 (100%)
Social media ads of Blibli are an easily accessible source of information about the product.	0 (0%)	0 (0%)	1 (0%)	0 (0%)	6 (2%)	8 (3%)	18 (7%)	59 (23%)	63 (25%)	<b>101</b> <b>(39%)</b>	256 (100%)
Social media ads of Blibli provide complete information about the product.	0 (0%)	0 (0%)	2 (1%)	3 (1%)	9 (4%)	14 (5%)	30 (12%)	63 (25%)	62 (24%)	<b>73</b> <b>(29%)</b>	256 (100%)

*Source: Data Processed via Excel (2022)*

Through the indicators used, the results show that most respondents agree that social media advertisements of Blibli provide the required information about the product, provide timely information about the product, a good source for up-to-date product information, an easily accessible source of information. information about the product and provide complete information about the product. The response to the highest score of ten dominated the respondents' answers, but only covered 1 out of 3 total respondents. Even so, there were no respondents who gave an assessment of disagree or the lowest score on the five indicators, although there were a few who gave a low score. Most agree on all indicators, and others are in a neutral position by giving an intermediate point rating.

From the results of a survey on the variable Social Media Advertising Perceived Informativeness, the data is then categorized into four categories, namely low, lower middle, higher middle, and high. Based on the conducted data categorization, the following findings were obtained:

**Table 3.12 Frequency Distribution of Social Media Advertising Perceived Informativeness (X<sub>2</sub>)**

Score Interval	Category	f	%
5 – 15	Low	0	0%
15,01 – 27	Lower Middle	7	3%
27,01 – 38	Higher Middle	49	19%
38,01 – 50	High	<b>200</b>	<b>78%</b>
<b>Total</b>		256	100%

*Source: Data Processed via Excel, 2022*

According to the statistics in the table, the majority of respondents evaluate informativeness of Blibli’s social media advertising highly. It can be seen from most respondents who agree that social media advertisements of Blibli provides the essential product information, provides timely product information, is an excellent source for up-to-date product information, is an easily accessible source of information, and offers comprehensive product information. This is consistent with the fact that Blibli's official Instagram account (@blibli.com) is the primary channel through which the brand posts daily content on Instagram. In addition to publishing advertisements in the form of photos and videos, each advertisement is accompanied by a caption that provides extra information. Therefore, it can be determined that advertising content published through Blibli's social media has a high level of informativeness.

### **3.8 Social Media Advertising Perceived Entertainment**

Social Media Advertising Perceived Entertainment refers to customers' favorable perception of the entertainment they receive through social media advertising. This variable is measured through indicators in the form of an assessment of the extent to which social media advertising is entertaining, enjoyable, pleasing, and exciting. There are four statements of the indicators that have predetermined, as follows:

**Table 3.13 Social Media Advertising Perceived Entertainment (X<sub>3</sub>)**

Statement	Score Frequency										Total
	1	2	3	4	5	6	7	8	9	10	
Social media ads of Blibli are entertaining.	0 (0%)	0 (0%)	0 (0%)	3 (1%)	5 (2%)	7 (3%)	19 (7%)	51 (20%)	60 (23%)	<b>111</b> <b>(43%)</b>	256 (100%)
Social media ads of Blibli are enjoyable.	0 (0%)	0 (0%)	0 (0%)	2 (1%)	7 (3%)	3 (1%)	24 (9%)	47 (18%)	65 (25%)	<b>108</b> <b>(42%)</b>	256 (100%)
Social media ads of Blibli are pleasing.	0 (0%)	0 (0%)	2 (1%)	2 (1%)	5 (2%)	9 (4%)	21 (8%)	55 (21%)	56 (22%)	<b>106</b> <b>(41%)</b>	256 (100%)
Social media ads of Blibli are exciting.	0 (0%)	0 (0%)	1 (0%)	2 (1%)	6 (2%)	5 (2%)	22 (9%)	55 (21%)	60 (23%)	<b>105</b> <b>(41%)</b>	256 (100%)

*Source: Data Processed via Excel (2022)*

Through the survey that has been conducted, the majority of respondents tend to agree with the statement that social media advertising of Blibli is entertaining, enjoyable, pleasing, and exciting. Similar to the response obtained on the social media advertising variable perceived informativeness, there was no negative response or disagreement with the lowest score on the four indicators, although there were a few who gave a low score on the "pleasing" and "exciting" statements. Even so, the overall response was still dominated by positive or agreeing to the overall assessment and some filled a neutral response. In addition, when compared to responses from social media advertising perceived informativeness, the percentage of respondents who answered with the highest score was around 40 per cent, while informativeness was only around 30 per cent.

Furthermore, the data that has been obtained is then categorized into four categories, namely low, lower middle, higher middle, and high. Based on the data obtained, the categorization is carried out as follows:

**Table 3.14 Frequency Distribution of Social Media Advertising Perceived Entertainment (X<sub>3</sub>)**

Score Interval	Category	f	%
4,00 – 12	Low	0	0%
12,01 – 21	Lower Middle	5	2%
21,01 – 30	Higher Middle	35	14%
30,01 – 40	High	<b>216</b>	<b>84%</b>
<b>Total</b>		256	100%

*Source: Data Processed via Excel (2022)*

The majority of respondents had a favorable perception of Blibli's Social Media Advertising Entertainment, as shown in the table above. The remainder gave the higher middle rating, or the lower middle rating at the very least. No one perceived the entertaining value of Blibli's social media advertising poorly. These results indicate that the majority percentage is slightly higher than the previously described, informativeness value, so the entertainment value of Blibli's social media advertising on Instagram @blibli.com is better compared towards informativeness. Blibli delivers advertisements on social media ads Instagram @blibli.com with an emphasis on attractive visuals, choice of words, and a variety of content formats. In addition to always providing information, Blibli occasionally offers game content, quizzes, and giveaways to its audience.

### 3.9 Intention to Use Blibli as Online Shopping Platform

Intention to Use measures the target audience's tendency to use Blibli as an online shopping platform. Intention to Use is measured by the desire to use it in the future, effort to use it in daily life, plans to use it in the future, and predictions of using it in the future. The data collecting outcomes for this indicator are shown in the table below:

**Table 3.15 Intention to Use (Y)**

Statement	Score Frequency										Total
	1	2	3	4	5	6	7	8	9	10	
I intend to use Blibli as online shopping platform in the future.	2 (1%)	1 (0%)	4 (2%)	5 (2%)	17 (7%)	16 (6%)	43 (17%)	55 (21%)	54 (21%)	<b>59</b> <b>(23%)</b>	256 (100%)
I will always try to use Blibli as online shopping platform in my daily life	0 (0%)	5 (2%)	5 (2%)	4 (2%)	15 (6%)	20 (8%)	44 (17%)	<b>65</b> <b>(25%)</b>	44 (17%)	54 (21%)	256 (100%)
I plan to use Blibli as online shopping platform in future.	2 (1%)	1 (0%)	5 (2%)	0 (0%)	13 (5%)	19 (7%)	38 (15%)	<b>60</b> <b>(23%)</b>	59 (23%)	59 (23%)	256 (100%)
I predict I would use Blibli as online shopping platform in the future.	1 (0%)	3 (1%)	4 (2%)	3 (1%)	13 (5%)	15 (6%)	35 (14%)	61 (24%)	58 (23%)	<b>63</b> <b>(25%)</b>	256 (100%)

Source: Data Processed via Excel (2022)

According to the statistics presented in the preceding table, the results are highly diversified, with respondents selecting nearly all options or scores. Overall, it can be said that most respondents gave a positive attitude or agreed with indicators of the desire to use Blibli in the future, efforts to use Blibli in daily life, plans to use Blibli in the future, and predictions of using Blibli in the future. However, what is slightly different is that the percentage of answers is not too dominant in one particular score but is quite evenly distributed. In the indicators "*I will always try to use Blibli as online shopping platform in my daily life*" and "*I plan to use Blibli as online shopping platform in future*" it is found that the majority of responses fill in a score of 8. The average percentage of the highest score is also around 20 per cent, which means only 1 out of 5 total respondents. Even so, the negative response or disagree is also only slightly if calculated as a whole. So, the results of data collection from Intention to Use still shows a quite strong result.

Furthermore, the data that has been obtained is then categorized into four categories, namely low, lower middle, higher middle, and high. Based on the data obtained, the categorization is carried out as follows:

**Table 3.16 Frequency Distribution of Intention to Use (Y)**

Score Interval	Category	f	%
4 – 12	Low	6	2%
12,01 – 21	Lower Middle	16	6%
21,01 – 30	Higher Middle	62	24%
30,01 – 40	High	<b>172</b>	<b>67%</b>
<b>Total</b>		256	100%

*Source: Data Processed via Excel (2022)*

According to the table above, the majority of respondents have a high intention to use Blibli as online shopping platform. Slightly distinct from the results of the frequency distribution of the independent variable, this variable's assessments are quite diverse, with a small number of respondents assessed a low intention to use Blibli as online shopping platform.