The Role of Brand Ambassador, Brand Image and Brand Awareness in Shaping Purchase Decision of Calvin Klein Brand in E-Commerce Through Brand Trust as a Mediating Variable

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ABSTRACT

This research examines the role of brand ambassadors, brand image, and brand awareness in shaping purchase decisions of Calvin Klein brand in e-commerce through brand trust as mediating variable. The research aims to explain the relationship between these variables in influencing brand trust and consumer purchase decisions. Given the rapid development of e-commerce as a primary shopping platform in Indonesia, this research is conducted to provide insights into effective marketing strategies for global fashion brands. The research employed a quantitative approach by collecting primary data through a questionnaire with 270 respondents. The analysis tool used is structural equation modelling (SEM) with SmartPLS software. The results show that brand ambassadors, brand image, and brand awareness significantly influence brand trust. Furthermore, brand trust has a direct and significant effect on purchase decisions.

INTRODUCTION

E-commerce has rapidly transformed into a primary shopping channel for consumers, particularly in Indonesia. With the increasing accessibility of the internet and the shift in consumer lifestyles, online shopping has become a preferred choice for many people. According to Databoks (2022), fashion products rank at the top as the most frequently purchased items on e-commerce platforms. Most consumers in Indonesia currently prefer to buy fashion products through e-commerce rather than visiting physical stores. Data shows that 58% of Indonesian consumers favor e-commerce for shopping for fashion products, compared to only 29% who are prefer to offline stores. Fashion plays a significant role in the market, indicating that it is always in demand. Not just for basic needs but also to fulfill lifestyle aspirations. As Calvin Klein expands

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its presence in the Indonesian market, it faces fierce competition from both local and international brands.

To maintain its competitive edge, the brand must leverage effective marketing strategies that resonate with consumers. According to the official website of PT Mitra Adi Perkasa (2024), Currently, Calvin Klein Indonesia has 20 retail stores, with 7 of them located in Jakarta. In addition to its physical stores, Calvin Klein has also made its mark in the digital realm by being present on popular e-commerce platforms in Indonesia, such as Tokopedia, Shopee, Zalora, and Mapclub. This multi-channel approach allows the brand to connect with a broader audience and meet the changing shopping habits of Indonesian consumers. Calvin Klein is widely recognized not only for its products but also for its effective use of brand ambassadors. These celebrities possess a unique charisma and visual appeal that can capture attention, influence consumer behavior, and create new trends within society (Aprillia & Yoestini, 2024). By leveraging the star power of these ambassadors, Calvin Klein enhances its brand image and connects with audiences on a deeper level.

Using celebrities as brand ambassadors can significantly boost sales, especially when the celebrity has a positive reputation and effectively promotes the product. This is why many brands adopt this strategy to influence consumer purchasing decisions (Suleman et al., 2022). With innovative marketing strategies and campaigns, Calvin Klein often becomes a favorite among young consumers who want to experience luxury without spending a fortune on high-end products. According to Hammam & Robert (2023), consumers tend to choose brands that have a strong positive image when making purchases. As a brands image becomes more embedded in consumers minds, it increasingly becomes a part of their choices (Nurhasanah et al., 2022).

Consumers who have established trust in a product or brand are more likely to make a purchase (Primananda & Susanti, 2021). Calvin Klein prioritizes quality in all its products, which allows the brand to deliver high-quality items that earn strong trust from its consumers. Satisfied customers often leave positive reviews about the products they buy, and these reviews can significantly help build trust among other consumers. The trust generated from customer reviews makes the brand more credible, creating an honest and convincing impression that boosts the confidence of other consumers when facing the risks of purchasing (Agustin & Then, 2021). Information provided by consumers who have experience with a particular brand or product, commonly referred to as reviews can support and assist other consumers before they make their final purchasing decisions (Riaz et al., 2020).

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Brand awareness plays a crucial role in the purchasing decision-making process, including for the Calvin Klein brand. High brand awareness makes it easier for consumers to choose products because they can easily recall the brand when selecting items in that category (Amperawati et al., 2024). In the context of e-commerce, brand awareness significantly contributes to consumers purchasing decisions. This is evident in consumer behavior, where they tend to prefer products they are already familiar with. Research by Alhamdina & Hartono (2023) notes that consumers are more likely to choose brands they recognize.

According to Siahaan et al. (2022), a brand ambassador is an individual used by an organization or company to convey information about a product, with the goal of helping consumers become familiar with the product and ultimately achieving the sales targets set by the company. The appointment of a brand ambassador is typically intended to represent desires, hopes, or needs that consumers can easily relate to (Hafilah et al., 2019). Brand ambassadors play a crucial role in ensuring that the products they endorse consistently maintain high quality, leading consumers to view the items they wear or purchase as high-quality products that can attract their interest (Pradani & Mangifera, 2023).

Brand image is essentially the result of consumers perceptions of a brand, shaped by the information they receive and their experiences using the brand's products (Agustin & Then, 2024). Products and brands carry symbolic images and values for consumers based on the unique benefits they claim to offer. This section explores the perceptions consumers have regarding the product, brand, packaging, service, price, product quality, retail stores, manufacturers, and mapping perceptions (Schiffman & Wisenblit, 2018). Brand image represents the overall perception consumers have of a brand, formed through their information and experiences with it. Every company strives to maintain a positive brand image, as consumers generally associate a good brand image with the quality of the product itself (Hammam & Robert, 2021).

According to Azzahra et al. (2021), a person can be said to have brand awareness if they are able to recognize a brand. Generally, brand awareness refers to a consumer's ability to identify or recall a brand and associate it with a specific type of product. Consumers who understand a brand can automatically identify its elements without needing assistance (Amperawati et al., 2024). Agustin & Then (2024) state that when someone has a strong emotional attachment to a product, they are also likely to feel a greater emotional connection to the decision to purchase that product. Samsiyah et al. (2022) suggest that people tend to prefer or buy brands they are already familiar with

because they feel more comfortable with what is known. Most of them believe that well-known brands are more likely to be reliable, demonstrate stability in business, and guarantee accountable quality.

Siswanty and Prihatini (2020) define brand trust as the sense of security that consumers experience as a result of their interactions with a brand. Hanaysha (2022) states that trust can develop when a company demonstrates goodwill by acting in the best interests of consumers to build strong relationships. Additionally, trust in a brand can be established when the brand meets consumers expectations and needs, leading them to feel confident in that brand (Puspitarini et al., 2024). Brand trust is established when consumers feel confident in the reliability and integrity of the brand.

Mubarrak et al., (2023) state that consumers decision making to purchase a product is based on their awareness of fulfilling needs and desires. Once consumers recognize these needs and desires, they will then take action to satisfy them. Hammam & Robert (2021) further emphasize that the purchasing decision is a part of the consumer decision making process, which is a personal activity directly related to the acquisition and use of available goods. Kotler and Keller (2020) explain that the purchasing decision is a problemsolving process that involves several stages, starting from the recognition of needs and desires to post purchase behavior.

RESEARCH METHOD

This research applies a quantitative approach in its analysis. The main data source is a questionnaire compiled by researchers and distributed randomly to respondents who meet the research criteria. The number of the samples used in this research was 270 respondents. In this study, the criteria used to select samples were respondents who are considering purchasing products from the Calvin Klein brand, respondents who are familiar with Calvin Klein, and respondents who live in the DKI Jakarta. In this research, data analysis techniques used SEM-PLS. The analytical instrument used is SmartPLS 4.0 software. The research model in this study can be conclude as follow:
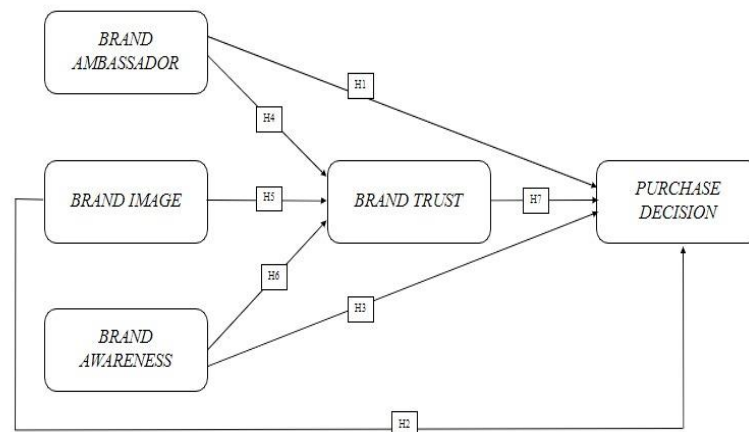
Figure 1.
Research Model

Figure 1 explain the variables and their role in the research. Seven hypotheses are offered in this research:

H1: Brand ambassador has an effect on purchase decision

H2: Brand image has an effect on purchase decision

H3: Brand awareness has an effect on purchase decision

H4: Brand ambassador has an effect on brand trust

H5: Brand image has an effect on brand trust

H6: Brand awareness has an effect on brand trust

H7: Brand trust has an effect on purchase decision

RESULT AND DISCUSSION
Convergent Validity

In this study, the convergent validity test was assessed through the outer loadings value. The Loading Factor (LF), or outer loading, represents the correlation between each measurement item and a variable. According to Hair et al. (2021), that LF ≥ 0.70 is considered acceptable.

Table 1.
Convergent Validity Test

	Brand Ambassador	Brand Awareness	Brand Image	Brand Trust	Purchase Decision
B1	0.958				
B2	0.956				
B3	0.960				
B4	0.949				
B5	0.946				
B6	0.950				
BA1		0.956			

	Brand Ambassador	Brand Awareness	Brand Image	Brand Trust	Purchase Decision
BA2		0.949			
BA3		0.950			
BA4		0.955			
BA5		0.953			
BI1			0.958		
BI2			0.951		
BI3			0.951		
BI4			0.953		
BI5			0.943		
BI6			0.958		
BT1				0.955	
BT2				0.950	
BT3				0.955	
BT4				0.955	
BT5				0.949	
PD1					0.957
PD2					0.953
PD3					0.952
PD4					0.955
PD5					0.956

Source: Data Processed by Researchers (2024)

Based on the table above, the results show the outer loading values for all indicators of the variables, brand ambassador, brand awareness, brand image, brand trust, and purchase decision. It can be observed that all outer loading values are above 0.7, indicating that these five variables meet the standards for convergent validity and that the measurement items accurately reflect the variables being measured. Below are the results of convergent validity calculations using the SEM PLS model along with indicator factor loading values of more than 0.7 produced for the five variables.
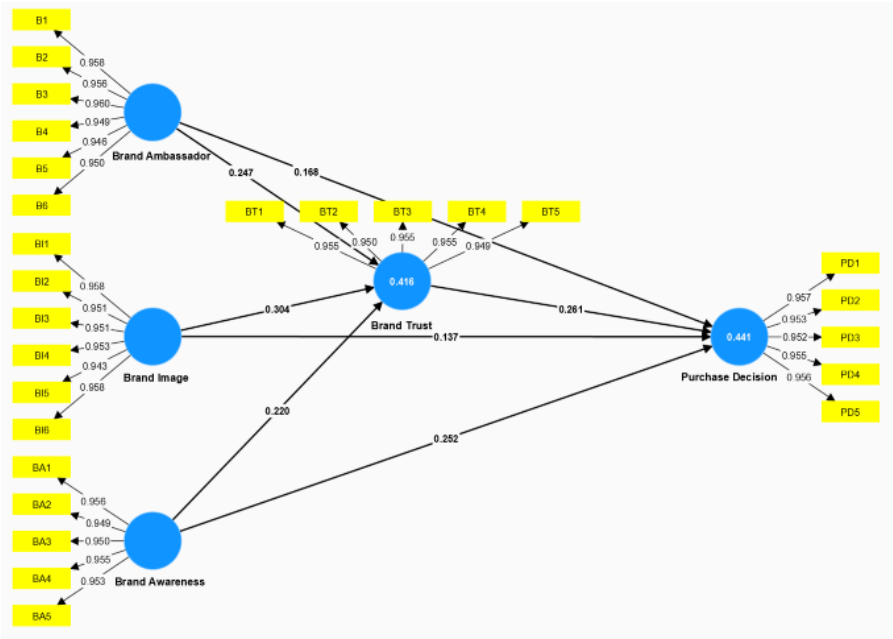
Source: Data Processed by Researchers (2024)

Figure 2.
Outer Loading Results After Calculation

Discriminant Validity

Table 2.
Discriminant Validity Test

	Brand Ambassador	Brand Awareness	Brand Image	Brand Trust	Purchase Decision
B1	0.958	0.471	0.531	0.490	0.480
B2	0.956	0.479	0.545	0.533	0.482
B3	0.960	0.458	0.542	0.493	0.493
B4	0.949	0.476	0.569	0.505	0.493
B5	0.946	0.453	0.511	0.497	0.484
B6	0.950	0.483	0.525	0.494	0.469
BA1	0.470	0.956	0.545	0.498	0.534
BA2	0.472	0.949	0.546	0.479	0.508
BA3	0.478	0.950	0.541	0.498	0.533
BA4	0.462	0.955	0.544	0.495	0.513
BA5	0.467	0.953	0.525	0.480	0.518
BI1	0.561	0.541	0.958	0.551	0.516
BI2	0.522	0.553	0.951	0.556	0.493
BI3	0.530	0.522	0.951	0.509	0.491
BI4	0.554	0.529	0.953	0.533	0.507
BI5	0.522	0.544	0.943	0.552	0.474
BI6	0.531	0.552	0.958	0.542	0.509
BT1	0.521	0.488	0.553	0.955	0.543
BT2	0.506	0.523	0.536	0.950	0.541

	Brand Ambassador	Brand Awareness	Brand Image	Brand Trust	Purchase Decision
BT3	0.480	0.486	0.537	0.955	0.526
BT4	0.506	0.481	0.556	0.955	0.530
BT5	0.497	0.471	0.523	0.949	0.516
PD1	0.479	0.512	0.486	0.529	0.957
PD2	0.494	0.535	0.529	0.541	0.953
PD3	0.491	0.531	0.487	0.534	0.952
PD4	0.459	0.518	0.490	0.525	0.955
PD5	0.497	0.514	0.505	0.531	0.956

Source: Data Processed by Researchers (2024)

Based on Table above, it can be seen that the correlation values of the indicators with the measured latent variables are higher than their correlations with other latent variables. This indicates that all discriminant validity criteria in this study have been met. Next, the researcher calculated the heterotrait-monotrait ratio (HTMT) values, which are presented in the following table:

Table 3.
HTMT Caculation

	Brand Ambassador	Brand Awareness	Brand Image	Brand Trust	Purchase Decision
Brand Ambassador					
Brand Awareness	0.505				
Brand Image	0.575	0.580			
Brand Trust	0.539	0.527	0.581		
Purchase Decision	0.519	0.561	0.535	0.572	

Source: Data Processed by Researchers (2024)

According to Hair et al. (2021), if the HTMT value is above 0.90, it indicates that the variables measured by a set of items have insufficient discriminant validity. In this study, based on the table above, the HTMT values for all variables are below 0.90. Therefore, it can be concluded that all variables in this research are valid and meet the criteria.

Reliability Test

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Table 4.
Reliability Test

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Variabel	Cronbach's alpha	Rho_A	Composite reliability	Average variance extracted (AVE)
Brand Ambassador	0.980	0.980	0.984	0.909
Brand Awareness	0.975	0.975	0.980	0.908
Brand Image	0.979	0.980	0.983	0.907
Brand Trust	0.975	0.975	0.980	0.908
Purchase Decision	0.976	0.976	0.981	0.911

<div align="center">Source: Data Processed by Researchers (2024)</div>

If the values of composite reliability, rho A, and Cronbach's alpha are each ≥ 0.70, along with an AVE value ≥ 0.50, this indicates that the overall measurement items for the variable have a good level of reliability. Based on the table above, all variables have Cronbach's alpha values exceeding 0.70, which indicates a satisfactory level of reliability. Additionally, the composite reliability values for all variables in the table are also greater than 0.70. This signifies that the measurement items used in this study are consistent and reliable. The table also shows that all variables have AVE values above 0.50, indicating that the indicators within the construct make a significant contribution and have a good level of reliability.

Inner Model
R-Square

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Table 5.
R-Square Test

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Variabel	R-Square
Brand Trust	0.416
Purchase Decision	0.441

<div align="center">Source: Data Processed by Researchers (2024)</div>

The R Square value ranges from 0 to 1. R Square value of 0.67 indicates a strong influence, 0.33 reflects a moderate influence, and 0.19 signifies a weak influence (Ghozali, 2014). Based on the table above, the influence of the variables brand ambassador, brand image, and brand awareness on brand trust is 41.6%, which falls into the moderate influence category. Additionally, the influence of the variables brand ambassador, brand image, brand awareness,

and brand trust on purchase decision is 44.1%, also categorized as moderate influence.

Variance Inflation Factor (VIF) Test

Table 6.
VIF Test

	Brand Ambassador	Brand Awareness	Brand Image	Brand Trust	Purchase Decision
Brand Ambassador				1.568	1.672
Brand Awareness				1.577	1.660
Brand Image				1.749	1.907
Brand Trust					1.712
Purchase Decision					

Source: Data Processed by Researchers (2024)

If the VIF value reaches 5 or higher, it indicates a potential multicollinearity issue that could affect the accuracy of the model (Hair et al., 2021). Based on the table above, the results of the variance inflation factor (VIF) test show that each variable has a VIF value below 5. This indicates that there are no multicollinearity issues among these variables. Therefore, it can be concluded that the indicators in this study do not exhibit multicollinearity and can be considered independent. As a result, the indicators used in this research regarded as valid and reliable.

Hypothesis Test
Path Coefficients

Table 7.
Path Coefficients Calculation

Hipotesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Brand Ambassador -> Purchase Decision	0.168	0.168	0.091	1.836	0.066
Brand Image -> Purchase Decision	0.137	0.135	0.095	1.450	0.147
Brand Awareness -> Purchase	0.252	0.256	0.087	2.908	0.004

Hipotesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Decision					
Brand Ambassador -> Brand Trust	0.247	0.247	0.080	3.100	0.002
Brand Image -> Brand Trust	0.304	0.302	0.086	3.527	0.000
Brand Awareness -> Brand Trust	0.220	0.223	0.079	2.803	0.005
Brand Trust -> Purchase Decision	0.261	0.263	0.091	2.876	0.004

Source: Data Processed by Researchers (2024)

Based on the table above, the results of the hypothesis testing conducted using the bootstrapping method on the path coefficients indicate that a hypothesis can be accepted if the t-statistics value is greater than 1.96 (>1.96) and the p-values are less than 0.05 (<0.05).

The Influence Brand Ambassador in Purchase Decision

In this study, the first hypothesis (H1) stating that brand ambassador influences purchase decision is rejected. The findings of this research are not in line with studies conducted by Probosini et al. (2021), Suleman et al. (2022), and Paramitha (2022). The Calvin Klein brand ambassador has not been able to significantly impact consumers purchase decisions. Buyers continue to purchase Calvin Klein products even without the encouragement or promotions from the brand ambassador (Agustin & Then, 2024). Overall, Jeon Jungkook meets all the necessary criteria to be a brand ambassador. However, having a good personality and high popularity alone is not enough to influence buyers purchase decisions (Aisyah, 2023).

The Influence Brand Image in Purchase Decision

In this study, the second hypothesis (H2) stating that brand image influences purchase decision is rejected. These findings are not in line with the research conducted by Yanti et al. (2023), Ramadhanti & Usman (2021), and Hammam & Robert (2021). The brand image of Calvin Klein is not strong enough to capture consumers attention or highlight its advantages over

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competitors. This may be due to the fact that the brand image intended to be conveyed has not been communicated effectively, making it difficult for consumers to understand or associate that image with the products offered. Additionally, the lack of relevant and adequate information about Calvin Klein's products or brand is also a contributing factor (Audrey & Usman, 2021). Furthermore, consumers also consider other factors in their decision-making, such as a preference for more affordable prices while still offering good quality.

The Influence Brand Awareness in Purchase Decision

In this study, the third hypothesis (H3) stating that brand awareness influences purchase decision is accepted. The findings are in line with research conducted by Paramitha (2022), Agustin & Then (2024), and Dewi et al. (2020). Consumers already possess a broad knowledge of Calvin Klein as a prominent fashion brand. This high level of brand awareness means that consumers not only recognize the name Calvin Klein but also associate it with specific attributes such as quality, style, and prestige. By being familiar with the brand, consumers feel more confident in their choices because they have a clear understanding of what Calvin Klein offers in terms of product quality and brand value (Paramitha, 2022). When consumers have a high level of brand awareness regarding Calvin Klein, it positions the brand as one of the first that comes to mind when they consider purchasing fashion products (Agustin & Then, 2024).

The Influence Brand Ambassador in Brand Trust

In this study, the fourth hypothesis (H4) stating that brand ambassador influences brand trust is accepted. The findings are in line with research conducted by Lestari & An'nisa (2021), Primananda & Susanti (2021), and Agustin & Then (2024). An effective brand ambassador can effectively explain and represent Calvin Klein's fashion products, highlighting the advantages offered by these products. As a result, consumers feel more confident in the quality and credibility of the Calvin Klein brand, ultimately strengthening brand trust (Agustin & Then, 2024). This occurs due to the strong connection established between the celebrity or brand ambassador and the consumers. This closeness allows the brand ambassador to create a deep emotional bond, leading consumers to feel that the brand they represent is trustworthy (Aisyah, 2023).

The Influence Brand Image in Brand Trust

In this study, the fifth hypothesis (H5) stating that brand image influences brand trust is accepted. The findings are in line with research conducted by Wu and Liu (2024), Khan & Fatma (2023), and Armawan et al. (2023). When the brand image of Calvin Klein is positive, consumers are more likely to trust the

brand. Brand image serves to convey information that consumers receive, while brand trust focuses more on building a deeper emotional connection between consumers and the brand (Wu and Liu, 2024). Therefore, a good brand image helps establish strong trust in the brand (Khan & Fatma, 2023).

The Influence Brand Awareness in Brand Trust

In this study, the sixth hypothesis (H6) stating that brand awareness influences brand trust is accepted. The findings are in line with research conducted by Alhamdina & Hartono (2023), Sekarsari et al. (2022), and Sugiarti et al. (2023). Brand awareness is considered an important factor in establishing initial trust in the brand (Alhamdina & Hartono, 2023). The better consumers recognize the elements of the Calvin Klein brand, such as its name and logo, the easier it is for them to remember it. A well known brand that is perceived as trustworthy and whose quality can be demonstrated represents a form of brand awareness that ultimately builds brand trust (Sugiarti et al., 2023).

The Influence Brand Trust in Purchase Decision

In this study, the seventh hypothesis (H7) stating that brand trust influences purchase decision is accepted. The findings are in line with research conducted by Rufaida (2021), Puspitarini et al. (2024), and Nurhasanah et al. (2021). Brand trust is established through the belief and expectation that Calvin Klein will act in accordance with consumers needs and desires (Nurhasanah et al., 2021). Brand trust not only creates a sense of security and satisfaction for consumers but also provides a positive impetus for them to make purchase decisions (Rahmawati & Yanto, 2022). The higher the brand trust in Calvin Klein, the greater the likelihood that individuals will decide to purchase Calvin Klein products (Puspitarini et al., 2024).

CONCLUSION

1. Based on testing hypothesis 1 (H1), brand ambassador has no effect on purchase decision brand Calvin Klein through e-commerce.
2. Based on testing hypothesis 2 (H2), brand image has no effect on purchase decision brand Calvin Klein through e-commerce.
3. Based on testing hypothesis 3 (H3), brand awareness has positive and significant effect on purchase decision brand Calvin Klein through e-commerce.
4. Based on testing hypothesis 4 (H4), brand ambassador has positive and significant on brand trust brand Calvin Klein through e-commerce.
5. Based on testing hypothesis 5 (H5), brand image has positive and significant on brand trust brand Calvin Klein through e-commerce.

6. Based on testing hypothesis 6 (H6), brand awareness has positive and significant on brand trust brand Calvin Klein through e-commerce.

7. Based on testing hypothesis 7 (H7), brand trust has positive and significant on purchase decision brand Calvin Klein through e-commerce.

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