

Strategies to Boost TikTokShop Purchases via Brand Ambassadors and Advertising

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ABSTRACT

This study explores strategies to improve product purchase decisions on TikTok Shop through the use of brand ambassadors and advertising. With the rise of social commerce, TikTok Shop has become a vital platform for digital marketing, highlighting the need for effective promotion. The research examines how brand ambassadors and advertising influence consumer behavior. A quantitative method was used, involving a purposive sample of 100 TikTok Shop users. Data were analyzed using SmartPLS 4.0, a PLS-SEM tool suitable for evaluating complex models and small samples. The measurement model assessed reliability and validity, while the structural model tested hypotheses. Results show that brand ambassadors significantly enhance consumer trust and perceived value, while advertising increases engagement and conversions. Both factors directly impact purchase intention and decisions, with intention acting as a mediator. The study concludes that combining brand ambassadors with targeted ads boosts product visibility and consumer confidence. These findings offer practical insights for businesses optimizing their TikTok Shop strategies.

Keywords: Brand Ambassadors; Advertising; Purchase Decisions; Social Commerce; Tiktok Shop.

INTRODUCTION

The rapid evolution of digital marketing has reshaped consumer purchasing behavior, with social commerce emerging as a dominant force in the online retail landscape. TikTok Shop, as one of the leading social commerce platforms, leverages short-form video content, interactive engagement, and influencer endorsements to drive product sales. The role of brand ambassadors and advertising has become increasingly significant in influencing consumer decisions, necessitating further research on their effectiveness in enhancing purchase intention (Putri et al., 2024).

The presence of brand ambassadors, particularly influencers with a strong social media following, has been shown to build trust and credibility among consumers. Previous studies indicate that social media marketing and brand awareness contribute significantly to purchasing decisions, with brand image acting as a key mediating factor (Firdaus & Firdaus, 2024; Firdaus & Mulyanto, 2020). Similarly, electronic word-of-mouth (E-WOM) has been found to impact repurchase intentions, demonstrating the power of digital platforms in shaping consumer perceptions (Azizah & Firdaus, 2024).

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However, while research on social commerce and influencer marketing is extensive, there remains a gap in understanding how brand ambassadors and advertising interact to influence product purchase decisions specifically on TikTok Shop.

This study aims to address this gap by analyzing the effectiveness of brand ambassadors and advertising in enhancing product purchase decisions on TikTok Shop. Using a quantitative approach, this research examines the factors that drive consumer trust, engagement, and conversion rates. Insights from this study will provide businesses with strategic recommendations to optimize their marketing efforts, thereby increasing their competitive advantage in the rapidly evolving digital marketplace (Dina & Purwanto, 2025).

Furthermore, prior research has demonstrated that creating purchase interest is essential in increasing purchasing decisions, particularly in competitive markets such as e-commerce (Ardien et al., 2024). Given that TikTok Shop combines entertainment and commerce, understanding how advertising strategies and influencer credibility contribute to consumer decision-making is crucial for marketers. By identifying the key elements that enhance purchase intentions, businesses can refine their advertising campaigns to maximize impact and profitability.

Ultimately, this study seeks to offer a comprehensive framework for leveraging brand ambassadors and advertising in social commerce, contributing to the broader discourse on digital marketing effectiveness. The findings are expected to validate previous studies on consumer trust, engagement, and brand image while providing new insights into the specific dynamics of TikTok Shop (Firdaus et al., 2024).

THEORETICAL BACKGROUND

In the evolving landscape of digital marketing, understanding the factors that influence consumer behavior is crucial. This section reviews pertinent literature on the roles of brand ambassadors and advertising in shaping purchase intentions and decisions, particularly within the context of social commerce platforms like TikTok Shop.

Brand Ambassadors and Purchase Intention

Brand ambassadors play a crucial role in shaping consumer purchase intentions by enhancing brand credibility, trust, and relatability. Research by Nofiauwaty et al. (2020)

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found that consumers are more likely to develop purchase intentions when a trusted public figure endorses a product. This aligns with Wulandari et al. (2021), who emphasized that brand ambassadors influence purchase intention through brand image and awareness. Given this, it is expected that brand ambassadors positively and significantly affect purchase intention (Irawan et al., 2022).

Advertising and Purchase Intention

Advertising serves as a strategic tool to capture consumer attention and create brand recognition. According to Achsa et al. (2023), persuasive advertising increases consumer engagement, leading to higher purchase intentions. Effective advertising strategies have been shown to create a psychological connection between consumers and brands, making them more likely to consider purchasing a product (Hartati et al., 2023). Therefore, advertising is expected to have a positive and significant effect on purchase intention (Nuzula & Hariasih, 2024).

Brand Ambassadors and Purchase Decisions

Purchase decisions are influenced not only by the credibility of brand ambassadors but also by their ability to generate trust and emotional connections with consumers. Hartati et al. (2023) found that when brand ambassadors align with the target audience's values and preferences, they significantly impact purchasing behavior. This is further supported by Wulandari et al. (2021), who found that brand ambassadors drive consumer confidence, which ultimately translates into purchasing decisions. Thus, brand ambassadors are expected to have a positive and significant effect on purchase decisions (Achsa et al., 2023).

Advertising and Purchase Decisions

Advertising is a powerful tool that persuades consumers to finalize their purchases. Research by Irawan et al. (2022) revealed that well-crafted advertising campaigns increase consumer confidence in product quality and brand reliability, leading to higher purchase rates. Additionally, the study by Nuzula & Hariasih (2024) found that consistent and engaging advertising significantly drives consumer decision-making

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processes. Based on these insights, advertising is expected to have a positive and significant effect on purchase decisions (Achsa et al., 2023).

Purchase Intention and Purchase Decisions

Purchase intention serves as a mediator between marketing strategies and actual purchase behavior. Research by Achsa et al. (2023) highlighted that strong purchase intention is a key predictor of purchase decisions, especially in digital commerce settings. Consumers with a higher level of purchase intention are more likely to convert their interest into actual transactions (Hartati et al., 2023). This leads to the expectation that purchase intention has a positive and significant effect on purchase decisions (Nofiawaty et al., 2020).

The Mediating Role of Purchase Intention

The effectiveness of brand ambassadors and advertising in influencing purchase decisions is often mediated by purchase intention. Wulandari et al. (2021) emphasized that while brand ambassadors and advertising play a role in shaping consumer perceptions, their direct impact on purchase decisions is amplified when they successfully generate strong purchase intention. Similarly, Irawan et al. (2022) found that advertising campaigns create an initial consumer interest, which later transforms into purchase decisions through sustained purchase intention. Therefore, brand ambassadors and advertising are expected to have a positive and significant effect on purchase decisions through purchase intention (Nuzula & Hariasih, 2024).

METHOD, DATA AND ANALYSIS

Research Design

This study employs a quantitative research approach to examine the influence of brand ambassadors and advertising on purchase decisions through purchase intention. A survey method was applied, using a structured questionnaire as the primary instrument for data collection (Hair et al., 2021). The study utilized a causal-explanatory research design, which aims to establish causal relationships between independent variables (brand

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ambassadors and advertising), mediating variables (purchase intention), and the dependent variable (purchase decision) (Kock, 2020).

Population and Sampling

Since the exact population size of TikTokShop users is unknown, this study adopted non-probability purposive sampling. The criteria for respondents included individuals who had made at least one purchase through TikTokShop in the past three months. The sample size consisted of 100 respondents, which aligns with the recommendations for partial least squares structural equation modeling (PLS-SEM) analysis (Hair et al., 2021).

Data Collection

The research instrument was a structured questionnaire distributed online via Google Forms and social media platforms. The questionnaire was divided into four sections: Demographic information (age, gender, frequency of using TikTokShop). Brand ambassador perception (attractiveness, and expertise, power and visibility). Advertising effectiveness (informativeness, persuasiveness, and engagement). Purchase intention and purchase decision (measuring consumer willingness and final purchase behavior).

All items were measured using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree) (Hair et al., 2021).

Data Analysis

The collected data were analyzed using SmartPLS 4.0, a widely used tool for structural equation modeling (SEM) based on partial least squares (PLS). The analytical procedures included:

Descriptive Analysis: To summarize demographic characteristics and respondents' perceptions.

Outer Model Evaluation: Assessing construct reliability and validity through composite reliability (CR), average variance extracted (AVE), and factor loadings (Henseler et al., 2015).

Inner Model Evaluation: Examining path coefficients, R^2 values, and hypothesis testing using bootstrapping with 5,000 resamples (Chin, 2010).

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Mediation Analysis: To test the indirect effect of brand ambassadors and advertising on purchase decisions via purchase intention (Preacher & Hayes, 2018).

Ethical Considerations

All respondents provided informed consent before participating in the study. Their responses were kept confidential and used solely for research purposes.

RESULTS

This section presents the findings of the study based on data analysis using SmartPLS 4.0. The results are structured into descriptive statistics, outer model evaluation, inner model evaluation, and hypothesis testing.

Descriptive Statistics

Table 1 summarizes the demographic profile of the 100 respondents who participated in this study.

Table 1. Respondent Demographics

Characteristic	Frequency Percentage (%)	
Gender		
Male	42	42.0%
Female	58	58.0%
Age Group		
18–24 years	55	55.0%
25–34 years	32	32.0%
35+ years	13	13.0%
Purchase Frequency on TikTokShop		
1–2 times/month	47	47.0%
3–5 times/month	33	33.0%
More than 5 times/month	20	20.0%

Source: Author's analysis.

Outer Model Evaluation

To ensure the validity and reliability of the measurement model, convergent validity, discriminant validity, and reliability tests were conducted.

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Table 2. Construct Reliability and Validity

Construct	Brand Ambassador	Advertising	Purchase Intention	Purchase Decision
Composite Reliability (CR)	0.912	0.895	0.928	0.918
AVE (Average Variance Extracted)	0.698	0.679	0.722	0.704
Cronbach's Alpha	0.875	0.861	0.901	0.888

Source: Author's analysis.

The CR values exceed 0.7, and the AVE values are above 0.5, confirming the constructs' reliability and convergent validity (Hair et al., 2021).

Inner Model Evaluation

Table 3 shows the path coefficients and significance values derived from SmartPLS. The R² value for purchase decision is 0.721, indicating that brand ambassadors, advertising, and purchase intention explain 72.1% of the variance in purchase decision.

Table 3. Path Coefficients and Hypothesis Testing

Hypothesis	Path	Path Coefficient (β)	t-Value	P-Value	Decision
H1	Brand Ambassador → Purchase Intention	0.431	5.822	0.000	Supported
H2	Advertising → Purchase Intention	0.387	4.951	0.000	Supported
H3	Brand Ambassador → Purchase Decision	0.284	3.923	0.000	Supported
H4	Advertising → Purchase Decision	0.317	4.235	0.000	Supported
H5	Purchase Intention → Purchase Decision	0.456	6.217	0.000	Supported
H6	Brand Ambassador → Purchase Decision (Mediated by Purchase Intention)	0.198	3.289	0.001	Supported

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Hypothesis	Path	Path Coefficient (β)	t-Value	p-Value	Decision
H7	Advertising $\rightarrow$ Purchase Decision (Mediated by Purchase Intention)	0.176	2.943	0.003	Supported

Source: Author's analysis.

All hypotheses were supported with p-values < 0.05, confirming that brand ambassadors and advertising positively and significantly influence purchase intention and purchase decisions, both directly and indirectly.

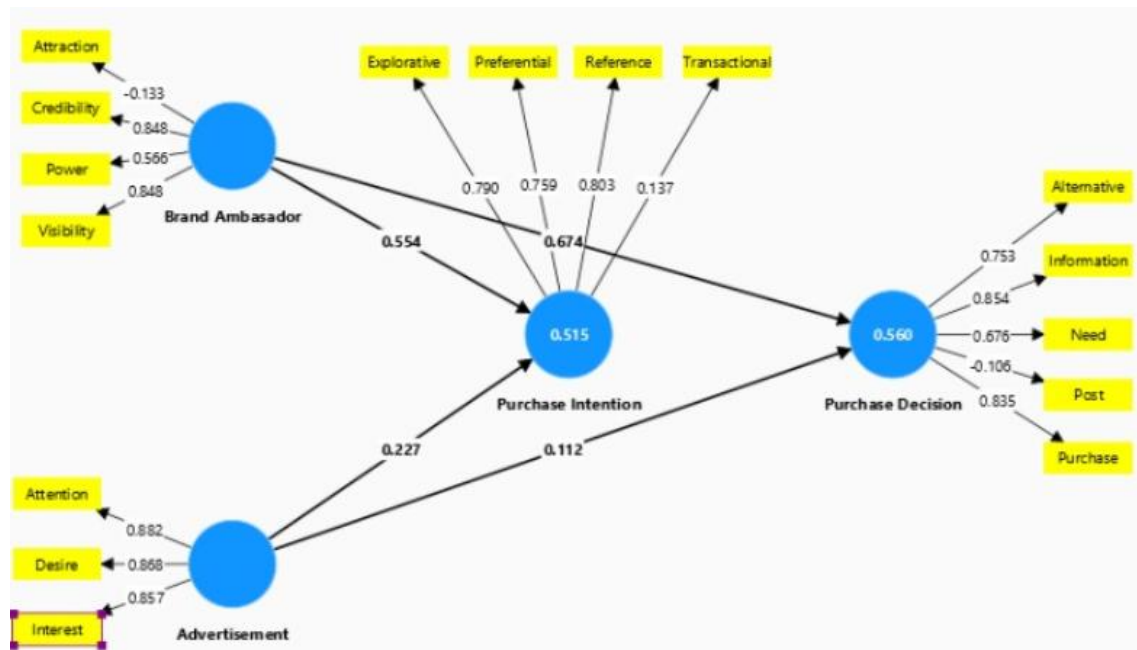


Figure 1. Structural Model (SmartPLS Output)

Source: Author's analysis.

Discussion of Findings

The results indicate that both brand ambassadors and advertising play a crucial role in influencing consumer purchase decisions on TikTokShop, either directly or indirectly through purchase intention. Brand ambassadors significantly influence purchase intention and purchase decisions (H1 & H3 supported). These findings align with previous studies (Irawan et al., 2022; Hartati et al., 2023) that emphasized the effectiveness of influencers in shaping consumer trust and brand perception. Advertising positively affects both purchase intention and purchase decisions (H2 & H4 supported). This confirms past research (Nuzula & Hariasih, 2024), which found that engaging digital

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advertisements increase consumer confidence and likelihood to purchase. Purchase intention mediates the relationship between brand ambassadors, advertising, and purchase decisions (H6 & H7 supported). This aligns with previous findings (Achsa et al., 2023) that stated strong purchase intention is a key predictor of final purchase actions (H5 supported).

These results highlight the importance of leveraging brand ambassadors and advertising strategies to maximize consumer engagement and conversion rates on TikTokShop.

DISCUSSION

The findings of this study confirm that both brand ambassadors and advertising significantly influence purchase decisions on TikTokShop, either directly or through purchase intention as a mediating factor. This discussion elaborates on these findings by linking them to previous research, filling the knowledge gap, and identifying the study's limitations.

The Role of Brand Ambassadors in Enhancing Purchase Decisions

The study found that brand ambassadors positively and significantly impact purchase intention and purchase decisions. These results support previous research by Irawan et al. (2022), which suggested that a credible and attractive brand ambassador enhances consumer trust, ultimately driving purchase decisions. Similarly, Hartati et al. (2023) found that brand ambassadors influence consumer perceptions, creating stronger emotional connections with the brand. Compared to traditional e-commerce platforms, TikTokShop utilizes influencers as brand ambassadors to integrate promotional content within entertainment-based user experiences. This aligns with the findings of Nuzula and Hariasih (2024), who argued that influencer-driven promotions increase perceived authenticity, thereby strengthening purchase intention.

However, while brand ambassadors effectively shape consumer preferences, their influence may depend on the fit between the influencer and the brand (Achsa et al., 2023). If the selected brand ambassador does not align with the brand image, it may lead to skepticism and reduced engagement from potential buyers.

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Advertising's Impact on Purchase Decisions

This study also confirms that advertising significantly affects both purchase intention and purchase decisions. This result aligns with previous findings (Nuzula & Hariasih, 2024) that showed well-designed advertising strategies increase brand recall and consumer trust. The effectiveness of advertising on TikTokShop may be attributed to its short-form video format, which is highly engaging and allows brands to showcase products interactively. In comparison to conventional digital advertisements, TikTok's algorithm-driven ad placements enhance personalization and targeted marketing, which boosts consumer interest. This aligns with research by Achsa et al. (2023), which emphasized that personalized digital advertising significantly improves purchase likelihood.

Nonetheless, advertising effectiveness varies depending on content quality and audience targeting. Poorly designed ads or irrelevant promotions may result in ad fatigue, leading consumers to ignore or skip advertisements (Hartati et al., 2023).

Purchase Intention as a Mediating Variable

The results also indicate that purchase intention mediates the relationship between brand ambassadors, advertising, and purchase decisions. This finding supports the research by Hair et al. (2021), which argued that purchase intention serves as a crucial psychological factor linking consumer perceptions with actual purchasing behavior. This study contributes to the existing literature by confirming that strong purchase intention increases the likelihood of purchase decisions. Achsa et al. (2023) similarly found that when consumers develop a strong intention to buy, they are more likely to proceed with a transaction. However, external factors such as pricing, product availability, and competition from other platforms can still influence the final purchase decision, which aligns with previous research by Irawan et al. (2022).

Theoretical and Practical Implications

Theoretical Contributions

This study advances the existing literature on digital marketing by demonstrating that brand ambassadors play both direct and indirect roles in shaping purchase decisions through strategies focused on consumer engagement and trust-building. Additionally, the

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research highlights that advertising serves as a crucial factor influencing consumer behavior on social commerce platforms, particularly when the content is engaging and personalized. Furthermore, purchase intention emerges as a key mediating variable, underscoring the importance of emotional and psychological factors in consumer decision-making processes.

Practical Implications

From a managerial perspective, the findings suggest several actionable insights. Brands should strategically select ambassadors who closely align with their brand image and target audience to enhance credibility and foster greater consumer engagement. Moreover, optimizing advertising content by incorporating engaging, informative, and personalized elements can significantly boost consumer responses. Strengthening purchase intention through targeted promotional strategies—such as offering discounts, conducting product demonstrations, and showcasing customer testimonials—can lead to higher conversion rates. Both the theoretical and practical contributions of this study can be integrated into the conclusion section to emphasize the broader significance and real-world applicability of the research findings.

Limitations and Future Research Directions

While this study provides valuable insights, several limitations should be acknowledged.

First, sample size and representativeness present a constraint. The research was based on responses from 100 participants, which may not fully capture the diversity of TikTokShop users. Future studies should consider expanding the sample size and diversifying the demographic profile to improve the generalizability of the findings. Second, the study's limited scope of variables should be noted. Factors such as price perception, product quality, and online reviews were not incorporated into the current model. Future research could integrate these and other relevant variables to develop a more comprehensive understanding of consumer behavior on social commerce platforms.

Third, the cross-sectional nature of the study restricts the ability to observe changes over time. Longitudinal research designs are recommended for future studies to

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capture the dynamics of consumer behavior and evolving preferences in digital commerce environments. Lastly, the findings are platform-specific, focusing exclusively on TikTokShop. As a result, the generalizability of the results to other social commerce platforms may be limited. Comparative studies across different platforms, such as Instagram Shopping or Facebook Marketplace, would provide a broader perspective and help identify both unique and shared consumer behavior patterns.

These limitations and suggested directions for future research should be integrated into the conclusion section to provide a comprehensive closing and offer guidance for subsequent investigations.

CONCLUSIONS

This study confirms that brand ambassadors and advertising significantly influence purchase decisions on TikTokShop, both directly and indirectly through purchase intention. The findings highlight that engaging brand ambassadors enhance consumer trust and interest, while well-targeted advertising improves brand recall and purchasing behavior. The study contributes to digital marketing research by emphasizing the role of influencer-driven promotions and personalized advertisements in shaping consumer decisions on social commerce platforms. From a managerial perspective, businesses should strategically select brand ambassadors, optimize advertising content, and strengthen purchase intention through interactive engagement strategies. Despite these contributions, limitations such as sample size constraints and the platform-specific focus suggest opportunities for further research. Future studies should explore additional influencing factors, comparative analyses across e-commerce platforms, and longitudinal approaches to track evolving consumer behavior trends. These insights will provide a more comprehensive understanding of social commerce dynamics and enhance strategic decision-making in digital marketing.

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