The Influence of Brand Ambassador and Price Discount on Consumer Purchase Intention in E-Commerce Shopee (Case Study on Shopee Users in Bandung City)

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ABSTRACT: This study aims to find out how the influence of Brand Ambassadors and price discounts on consumer purchase intentions in e-commerce Shopee (a case study of Shopee users in the city of Bandung). In this study, the independent variables were Brand Ambassador and price discount. While the dependent variable is purchase intention. The research method used in this research is descriptive and verification method. The population in this study are consumers who use e-commerce Shopee. The sampling technique used in this study was non-probability sampling using a purposive sampling technique with a total sample of 100 respondents. While the analytical method used in this study is the analysis of the Pearson product moment correlation coefficient and the coefficient of determination. The program used in analyzing the data uses the Statistical Package for Social Sciences (SPSS) Ver. 24.00. The results showed that the Brand Ambassador variable had an influence on purchase intention by 21.3% and the price discount variable had an influence on purchase intention by 29%. Furthermore, simultaneously the Brand Ambassador and price discount variables have an influence on purchase intention by as much as 34%.

Keywords: Brand Ambassador, Price Discount, Purchase Intention

INTRODUCTION

The rapid development of technology has affected various aspects of people's lives. Now, various types of information and content can be accessed easily by the public via the internet (Meng et al., 2021). The following is Figure 1 regarding the types of internet content that are frequently accessed by Indonesians in 2022.

Figure 1. Frequently Accessed Internet Content (2022) Source: APJII, (2022)

Based on Figure 1 apart from social media and online chatting, Indonesian people like to access the internet for online shopping. Online shopping is ranked third as internet content that is frequently accessed by the public with a percentage of 21.26 percent. This means that the Indonesian people have a considerable interest in accessing e-commerce to do online shopping. The reason people choose online shopping or e-commerce as an option in buying their needs is because it is easily accessible anywhere and anytime. According to (Argyris et al., 2021) and (Miah et al., 2022), e-commerce is a service of purchasing, selling and marketing goods or services using internet.

Competition in the world of e-commerce is so competitive, causing every company to compete in achieving competitive advantage in order to gain market share. Various kinds of strategies are carried out by companies to be able to attract consumers' buying interest in their products (Rungruangjit, 2022)(Turjo et al., 2023). One of the creative strategies used by e-commerce to expand its market share is to carry out promotions using celebrities or public figures as product representatives or commonly known as Brand Ambassadors. Brand Ambassadors are individuals or groups who are trusted to represent certain products or services. Companies use brand ambassadors to persuade customers to use their brands or products or to extend invitations to do so (Park & Lin, 2020)(Tan et al., 2021).

Apart from using Brand Ambassadors, variable price discounts are also a factor that can be considered to attract consumer buying interest. According to (Cabeza-Ramírez et al., 2022) price discount is a price reduction given by companies to consumers in order to increase sales of a product or service. Price discounts can also encourage consumers to make purchases in large quantities and encourage consumer buying interest in a more limited period of time (Singh et al., 2022). Price discount is also a price discount given by the seller to consumers because of certain activities and can attract consumer buying interest. Several types of discounts that can attract consumer purchase intention are discounts based on quantity, season, payment method, and trade (Chevrollier et al., 2023)(Uhm et al., 2022).

Purchase intention is a consumer's attitude in response to items (products/services) that indicate a consumer's desire to make a purchase (Sardana et al., 2021). According to (Kim et al., 2020) consumer buying interest can be interpreted as purchase intention that reflects the desire of consumers to purchase a product. Meanwhile, according to (Ong et al., 2021) buying interest is a determining factor for consumers to decide to buy the products. Selection of the right celebrity or Brand Ambassador is crucial in assessing the interest of consumers in purchasing the product (Shen et al., 2022)(Rosendo-Rios & Shukla, 2023).

Shopee is one of the e-commerce that is the main choice of Indonesian people. This online shopping platform originating from Singapore was founded in 2015. Shopee has a large market share in several Southeast Asian countries such as Malaysia, Thailand, Taiwan, Vietnam, the Philippines and Indonesia. The concept provided by Shopee is as a mobile-centric marketplace. That is, users or users can freely explore products, shop and sell anytime and anywhere.

Throughout 2020, Shopee managed to become the number one e-commerce in Indonesia. This is supported by data from iprice (2022) which states that in 2020, Shopee has 97.7 million visitors and outperforms its competitors. This positive trend continues until 2021 where the

number of Shopee visitors increases to 138.78 million visitors. However, unfortunately in the first quarter of 2022, the number of Shopee visitors decreased to 132.8 million visitors. Meanwhile, its competitor Tokopedia has a consistent number of visits from the previous year, namely 157 million visitors.
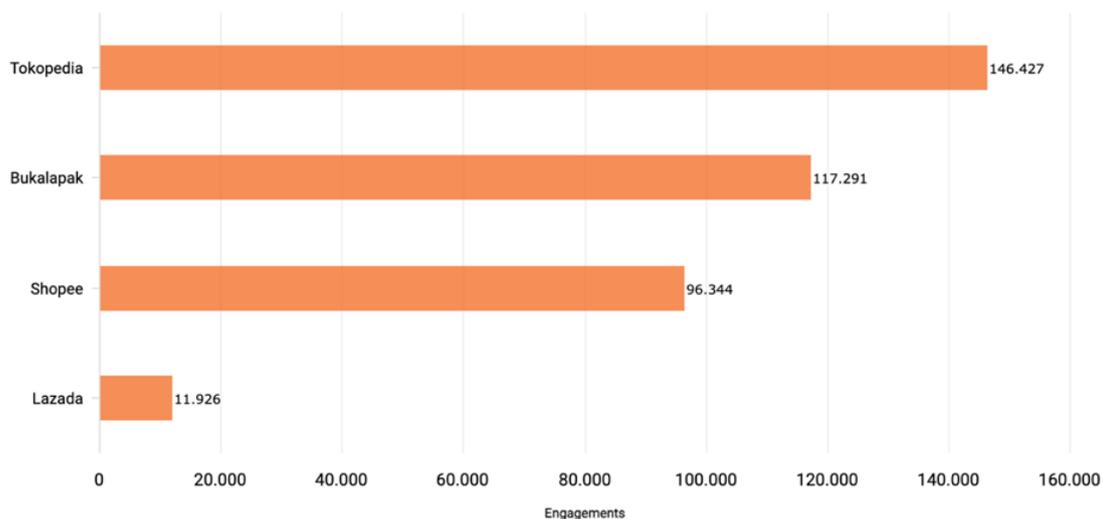

Figure 2. E-Commerce Engagement on Social Media (Quarter I 2022)
Source: iPrice, (2022)

Apart from the lower visitor rankings, Shopee's level of engagement on social media is still low compared to its competitors Tokopedia and Bukalapak. Figure 2 shows that Shopee is in third place with 96 thousand engagements. While its competitor, Tokopedia, is in first place with a higher score of 146 thousand engagements, in second place is Bukalapak with a value of 117 thousand engagements and lastly is Lazada with a value of 12 thousand engagements.

The decline experienced by Shopee made Shopee look for ways and solutions to improve Shopee's position to become the number one e-commerce in Indonesia. One of them is by using a Brand Ambassador promotion. In marketing its products, Shopee has used many Brand Ambassadors from within and outside the country to promote its products. Some of Shopee's Brand Ambassadors from within the country are Joe Taslim, Tukul Arwana, Arya Saloka, and Amanda Manopo. Whereas Brand Ambassadors from abroad, Shopee uses many celebrity boy groups and girl groups from South Korea such as Stray Kids, GOT7, Twice, Blackpink, TXT and NCT Dream to take advantage of the Korean Wave (Hallyu) which is so popular in Indonesia. The selection of Brand Ambassadors made by Shopee is not only based on fame but also must be able to represent the values and character of Shopee who is trustworthy, creative, hardworking and passionate. This attraction is used by Shopee to select Brand Ambassadors in order to attract consumer buying interest at Shopee.

Apart from using Brand Ambassadors, Shopee also applies a price discount strategy to attract consumers' buying interest. Shopee also makes various kinds of price discounts such as quantity, seasonal, cash and sales discounts. It is hoped that the many types of price discount options will allow Shopee to compete with other e-commerce platforms.

Based on the description above, it encourages researchers to examine more deeply about how Brand Ambassadors and price discounts affect on consumer purchase intention in e-commerce Shopee, whether they have a strong, moderate or weak effect. Therefore, the researcher will take the title of the Final Project, namely "The Influence of Brand Ambassadors and Price Discounts on Consumer Purchase Interest in Shopee E-Commerce (Case Study on Shopee Users in Bandung City)".

1.   Brand Ambassador

In the digital era like now, the business world is required to always update promotional strategies so that they are more innovative in marketing their products and can be widely recognized by the public. Currently, promotions that are being widely used by companies are using Brand Ambassadors. It is hoped that using this strategy can reach a wider market share.

According to (Weismueller et al., 2020) Brand Ambassadors are tools used by companies to interact and encourage consumers to purchase products. Brand Ambassadors are individuals or groups trusted by companies to represent certain products. Companies use brand ambassadors to persuade customers to use their brands or products or to extend invitations to do so (Ren et al., 2023). The selected Brand Ambassadors are required to act as a representatives for the brand so that it effectively cement the brand in consumers' thoughts thus creating a desire to buy (purchase intention) for the brand.

Brand Ambassadors must be able to represent the brand or product as a whole in order to increase the value of the brand or product it represents. Therefore, the selected Brand Ambassador must have the ability and suitability to represent brands and products. There are several dimensions or characteristics that a Brand Ambassador must possess. According to (Elhajjar, 2023) the characteristics that a Brand Ambassador must have are:

1. *Congruence* (Compatibility), is the main concept in Brand Ambassadors which must ensure that there is a match between the celebrity and the brand it represents.
2. *Credibility* (Credibility), consists of two things, expertise and objectivity. The celebrity's knowledge is related to their expertise. or skills of the brand it represents. Meanwhile, objectivity relates to the celebrity's ability to give trust to consumers about a brand or product
3. *Attractiveness* (Attraction), is an approach used by celebrities to make consumers interested in brands or products. Three important components in attractiveness include similarity, familiarity, and likability.
4. *Power* (Strength), is the power that a person has to be able to encourage or attract attention and influence consumers to buy or use a product.

2.   Price Discount

(Elhajjar, 2023) defines a price discount as setting a price by making savings offered to consumers from the normal price stated on the label or packaging of a product. Furthermore, according to (Xue & Chawdhary, 2023) price discounts can also encourage consumers to make purchases in large quantities and encourage consumer buying interest in a more limited period of time.

Another opinion from (Colicev, 2022) is that price discounts are price discounts given by sellers to consumers because of certain activities and can attract consumer buying interest. Discounts have several advantages, including triggering consumers to buy in large quantities, anticipating competitor promotions, and supporting higher volume trading(Chang et al., 2019).

For consumers who are looking for a particular product and know that the product they want has a discount, they will feel satisfied and happy when they get the product (Jiménez-Castillo & Sánchez-Fernández, 2019). According to the given explanation, it may be said that a price discount is a price discount set by producers to consumers with the aim of pleasing consumers so that they are interested in making purchases.

According to (Wahab et al., 2022) there are four types of price discounts including:

1. Discount Quantity (quantity discount). Quantity discounts are price discounts given to consumers to encourage them to make more purchases, thereby increasing overall sales volume. Quantity discounts consist of two types, namely: a) Cumulative quantity discount Cumulative quantity discount is given to consumers who buy goods during a certain period of time, for example continuously for one year; b) Non-cumulative quantity discounts Non-cumulative quantity discounts are based on individual purchase orders. So it is only given to one purchase and is not associated with purchases before and after.
2. Seasonal Discount (seasonal discount). Seasonal discounts are discounts that are given only at certain times. Seasonal discounts are used to encourage consumers to buy items that they will not need for some time to come.
3. Discount Cash (cash discount). Cash discounts are price discounts given when consumers pay cash for the products they buy or pay for them within a certain period of time in accordance with the transaction agreement (sales term).
4. Trade discount (trade functional discount). Trade discounts are given by manufacturers to retailers and wholesalers who are involved in distributing goods and performing certain functions, such as sales, storage and record keeping. In addition to these four types of discounts, there is the term sale price, which is a temporary discount from the list price. This type of discount aims to encourage immediate purchases.

3. Purchase Intention

Purchase intention is defined as an individual's intention to try to buy a brand. For example, when you feel hungry, you will think about eating something. Therefore, it raises interest to buy food to fill the stomach (Agrawal & Mittal, 2022). In addition, buying interest is the possibility that customers will intend to or be willing to purchase specific goods or services in the future (Akram et al., 2021). Many variables affect consumer interest when selecting goods and the final choice depends on consumer intentions with large internal variables (Supana et al., 2021). Furthermore, according to (Ma et al., 2021) consumer buying interest can be interpreted as purchase intention which reflects the interest of consumers to purchase a product. Based on the description above.

The following dimensions of buying interest can be identifiedaccording to (Sharma et al., 2022):

1. Transactional interest, namely when consumers already want to buy a product because of a desire or desire for the goods.
2. Referential interest, namely when consumers have a tendency to refer or recommend items they have purchased to other potential consumers.
3. Preferential interest, namely when consumers make the product they have consumed as the main choice.
4. Explorative interest, namely when consumers are interested in seeking information and explanations independently about a product or service before making a purchase.

METHOD

This study is a quantitative research using descriptive analysis and verification approach. The descriptive method itself is interpreted by (Sugiyono, 2020) as a technique used to report or examine a research finding but not to draw more general implications.

The population of this research is all consumers using e-commerce Shopee. The sampling technique used is non-probability sampling, purposive sampling, which is a technique in which the sample selection meets the criteria determined by the researcher, namely consumers who use e-commerce Shopee in the city of Bandung. Samples are taken with a specific purpose, namely the sample is considered to meet specific characteristics that are appropriate and can assist researchers in conducting research. Sampling was carried out using the Wibisono formula in Riduwan and Akdon (2013), so the sample to be taken to fill out the online questionnaire is 100 respondents.

The source of data in this research comes from primary data directly from the original source, namely through questionnaires distributed to respondents who have been determined by the author. In this study, sing a questionnaire as the data collection method that applies the Likert size as follows: 1. Strongly disagree, 2. Disagree, 3. Netral 4. Agree, 5. Strongly agree.

In this study, several tests were applied such as validity, reliability, pearson correlation coefficient, normality, multicollinearity, heteroscedasticity, autocorrelation , multiple linear regression analysis, coefficient of determination, t-test, and f-test. In processing data, researchers used the SPSS version 24.

RESULT AND DISCUSSION

All of the survey's 100 participants were willing to reveal their identities, according to the results of their responses. The following table lists the characteristics of the respondents:

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Table 1. Characteristics of Respondents

Information	Criteria	Total	Percentage
Gender	Man	31	31%
	Woman	69	69%
Age	17 – 25 years old	83	83%
	26 – 35 years old	17	17%
Income	< IDR 1.000.000	14	14%
	IDR 1.000.000 – IDR 3.000.000	54	54%
	IDR 3.000.000 – IDR 5.000.000	32	32%
Occupation	Student	42	42%
	Private Employees	30	30%
	Civil	9	9%
	Entrepreneur	8	8%
	Others	11	11%

The table above states that 69 percent of the respondents are women and 31 percent are man. In terms of age, the majority of respondents were aged 17-25, about 83 percent. In terms of income, that most of the respondents, have an income of around IDR 1.000.000 – IDR 3.000.000 with a percentage of 54 percent. Furthermore, 32 percent have an income of around IDR 3.000.000 – IDR 5.00.000 and the remaining 14 percent have an income of < IDR 1.0000.000. There are various kinds of jobs owned by 100 respondents. The majority of respondents are students with a total 42 percent. Furthermore, working as private employees 30 percent. Other jobs are 11 percent, civil servants 9 percent and lastly entrepreneurs are 8 percent.

1. Validity Test

Validity test is a test used to show the extent to which the measuring instrument used in a measure measures what is being measured. Several studies state that the validity test is used to measure the legitimacy or validity of a questionnaire. The results of testing the validity are presented in the following table:

Table 2. Validity Test Results

Variable	No.	rcount	rtable	Information
Brand Ambassadors (X1)	1	0.711	0.196	Valid
	2	0.693	0.196	Valid
	3	0.709	0.196	Valid
	4	0.554	0.196	Valid
	5	0.482	0.196	Valid
	6	0.537	0.196	Valid
	7	0.699	0.196	Valid
	8	0.724	0.196	Valid
Price Discounts (X2)	9	0.585	0.196	Valid
	2	0.597	0.196	Valid
	3	0.837	0.196	Valid
	4	0.812	0.196	Valid
Purchase Intention (Y)	1	0.660	0.196	Valid
	2	0.768	0.196	Valid
	3	0.800	0.196	Valid
	4	0.592	0.196	Valid

The validity test table reveals that all variables, both X and Y demonstrate that every statement in the questionnaire has a correlation value of rcount > 0.196. (rtable). It follows that the statement

items in the variables are valid and appropriate for use in measuring the variables under investigation.

2.   Reliability Test

Reliability is the level of determination of an instrument measuring what should be measured. There are three ways of implementation to test the reliability of a test, namely: (1) single test (single test), (2) retest (retest), and (3) equivalent test (alternate test). The results of the reliability test are presented in the following table:

Table 3. Reliability Test Results

Variable	Cronbach's Alpha
Brand Ambassadors (X1)	0,799
Price Discounts (X2)	0,685
Purchase Intention (Y)	0,667

Based on the SPSS 24 output table, it shows that the Cronbach's Alpha score exceeds 0.60. Therefore, it may be said that the measuring device is accurate and reliable for all variables.

3.   Pearson Correlation Coefficient

The strength of the relationship between the independent factors and the dependent variable is ascertained by correlation analysis. Correlation values range from 0 – 1. The greater the correlation value, the stronger the relationship that occurs between the two variables. The following is the recapitulation result of the Pearson correlation between Brand Ambassador (X1), Price Discount (X2) and Purchase Intention (Y) variables. The test results are presented in the following table:

Table 4. Pearson Correlationn Results
correlations

		Brand Ambassadors	Price Discounts	Purchase Interest
Brand Ambassadors	Pearson Correlation	1	,481**	,461**
	Sig. (2-tailed)		,000	,000
	N	100	100	100
Price Discounts	Pearson Correlation	,481**	1	,535**
	Sig. (2-tailed)	,000		,000
	N	100	100	100
Purchase Interest	Pearson Correlation	,461**	,535**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

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

Source: Data processed by researchers, 2022

Relationship between Brand Ambassador and Purchase Intention
According to the table above, the correlation coefficient between Brand Ambassador (X1) and Purchase Intention (Y) is 0.461 and points in a direction where there is a positive association. This value is included in the category of quite strong correlation because it is in the interval 0.25

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- 0.50. So, it can be concluded that the relationship that occurs between the Brand Ambassador and Purchase Intention is positive and quite strong.

Relationship between Price Discount and Purchase Intention

According to the table, the value of the correlation coefficient between Price Discount (X2) with Buying Interest (Y) is 0.535 and has a positive relationship direction. This value is included in the category of strong correlation because it is in the interval 0.50 - 0.75. So, it can be concluded that the relationship that occurs between the Price Discount variable and Purchase Intention is positive and strong.

4. Classical Assumption Test

The classical assumption test is a statistical requirement that must be carried out in an ordinary les square-based multiple linear regression analysis. In OLS there is only one dependent variable, while there are more than one independent variables. The results of testing the classical assumptions are presented in the following table:

Table 5. Classical Assumption Test Results

Test	Result	Conclusion
Normality Test	0,200 > 0,05	data were normally distributed
Multicollinearity Test	Tolerance 0,769 ; 0,769 > 0,10 VIF 1,301 ; 1,301 < 10	there are no symptoms of multicollinearity
Heteroscedasticity Test	the residual points are spread and scattered not forming a certain pattern.	there is no heteroscedasticity
Autocorrelation Test	dL < dW < 4-dU → 1.6337 < 1.956 < 2.2848	there is no autocorrelation.

5. Multiple Linear Regression Test

In this research, multiple regression tests were used because it has two independent variables, namely Brand Ambassador (X1) and Price Discount (X2). Multiple regression test is used foranalyze the impact of various independent variables on a dependent variable. The following is a table of multiple linear regression test results:

Table 6. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	6,976	1,370		5,093	,000
Brand Ambassadors	,130	.046	,264	2,812	,006
Price Discounts	,345	.080	,408	4,340	,000

Source: researchers, 2022

Table 6 shows the results of the regression equation. The regression equation obtained is:

$$Y = a + bX$$

$$Y = 6.976 + 0.130X1 + 0.345 \ X2$$

1. A constant of 6.976 states that if there is no Brand Ambassador and Price Discount then Buying Interest is 2.403.
2. According to the X1 regression coefficient of 0.130, purchase intention will rise 0.130 points for every 1 point increase in Brand Ambassador.
3. According to the X2 regression coefficient of 0.345, a 1 point rise in price discount will result in a 0.345 point increase in purchase intention.
4. The + sign states the direction of the relationship is in the same direction, where an increase in the variables X1 and X2 will result in an increase in the variable Y.

Brand Ambassador Relationship, Price Discount with Buying Interest
Multiple correlation is a method used to see the relationship of three or more variables, where 2 variables are independent variables and one is the dependent variable. The test results are presented in the following table:

Table 7 Multiple Correlation

Summary model b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	R Square Change	FChange	df1	df2	Sig. FChange	Durbin-Watson
					Change Statistics					
1	,583a	,340	,327	1.60744	,340	25,034	2	97	,000	1,956

a. Predictors: (Constant), Price Discount, Brand Ambassador
b. Dependent Variable: Purchase Intention

Source: researchers, 2022

Based on table 7, it shows a correlation coefficient of 0.583 and has a positive relationship direction. This value is included in the category of strong correlation because it is in the interval 0.50 - 0.75. So, it can be concluded that the relationship that occurs between Brand Ambassador, Price Discount and Purchase Intention is positive and strong.

6.   Coefficient of Determination
The Influence of Brand Ambassadors on Purchase Intentions
The brand ambassador and purchasing intention have a 0.461 correlation value. As a result, the coefficient of determination's value can be determined as follows:

$$Kd = (r)^2 \times 100\%$$
$$Kd = (0.461)^2 \times 100\%$$
$$Kd = 21.3\%$$

According to the calculation results, the Brand Ambassador has a 21.3% influence on purchasing intention, with the other 78.7% being influenced by unresearched factors.

The Effect of Price Discount on Purchase Intentions

The price discount and purchase intention have a 0.535 correlation value. As a result, the coefficient of determination's value can be determined as follows:

$$Kd = (r)^2 \times 100\%$$
$$Kd = (0.535)^2 \times 100\%$$
$$Kd = 29\%$$

According to the calculation results, the price discount has a 29% influence on purchasing intention, with the other 71% being influenced by unresearched factors.

The Effect of Brand Ambassador and Price Discount on Purchase Intention

The obtained correlation coefficient between brand ambassador, Price Discount and Purchase Intention is 0.583. As a result, the coefficient of determination's value can be determined as follows:

$$Kd = (r)^2 \times 100\%$$
$$Kd = (0.583)^2 \times 100\%$$
$$Kd = 34\%$$

The calculation results show that 34% of the purchase intention is driven by Brand Ambassador and Price Discount, with the remaining 66% being influenced by other factors that were not included.

7.   Partial Hypothesis Test (T-Test)

Partial hypothesis testing with a statistical value of t shows how far the influence of the independent variables individually on the dependent variable. The criteria used to test the partial hypothesis are as follows:

The following criteria were used to evaluate the partial hypothesis:

- If the t-count exceeds the t-table, the hypothesis is accepted or the independent variable (X) has an impact on the dependent variable (Y) (H_0 is rejected)
- If the independent variable (X) has no effect on the dependent variable (Y) or if the value of tcount ttable, the hypothesis is rejected (H_0 is accepted)

The dependent variables X1 and X2's t statistical values are as follows:

Table 8. Partial Hypothesis Test Results (t)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	6,976	1,370		5,093	,000
Brand Ambassadors	,130	.046	,264	**2,812**	,006
Price Discounts	,345	.080	,408	**4,340**	,000

Source: Data processed by researchers, 2022

1. Testing the Brand Ambassador Hypothesis on Buying Interest

   The hypothesis formula is as follows:

   H01 : t < 0 ; means that the Brand Ambassador has no effect on purchase intention

   Ha1 : t > 0 ; means that the Brand Ambassador has an effect on purchase intention

   Criteria: Reject H_0 if tcount > ttable

   From the table shows that the tcount is 2.812 > ttable 1.984. In accordance with the criteria, H_0 is rejected and H_a is approved, indicating that the Brand Ambassador has an impact on purchase intention.

2. Price Discount Hypothesis Testing on Purchase Intention

   The hypothesis formula is as follows:

   H02 : t < 0 ; meansthat Price Discount has no effect on buying interest

   Ha2 : t > 0 ; means that Price Discount has an effect on buying interest

   Criteria: Reject H_0 if tcount > ttable

From the table it can be seen that the tcount is 4.340 > ttable 1.984. In accordance with the criteria then, H_0 is rejected and H_a is approved, indicating that the price discount has an impact on purchase intention.

8. Simultaneous Hypothesis Test (F-Test)

The f test shows whether all the independent variables included in the regression equation has an impact on the dependent variable simultaneously. H0 is refused while Ha is approved if the value of fcount exceeds that of ftable.

H_0: The brand ambassador and price discount factors have no impact on the purchase intention variable.

H_a: The brand ambassador and price discount factors have an impact on the purchase intention variable.

The results of the f test can be seen in the following table:

Table 9. Simultaneous Hypothesis Test Results (F-test)

ANOVAa

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	129,366	2	64,683	**25,034**	,000b
	residual	250,634	97	2,584		
	Total	380,000	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Price Discount, Brand Ambassador

Source: Data processed by researchers, 2022

Based on the ANOVA table above, it can be shown that the fcount value is 25.034 > ftable 3.09. According to the criteria, H_0 is rejected and H_a is approved, indicating that all independent factors, namely Brand Ambassador and Price Discount have an impact on the dependent variable, namely Purchase Intention.

CONCLUSION

Based on research results and results of statistical data analysis regarding The Effect of Brand Ambassadors and Price Discounts on Consumer Purchase Intention in Shopee E-Commerce (Case Study on Shopee Users in Bandung City), then, the following conclusions can be drawn: 1) According to the results, Brand Ambassadors positively influenced purchase intention by 21.3 percent, with the remaining 78.7 percent being influenced by factors that were not studied; 2) Accorsing to the results, 29 percent of the purchase intention was positively impacted by the price discount, with the remaining 71%percentbeing influenced by other factors that were not studied; 3) According to the results, 34 percent of the purchase intention was influenced by Brand Ambassador and Price Discount, and the remaining 66 percent was influenced by other factors that were not included.

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