



The Influence of Brand Ambassador Red Velvet on Purchase Decision of BNI Tapcash

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ABSTRACT: This research examines the influence of Red Velvet as a brand ambassador on consumer purchasing decisions for BNI's Tapcash, an electronic payment card. Following the rise of cashless transactions post-COVID-19 and the National Cashless Movement (GNNT), BNI's collaboration with K-pop groups such as NCT 127 led to significant growth in Tapcash transactions. Building on this success, BNI launched a special edition Tapcash featuring Red Velvet to further promote its usage. The study focuses on the effectiveness of celebrity endorsements within K-pop fan culture, where fans often support idols by purchasing merchandise. Using a quantitative approach, the research surveyed the K-pop fanbase in Indonesia, specifically members of active social media communities, with 95 respondents selected through purposive sampling. The survey examined how Red Velvet's role as a brand ambassador influenced purchasing decisions, particularly by assessing the credibility, attractiveness, and power of the brand ambassador on sales. Data analysis, conducted through validity, reliability, and simple linear regression tests, demonstrated a significant relationship between the brand ambassador and purchasing decisions. The F-value of 10.204 exceeded the F-table value of 1.989, confirming the positive effect of Red Velvet's endorsement. Coefficient analysis indicated that a 1% increase in the Brand Ambassador variable corresponds to a 73.7% increase in purchasing decisions. This study highlights the significant role of celebrity endorsements in shaping consumer behavior, particularly within the context of the K-pop fanbase.

KEYWORDS: Brand ambassador; advertising; purchase decision

1. Introduction

Technological developments have greatly supported community activities, especially in Indonesia. This includes various aspects that cannot be ignored, one of which is economic growth. After COVID-19, there were several adjustments in community activities, particularly in the area of non-cash transactions. During the pandemic, people were advised to avoid physical contact during activities, which indirectly impacted the payment system, especially in Indonesia [1]. Initially, people used a cash payment system for transactions, but over time, the payment system began transitioning to cashless methods. Aside from the pandemic, other factors influenced this shift, one of which was the National Cashless Movement (GNNT).

Launched by Bank Indonesia on August 14, 2014, GNNT aimed to support electrification, ensuring that the payment system could operate efficiently and effectively. This was based on the many conveniences cashless transactions offer the public. GNNT successfully encouraged technological advancements in the payment system, supported by Presidential Instruction (Inpres) Number 10 of 2016, which emphasized cashless transactions within the Indonesian government [2].

Bank Indonesia (BI) introduced the GNNT with the goal of creating a secure, efficient, and seamless payment system. This initiative was expected to strengthen the performance of the national financial system, making it more effective and efficient. GNNT also aimed to reduce issues associated with cash transactions, such as the rejection of damaged or unfit-for-circulation money, while improving transaction efficiency by reducing the need to carry large amounts of cash. It was also designed to minimize calculation or human errors. Additionally, GNNT sought to realize the concept of a cashless society. To support GNNT's development, Bank Indonesia recognized the importance of adapting the payment system to advancements in digital technology. Consequently, Bank Indonesia introduced the 2025 Payment System Blueprint (SPI), which aims to facilitate the digitalization of the banking sector as a key entity in finance and the digital economy. This vision includes advancing open banking, leveraging data in financial services, and adopting digital technology [3]. The growth in economic value through cashless transactions has been evident in the significant spikes observed, particularly from 2021 to 2022. In 2021, transactions amounted to around IDR 38.7 trillion, which surged to approximately IDR 177.1 trillion in 2022. The value of transfer transactions between electronic money systems continued to rise, reaching IDR 366.3 trillion in 2023 and IDR 303 trillion during the January–July 2024 period [4].

Several parties have contributed to the growth of electronic money transactions, including the banking industry. Bank Negara Indonesia (BNI), as a state-owned enterprise (BUMN), identified this as an opportunity to support banking digitalization within the digital financial economy. BNI issued electronic payment instruments in the form of electronic cards under the product name "BNI Tapcash." By 2023, approximately 10.4 million electronic cards had been issued and were actively used, resulting in a transaction value of around IDR 474 billion [5]. To maximize business opportunities, companies must provide products or services that attract target consumers by employing promotional strategies. One commonly used promotional method is advertising [6]. By implementing effective marketing strategies, companies can steer consumers away from competitors, gaining an edge in the market. One such strategy involves leveraging a brand ambassador to spread information about a product [7]. A brand ambassador strategy involves using well-known celebrities to present products in an appealing way. This approach ensures that the brand being promoted resonates with consumers, attracting them to try the product. A key characteristic of a celebrity who serves as a brand ambassador is their ability to draw public attention to the product, ensuring a positive reception from the audience [8].

Brand ambassadors are particularly effective when their credibility is established, as this can drive purchasing decisions. Moreover, this approach is often more cost-effective while delivering maximum results compared to other marketing methods, such as traditional advertising [9]. Recognizing the potential of brand ambassadors, BNI selected NCT 127 as ambassadors to promote its electronic money/card product, BNI Tapcash. In February 2023, BNI released a special edition of the South Korean boy band featuring a unique design with

the members' photos on the cards. According to a press release, this strategy proved effective, with BNI Tapcash transactions in March 2023 increasing by 50% year-on-year (YoY). This rise was largely attributed to the popularity of the NCT 127 special edition, which was well received by the public, especially K-pop fans in Indonesia [10]. The industrialization of the Korean entertainment industry has amplified the global popularity of Korean culture. Various forms of content, such as Korean dramas (drakor), K-pop music, and Korean fashion, have become fan favorites in Southeast Asia, particularly in Indonesia. This cultural phenomenon, referred to as the “Korean Wave” or *Hallyu*, has created a unique influence on film, music, lifestyle, and fashion [11].

Building on the success of its previous collaboration, BNI released another special edition Tapcash design in July 2023 to commemorate its 77th anniversary. This edition featured Red Velvet, a South Korean vocal group under SM Entertainment. BNI aimed to encourage Tapcash usage for transactions and attract new customers to the product. While fans often collect Tapcash as merchandise, it also serves as a practical payment method that simplifies daily transactions [12]. K-pop fans frequently show support for their idols by not only appreciating music and downloading songs but also by collecting merchandise related to their idols [13]. This behavior often results in a stereotype of K-pop fans as loyal, yet consumptive and obsessive. Fans are known for their willingness to spend significant amounts on idol-related merchandise as a form of support [14]. Alexandrina et al. highlighted that consumer behavior within fandoms, such as K-pop fans, differs significantly from general consumer behavior. Fandom members prioritize merchandise collection and often overlook factors such as product quality and price. Their purchasing decisions are motivated by the unique culture and experiences associated with being part of the fandom [13].

Given this context, researchers are intrigued by the potential impact of BNI’s strategy in appointing Red Velvet as their brand ambassadors. This study specifically seeks to examine whether this collaboration influences consumer engagement in purchasing Tapcash (electronic money cards) and contributes to supporting the National Cashless Program (GNNT) initiative promoted by Bank Indonesia [3]. The objective of this research is to determine the impact of Red Velvet as a brand ambassador on purchasing decisions for BNI Tapcash. The researchers formulated the operationalization concepts of Brand Ambassador (X) and Purchasing Decisions (Y), as shown in Table 1.

Table 1. Operationalization concept.

Concept	Variable	Dimensions	Indicator	Scale	Reference
Marketing Communication	Brand Ambassador (X)	Credibility	Expertise, Trustworthiness	Interval	[15]
		Attractiveness Power	Similarity, Familiarity, Liking Compliance, Persuade		
Marketing Communication	Purchase Decision (Y)	Product Choice	Sevices, Ideas	Interval	[16]
		Brand Choice	Value, Uniqueness		
		Store Choice	Location, Product Availability		
		Purchase Quantity	Type of Product		
		Purchase Timing Payment Method	Product Urgency, Recognition Ease of Transactions, Technology and digitalization		

Researchers identified several previous studies with similar objectives that could serve as references for the current research. One such study was conducted by Delliana and titled

"The Influence of Brand Ambassador Yuki Kato on the Purchase Decision of Senka Perfect Whip." The study employed simple linear regression, resulting in the equation $3.775 + 1.080X$. This indicates that for each unit increase in the brand ambassador variable linked to Yuki Kato, the purchasing decision variable increased by 1.080 in a positive direction, accompanied by a constant value of 3.775. Therefore, it was concluded that Yuki Kato, as a brand ambassador, significantly influenced purchasing decisions for Senka Perfect Whip [8].

Subsequent research was conducted by Siskhawati and Maulana, titled "The Influence of Brand Ambassadors and the Korean Wave on Purchase Decisions for Neo Coffee Products." This study utilized multiple linear regression to analyze the data. The results showed that brand ambassadors alone did not significantly affect purchasing decisions. However, the Korean wave had a strong and positive influence on these decisions. Moreover, when both factors were examined together, the Korean wave and brand ambassador had a combined and significant effect on purchasing decisions for Neo Coffee products ($R^2 = 0.61$, $F = 75.841$, $p = 0.000$). The R-squared value of 0.61 indicated that brand ambassadors and the Korean wave together explained 61% of the variation in purchasing decisions [17].

2. Materials and Methods

This study adopts a quantitative approach involving two variables: Variable X, representing the Brand Ambassador, and Variable Y, representing the Purchase Decision. Quantitative approaches emphasize precise measurement of data (through experimental or survey methods) to address research questions and hypotheses guided by theory. This research employs a survey method, using a questionnaire as the primary instrument for data collection. The survey method enables a quantitative analysis of trends, attitudes, or opinions within a population by evaluating a sample drawn from that population [18]. The questionnaire utilizes an interval scale with four response categories: strongly disagree, disagree, agree, and strongly agree. It will be distributed via social media groups, and researchers will also distribute it individually by directly contacting respondents. The research population comprises K-pop fans in Indonesia who are members of active social media communities. To select participants, the researchers employed purposive sampling, a technique that identifies individuals meeting specific criteria—particularly those aware of the collaboration between Red Velvet and BNI. The sample size for this research was determined using the Slovin formula, as follows:

$$n = \frac{N}{1 + Ne^2} = \frac{2004}{1 + 2004(0.1)^2} = 95.247 = 95$$

In this formula, n represents the sample size, N denotes the population size, and e indicates the margin of error, which is set at 10% for this study. Based on the calculation using the Slovin formula, this research included a sample size of 95 respondents.

3. Results and Discussion

Validity refers to the degree to which observed differences in scale scores accurately reflect differences between objects based on the characteristics being measured, rather than being affected by random or systematic errors. In this study, the validity of the questionnaire was tested using the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy. The KMO index assesses the suitability of factor analysis, where a "high" value (ranging from 0.5 to 1.0)

indicates that factor analysis is appropriate and valid. Conversely, values below 0.5 suggest that factor analysis may be insufficient or invalid [19]. The researchers conducted a validity test, and the results are presented in Table 2.

Table 2. Validity & reliability.

	KMO & Bartlett's Test	Reliability Statistics
Brand Ambassador (X)	.687	.757
Purchase Decision (Y)	.852	.895

The validity test for variable X (Brand Ambassador) showed a KMO Sampling Adequacy value of 0.687, which exceeds the 0.5 threshold, confirming that variable X is valid. Brand Ambassador (variable X) includes three dimensions: credibility, attractiveness, and power. Brand Ambassadors are one of the strategies companies use to interact and establish relationships with the public, aiming to increase sales. Companies leverage their popularity to promote the brand, either by having them use the product in daily activities or by spreading information and attracting consumer attention through social media platforms [20]. Similarly, the validity test for variable Y (Purchase Decision) resulted in a KMO Sampling Adequacy value of 0.852, which surpasses the 0.5 threshold, confirming that variable Y is valid. Purchase Decision (variable Y) consists of six dimensions: purchase method, purchase timing, purchase quantity, store choice, brand choice, and product choice. In the product choice process, consumers decide whether to buy a good or service or allocate their money for other purposes. Each brand has its unique characteristics, requiring consumers to make decisions about which brand to choose. Consumers also have their own preferences when choosing a store, often considering factors such as proximity, competitive pricing, availability of goods, shopping convenience, and other criteria.

Consumers determine the quantity of purchases they will make, which may include more than one type of product. Regarding purchase timing, consumers consider the urgency of a product and whether it is truly needed. In recent years, consumers have increasingly appreciated the convenience of transactions, making electronification highly popular [16]. Reliability refers to the extent to which a scale yields consistent results when measurements are repeated. To assess reliability, the Alpha formula was used. According to the KMO statistical test, a Cronbach's alpha value exceeding 0.6 indicates that the test instrument is reliable [19]. The reliability test results showed that both variables have values greater than 0.6: the Brand Ambassador (variable X) had a value of 0.757, while the Purchase Decision (variable Y) had a value of 0.895. Thus, it can be concluded that both variables are reliable. After the success of the initial collaboration, BNI continues to innovate by partnering with other influential Brand Ambassadors, capitalizing on globalization trends such as the Hallyu (K-pop Wave). This strategy aims to expand the market and introduce the convenience of cashless transactions to the public, particularly in Indonesia. The researchers applied a simple linear regression analysis using IBM SPSS Statistics 25 to examine the impact of the Brand Ambassador (variable X) on the Purchase Decision (variable Y), as shown in Table 3.

Table 3. Data Analysis – coefficient.

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	5.660	8.725		.649	.518
Brand Ambassador	.737	.231	.314	3.149	.002

The researcher applied a simple linear regression analysis using the formula $Y = \alpha + Bx$. According to Table 3, the value of α is 5.660, and B is 0.737, resulting in the equation $Y = 5.660 + 0.737x$. This indicates a positive relationship between the variables, where a 1% increase in the Brand Ambassador (variable X) leads to a 0.737 increase in the Purchase Decision (variable Y). This 1% increase suggests that the use of Brand Ambassadors enhances purchasing decisions by 73.7%. Furthermore, the positive constant value of 5.660 reflects the favorable influence of Brand Ambassadors on Purchase Decisions, even in the absence of additional changes in variable X.

Table 4. Data Analysis – model summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.314 ^a	0.099	.089	5.346

As shown in Table 4, the (R) correlation coefficient between the Brand Ambassador (variable X) and the Purchase Decision (variable Y) is 0.314, or 31.4%. The R-squared value, which represents the coefficient of determination, is 0.099, or 9.9%. This indicates that Brand Ambassadors account for 9.9% of the variation in Purchase Decisions, while the remaining influence can be attributed to other factors not included in this research.

Table 5. Data analysis – ANOVA.

Model	Sum of Squares	Df	Adjusted R Square	f	Sig
Regression	291.633	1	291.633	10.204	.002 ^b
Residual	2658.051	93	28.581		
Total	2949.684	94			

As presented in Table 5, the obtained F-value is 10.204. According to the F-table with a significance level of $\alpha = 0.05$, the critical value is 1.989. Since the calculated F-value (10.204) exceeds the F-table value (1.989), it can be concluded that the results are statistically significant. This indicates that the use of Brand Ambassadors has a positive influence on Purchase Decisions. Furthermore, it suggests that factors such as the Brand Ambassador's credibility, attractiveness, and power play a significant role in shaping consumer purchasing decisions [15].

4. Conclusions

This research demonstrates a significant influence of Red Velvet as a Brand Ambassador on purchasing decisions for BNI Tapcash products. The results from the validity and reliability tests, along with the simple linear regression analysis, support this conclusion. In the KMO Sampling Adequacy validity test, the Brand Ambassador variable yielded a valid result. Similarly, the reliability test revealed a Cronbach's alpha of 0.757 for the Brand Ambassador (X) and 0.895 for Purchase Decision (Y), both of which exceeded the 0.6 threshold, confirming their reliability. Additionally, the simple linear regression test revealed a significant relationship between the Brand Ambassador and Purchase Decisions. The calculated F-value of 10.204 exceeds the F-table value of 1.989. The coefficient analysis shows that the value of α is 5.660 and B is 0.737, suggesting that the use of Brand Ambassadors contributes to a 73.7% increase in purchasing decisions. The R-squared value of 0.099 indicates that Brand

Ambassadors explain 9.9% of the variation in Purchase Decisions, with the remaining influence attributed to other factors not considered in the research. Consequently, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted, indicating that the Red Velvet Brand Ambassador significantly influences purchasing decisions for BNI Tapcash products.

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Author Contribution

Anggito Priyambodo conducted this research by developing a research framework with valuable guidance from Dr. Kinkin Yuliaty S. P. M.Si, CICS, and Dr. Vera Wijayanti Sutjipto, M.Si. Their support was essential in refining the research concept and overseeing the data analysis process.

Competing Interest

All authors declared that they have no competing of interest

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