

The Influence of Brand Ambassador, Website Quality, and E-WOM on Purchase Decisions in Shopee E-Commerce within the Special Region of Yogyakarta

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Abstract

This study aims to examine the influence of brand ambassador, website quality, and electronic word of mouth (E-WOM) on purchase decisions in Shopee e-commerce within the Special Region of Yogyakarta. Employing a quantitative survey approach, data were collected from 100 active Shopee users through purposive sampling, using structured questionnaires measured on a five-point Likert scale. The collected data were analyzed using multiple linear regression with SPSS version 23 to determine both partial and simultaneous effects among variables. The findings reveal that brand ambassador, website quality, and E-WOM each have a positive and significant impact on purchase decisions. Specifically, effective brand ambassadors enhance consumer trust and brand image, while a high-quality website with appealing visuals, easy navigation, and security features fosters user confidence and satisfaction. Likewise, positive E-WOM through online reviews and peer recommendations significantly strengthens consumer purchase intentions. These findings underscore the importance of integrating digital marketing communication strategies to enhance customer experience and loyalty in e-commerce. Future research is recommended to incorporate additional variables such as brand trust, customer satisfaction, and digital service quality to develop a more comprehensive model of online consumer behavior.

Keywords: Brand ambassador, electronic word of mouth, purchase decision, website quality.



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INTRODUCTION

The rapid evolution of information and communication technology has brought about profound changes in various facets of life, particularly in the economic and commercial domains. The convenience of the internet has transformed consumer behaviour, making online shopping via e-commerce platforms increasingly commonplace (Saripudin & Faihaputri, 2021). In Indonesia, the e-commerce sector has become a strategic growth engine, bolstered by an expanding base of internet users and mobile device penetration. According to the Indonesian Investment Coordinating Board (BKPM), investment in the e-commerce sector in 2017 exceeded USD 5 billion, reflecting the sizable digital market potential in Indonesia (Anwar & Afifah, 2018).

Within this dynamic environment, Shopee stands out as one of the largest e-commerce platforms in Indonesia, attracting consumers through wide product categories and aggressive digital marketing strategies. Not only has Shopee expanded its presence domestically, but it has also extended its reach to neighbouring Southeast Asian markets such as Singapore, Malaysia, Vietnam, Thailand, and the Philippines (Fauziah, 2020). Furthermore, market-intelligence data show that Shopee occupies the lead position in Indonesia, surpassing competitors such as Tokopedia, Blibli, and Lazada. The combination of technological affordances and evolving consumer behaviour thus underscores the importance of understanding the determinants of purchase decision making in the e-commerce context (Faiz et al., 2024).

A critical part of this understanding lies in the roles of brand ambassadors, website quality, and electronic word-of-mouth (E-WOM). The deployment of brand ambassadors has been leveraged by e-commerce actors to build trust, enhance brand appeal and stimulate consumer engagement (e.g., Goyette et al., (2010); Hamidah et al., (2024); Nurrohman et al., (2025) Meanwhile, website quality encompassing usability, information quality, interaction or service quality plays a central role in shaping user experience and influencing purchase outcomes (Hardiyanto & Firdaus, 2021; Nurhadi et al., 2023). For instance, recent work shows that website quality and E-WOM positively affect purchase decisions in the Shopee platform. In the digital shopping era, consumers do not only evaluate the product itself but also make decisions based on their trust in the platform, the experience of navigating the website, and the peer-reviewed content shared by other users.

Despite the growing body of research, empirical evidence remains mixed and context-specific gaps persist. Some studies report that brand ambassadors and website quality have significant positive effects on purchase decisions, whereas for E-WOM the results vary: certain studies present non-significant or inconsistent impacts (Siwi et al., 2025). In addition, much of the prior research has focused on generic national samples rather than specific regional contexts such as the Special Region of Yogyakarta (Daerah Istimewa Yogyakarta). Accordingly, this presents an opportunity to re-examine the relationships among brand ambassador, website quality, E-WOM and consumer purchase decision in a more localized, culturally-distinct environment (Diana et al., 2024).

This study centres on the Shopee e-commerce platform operating within the Special Region of Yogyakarta. It aims to analyse the influence of brand ambassador, website quality, and E-WOM on consumer purchase decisions. The choice of Yogyakarta is motivated by its unique

demographic profile, the prevalence of younger consumers, and its growing digital literacy, making it an ideal regional setting for such investigation. The research questions guiding this study include: (1) To what extent does the brand ambassador role affect purchase decisions on Shopee in Yogyakarta? (2) How does website quality contribute to purchase decisions in the same context? (3) What is the effect of E-WOM on purchase decisions and does it differ regionally compared to national averages? Ultimately, this research seeks to fill the contextual gap and contribute to both theory and practice.

The objectives of the study are thus: (1) to determine the individual effect of brand ambassador on purchase decision; (2) to assess the individual effect of website quality on purchase decision; (3) to evaluate the individual effect of E-WOM on purchase decision; and (4) to determine the simultaneous effect of all three variables on purchase decision in the Shopee e-commerce context within Yogyakarta. In terms of benefits, this study is expected to provide theoretical contributions to digital marketing literature and practical implications for e-commerce enterprises, especially those operating in regional markets, in formulating effective marketing strategies such as selecting relevant brand ambassadors, enhancing website experience, and managing peer-based communication channels. By doing so, practitioners may be better equipped to optimise consumer decision outcomes and strengthen competitive positioning.

METHOD

This study employed a quantitative approach using a survey method, which collects numerical data through structured statements designed to measure respondents' perceptions and attitudes (Sekaran & Bougie, 2016). The purpose of this research was to examine the influence of brand ambassador, website quality, and electronic word of mouth (E-WOM) on purchase decisions in Shopee e-commerce within the Special Region of Yogyakarta. The study focused on understanding how these marketing communication elements shape consumer behavior in an online retail context.

The population of this study consisted of active Shopee users residing in the Special Region of Yogyakarta. The sampling technique applied was purposive sampling (Sugiyono, 2018), with the criteria that respondents must be at least 17 years old, reside in Yogyakarta, and have made at least one purchase on Shopee. A total of 100 respondents were selected as the research sample, which is considered adequate for regression-based quantitative analysis. Primary data were obtained directly from respondents through a structured online questionnaire, while secondary data were gathered from literature, journals, and previous studies relevant to the research variables.

The data collection instrument was developed based on established indicators from previous studies: brand ambassador, website quality (Rahmawati et al., 2022), E-WOM (Maulidya et al., 2025), and purchase decision (Hakim et al., 2021). The questionnaire used a five-point Likert scale, ranging from 1 ("strongly disagree") to 5 ("strongly agree"). Prior to hypothesis testing, instrument validity and reliability tests were conducted to ensure data accuracy and consistency.

Data analysis was carried out using SPSS version 23, employing multiple linear regression analysis to evaluate the relationship between the independent variables and the dependent

variable. The t-test was used to assess the partial effect of each independent variable, while the F-test determined their simultaneous influence. Additionally, the coefficient of determination (R^2) was calculated to measure how much the independent variables contributed to explaining variations in purchase decisions among Shopee users in Yogyakarta.

RESULTS AND DISCUSSION

Description of Respondent

Based on the collected data, the characteristics of respondents by age are presented as follows:

Table 1. Characteristics of Respondents by Age

Age	Frequency	Percentage (%)
17-20 years	29	29,0
21-25 years	52	52,0
26-30 years	14	14,0
>30 years	5	5,0
Total	100	100

Source: Primary Data, 2025

Based on Table 1, the results indicate that the majority of respondents are within the 21–25 age group, comprising 52 individuals or 52% of the total. This finding reflects that the younger, more productive demographic dominates Shopee users in the Special Region of Yogyakarta. Individuals in this age range are typically university students and young professionals who exhibit high adaptability to technology, adequate purchasing power, and a greater frequency of e-commerce usage compared to other age groups. This aligns with national e-commerce research reports, which reveal that the majority of active online shoppers in Indonesia fall within the 18–25 age bracket. These results emphasize that Shopee's marketing strategies are effectively reaching younger consumers who are digitally literate and highly engaged with online platforms, suggesting that youth-oriented digital marketing remains a critical factor in maintaining competitive advantage.

The following table presents the respondents' characteristics based on gender:

Table 2. Characteristics of Respondents by Gender

Gender	Frequency	Percentage (%)
Male	36	36,0
Female	64	64,0
Total	82	100

Source: Primary Data, 2025

As shown in Table 2, female respondents are more dominant, with 64 participants (64%), compared to 36 male respondents (36%). This indicates that women tend to be more active in making purchases on Shopee than men. This result is consistent with previous studies which state that female consumers are generally more responsive to digital marketing stimuli and exhibit higher online shopping frequencies than their male counterparts. Furthermore, this tendency can be attributed to the fact that e-commerce platforms such as Shopee often provide a variety of

products, promotional campaigns, and user experiences that appeal more strongly to female shoppers, including fashion, beauty, and lifestyle products. Hence, targeting female consumers through personalized engagement and content-based marketing could further enhance Shopee’s sales performance in this demographic segment.

Validity Test

Table 3. Validity Test Results

Variable	Number of Items	Sig. (2-tailed)	Significance	Description
Brand Ambassador (X1)	8	0,000 – 0,003	< 0,05	Valid
Website Quality (X2)	10	0,000 – 0,002	< 0,05	Valid
E-WOM (X3)	6	0,000 – 0,000	< 0,05	Valid
Purchase Decision (Y)	10	0,000 – 0,002	< 0,05	Valid

Source: SPSS Output, 2025

As shown in Table 3, the results of the validity test indicate that all items in the questionnaire meet the validity requirement, as each significance value is less than 0.05. Therefore, it can be concluded that all items are valid and appropriate for use in further research. This confirms that the measurement instruments accurately capture the constructs of brand ambassador, website quality, electronic word-of-mouth (E-WOM), and purchase decision as intended in the research model.

Reliability Test

Table 4. Reliability Test Results

Variable	Cronbach Alpha	Description
Brand Ambassador (X1)	0,895	Reliable
Website Quality (X2)	0,858	Reliable
E-WOM (X3)	0,870	Reliable
Purchase Decision (Y)	0,885	Reliable

Source: SPSS Output, 2025

Based on Table 4, the reliability test results show that the Cronbach's Alpha value for all variables exceeds 0.60, indicating that each set of questionnaire items is reliable. This means that the instrument used in this study consistently measures the construct across respondents. A high Cronbach's Alpha value indicates that respondents interpret the questionnaire items consistently, reflecting clear and precise measurement statements. This reliability also increases the internal consistency of the data, thereby strengthening the credibility of subsequent hypothesis testing.

Multiple Linear Regression and Partial Test (t-Test)

This study applied multiple linear regression analysis to determine how Brand Ambassador, Website Quality, and Electronic Word-of-Mouth (E-WOM) influence Purchase Decisions among

Shopee e-commerce users in the Special Region of Yogyakarta. The analysis was conducted using SPSS version 23. The results of both the regression coefficients and the partial (t-test) are presented in Table 5.

Table 5. Results of Multiple Linear Regression and Partial Test (t-Test)

Model	Coefficients ^a		t	Sig.	
	Unstandardized Coefficients				Standardized Coefficients
	B	Std. Error			Beta
(Constant)	-6,424	1,421	-4,520	,000	
Brand Ambassador	,636	,056	,519	11,329	,000
Website Quality	,379	,042	,329	9,107	,000
E-WOM	,416	,085	,238	4,901	,000

a. Dependent Variable: Purchase Decision

Source: SPSS Output, 2025

Based on Table 5, the regression equation model is formulated as follows:

$$Y = -6.424 + 0.636X_1 + 0.379X_2 + 0.416X_3 + e$$

The constant value of -6.424 indicates that if all independent variables are assumed to be constant, the purchase decision would have a base value of -6.424. The coefficient for Brand Ambassador (X_1) is 0.636, which is positive, suggesting that an improvement in the performance or image of the brand ambassador increases consumer purchase decisions. This finding implies that attractive, credible, and relatable ambassadors significantly enhance brand perception and purchasing behavior.

Similarly, the coefficient for Website Quality (X_2) is 0.379, indicating that improvements in website functionality, design, and user experience have a positive and significant impact on consumers' decision-making process. High-quality websites help build consumer trust by providing easy navigation, security assurance, and efficient transaction processes.

The coefficient for E-WOM (X_3) is 0.416, also positive, which means that positive online discussions, reviews, and recommendations contribute significantly to purchase decisions. The significance value for all three variables ($0.000 < 0.05$) confirms that Brand Ambassador, Website Quality, and E-WOM each have a positive and statistically significant effect on purchase decisions.

These findings are consistent with prior studies, which suggest that digital engagement and online credibility play critical roles in influencing consumer confidence and behavioral intentions in e-commerce contexts (Handoyo, 2024). Moreover, this result reinforces the idea that marketing effectiveness in online marketplaces depends on the combination of human connection (through brand ambassadors), technological excellence (through website quality), and social influence (through E-WOM).

Simultaneous Test (F-Test)

The F-test was conducted to evaluate whether Brand Ambassador, Website Quality, and E-WOM simultaneously influence purchase decisions. The results are shown in Table 6.

Table 6. Results of Simultaneous Test (F-Test)

Model	Sum of Squares	ANOVA ^a		F	Sig.
		df	Mean Square		
Regression	2,898,683	3	966,228	404,074	,000 ^b
Residual	229,557	96	2,391		
Total	3,128,240	99			

a. Dependent Variable: Purchase Decision
 b. Predictors: (Constant), E-WOM, Website Quality, Brand Ambassador
 Source: SPSS Output, 2025

Based on Table 6, the significance value of $0.000 < 0.05$ indicates that the model is valid and that the independent variables jointly have a significant effect on purchase decisions. Therefore, the fourth hypothesis (H_{a4}) is accepted. This suggests that the integration of brand ambassador performance, website quality, and E-WOM communication collectively determines consumer purchasing behavior in Shopee e-commerce. This implies that an effective online marketing strategy must integrate personal branding, technological performance, and peer influence to drive consumer trust and conversion rates.

Coefficient of Determination (R^2 Test)

The coefficient of determination (R^2) measures the explanatory power of the independent variables toward the dependent variable. The results are presented in Table 7.

Table 7. Results of Coefficient of Determination (R^2 Test)

Model	Model Summary			Std. Error of the Estimate
	R	R Square	Adjusted R Square	
1	,963 ^a	,927	,924	1,546

a. Predictors: (Constant), E-WOM, Website Quality, Brand Ambassador
 Source: SPSS Output, 2025

Table 7 shows that the Adjusted R^2 value is 0.924, meaning that Brand Ambassador, Website Quality, and E-WOM collectively explain 92.4% of the variance in Purchase Decision, while the remaining 7.6% is influenced by other factors not included in this study. These factors could include pricing strategy, promotional intensity, brand reputation, and customer service responsiveness (Kotler et al., 2019).

Overall, the results highlight that effective marketing communication in e-commerce requires synergy between emotional appeal (brand ambassador), digital performance (website quality), and social validation (E-WOM). Therefore, Shopee and similar platforms should continue strengthening their ambassador branding programs, investing in website innovation, and encouraging positive customer interactions to maintain consumer trust and stimulate purchase decisions in a highly competitive digital market.

CONCLUSION

Based on the findings, it can be concluded that brand ambassador, website quality, and electronic word of mouth (E-WOM) have a positive and significant influence on purchase decisions in Shopee e-commerce within the Special Region of Yogyakarta. These results reinforce consumer behavior theories, emphasizing that psychological, social, and technological factors play a crucial role in shaping purchasing decisions. The presence of brand ambassadors enhances consumer trust and positive perceptions toward Shopee, while a well-designed website with appealing visuals, easy navigation, and transaction security creates a comfortable shopping experience that encourages purchase decisions.

Furthermore, E-WOM was also found to have a significant impact on purchase decisions. Positive user reviews, relevant content, and frequent consumer interactions strengthen buyers' confidence in selecting products. This finding highlights that Shopee can leverage digital communication among users to enhance marketing effectiveness and foster customer loyalty. Differences between this study and previous research, suggest that the effectiveness of brand ambassadors and E-WOM may vary depending on product characteristics, marketing strategies, and target market segmentation. As a recommendation, future research should consider incorporating additional variables such as brand trust, customer satisfaction, or digital service quality to provide a more comprehensive understanding of factors influencing online purchase decisions. Moreover, studies conducted on other e-commerce platforms or in different regions could offer valuable comparative insights into the effectiveness of digital marketing strategies across various contexts.

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