

## The impact of a regional brand ambassador and social media advertising on brand trust and brand loyalty of Lazada in Indonesia

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### ABSTRACT

This research analyzes the impact of a regional brand ambassador and social media advertising on the brand trust and brand loyalty of Lazada, an online marketplace in Indonesia, directly and indirectly. The statistical technique is SEM-PLS to analyze 100 data using convenience sampling. The results show that social media advertising impacts brand trust directly and indirectly, and only brand trust impacts brand loyalty, while the regional brand ambassador does not impact brand trust or brand loyalty directly and indirectly. It implies that Lazada needs to do in-depth research to analyze the right brand ambassador that suits customers' preferences and produces more engaging advertising content to increase brand trust and build brand loyalty.

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## 1. Introduction

Digitalization and the Covid-19 pandemic have brought drastic changes to the world. Consumer behavior, priorities, and shopping habits have also shifted. People's lifestyles and social lives rely heavily on digital technology, whereas based on a survey (Snapcart, 2020), most Indonesian consumers (78%) have changed their daily activities and shopping habits to online shopping. The social distancing policy forced people to carry out most activities from home, causing a significant increase in utilizing digital services, in which 69% of consumers use e-commerce to purchase for their daily needs (Lidwina, 2020). It was estimated to grow by 54%, and surprisingly amid the pandemic, it increased by 91% in 2022. The change led to around 12 million new users, and at least 40% of them will continue to shop online in the long run, leading to a shift of trading activities to digital platforms (Sirclo & Ravenry, 2021).

The Korean wave has become a trend-shaping brand marketing strategy in Indonesia's e-commerce, especially in collaboration with Hallyu stars, who highly interact with internet users. Lazada, Southeast Asia's leading e-commerce platform, announced Lee Minhoo, a South Korean actor, as its regional brand ambassador, coinciding with the momentum of the 11.11 annual shopping festival on October 11, 2020. Mary Zhou, the chief marketing officer of Lazada, expects Lee Minhoo, with his South Korean celebrity's distinctive personality and charming appearance, can bring happiness to their customers amid uncertainty due to the pandemic (Adobo, 2020; AlibabaNews, 2020; Mutiah, 2020; Rahma, 2020; R. P. Sari, 2020).

Along with Lazada's Indonesian brand ambassadors, Agnez Mo and Verrel Bramasta, Lee Minhoo has collaborated on social media advertising to promote the brand, such as on Youtube, Facebook, Instagram, TikTok, and Twitter, which potentially encourages online transactions from the fans as new or current customers (Adobo, 2020; AlibabaNews, 2020; Mutiah, 2020;

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R. P. Sari, 2020). Customers will consider buying products if the message conveyed in social media advertising can create a brand trust (Ellitan et al., 2022; Hayes et al., 2021; Hollebeek & Macky, 2019; Leite & Baptista, 2022; Lou & Yuan, 2019), increasing sales performance and brand awareness (Restu et al., 2020), leading to brand loyalty (Erdoğan & Cicek, 2012; Jafarova & Tolon, 2022; Khan et al., 2021; Laroche et al., 2012, 2013; Tatar & Eren-Erdoğan, 2016; Yahyazadehfar et al., 2020).

Lee Minhø became popular in 2009 after acting in the television series "Boys Before Flower" (Liputan6, 2023). He is listed as a South Korean actor with huge fans in many countries, including Indonesia. In 2015, he was listed as a South Korean artist with the most social media followers in China (Pemita, 2015). His leading roles in other popular television series, "City Hunter" and "The King: Eternal Monarch," has gained huge fans in Southeast Asia (Adobo, 2020). Align with the brand, its spirit, and the "Go Where Your Heart Beats" tagline, Lazada believes Lee's enthusiastic and optimistic personality, his success stories, and real-life examples with various social involvement in giving back to the community will inspire and encourage customers to pursue their desired passions (Adobo, 2020). Customers' strong relationship with the brand ambassadors will create brand trust (Digdowiseiso et al., 2021; Kang & Sharma, 2012; Lea-Greenwood, 2012; Restu et al., 2020; F. Wang & Hariandja, 2016; Wassler et al., 2021; Yudhistira & Patrikha, 2021), which eventually leads to brand loyalty (Astika & Nurfebiaraning, 2022; Elegbe & Adesanoye, 2018; Ganzeboom, 2022; Juliono et al., 2022; Nadila & Windasari, 2022; Pangaribuan et al., 2020).

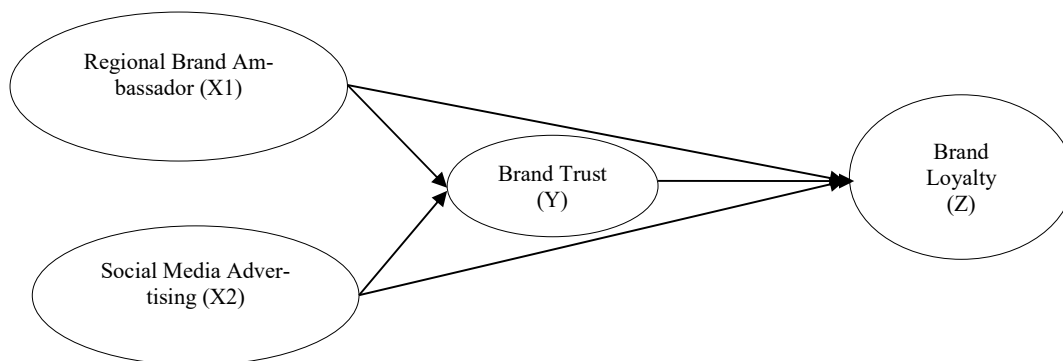
However, with his age of 36 years old this year, Lee Minhø no longer represents the main target of Indonesia's marketplace, which is dominated by 36% older Gen-Z (aged 18 to 25 years old) and 49% younger Millennials (aged 26 to 35 years old) with the highest proportion of online shopping transactions (Bayu, 2022; Dihni, 2022; Perkasa & Wisnubrata, 2023; K. R. Sari, 2023). Based on the marketplace map, Lazada is still in the top 5 brands visited monthly. However, from 2020 to 2022 (Table 1), it constantly decreased (Ipriceinsights, 2022). Thus, this research will analyze whether Lazada's regional brand ambassador (Lee Minhø) and social media advertising, directly and indirectly impact customers' brand trust and loyalty (Fig. 1).

**Table 1**

Marketplace Visitors in Indonesia

Marketplace	2020	2021	2022
Tokopedia	114,655,600	157,443,300	158,346,667
Shopee	129,320,800	138,776,700	131,296,667
Bukalapak	38,583,100	25,760,000	26,640,000
Lazada	36,260,600	28,173,300	21,303,333
Blibli	22,413,100	15,686,700	19,736,667
Orami	6,186,200	16,683,300	16,176,667

Source: (Ipriceinsights, 2022)



**Fig. 1.** Research Model

## 2. Literature Review

### 2.1 The Regional Brand Ambassador's Impact on Brand Trust and Brand Loyalty

Brand ambassadors represent the face of the brand, acting as the embodiment of the brand and the company through their words and actions, connecting with customers to increase brand awareness, sales, brand trust, and brand loyalty. Many previous studies have shown that brand ambassador positively impacts customer purchase decision and brand trust (Digdowiseiso et al., 2021; Kang & Sharma, 2012; Lea-Greenwood, 2012; Restu et al., 2020; F. Wang & Hariandja, 2016; Wassler et al., 2021; Yudhistira & Patrikha, 2021). Customer trust in a specific brand, among other brands in the market, can develop if the brand ambassadors can persuade customers' interest through various promotional programs such as collaboration between local and regional brand ambassadors. Brand ambassadors must feature across more diverse marketing channels, becoming multifaced and digitally savvy entertainers like Hallyu stars that become famous worldwide (Chitrakon, 2021).

**Table 2**  
Operational Variables

Variables	Indicators	
X1. Regional Brand Ambassador	X1.1. Visibility	x1.1. Famous
		x1.2. Frequent appearances in public
		x1.3. Has many fans
		x1.4. Public influencer
	X1.2. Credibility	x1.5. Mastering the brand and its products
		x1.6. Trustworthy
		x1.7. Sincere
		x1.8. Credible in convincing buyers
		x1.9. Confidence
	X1.3. Attraction	x1.10. Enchanting
		x1.11. Good looking
		x1.12. Good personality
		x1.13. Likable personality
		x1.14. Representing the product
		x1.15. Representing the brand
	X1.4. Power	x1.16. Has the Power to attract potential buyers
x1.17. Has a strong influence on buyers		
x1.18. Attracting buyers with his name		
X2. Social Media Advertising	X2.1. Attention	x2.1. Attractive ad
		x2.2. Attractive product offers
		x2.3. Compelling messages
		x2.4. Visually attractive
		x2.5. Easy to remember
		x2.6. Different with competitor
		x2.7. Easy to recognize
	X2.2. Interest	x2.8. The ads interest people to shop
		x2.9. The messages interest people to shop
		x2.10. The products interest people to shop
		x2.11. Entertaining enough to interest people to shop
	X2.3. Desire	x2.12. The encourage viewers' desire to shop
		x2.13. The information encourages viewers' desire to shop
		x2.14. The content encourages viewers' desire to shop
	X2.4. Attraction	x2.15. The ad attracts people to investigate
		x2.16. The ad attracts people to shop
		x2.17. The ad attracts people to repurchase

The regional brand ambassador in this research is measured based on the VisCAP model (with a total of 18 items of questions), namely: Visibility (4 items), Credibility (5 items), Attraction (6 items), and Power (3 items) (Digdowiseiso et al., 2021; Fitrianto et al., 2020; Kertamukti, 2015; Lea-Greenwood, 2012; Rossiter & Percy, 1985; Suleman et al., 2023; Timpal et al., 2022; Wachyuni & Priyambodo, 2020). The company can develop a multifaced brand ambassador program under customer expectations by utilizing local and regional brand ambassadors. To gain brand loyalty, all brand ambassadors must collaborate to build better communication regularly, establishing a sense of community among brand ambassadors and strong emotional bonds with customers (Geurin, 2020). Many previous studies have shown that brand ambassador positively impacts customer's brand loyalty (Astika & Nurfebriaraning, 2022; Elegbe & Adesanoye, 2018; Ganzeboom, 2022; Juliono et al., 2022; Nadila & Windasari, 2022; Pangaribuan et al., 2020).

## 2.2 The Social Media Advertising Impact on Brand Trust and Brand Loyalty

Social media advertising is indirect communication about products and services, the brand or the company, its offers or benefits, important information, marketing programs, etcetera, by using social media as its platform to grab internet users' attention with engaging content, attracting consumers to buy the product. In this research, the effectiveness of social media advertising in attracting consumers is measured based on the AIDA model (with a total of 17 items of questions), which was developed in 1898 by St Elmo Lewis (Oxford, n.d.), namely: Attention (7 items), Interest (4 items), Desire (3 items), and Action (3 items) (Budiawan et al., 2017; Jafarova & Tolon, 2022; Kristiani, 2017; Myers, 2010; Nasir et al., 2021; Sriram et al., 2021; Thornhill et al., 2017). Engaging content on social media advertising and other digital marketing programs can encourage consumers' brand trust to shop online (Ellitan et al., 2022; Hayes et al., 2021; Hollebeek & Macky, 2019; Leite & Baptista, 2022; Lou & Yuan, 2019). Many previous studies have also shown positive impacts of social media advertising on

brand loyalty (Erdoğmuş & Cicek, 2012; Jafarova & Tolon, 2022; Khan et al., 2021; Laroche et al., 2012, 2013; Tatar & Eren-Doğmuş, 2016; Yahyazadehfar et al., 2020).

#### 2.4 The Direct and Indirect Impact of Brand Trust on Brand Loyalty

Brand trust is the customer's belief in the value of a brand based on their cognitive knowledge and experience about its products, services, attributes, benefits, etcetera, which shows from their positive attitude to the brand. It has two dimensions: trusting belief and trusting intention (with 12 items of questions). Trusting belief has 3 indicators: benevolence (2 items), integrity (2 items), and competence (2 items). Trusting intention has 2 indicators: willingness to depend (3 items) and subjective probability (3 items) (Harrison McKnight et al., 2002; Huang et al., 2022; Li et al., 2022; Mal & Davies, 2023; McKnight et al., 2002; Mowen & Minor, 2001; Raza et al., 2023; Wang, 2017). Brand trust gains from strong customer relationships based on constant satisfying experiences, which will eventually build customers loyalty to the brand (Flavián & Guinaliú, 2006; Giovanis & Athanasopoulou, 2014; Hendrawan & Agustini, 2021; Juliono et al., 2022; Kim et al., 2009; Kuswanto et al., 2019; Laroche et al., 2012; Sahin et al., 2011; Tatar & Eren-Doğmuş, 2016; Wijayanto et al., 2018; Zhang et al., 2023).

Brand loyalty is customers' commitment to use the brand regularly or repurchase the brand in the future and being willing to recommend the brand to others after gaining satisfaction and trust. It has 4 indicators (with a total of 8 items of questions), namely: repurchase (2 items), purchase other product lines from the same mother brand (2 items), recommend the brand to others (2 items), and unswitched to other brands (2 items) (Griffin, 2005; Jafarova & Tolon, 2022; Mowen & Minor, 2001; Ng et al., 2021; Peter, J. Paul & Olson, 2014; Shaari, 2020; Shugan, 2005). For some studies, brand trust is also an intervening variable, which mediates the indirect impact of brand ambassadors or social media advertising, and other variables like digital marketing programs, brand image, service quality, customer satisfaction, etcetera, towards brand loyalty (Hendrawan & Agustini, 2021; Laroche et al., 2012; Tatar & Eren-Doğmuş, 2016; Wijayanto et al., 2018; Zhang et al., 2023).

**Table 3**  
Operational Variables

Variables	Indicators		
<b>Y. Brand Trust</b>	<b>Y1. Trusting belief:</b>		
	Y1.1. Benevolence	y1.1.1. Thoughtful brand y1.1.2. Indulgence brand	
	Y1.2. Integrity	y1.2.1. Honest brand y1.2.2. Trustworthy brand	
	Y1.3. Competence	y1.3.1. Competence brand y1.3.2. Reliable brand	
	<b>Y2. Trusting intention:</b>		
	Y2.1. Dependable	y2.1.1. Dependable brand y2.1.2. Less risks y2.1.3. Less worried	
	Y2.2. Subjective probability	y2.2.1. Willing to search for information y2.2.2. Willing to obey the rules y2.2.3. Willing to follow suggestions	
	<b>Z. Brand Loyalty</b>	Z1. Repurchasing	z1.1. Purchase or use the brand regularly z1.2. Willing to repurchase the brand
		Z2. Product lines purchasing	z2.1. Willing to purchase product lines from the same brand z2.2. Willing to purchase new products from the same brand
		Z3. Brand recommendation	z3.1. Willing to recommend the brand to others z3.2. Willing to promote the brand to others
		Z4. Unswitched brand	z4.1. Un-easy to switch to other brands z4.2. Un-easy to switch to a cheaper brand

### 3. Research Methods

This research uses convenience sampling due to the uncertainty of the population number of Lazada's customers. It is easier to obtain the samples by selecting anyone who can be contacted if it fits the criteria of predetermined respondents as data sources (Secaran & Bougie, 2016). The respondents' criteria (Table 4) are Lazada customers who know Lee Minhø, have seen his social media advertising, and live in the South Tangerang and South Jakarta areas as metropolitan cities. To measure customer brand loyalty, the respondents must have shopped at Lazada at least six times a year (an average of once every two months) from January 1, 2021 (nine months after the Covid-19 pandemic's first announcement on March 2020) to December 31, 2022, when the government officially ended the social distancing policy (Aminah, 2022; Farisa, 2022; Rokom, 2022).

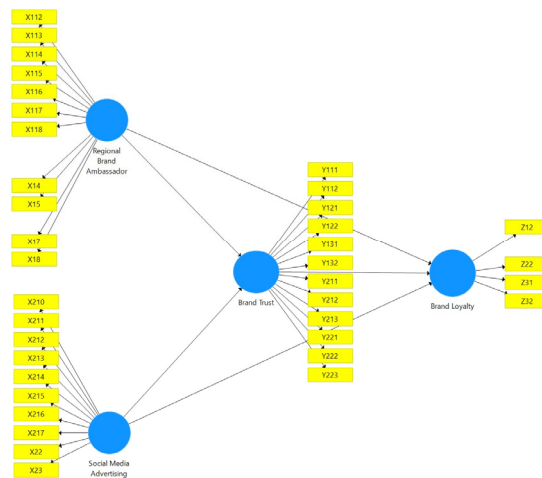
Primary data with questionnaires as instruments were distributed to the respondents using google forms with WhatsApp application. From 180 questionnaires distributed, only a 100-sample size was analyzed and calculated based on the Roscoe method with an estimated 95% confidence level, requiring a minimum of 96.04 samples (Harisandi, 2022). The Likert scale measured five categories of responses with scores 1 (strongly disagree) to 5 (strongly agree), related to respondents' agreement with each question.

**Table 4**  
Respondent Profile

Criteria	Freq.	Criteria	Freq.
<b>1. Gender</b>		<b>2. Age</b>	
Male	41	<15	0
Female	59	15 - <18	5
		18-25	52
		>25 - 35	30
		>35 - 56	13
<b>3. Job</b>		<b>4. Mostly saw Lazada's Lee Minhho ads on social media</b>	
Private employee	16	YouTube	45
Government employee	10	Instagram	37
Entrepreneur	9	Facebook	5
College student	46	TikTok	10
Student	7	others	3
Housewife	8		
others	4		
<b>5. Income/ month</b>		<b>6. Expenditure/ month</b>	
< IDR 2,6 million	49	< IDR 2,6 million	57
> IDR 2,6 - 5,2 million	35	> IDR 2,6 - 5,2 million	41
> IDR 5,2 - 7,8 million	11	> IDR 5,2 - 7,8 million	1
> IDR 7,8 - 13 million	5	> IDR 7,8 - 13 million	1
<b>7. Most use social media</b>		<b>8. Social media spending time/ day</b>	
YouTube	38	< 1 hour	2
Instagram	41	1 - 3 hours	21
Facebook	5	>3 - 7 hours	67
TikTok	13	>7 hours	10
others	3		
<b>9. Most use online shop platform</b>		<b>10. Average online transactions at Lazada</b>	
Application on smartphones or tablets	81	Once every two months	71
Website	8	Once a month	16
Social media	11	Twice - 5 times a month	3
<b>11. Most use marketplace</b>		<b>12. Frequent product to shop online</b>	
Tokopedia	36	Apparel	51
Shopee	32	Cosmetic	21
Lazada	18	Electronic	12
others	14	others	16

**4. Results and Discussion**

Table 4 shows that most respondents are female, aged 18 to 25 years (Gen-Z), and like to spend time accessing social media for an average of 3 to 7 hours daily, especially Instagram and YouTube, where they also mostly saw Lazada's Lee Minhho ads. They like using applications to shop online, especially to buy apparel. Most of them prefer Tokopedia and Shopee, and only 18% use Lazada as the most use marketplace to shop online for an average of once every two months. Most are college students (46%) with an average income and expenditure under IDR 2,6 million a month. Before analyzing the hypothesis with SEM-PLS statistical analysis, this research begins to evaluate the outer model with convergent validity tests that require the value of the loading factor, Cronbach alpha, and composite reliability to be equal to or greater than 0.7, while the average variance extracted (AVE) must be equal to or greater than 0.5. Some indicators showed invalid results; thus, modifications were made (Fig. 2) according to SEM-PLS requirements to fit the model with the data obtained by removing the invalid indicators.



**Fig. 2.** The SEM-PLS Model (Modification)

Tables 5 and 6 show the remaining indicators within the modification of the SEM-PLS model. There are remaining 11 from 18 items of regional brand ambassador (X1) with 4 complete indicators: Visibility (1 indicator), Credibility (4 indicators), Attraction (4 indicators), and Power (2 indicators). There are remaining 10 from 17 items of social media advertising (X2) with 4 complete indicators: Attention (2 indicators), Interest (1 indicator), Desire (2 indicators), and Attraction (3 indicators). All 13 items of brand trust (Y) are remaining, and there are remaining 3 of 4 indicators (with 4 of 8 items) of brand loyalty (Z). The last indicator of brand loyalty, the unswitched brand, is not the construct, indicating that Lazada is not the only marketplace customers use to shop online.

The convergent validity test results of the modified SEM-PLS model showed valid results based on the loading factor, Cronbach's alpha, and composite reliability values equal or greater than 0.7, while AVE values exceed 0.5 (Table 5). The discriminant validity test needs to compare the cross-loading factor values on the construct, which must be greater than other constructs (Abdillah & Hartono, 2015). Each construct showed valid results (Table 6), and the entire cross-loading of each construct is greater than the other constructs (Abdillah & Hartono, 2015). The Fornell-Larker Criterion test result (Table 7) also showed greater values between one construct and another (Ab Hamid et al., 2017; Battour et al., 2012).

Inner model evaluation was carried out by measuring the R-square and Q-square values. The R-square value of brand trust is 53% which is explained by the regional brand ambassador (X1) and social media advertising (X2), while variables outside the model explain another 47%. The R-square value of brand loyalty (Z) is 71% which is explained by the regional brand ambassador (X1), social media advertising (X2), and brand trust (Y), while variables outside the model explain the other 29%. Thus, the construct of brand ambassadors and social media advertising can explain both variables well. The Q-square values of brand trust and loyalty are 0.346 and 0.607, above zero. Thus, the predictive relevance has a good observation value. The results of the direct impact in Table 8 show that only social media advertising (X2) impacts brand trust (Y), and only brand trust (Y) impacts brand loyalty (Z). The results of the indirect impact in Table 9 show that only social media advertising (X2) has an indirect impact on brand loyalty (Z) which mediates by brand trust (Y) as an intervening variable.

**Table 5**  
Convergent Validity

Indicators	Loading Factor	Cronbach's alpha	Composite Reliability	AVE
(X1) Regional Brand Ambassador				
X1.12	0.791	0.936	0.940	0.609
X1.13	0.782			
X1.14	0.819			
X1.15	0.826			
X1.16	0.700			
X1.17	0.800			
X1.18	0.765			
X1.4	0.762			
X1.5	0.773			
X1.7	0.773			
X1.8	0.785			
(X2) Social Media Advertising				
X2.10	0.857	0.951	0.953	0.696
X2.11	0.790			
X2.12	0.826			
X2.13	0.791			
X2.14	0.833			
X2.15	0.879			
X2.16	0.860			
X2.17	0.857			
X2.2	0.842			
X2.3	0.803			
(Y) Brand Trust				
Y1.1.1	0.759	0.958	0.962	0.687
Y.1.1.2	0.866			
Y1.2.1	0.863			
Y1.2.2	0.860			
Y1.3.1	0.861			
Y1.3.2	0.848			
Y2.1.1	0.903			
Y2.1.2	0.818			
Y2.1.3	0.742			
Y2.2.1	0.803			
Y2.2.2	0.762			
Y2.2.3	0.848			
(Z) Brand Loyalty				
Z1.2	0.877	0.950	0.949	0.870
Z2.2	0.944			
Z3.1	0.963			
Z3.2	0.944			

**Table 6**  
Discriminant Validity

Indicators	Cross Loading			
	Z	Y	X2	X1
(X1) Regional Brand Ambassador				
X1.12	0.421	0.495	0.613	0.791
X1.13	0.475	0.502	0.687	0.782
X1.14	0.455	0.457	0.685	0.819
X1.15	0.434	0.462	0.644	0.826
X1.16	0.331	0.376	0.533	0.700
X1.17	0.474	0.487	0.652	0.800
X1.18	0.400	0.410	0.660	0.765
X1.4	0.569	0.590	0.558	0.762
X1.5	0.455	0.464	0.621	0.773
X1.7	0.572	0.575	0.610	0.773
X1.8	0.580	0.549	0.592	0.785
(X2) Social Media Advertising				
X2.10	0.615	0.637	0.857	0.687
X2.11	0.604	0.597	0.790	0.656
X2.12	0.505	0.573	0.826	0.707
X2.13	0.526	0.536	0.791	0.671
X2.14	0.688	0.679	0.833	0.689
X2.15	0.577	0.585	0.879	0.704
X2.16	0.559	0.611	0.860	0.694
X2.17	0.511	0.567	0.857	0.673
X2.2	0.688	0.626	0.842	0.619
X2.3	0.667	0.590	0.803	0.562
(Y) Brand Trust				
Y1.1.1	0.592	0.759	0.415	0.348
Y.1.1.2	0.701	0.866	0.609	0.600
Y1.2.1	0.662	0.863	0.567	0.490
Y1.2.2	0.671	0.860	0.576	0.461
Y1.3.1	0.733	0.861	0.656	0.667
Y1.3.2	0.667	0.848	0.691	0.545
Y2.1.1	0.793	0.903	0.678	0.590
Y2.1.2	0.629	0.818	0.514	0.459
Y2.1.3	0.587	0.742	0.498	0.411
Y2.2.1	0.714	0.803	0.648	0.538
Y2.2.2	0.685	0.762	0.570	0.449
Y2.2.3	0.741	0.848	0.688	0.621
(Z) Brand Loyalty				
Z1.2	0.877	0.785	0.658	0.508
Z2.2	0.944	0.767	0.678	0.614
Z3.1	0.963	0.759	0.683	0.579
Z3.2	0.944	0.769	0.660	0.769

**Table 7**  
Fornell-Larker Criterion

	BL	BT	RBA	SMA
Brand Loyalty (BL)	0.933			
Brand Trust (BT)	0.826	0.829		
Regional Brand Ambassador (RBA)	0.615	0.636	0.780	
Social Media Advertising (SMA)	0.719	0.723	0.797	0.834

**Table 8**  
Path Coefficient – Direct Impact

	Original sam-	Sample mean	Standard devia-	T statistics	P values
Brand Trust → Brand loyalty	0.642	0.605	0.151	4.238	0.000*
Reg B Ambassador → Brand Loyalty	0.010	0.018	0.074	0.135	0.893
Reg B Ambassador → Brand Trust	0.163	0.208	0.150	1.087	0.278
Social Media Ads → Brand Loyalty	0.247	0.277	0.155	1.589	0.113
Social Media Ads → Brand Trust	0.593	0.562	0.189	3.141	0.002*

\*significant at 5%

**Table 9**  
Path Coefficient – Indirect Impact

	Original sam- ple	Sample mean	Standard devia- tion	T statistics	P values
Reg B Ambassador → B Trust → B Loyalty	0.104	0.130	0.108	0.967	0.334
Social Media Ads → B Trust → B Loyalty	0.381	0.329	0.127	3.002	0.003*

\*significant at 5%

This research finds that Lazada's regional brand ambassador, Lee Minh, has no impact on brand trust and loyalty directly and indirectly. It implies that his popularity, which was measured by his visibility, credibility, attraction, and power, is ineffective in generating Lazada's brand trust (Digdowne et al., 2021; Kang & Sharma, 2012; Lea-Greenwood, 2012; Restu et al., 2020; Wang & Hariandja, 2016; Wassler et al., 2021; Yudhistira & Patrikha, 2021). It is also ineffective in generating Lazada's brand loyalty (Astika & Nurfebiaraning, 2022; Elegbe & Adesanoye, 2018; Ganzeboom, 2022; Geurin, 2020; Juliono et al., 2022; Nadila & Windasari, 2022; Pangaribuan et al., 2020).

Brand ambassadors communicate the brand to the public and promote its products, attributes, information, services, benefits, offers, etcetera, to increase brand awareness and sales performance (Fitrianto et al., 2020; Karim, 2019; Rantung, 2022; Solihat & Pratami, 2021; Supriyadi et al., 2022; Wang & Hariandja, 2016). Brand ambassadors support the brand through their words and actions in building strong connections with customers to increase brand awareness, generating brand trust and loyalty (Brahmbhatt & Shah, 2017; Ganzeboom, 2022; Simmons et al., 2010; Solihat & Pratami, 2021). When brand ambassadors fail to generate brand trust and loyalty, it implies that Lazada's brand awareness and sales are also decreasing. Table 1 shows that Lazada's visitors have constantly decreased since 2020 (Ipriceinsights, 2022).

Along with online business development, social media advertising enters a new era of brand ambassadors. As brands create content across more diverse advertising, they move away from Hollywood stars in favor of multifaced and digitally savvy entertainers, to South Korean stars that have become global stars (Chitrakon, 2021). Global stars can effectively promote the brands through their networks, as they are easy to find on social media. With attractive and engaging content advertising in social media, global brand ambassadors with other marketing programs can create strong customer relationships, generating brand trust (Ellitan et al., 2022; Hayes et al., 2021; Hollebeek & Macky, 2019; Leite & Baptista, 2022; Lou & Yuan, 2019). It can also easily generate customers' loyalty to the brand (Erdoğan & Cicek, 2012; Jafarova & Tolon, 2022; Khan et al., 2021; Laroche et al., 2012, 2013; Tatar & Eren-Erdoğan, 2016; Yahyazadehfar et al., 2020).

This research finds that social media advertising only impacts brand trust, not brand loyalty, implying that Lazada's advertising is ineffective in building brand loyalty. Usually, brand loyalty generates when customers continue repurchasing the same brand despite competitors offering similar or cheaper products. In this research, the last indicator of the unswitched brand in brand loyalty must be deleted to fit the model. It implies that Lazada is not the only marketplace where customers shop online. Table 4 shows that 68% of respondents prefer to shop online at Tokopedia and Shopee. However, with the mediation of brand trust, social media advertising indirectly impacts brand loyalty. It implies that Lazada potentially generates higher brand loyalty with more attractive and engaging social media advertising after changing the regional brand ambassador that suits customers' preferences which are dominated by those aged 18 to 25 years old (Table 4) or Gen-Z (Bayu, 2022; Dihni, 2022; Perkasa & Wisnubrata, 2023; K. R. Sari, 2023).

## 5. Conclusion and Suggestions

It can be concluded that Lazada needs to do an in-depth analysis to find relevant brand ambassadors that suit customers'

preferences, with the support of more engaging advertising content on social media to build a solid brand reputation and trust that leads to customers' brand loyalty (Lopes & Casais, 2022).

A company expects the brand ambassadors to give a human touch to its brand, strengthening the marketing program (Schmidt & Baumgarth, 2018), mitigate bad reviews, and expand the market by supporting customers that still unsure about choosing the brand (Basari & Shamsudin, 2020; Benoit et al., 2017). The Korean wave has impacted companies worldwide to represent Korean artists as essential brand ambassadors, including in Indonesia (Chitrakon, 2021; Natsir, 2022). They are usually very famous with huge fans around the world. However, the company must select relevant and appropriate brand ambassadors with a good track record, personality, and lifestyle to represent its positive brand image.

Overall, Lee Minhó has all the criteria needed for a brand ambassador. Nonetheless, having a good personality and being famous is not enough. A brand ambassador must offer what customers want and impress the target market to capture their attention. The company has to ensure the brand ambassador is well-liked by their customers (Astika & Nurfebriaraning, 2022; Digidowiseiso et al., 2021; Elegbe & Adesanoye, 2018; Fitrianto et al., 2020; Ganzeboom, 2022; Juliono et al., 2022; Kang & Sharma, 2012; Nadila & Windasari, 2022; Natsir, 2022; Pangaribuan et al., 2020; Suleman et al., 2023; Timpal et al., 2022; Wachyuni & Priyambodo, 2020; Wassler et al., 2021). Currently, Lee Minhó has rarely appeared in television series or films, and with his age of 36 years old this year, he no longer represents the main target of Lazada, those aged 18 to 25 (Table 4), or Gen-Z (Bayu, 2022; Dihni, 2022; Perkasa & Wisnubrata, 2023; K. R. Sari, 2023).

Due to the growth of social media users, social media advertising also plays an essential role in building companies' brand trust and loyalty. With so many competitors, retaining brand trust and loyalty is difficult. Customers will choose other brands when their experiences with the first brand do not meet their expectations. Brand ambassadors who interact actively with fans through social media can maintain strong customer relationships. With social media, they can communicate the brand message constantly and sincerely. They can show the customers that they sincerely trust the brand by acting accordingly. Customers can see that the brand ambassadors are the actual users and see the sincere relationship between the brand ambassadors and the brand, and it is more than just a business (Budiawan et al., 2017; Erdoğan & Cicek, 2012; Geurin, 2020; Jafarova & Tolon, 2022; Khan et al., 2021; Laroche et al., 2012, 2013; Nasir et al., 2021; Natsir, 2022; Sriram et al., 2021; Yahyazadehfar et al., 2020).

Along with the brand ambassadors, the company can constantly keep customers updated about the brand and its values by regularly posting about its products, business practices, and social events that attract customers' interest. The company can also show a video about why they created the products and what makes them different. In social media, the company can be open, transparent, and honest by showing details of its production, so customers have reason to trust the brand, which is well produced, encouraging them to choose the brand rather than others (Animalz, 2020).

However, customers also look for other approvals or testimonials on social media to trust and become loyal to a brand. They will convince to buy if it satisfies others. They trust and seek product and brand advice from customers who have already used, satisfied, recommended, and trusted the brand. Brand trust is a key element in building brand loyalty (Flavián & Guinalú, 2006; Giovanis & Athanasopoulou, 2014; Hendrawan & Agustini, 2021; Juliono et al., 2022; Kim et al., 2009; Kuswanto et al., 2019; Laroche et al., 2012; Sahin et al., 2011; Tatar & Eren-Erdogmus, 2016; Wijayanto et al., 2018; Zhang et al., 2023). Moreover, social media users usually trust influencers and prefer getting information from them rather than the brand directly. So if the influencer likes the brand, their followers potentially will start liking the brand too. The informative value of influencer-generated content, the influencer's trustworthiness, attractiveness, and similarity to the followers positively affect followers' trust in influencers' branded posts, subsequently influencing brand awareness and purchase intentions (Lou & Yuan, 2019).

Nowadays, a company can use tools like Facebook's Brand Collabs Manager to reach influencers relevant to its brand that are popular among the target market. If the influencers show trust after using and reviewing the brand, it will encourage their followers to try it. As a vehicle of word of mouth, social media advertising with attractive and engaging content can generate brand trust and loyalty. A company can show its brand personality through photos and videos on its social media page to connect and have personal conversations with customers because they often leave comments and questions on the page. Thus, engaging with customers as responsive as possible is important to show how the company cares for their needs. As a human tendency to follow the crowd, the company can publicly share positive comments to attract new customers. The company can share User-Generated Content (UGC), which refers to social media content belonging to customers who already review the brand, which will build stronger brand trust and loyalty because the content is from real customers, not the company. The company can easily find UGC by inviting the customers to tag and use the brand hashtags and then frequently share it on the company's page after getting permission from the customers who own the content. It will also encourage those who want their content to be seen by the company's followers, attracting new customers. Showcasing satisfied customers and featuring their content regularly about the brand maintain the brand trust that leads to loyalty (Animalz, 2020).

Once users are aware of the brand, the company needs to maintain the brand positioning at the top of users' minds by retargeting them as custom audiences by showing ads only to people who have expressed interest in the brand. The company can set up dynamic ads on social media, such as Facebook and Instagram, encouraging users to return and repurchase the brand



by showing them relevant products and brands they might be interested in based on the algorithm or their historical online behavior. By retargeting, the company can also give those who know the brand the incentive they need to repurchase the brand or go back to the marketplace by offering them an exclusive deal on a previously viewed brand or by promoting a price drop for items that are currently in their shopper's cart. Thus, the company can specifically choose whom to show its ads to by building a custom audience to target users who have interacted with the ads before. Giving customers a reason to choose the brand repeatedly over other brands will build strong brand loyalty (Animalz, 2020).

Maintaining trust and building brand loyalty takes time. Different combinations of marketing strategies are needed to learn customer response. Consistent implementation and enhancement of the approaches as an ongoing process will increase customer engagement, trust, and loyalty to the brand.

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