



## The Influence of Brand Ambassador, Advertising, Digital Marketing, and Word of Mouth Promotion on Brand Awareness

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### ABSTRACT

The goal of this research is to evaluate how advertising, word of mouth, digital marketing, and brand ambassadors influence brand awareness on Kudus Regency's Shopee e-commerce platforms. The quantitative study included a sample of 166 Shopee users in Kudus Regency. The sampling approach in this study was purposive sampling. Data analysis was carried out using SPSS version 26. According to the study, brand ambassadors had no effect on brand awareness. Advertising had no impact on brand recognition. Digital marketing had a favorable and substantial influence on brand recognition. Word-of-mouth had a positive and significant effect on brand recognition. The impact of word-of-mouth, digital marketing, advertising, and brand ambassadors on brand awareness on Shopee e-commerce platforms in Kudus Regency was concurrently and substantially influenced

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## **INTRODUCTION**

Developments in digital technology have transformed various aspects of life, including communication and business, making people increasingly dependent on online platforms (Sholikhaq et al., 2025). One of the sectors experiencing rapid growth is e-commerce, which has become a major channel for the distribution of goods and services. In order to be competitive in a market that is becoming more and more cutthroat, platforms like Shopee, Tokopedia, Lazada, and TikTok Shop fight not just on price and merchandise but also on branding, advertising, promotion, digital interaction, and brand awareness tactics (H. Aulia & Aquinia, 2023).

Shopee experienced a significant decline in visitors during 2023–2025, from 2.35 billion visits in 2023 to 147 million in 2025, indicating increasing pressure to maintain its market share and brand relevance amid intense e-commerce competition Renggowati et al., 2023. Shopee uses a number of tactics, including advertising, brand ambassadors, digital marketing, and word-of-mouth advertising, to stay competitive. In this increasingly competitive environment, brand awareness becomes an important factor influencing consumer preferences toward a platform (Rahmawati et al., 2022).

Because it represents consumers' capacity to identify and remember a brand when making judgments about what to buy, brand awareness is a critical component in the e-commerce sector. In the context of digital marketing, effective communication techniques that may grab customers' attention and improve brand memory are just as important in building brand recognition as promotional activities. Customers that engage with a brand on a regular basis are more likely to be aware of it and select it over rivals (Firdaus et al., 2025)

To strengthen brand awareness, companies utilize brand ambassadors, advertising, digital marketing, and word of mouth. Brand ambassadors are expected to increase brand exposure and create stronger emotional connections with consumers. Advertising helps deliver persuasive messages and improve brand visibility, while digital marketing enables direct interaction and engagement through online platforms. Additionally, word-of-mouth marketing is crucial since customers are more likely to believe suggestions and firsthand accounts from other customers (Wulandari et al., 2021)

Brand awareness refers to the extent to which consumers are capable of identifying and recalling a particular brand when it is compared with competing brands within the same product category. It illustrates the level of consumer memory regarding a brand and can influence purchasing decisions (Putri et al., 202).

Brand ambassador is defined as a brand representative who implements promotional strategies to strengthen the relationship between customers, products, and services (Sukmawati & Fitriyah, 2021:7). Brand ambassadors are crucial for expanding brand awareness and fostering emotional bonds with customers.

Advertising is a persuasive communication instrument designed to influence consumers through cognitive stages, starting from awareness,

understanding, to product adoption (Sukmawati & Fitriyah, 2021:23). It helps increase visibility and strengthen brand recall in consumers' minds.

Digital marketing refers to promotional and sales activities using digital platforms. It is essential in the digital era because most consumers spend a significant amount of time online (Utomo et al., 2024:12). Digital marketing enables direct interaction and engagement with consumers.

Interpersonal communication known as word-of-mouth WOM occurs when customers tell others about their product experiences and suggestions. It is considered highly influential because it is based on real consumer experience and perceived as more trustworthy (Bancin, 2021:17.)

Shopee's marketing communication efforts and customers' real experiences, however, continue to diverge. Reviews, comments, and conversations posted on different digital platforms might reveal consumer preferences for e-commerce sites. The data show that some consumers express dissatisfaction with Shopee, particularly regarding service fees, product quality, and overall shopping experiences. Several users even prefer competing platforms such as Tokopedia because they perceive them as offering more reliable products, better value, and greater customer satisfaction Processed Data, 2025.

Several complaints include products that do not fully match their descriptions, high administrative fees, and concerns regarding product authenticity. Furthermore, some consumers question Additionally, some customers doubt Shopee's marketing initiatives, such as digital marketing campaigns, brand ambassador programs, and advertising content, because they believe they don't accurately reflect the real shopping experience. This impression is further supported by discrepancies between advertising statements and customers' actual experiences Processed Data, 2025.

The results indicate that Shopee's marketing communication efforts have created expectations that are not always met by customer experiences. This state shows a mismatch between marketing tactics and real user experiences. Additionally, it suggests that word-of-mouth, advertising, internet marketing, and brand ambassadors may not always directly contribute to raising brand recognition.

The impact of advertising, internet marketing, word-of-mouth, and brand ambassadors on brand awareness appears to be inconsistent, according to different research findings. While some studies show differing or non-significant results, others report significant effects.

Brand ambassadors have a good and significant impact on brand awareness, according to (Rahmawati et al., 2022) but (Pujiyanto et al., 2023) found no significant effect. Similarly, advertising has a beneficial impact on brand awareness, according to (Pramesthi et al., 2023), although (Rahmah et al., 2021) found differently. Digital marketing has a considerable impact on brand awareness, according to (Syafitri & Hariyani, 2024), but (Priska et al., 2025) found no significant association. Similarly, whereas (Zettira et al. 2024) found no effect, (Wiguna et al. 2023) discovered that word-of-mouth has a beneficial impact on brand awareness. These discrepancies show that more research is required.

The Stimulus Organism Reaction SOR Theory, which claims that word-of-mouth, marketing, online marketing, and brand ambassadors serve as external factors that shape consumers' thoughts and psychological responses and result in brand awareness, was used in this research.

This study intends to investigate how brand ambassadors, advertising, digital marketing, and word of mouth affect brand awareness among Shopee users in Kudus Regency based on these phenomena and research gaps.

## **LITERATURE REVIEW**

### **Brand Awareness**

Brand awareness is the ability of consumers to recognize and recall a brand when considering a product or service within a particular category. According to (Putri et al. 2021), brand awareness represents a consumer's level of familiarity with a brand and serves as an important component of brand equity. A higher level of brand awareness increases the likelihood that consumers will consider a brand during the purchasing decision process. In the highly competitive e-commerce industry, strong brand awareness enables platforms to differentiate themselves from competitors and maintain consumer preference.

The development of digital technology has intensified competition among e-commerce platforms, making brand awareness a strategic asset for sustaining market position (Sholikhaq et al., 2025). For platforms such as Shopee, building brand awareness is essential because consumers are exposed to numerous alternatives and continuously receive marketing messages from various channels. Therefore, companies need effective marketing communication strategies to strengthen consumers' ability to recognize and remember their brands.

### **Brand Ambassador and Brand Awareness**

A brand ambassador is an individual appointed by a company to represent and promote a brand with the objective of enhancing consumer attraction and identification with the brand (Sukmawati & Fitriyah, 2021). Brand ambassadors are commonly celebrities, public figures, or influencers who possess credibility, attractiveness, and visibility among target audiences.

According to (Wulandari et al. 2021), brand ambassadors can increase brand awareness by improving brand visibility and strengthening consumer perceptions. Consumers tend to remember brands that are associated with influential and well-known figures. Furthermore, (Rahmawati et al. 2022) found that brand ambassadors positively influence consumer responses and purchasing decisions through enhanced brand recognition and trust. Effective brand ambassadors create emotional connections between consumers and brands, making the brand more memorable in consumers' minds.

Based on the above arguments, brand ambassadors are expected to contribute positively to brand awareness.

H1: Brand Ambassador positively influences Brand Awareness.

### **Advertising and Brand Awareness**

Advertising is a paid communication activity designed to inform, persuade, and remind consumers about products, services, or brands (Sukmawati & Fitriyah, 2021). Advertising plays an essential role in increasing brand visibility and exposing consumers to marketing messages repeatedly.

(Pramesthi et al. 2023) argued that advertising significantly contributes to brand awareness because repeated exposure helps consumers recognize and recall brands more easily. Effective advertisements communicate brand identity, highlight product benefits, and create memorable impressions among audiences. Through attractive visuals, persuasive messages, and strategic media placement, advertising can strengthen consumers' cognitive associations with a brand.

In the context of e-commerce, advertising serves as an important marketing communication tool because consumers frequently encounter promotional content across digital platforms. Consequently, advertising is expected to enhance brand awareness.

H2: Advertising positively influences Brand Awareness.

### **Digital Marketing and Brand Awareness**

Digital marketing refers to marketing activities conducted through internet-based technologies and digital platforms to reach, engage, and influence consumers (Utomo et al., 2024). Digital marketing encompasses various activities such as social media marketing, content marketing, search engine marketing, online advertising, and mobile marketing.

Digital marketing enables companies to communicate directly with consumers and establish interactive relationships that were previously difficult to achieve through traditional marketing channels. According to (Utomo et al. 2024), digital marketing provides broader market reach, real-time communication, and personalized consumer experiences. These advantages make digital marketing an effective strategy for increasing brand visibility and strengthening consumer awareness.

Furthermore, (Zettira et al. 2024) emphasized that internet marketing activities contribute to the development of brand awareness by increasing consumer exposure to brand-related information. Through continuous interaction and content dissemination across digital channels, consumers become more familiar with a brand and are more likely to remember it when making purchasing decisions.

Therefore, digital marketing is expected to have a positive effect on brand awareness.

H3: Digital Marketing positively influences Brand Awareness.

### **Word of Mouth and Brand Awareness**

Word of Mouth WOM refers to interpersonal communication among consumers regarding experiences, opinions, and recommendations about products or services (Bancin, 2021). WOM is considered one of the most influential forms of communication because it originates from actual consumer experiences and is perceived as more trustworthy than company-generated promotional messages.

According to (Bancin 2021), positive recommendations from consumers can significantly improve brand recognition and influence consumer perceptions. In the digital era, WOM has evolved into electronic Word of Mouth e-WOM, where reviews, comments, and recommendations are shared through online platforms and social media networks.

Research conducted by (Wiguna et al. 2023) demonstrated that word of mouth positively affects brand awareness by increasing public exposure to brand-related information. Positive consumer experiences encourage discussions and recommendations that help potential customers become familiar with a brand. Similarly, (Renggowati et al. 2023) highlighted the importance of electronic word of mouth in influencing consumer perceptions and strengthening brand visibility within e-commerce platforms.

Consequently, word of mouth is expected to contribute positively to brand awareness.

H4: Word of Mouth positively influences Brand Awareness.

### **Theoretical Framework**

This study is grounded in the Stimulus–Organism–Response SOR Theory. The theory explains how external stimuli influence consumers' internal cognitive and psychological processes, which subsequently generate behavioral responses. In this study, Brand Ambassador, Advertising, Digital Marketing, and Word of Mouth function as marketing stimuli that shape consumers' perceptions and knowledge regarding Shopee. Consumers process these stimuli cognitively and emotionally, resulting in the response of Brand Awareness.

Accordingly, stronger and more effective marketing stimuli are expected to enhance consumers' ability to recognize, recall, and differentiate Shopee from competing e-commerce platforms.

### **METHODOLOGY**

Four exogenous variables Brand Ambassador X1, Advertising X2, Digital Marketing X3, and Word of Mouth X4 as well as one endogenous variable Brand Awareness Y make up the study's scope. Shopee e-commerce consumers in Kudus Regency are the subject of the study. The study's participants were people who lived in Kudus Regency, were at least 17 years old, resided in Kudus Regency, and were aware of Shopee's brand ambassador, JKT48.

This study employed a quantitative research methodology within the positivist paradigm, which is predicated on the idea that social phenomena may be quantified objectively via statistical analysis and empirical observation (Sugiyono, 2023:8). Because it looks into the relationship between independent factors brand ambassadors, advertising, digital marketing, and word of mouth and the dependent variable brand awareness, this study is categorized as an explanatory study utilizing a causal method. In order to investigate the correlations between variables, the study also uses a cross-sectional design, in which data are gathered at a single point in time.

Shopee users in Kudus Regency make up the study's population. Cochran's formula, which is frequently used in research with an unknown or infinite population to establish a suitable minimum number of respondents, was used to

compute the sample size because the precise population size is unknown. In order to guarantee that the data are representative and adequate for statistical analysis, the computation produced a minimum sample of 166 respondents. Purposive sampling was used in this study, in which participants were chosen according to particular standards pertinent to the study's goals (Sugiyono, 2023:131). Respondents were given questionnaires to complete in order to gather data. A five-point Likert scale, with 1 representing "strongly disagree" and 5 representing "strongly agree," was used to measure each variable.

The ability of customers to recognize, recall, and distinguish a brand among rival brands when making purchasing decisions is the operational definition of brand awareness Putri et al., 2021:124. A public figure or celebrity hired by a business to represent and promote a brand in order to increase customer identification and attractiveness is referred to as a brand ambassador (Sukmawati & Fitriyah, 2021:23). Paid promotional communication intended to educate, convince, and remind people about a brand, good, or service is referred to as advertising. According to (Utomo et al. 2024:12). digital marketing is the term used to describe marketing initiatives carried out via digital platforms and internet-based technologies in order to reach, engage, and influence consumers. The term word of mouth describes how customers share information, thoughts, suggestions, and firsthand accounts about a specific business or product (Bancin, 2021:17).

In this study, Statistical Product and Service Solutions SPSS version 26 was used for data analysis. The analytical methodologies employed included multiple linear regression analysis, validity testing, reliability testing, and descriptive statistical analysis. In hypothesis testing, the coefficient of determination  $R^2$  for the explanatory power of the model, the F-test for simultaneous effects, and the t-test for partial effects were used.

## RESULT

### Validity Test

To determine the extent to which each questionnaire item was able to measure the intended research construct, The validity test was conducted using IBM SPSS Statistics 26. An item was regarded as valid if the calculated correlation coefficient  $r$ -count is greater than the  $r$ -table value of 0.128  $df = 164$  and the significance value is less than 0.05. The results obtained from the validity assessment are presented in Table 1.

Table 1. Test Validity

Indicator	R Count	R Table	sig	Description
X1.1	0,690	0,128	0,00	valid
X1.2	0,672	0,128	0,00	Valid
X1.3	0,654	0,128	0,00	Valid
X1.4	0,702	0,128	0,00	Valid
X1.5	0,702	0,128	0,00	Valid
X1.6	0,729	0,128	0,00	Valid
X1.7	0,211	0,128	0,00	Valid

Indicator	R Count	R Table	sig	Description
X2.1	0,612	0,128	0,00	Valid
X2.2	0,613	0,128	0,00	Valid
X2.3	0,712	0,128	0,00	Valid
X2.4	0,673	0,128	0,00	Valid
X2.5	0,693	0,128	0,00	Valid
X2.6	0,666	0,128	0,00	Valid
X2.7	0,658	0,128	0,00	Valid
X2.8	0,216	0,128	0,00	Valid
X3.1	0,582	0,128	0,00	Valid
X3.2	0,702	0,128	0,00	Valid
X3.3	0,379	0,128	0,00	Valid
X3.4	0,700	0,128	0,00	Valid
X3.5	0,700	0,128	0,00	Valid
X3.6	0,717	0,128	0,00	Valid
X4.1	0,751	0,128	0,00	Valid
X4.2	0,281	0,128	0,00	Valid
X4.3	0,722	0,128	0,00	Valid
X4.4	0,735	0,128	0,00	Valid
X4.5	0,750	0,128	0,00	Valid
X4.6	0,544	0,128	0,00	Valid
X4.7	0,605	0,128	0,00	Valid
Y1	0,620	0,128	0,00	Valid
Y2	0,421	0,128	0,00	Valid
Y3	0,749	0,128	0,00	Valid
Y4	0,733	0,128	0,00	Valid
Y5	0,658	0,128	0,00	Valid
Y6	0,582	0,128	0,00	Valid

Source: Processed using SPSS Version 26 2025.

According to Table 1, every questionnaire item has significant values less than 0.05 and r-count values more than the r-table value of 0.128. As a result, every metric used to gauge brand ambassadors, advertising, digital marketing, word-of-mouth, and brand awareness is deemed legitimate and suitable for more examination.

**Reliability Test**

IBM SPSS Statistics Version 26 was used for reliability testing in order to assess the research instrument's internal consistency. When a variable's Cronbach's Alpha value is greater than 0.60, it is deemed reliable. Table 2 displays the reliability test results.

Table 2. Reliability Test Results

No	Variable	Cronbach's Alpha	Critical Point	Description
1	Brand Ambassador X1	0,624	0,60	Reliabel

2	Advertising X2	0,689	0,60	Reliabel
3	Digital Marketing X3	0,645	0,60	Reliabel
4	Word of Mouth X4	0,687	0,60	Reliabel
5	Brand Awareness Y	0,603	0,60	Reliabel

Source: Processed using SPSS Version 26 2025.

Table 2 shows that every variable has Cronbach's Alpha values higher than the 0.60 cutoff. As a result, the variables of brand ambassador, advertising, digital marketing, word-of-mouth, and brand awareness are deemed trustworthy and appropriate for more statistical examination.

### Descriptive Statistical Analysis

To provide a general summary of respondents' answers for each research variable, descriptive statistical analysis was carried out. Four independent variables Brand Ambassador X1, Advertising X2, Digital Marketing X3, and Word of Mouth X4 – as well as one dependent variable Brand Awareness Y, are included in this study. Table 3 displays the descriptive statistics' findings.

Table3. Descriptive Statistics Results

Variabel	N	Minimum	Maximum	Mean	Std. Deviation
Brand Ambassador X1	166	21	35	28,65	2,772
Advertising X2	166	27	40	33,13	3,004
Digital Marketing X3	166	15	30	23,38	2,881
Word of Mouth X4	166	18	35	26,95	3,463
Brand Awareness Y	166	15	30	23,77	2,594

Source: Processed data using SPSS Version 26 2025

Table 3, the Brand Ambassador X1, Advertising X2, Digital Marketing X3, Word of Mouth X4, and Brand Awareness Y variables have mean scores of 28.65, 33.13, 23.38, 26.95, and 23.77, respectively. Among these variables, Word of Mouth X4 has the highest standard deviation 3.463, indicating greater variability in respondents' perceptions. Overall, the relatively high mean values suggest that respondents generally have positive perceptions of Shopee's brand ambassadors, advertising, digital marketing activities, word of mouth, and brand awareness.

**Normality Test**

To ascertain if the study data were regularly distributed, the normality test was used. The Kolmogorov-Smirnov test was employed in this investigation at a significance level of 0.05. If the significance value is greater than 0.05, the data are regarded as regularly distributed.

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		166
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.87778631
Most Extreme Differences	Absolute	.055
	Positive	.055
	Negative	-.047
Test Statistic		.055
Asymp. Sig. 2-tailed		.200 <sup>c,d</sup>
a. Test distribution is Normal.		

Source: Processed data using SPSS Version 26 (2025)

According to Table 4, the results of indicate an Asymp. Sig. 2-tailed value of 0.200, which is greater than 0.05. Thus, it may be said that the data are regularly distributed and suitable for more examination

**Multicollinearity Test**

To find out if there is a significant connection between the independent variables in the regression model, the multicollinearity test was run. When the Variance Inflation Factor VIF is less than 10.00 and the Tolerance value is greater than 0.10, multicollinearity is said to be absent.

Table 5. Multicollinearity Test Results

Model		Collinearity Statistic	
		Tolerance	VIF
1	Constant		
	Brand Ambassador X1	0,466	2,148
	Advertising X2	0,420	2,378
	Digital Marketing X3	0,463	2,159
	Word of Mouth X <sub>4</sub>	0,451	2,219

Source: Processed data using SPSS Version 26 (2025)

All independent variables have tolerance values above 0.10 and VIF values below 10.00, with a range of 2.148 to 2.378, according to Table 5. Consequently, it can be said that the independent variables do not have a multicollinearity issue, suggesting that the regression model is appropriate for more examination.

### Heteroscedasticity Test

To ascertain whether the variance of the residuals in the regression model is constant across observations, the heteroscedasticity test was performed. The Glejser test was used in this investigation; a significance value higher than 0.05 denotes the lack of heteroscedasticity.

Table 6. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,953	1,038		3,810	0,000
Brand Ambassador (X1)	0,039	0,047	0,094	0,837	0,404
Advertising (X2)	-0,041	0,045	-0,107	-0,910	0,364
Digital Marketing (X3)	-0,050	0,045	-0,124	-1,106	0,271
Word of Mouth (X4)	-0,040	0,038	-0,119	-1,043	0,299

Source: Processed data using SPSS Version 26 (2025)

Table 6 shows that the significant values for Word of Mouth (0.299), Digital Marketing (0.271), Brand Ambassador (0.404), and Advertising (0.364) are all higher than 0.05. Consequently, the assumption of homoscedasticity has been met since the regression model does not show heteroscedasticity.

### Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the effects of Brand Ambassador (X1), Advertising (X2), Digital Marketing (X3), and Word of Mouth (X4) on Brand Awareness (Y). The regression results are presented in Table 7

Table 7. Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5,979	1,738		3,440	0,001

Brand Ambassador (X1)	0,123	0,078	0,132	1,577	0,117
Advertising (X2)	0,064	0,076	0,074	0,839	0,403
Digital Marketing (X3)	0,165	0,075	0,183	2,185	0,030
Word of Mouth (X4)	0,307	0,064	0,410	4,828	0,000

Source: Processed data using SPSS Version 26 (2025)

Based on Table 7, the regression equation can be expressed as:

$$Y = 0,125X_{(1)} + 0,063X_{(2)} + 0,166X_{(3)} + 0,308X_{(4)}$$

All independent variables exhibit positive regression coefficients, according to the findings, indicating a favorable correlation with brand awareness. Among the variables, Word of Mouth (X4) has the strongest effect ( $\beta = 0.410$ ), followed by Digital Marketing (X3) ( $\beta = 0.183$ ). Meanwhile, Brand Ambassador (X1) and Advertising (X2) show relatively weaker effects on brand awareness.

### Hypothesis Testing t-test Result

Table 8. t-Test Results

Variable	t <sub>hitung</sub>	t <sub>tabel</sub>	Prob Sig		Description
			Sig	5%	
Brand Ambassador (X1)	1,577	1,654	0,117	0,05	H1 Rejected
Advertising (X2)	0,839	1,654	0,403	0,05	H2 Rejected
Digital Marketing (X3)	2,185	1,654	0,030	0,05	H3 Accepted
Word of Mouth (X4)	4,828	1,654	0,000	0,05	H4 Accepted

Source: Processed data using SPSS Version 26 (2025)

### Hypothesis Testing 1

According to the first hypothesis, brand ambassadors significantly and favorably impact brand awareness. Nevertheless, the t-test results reveal a significance value of 0.117, which is greater than 0.05, and a t-value of 1.577, which is less than the t-table value of 1.654. As a result, Hypothesis 1 is disproved, suggesting that brand ambassadors have little impact on brand awareness

### Hypothesis Testing 2

According to Hypothesis 2, advertising significantly and favorably affects brand awareness. The t-test results show a significance value of 0.403, which is above 0.05, and a t-value of 0.839, which is less than the t-table value of 1.654. As

a result, Hypothesis 2 is disproved, indicating that advertising has no appreciable impact on brand awareness.

### Hypothesis Testing 3

According to the third hypothesis, brand awareness is positively and significantly impacted by digital marketing. The analysis findings reveal a significance value of 0.030, which is less than 0.05, and a t-value of 2.185, which is higher than the t-table value of 1.654. As a result, Hypothesis 3 is accepted, showing that brand awareness is positively and significantly impacted by digital marketing.

### Hypothesis Testing 4

According to Hypothesis 4, brand awareness is positively and significantly impacted by word-of-mouth. The analysis's findings show a significance value of 0.000, which is less than 0.05, and a t-value of 4.828, which exceeds the critical t-table value of 1.654. As a result, Hypothesis 4 is accepted, indicating that word-of-mouth marketing significantly and favorably affects brand awareness.

### F-Test Result

The F-test was utilized to evaluate the combined influence of all independent variables on the dependent variable. The findings are reported in Table 9.

Table 9. F- Test Results

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	528,034	4	132,008	36,530	,000 <sup>b</sup>
	Residual	581,803	161	3,614		
	Total	1109,837	165			

Source: Processed data using SPSS Version 26 (2025)

The computed F-value is 36.530 based on Table 9, which is greater than the F-table value of 2.43. Additionally, the 0.000 significance value is less than the 0.05 cutoff. As a result, the regression model can account for the difference in brand awareness and is statistically significant. These findings show that among Shopee users in Kudus Regency, brand ambassadors, advertising, digital marketing, and word-of-mouth all significantly affect brand awareness.

### Coefficient of Determination (R<sup>2</sup>)

The percentage of variation in the dependent variable that can be accounted for by changes in the independent variables is shown by the coefficient of determination (R<sup>2</sup>). Table 10 displays the R<sup>2</sup> test results.

Table 10. Coefficient of Determination ( $R^2$ )

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,690 <sup>a</sup>	0,476	0,463	1,901

Source: Processed data using SPSS Version 26 (2025)

According to Table 10, indicating that the independ variables Brand Ambassador (X1), Advertising (X2), Digital Marketing (X3), and Word of Mouth (X4) – can account for 46.3% of the variation in Brand Awareness (Y). Meanwhile, factors outside the purview of this study have an impact on the remaining 53.7%. These results suggest that the model's ability to explain brand awareness among Shopee users in Kudus Regency is moderate.

## DISCUSSION

### The Influence of Brand Ambassadors on Brand Awareness

The results of the hypothesis test indicate that Kudus Regency Shopee users' brand awareness is not significantly impacted by brand ambassadors. According to this research, Shopee's usage of brand ambassadors has not significantly increased customers' capacity to identify and remember the brand. Although brand ambassadors are expected to attract consumer attention and strengthen brand recognition, their effectiveness largely depends on the compatibility between the ambassador's characteristics and the target audience, as well as the level of emotional attachment consumers have toward the ambassador.

This outcome contradicts the viewpoint put forth by (Sukmawati & Fitriyah, 2021:8), which states that celebrity endorsers or brand ambassadors can increase brand awareness by enhancing message attractiveness and credibility. The brand ambassador variable's power dimension received the lowest mean score when compared to other indicators, according to the descriptive statistical results. This suggests that the brand ambassador has not been able to increase consumer trust in the Shopee brand, establish authority, or have a significant impact. In addition, the recognition dimension of brand awareness also recorded the lowest mean score, suggesting that consumers still have difficulty recognizing the Shopee brand when exposed to specific stimuli. Although visibility, credibility, and attractiveness were perceived positively, The brand ambassador's ability to increase brand awareness was diminished by the comparatively weak power dimension.

The insignificant effect of brand ambassadors may also be explained by changes in consumer behavior in the digital era. Consumers tend to make rational decisions based on platform benefits, service quality, and user experience rather than relying solely on public figures promoting a brand. Furthermore, the

widespread use of brand ambassadors across various digital platforms may create consumer fatigue, reducing their attention to celebrity endorsements.

According to (Pujianto et al., 2023), brand ambassadors don't always have a direct influence on brand awareness, particularly if the person chosen doesn't possess the qualities of the target audience, which supports this finding. However, this result is different from that of (Rahmawati et al., 2022), who found that brand ambassadors have a large and positive impact on brand awareness. These variations demonstrate that a brand ambassador's efficacy can depend on a company's marketing strategy, target market, and situation.

### **The Influence of Advertising on Brand Awareness**

The results of the hypothesis test indicate that brand awareness among Shopee users in Kudus Regency is not significantly impacted by advertising. This result suggests that Shopee's marketing initiatives have not greatly improved consumers' capacity to identify and remember the brand. Although advertising is considered one of the primary tools of marketing communication, its effectiveness depends on the quality of the message, creativity, frequency of exposure, and relevance to the target audience.

This finding is not fully aligned with the theory proposed by (Wahib & Lestari, 2025:10), which states that effective advertising can enhance brand awareness through attractive and memorable messages. The descriptive statistical results show that the budget dimension of the advertising variable recorded the lowest mean score compared to other indicators. This indicates that the advertising budget may not have been sufficient to maximize advertising reach and exposure. As a result, consumers may not have received repeated and intensive advertising messages that are necessary to strengthen brand recognition. This condition is also reflected in the recognition dimension of brand awareness, which obtained the lowest mean score, indicating that consumers still have difficulty recognizing the Shopee brand when exposed to certain stimuli.

In addition, consumers in the digital era are increasingly selective in responding to advertisements. Attractive visual designs may capture attention, but they do not necessarily translate into stronger brand awareness. Excessive exposure to digital advertising may also create advertising fatigue, reducing consumers' interest in promotional content. This result validates the claim made by Rahmah et al. (2021) that excessive exposure to advertising does not always increase brand recognition and may even decrease customer interest. The outcome, however, is different from that of (Pramesthi et al., 2023), who discovered that advertising significantly and favorably affects brand awareness. These variations imply that shifts in consumer behavior and the fiercely competitive digital landscape have a significant impact on the efficacy of advertising.

### **The Influence of Digital Marketing on Brand Awareness**

The findings of the hypothesis test show that brand recognition among Shopee users in Kudus Regency is positively and significantly impacted by digital marketing. This result implies that Shopee's digital marketing initiatives are successful in raising brand awareness and improving consumers' capacity to identify and remember Shopee. Through a wide range of digital communication

tools that facilitate interaction with consumers, such as online networking environments, web-based platforms, mobile technologies, and interactive broadcasting services, digital marketing enables businesses to engage with customers more effectively.

The theory put forth by Wiguna et al. (2023:199), which claims that digital marketing helps businesses build closer relationships with customers through interactive and personalized communication, is not entirely consistent with this finding. Through digital platforms, consumers can easily access information, interact with brands, and participate in promotional activities. Shopee has utilized various digital marketing strategies, such as Shopee Live, social media campaigns, and online promotional programs, which contribute to increasing brand visibility and consumer engagement.

Furthermore, one of the best methods for increasing brand awareness is digital marketing due to the quick rise in internet usage and digital technology. Customers are constantly exposed to Shopee-related digital content, which helps them recall and identify the brand. This result corroborates the research by Syafitri and Hariyani (2024), who discovered that brand recognition is positively and significantly impacted by digital marketing. Consequently, maximizing digital marketing efforts can be regarded as a crucial tactic for improving Shopee's standing with customers.

### **The Influence of Word of Mouth on Brand Awareness**

According to the findings of the hypothesis test, brand awareness among Shopee users in Kudus Regency is positively and significantly impacted by word-of-mouth. According to this research, consumer communication is crucial for improving brand recall and recognition. Customers are more likely to believe information gleaned from the experiences of other users than from official promotional channels.

This result is consistent with the theory put forth by Suharti et al. (2025), which claims that because word of mouth marketing communication has a high degree of trust, it is among the most successful. Recommendations, reviews, and discussions among consumers can significantly influence public perceptions of a brand. Positive experiences shared by Shopee users encourage other consumers to become more familiar with and aware of the Shopee brand.

Online reviews, social media conversations, and electronic word of mouth (e-WOM) have all contributed to the growth of word-of-mouth in the digital age. Information may flow quickly and reach a larger audience thanks to these communication methods. The degree of brand awareness rises as customers regularly share information about Shopee's offerings, sales, and user experiences. This result corroborates the study of Wiguna et al. (2023), which discovered that brand awareness is positively and significantly impacted by word-of-mouth. Because happy customers are more likely to tell others about their positive experiences, it is crucial to sustain customer satisfaction.

### **The Influence of Brand Ambassadors, Advertising, Digital Marketing, and Word of Mouth on Brand Awareness.**

Brand ambassadors, advertising, digital marketing, and word of mouth all significantly impact brand awareness among Shopee users in Kudus Regency, according to the F-test results. Even while certain factors don't have a big impact on brand awareness on their own, when taken as a whole, they do. This result suggests that brand awareness is shaped by the combination of different marketing communication tactics rather than by a single marketing action.

The model's excellent capacity to explain changes in brand awareness is demonstrated by the regression analysis. According to the coefficient of determination (Adjusted R<sup>2</sup>), word-of-mouth, advertising, internet marketing, and brand ambassadors together account for a significant amount of the variation in brand awareness. This outcome demonstrates the significance of an integrated marketing communication approach in raising customer awareness of the Shopee brand.

This result is in line with earlier research by (Jonatan & Hamidy, 2021) (D. S. Aulia & Rini, 2026) (Purnamasari et al., 2022), which came to the conclusion that marketing communication factors all work together to increase brand awareness. Since digital marketing and word-of-mouth tactics were determined to have the biggest impact on brand awareness in this study, Shopee should keep refining and integrating its marketing initiatives.

## CONCLUSION AND RECOMMENDATION

Based on the research findings, conclusions were drawn regarding the effects of brand ambassadors, advertising, digital marketing, and word of mouth on brand awareness among Shopee e-commerce users in Kudus Regency:

1. Brand ambassadors not have little effect on brand awareness. It implies that customers' awareness and remembrance of a brand may not be at their greatest level when they employ brand ambassadors.
2. Advertising not has little effect on brand awareness. This result suggests that Shopee's marketing initiatives have failed to increase consumer brand awareness.
3. Digital marketing has a substantial and favorable influence on brand recognition. This implies that the effectiveness of digital marketing strategies employed raises consumer brand awareness.
4. Word of mouth has a significant and favorable influence on brand recognition. This finding highlights the significant role that consumer communication plays in boosting brand recall and recognition.
5. Word of mouth, internet marketing, advertising, and brand ambassadors significantly contribute to brand awareness. This implies that even if certain variables aren't important on their own, when combined, they aid in increasing brand recognition.

The following recommendations are made in light of the study's findings:

1. Evaluation of the Brand Ambassador variable should focus on the power indicator, which recorded the lowest score. Shopee is advised to select brand ambassadors who possess stronger influence and greater relevance to the

target market, considering that this variable was not found to significantly affect brand awareness.

2. Evaluation of the Advertising variable should focus on the money (budget) indicator, which obtained the lowest score. Shopee should optimize its advertising budget allocation to improve the reach and effectiveness of advertising messages, as advertising was not found to significantly influence brand awareness.
3. Evaluation of the Digital Marketing variable should focus on the commitment indicator, which received the lowest score. Shopee should strengthen the consistency and sustainability of its digital marketing activities through engaging and interactive content to enhance consumer involvement and reinforce brand awareness.
4. Evaluation of the Word of Mouth variable should focus on the recommendation indicator, which showed the lowest score. Shopee should encourage consumers to provide recommendations through referral programs, review incentives, and appreciation programs for users who share positive experiences.
5. Evaluation of the Brand Awareness variable should focus on the recognition indicator, which recorded the lowest score. Shopee should improve consumers' ability to recognize the brand through consistent visual identity, slogans, and increased exposure across various digital media platforms.

## SUGGESTION

Future studies may consider including other variables that could contribute to a better understanding of brand awareness, such as brand exposure, customer engagement, marketing channel effectiveness, participatory stimuli, social media usage, influencer marketing, traditional advertising, product or service quality, and consumer involvement. Future studies may also employ more diverse analytical methods to obtain more comprehensive findings.

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