

CAN BRAND AMBASSADOR PROGRAM EFFECTIVELY INCREASE ONLINE PURCHASE INTENTION? A MEDIATION ANALYSIS THROUGH BRAND AWARENESS IN CLOUD INFRASTRUCTURE TECHNOLOGY INDUSTRY

Nyimas Nurfatimah

Universitas Muhammadiyah Sukabumi, Indonesia (corresponding author)

Email: nyimas036@ummi.ac.id (corresponding author)

Asep Muhamad Ramdan

Universitas Muhammadiyah Sukabumi, Indonesia

Email: amr37ramdan@ummi.ac.id

Sopyan Saori

Universitas Muhammadiyah Sukabumi, Indonesia

Email: sopyansaori@ummi.ac.id

Abstract

Digital marketing through brand ambassadors is growing rapidly across various industries, including cloud computing industry. This study analyzes the effectiveness of brand ambassador programs on online purchase intention through brand awareness as a mediator. A quantitative approach with an explanatory research design was used on 250 Instagram followers of @idcloudhost through simple random sampling. Data were analyzed using Structural Equation Modeling (SEM) with IBM SPSS AMOS 22 Graphics software. Results showed a non-significant negative direct effect of brand ambassadors on online purchase intention. However, the indirect effect through brand awareness mediation created a significant positive relationship. These findings suggest that brand ambassadors alone are not strong enough to influence online purchase intention without first establishing brand awareness. This study concludes that PT. Cloud Hosting Indonesia's Brand Ambassador strategy, despite not involving celebrities, is effective in building brand awareness that drives online purchase intention. This research makes a significant contribution to knowledge development, particularly in marketing, by measuring the relationship between brand ambassadors and online purchase intention through brand awareness in the cloud infrastructure industry. This study also offers evaluations and recommendations for similar technology companies to implement brand ambassador programs to enhance online purchase intention through brand awareness.

Keywords: Brand Ambassador; Brand Awareness; Online Purchase Intention; Cloud Computing; Digital Marketing

JEL Classification: M1, M15, M31

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INTRODUCTION

Digital transformation has fundamentally changed the business landscape, pushing companies to adopt more innovative and adaptive marketing strategies. The cloud computing industry is experiencing impressive growth with the global market size predicted to reach USD 602.32 billion by 2023 and predicted to grow at a Compound Annual Growth Rate (CAGR) of 21.2% until 2030 Grand View Research (2024), and Indonesia is now emerging as a major player in the ASEAN cloud market with a CAGR of around 30%, IDCloudHost (2025). This growth is driven by companies' awareness of the transformative power of cloud technology, which enables digital business integration, increased productivity, and operational efficiency.

Despite the huge market potential, the cloud and infrastructure industry in Indonesia still faces significant challenges in terms of consumer adoption and purchase intention. Cloud adoption rates among Indonesian businesses stand at just 29% (Septiani (2023), highlighting a substantial gap between market potential and actual realization. The low adoption rate reflects weak consumer purchasing interest, driven by limited consumer understanding of cloud and infrastructure providers and concerns regarding data security and privacy (Khan, 2019). The main challenge faced by local cloud and infrastructure providers is low brand awareness compared to global players such as Amazon Web Services (AWS), Microsoft Azure, and Google Cloud Platform (GCP), Gefami Service Indonesia (2023). Brand awareness has a crucial impact on shaping consumer purchase intention, as consumers generally tend to be more interested in products or services they are familiar (Hikmareta & Zuliestiana, 2020; Ihzaturrahma & Kusumawati, 2021; R. S. E. Putra & Padmantyo, 2023).

In response to this challenge, PT. Cloud Hosting Indonesia implemented an innovative brand ambassador strategy

through the "IDCloudHost Next Gen" program in January 2023, which appointed students as brand ambassadors. However, based on field observations non-participants, it appears that this program has not yet yielded optimal results in terms of increasing brand awareness and online purchase intention, unlike the findings of a study conducted by which stated Agueni & Suyanto (2024) and Faritzal & Aryani (2023) that brand ambassadors can increase online purchase intention, and research by Hendi et al. (2022), which stated that brand ambassadors have an influence on building Brand Awareness. Thus, there is a gap between the company's expectations and actual results.

Research investigating of brand ambassadors effectiveness shows inconsistent findings. Several studies reveal that brand ambassadors lack influence on purchase intention (Clara, 2023) or even a negatively effect on online purchase intention (A Suwuh et al., 2022); S. B. Putri & Mulyanto; 2023). Conversely, other studies prove the significant positive influence of brand ambassadors on purchase intention (Agueni & Suyanto, 2024; Faritzal & Aryani, 2023); Haque et al., 2023). The diversity of these findings indicates the complexity of the role of brand ambassadors in marketing strategies. Research gaps have been identified in the limited studies on the effectiveness of students as brand ambassadors, particularly in the cloud and infrastructure technology industry. Most studies focus on the use of celebrities or well-known influencers in the fast-moving consumer goods industry, such as studies conducted by Agueni & Suyanto (2024), Hi et al. (2024), Idris et al. (2024), Noorfajarsari et al. (2023), and S. B. Putri & Mulyanto (2023), while the unique characteristics of the technology industry require a different research approach.

The purpose of this study is to analyze how the brand ambassador program influences consumers online purchase intention,

with brand awareness as a mediating factor. This study contributes significantly to the development of knowledge, particularly in the field of marketing, by measuring the relationship between brand ambassador and online purchase intention, thereby serving as a reference for future research. This study offers valuable insights and evaluations for empirically assessing innovative marketing strategies in the technology industry. In addition, this research provides strategic recommendations for developing more effective brand ambassador programs in the future.

This study offers significant novelty by selecting students as brand ambassadors in the cloud and infrastructure technology industry, an innovative approach that differs from previous studies that more often use celebrities or famous influencers. The focus on the cloud and infrastructure technology industry, which has been under-researched in the context of marketing, is another key contribution. Additionally, this study explores how brand awareness function as a mediating variable linking brand ambassadors to online purchase intention, providing strong empirical evidence on how brand awareness can enhance the influence of brand ambassadors on purchase intention. Based on these phenomena and research gaps, the researcher is interested in conducting this study.

LITERATURE REVIEW

Theoretical Basis

This study is based on Marketing Management theory as a grand theory, which is a systematic process of companies in identifying and managing target markets to create mutually beneficial relationships with the aim of acquiring, retaining, and developing customers through comprehensive management of marketing aspects to achieve optimal company goals Kotler et al. (2018); Satriadi et al. (2021) which is then operationalized through the Stimulus-Organism-Response (S-O-R) Model Mehrabian & Russel (1974) as a main

analytical framework, in which the brand ambassador program acts as the stimulus (S), brand awareness as the organism process (O), and Online purchase Intention as the response (R). The S-O-R model is then derived into a middle-range theory, namely the Consumer Behaviour Theory, which examines how individuals or groups, through a selection processes, choose, purchase, and using goods, services, ideas, or experiences to satisfy their needs and desires Kotler & Keller (2016b); Satriadi et al. (2021). Consumer Behavior Theory is used as a middle-range theory to explain the psychological and cognitive mechanisms of consumers in processing information from brand ambassadors and forming purchase intentions. Three theoretical approaches were employed to clarify the associations between variables examined in this study, namely brand ambassador, Brand Awareness, and online purchase intention, which are interrelated to understand the mechanism of digital marketing from the influence of brand ambassadors on purchase intention through the mediation of Brand Awareness. The novelty of this study lies in its focus on the use of students as brand ambassadors in the context of the cloud and infrastructure industry, which provides a unique perspective on marketing in the technology industry, considering that most previous studies have focused on the use of artists, celebrities, or famous influencers as brand ambassadors for consumer goods.

Brand Ambassador

Research by Alfiannor (2024) states that brand ambassador are an effective strategy for building purchase intention. Kotler & Keller (2016b) define a brand ambassador as an individual or groups who represents a brand, either as a figure or non-figure, who have the appeal to influence consumers through marketing activities. The presence of brand ambassadors helps companies communicate with consumers and expand their reach, as buyers have a greater tendency to be interested in

item endorsed by them (Hendrawan, 2022; Kotler & Keller, 2016a; Rasyida & Evelina, 2023). The presence of a brand ambassador creates a closer relationship with the audience and increases brand awareness, the better the brand ambassador, the higher the level of awareness created (As-syahri, 2024; Utami et al., 2024). Based on these opinions, brand ambassadors are defined as active representatives of a brand who influence consumer perceptions, build emotional closeness, and encourage purchasing intention through strategic marketing activities by utilizing personal or professional appeal to increase brand awareness and credibility.

To measure the effectiveness of brand ambassadors, Keller & Swaminathan (2020) wrote down several dimensions and indicators, 1) High level visibility, which assesses popularity, content sharing activity, product coverage intensity, and audience reach of the brand ambassador; 2) Credibility, which covers several aspects, namely expertise (expertise in relevant fields), trustworthiness (trusted by consumers), likability (liked by consumers), and attractiveness (having appeal); 3) Product relevance, assessed based on the suitability of the brand ambassador to the brand or product, the ability of the brand ambassador to explain the product, and the ability to explain product information in an easy-to-understand manner; then 4) Impact brand perception, namely the delivery of information by the brand ambassador attracts attention, the brand ambassador gives a positive impression of the brand, and is able to influence consumers' views of the promoted product; 5) Fan base potential, which is measured by the number of followers, the amount of interaction between followers and the promoted content, whether the content created by the brand ambassador increases interest in the company, and whether the brand ambassador is able to influence the decisions of their followers.

Several studies have examined the role of brand ambassadors in influencing

brand awareness. Studies by Hendi et al. (2022), Karhoma Wijaya & Bahroni (2023), Ramdan et al. (2023), and Rantung et al. (2022) indicate that brand ambassadors play an active and significantly positive role in increasing brand awareness. Research by Langi et al. (2022) and Utami et al. (2024) confirms that brand ambassadors make a significant and strong contribution to influencing brand awareness, where the better the capacity of the brand ambassador, the higher the increase in brand awareness. The results of this research conclude that brand ambassadors play an important role in building brand awareness, especially if the brand ambassadors come from the ranks of figures or artists, who can significantly increase awareness.

H1: There is an influence between brand ambassadors and brand awareness.

Brand Awareness

According to Keller & Swaminathan (2020), brand awareness represents the extent to which consumers can acknowledge and retain memory of a brand and its distinctive features (such as name, logo, symbol, character, packaging, and tagline). Brand awareness is a key dimension in building brand equity and is the foundation for creating markets and business success (Boone et al., 2019; Juliana & Sihombing, 2019; Keller & Swaminathan 2020; D. E. Putri et al., 2021). Based on several expert opinions, purchase intention is defined as the psychological tendency of consumers to consider and potentially purchase a product or service, influenced by factors and external factors that can alter purchasing decisions.

Brand awareness is key for companies to excel in business competition (D. E. Putri et al., 2021) and can be measured using four dimensions proposed by Keller & Swaminathan (2020): 1) Recall, indicates consumers' ability to spontaneously remember and mention brands, remember taglines, brands, and be able to remember and mention products under a brand, as

well as remember the company's brand ambassadors; 2) Recognition, assessed from consumers' ability to identify brand logos, recognize product characteristics, recognize designs, colors, and the company's website or platform, and recognize the company's visual branding elements. 3) Purchase, where consumers make the company their primary choice for their needs, so that consumers consider the product/service, consider using the product/service, know the price, and understand the product's advantages; and finally, 4) Consumption describes the condition where consumers are able to differentiate products, know the comparison of features, realize the added value of the product, and understand the company's position in the competitive market.

Brand awareness shows a significant positive correlation in influencing online purchase intention Hikmareta & Zuliestiana (2020); R. S. E. Putra & Padmantlyo (2023); Rizki et al. (2024); Sesar et al. (2022). The studies shows that brand awareness significantly influences consumer purchase intention, where brand awareness drives consumers' tendency to consider purchasing. When consumers are familiar with a brand, they tend to seek information and consider purchasing, especially if they need the product Patmawati & Miswanto (2022). A study by Ihzaturrahma & Kusumawati (2021) revealed that the higher the Brand Awareness, the greater the potential for consumer purchase intention.

H2: There is an influence between brand awareness and online purchase intention.

Online Purchase Intention

Purchase intention is an important indicator in the purchasing process leading to a purchase decision. The stronger a person's purchase intention, the greater their tendency to procure goods or services Saling & Zakaria (2024); Smith (2020); Wardhana (2024). According to Kotler & Keller (2016c), purchase intention emerges after brand evaluation and is influenced by

experience, interest in the product, and expected benefits, but it can change due to external factors such as attitude and unexpected situational factors. Online purchase intention is the customer's desire to make a purchase through an online transaction R. S. E. Putra & Padmantlyo (2023). Based on several expert opinions, purchase intention is defined as the psychological tendency of consumers to consider and potentially purchase a product or service, influenced by internal factors such as brand, experience, and expectations, as well as external factors that can change purchasing decisions.

The researchers considered the relevance to the research objectives and combined the concepts of these experts, then established five dimensions consisting of: 1) Exploratory interest, which is the behavior of searching for information and learning about products, to following product updates; 2) Preferential interest, which shows consumers' main preferences, making the company their main attractive choice, and reluctant to switch to other companies; 3) Conviction, which measures the level of confidence in the product, believing in its safety and certainty in getting value for investment; 4) Transactional interest, which is the tendency to make a purchase, consumers are ready to make a purchase in the near future, and plan to make a transaction; and 5) Referential interest, which is seen from consumers' willingness to recommend products to other potential consumers, share positive experiences with products, and are willing to promote products to the community and invite others to subscribe.

Studies on students as brand ambassadors, particularly in the cloud and infrastructure technology industry, are still limited. Most Studies focus on the use of famous artists, celebrities, or influencers as brand ambassadors for consumer goods. Some studies have found that brand ambassadors are ineffective, even having a negative impact, such as research by Clara (2023), which found no effect on purchase

intent in Indonesian e-marketplaces, as well as studies by A Suwuh et al. (2022); S. B. Putri & Mulyanto (2023), indicating negative impacts on skincare and food, and Noorfajarsari et al. (2023) in their study on cosmetics products also revealed that most dimensions of brand ambassadors do not influence purchase intent. However, other studies by Agustini (2022); Febi Ardhani et al. (2024) found no significant effect of brand ambassadors on purchase intention. On the other hand, several studies by Agueni & Suyanto (2024); Faritzal & Aryani (2023); Haque et al. (2023); Idris et al. (2024); Naja & Budiarti (2024); Nurunnisha et al. (2021); Rozania et al. (2024) demonstrate that brand ambassadors can have a significant positive influence on purchase intention.

H3: There is an influence between brand ambassadors and online purchase intention.

H4: Brand awareness successfully mediates the relationship between the brand ambassador program and online purchase intention.

The conceptual model derived from the literature review and hypothesis development is presented in the [Figure 1](#).

RESEARCH METHOD

Research Design and Sample

The methodology applied is a quantitative with an explanatory approach to explain the causal relationship between exogenous and endogenous variables using numerical data. This method allows testing of direct and indirect effect hypotheses between variables Darwin et al. (2021); Machali (2021).

The population unit studied consists of Instagram followers of @idcloudhost, totaling 58,100 followers (as of February 10th, 2025), with a sample size of 250 respondents who have never used the product. Respondents were selected using probability sampling with simple random sampling. Primary data collection is not only done through observation, but also through distributing online questionnaires with Google Forms to @idcloudhost followers via Instagram direct messages over a period of more than one month. Secondary information source utilized include literature analysis, including media report, accredited national journal articles, reputable international journals, and academic reference books to obtain relevant information.

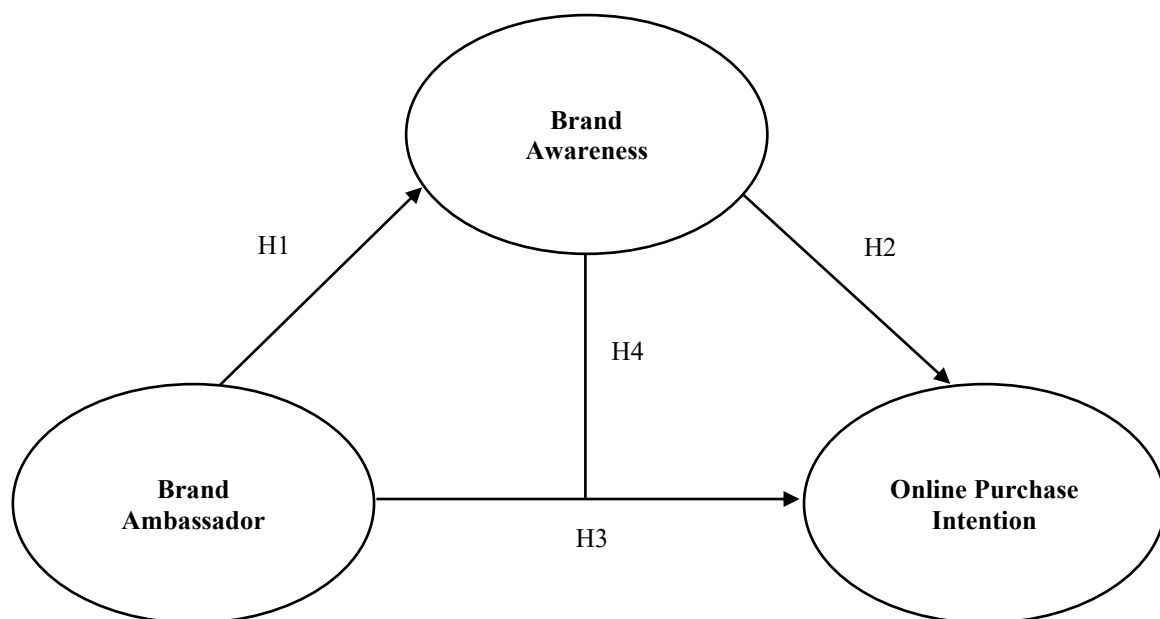


Figure 1. Conceptual Framework

Source: Data Processed by Researchers, 2025

Measurement

The questionnaire operationalization consists of structured questions using the Semantic Differential Scale, a scale commonly used to measure perceptions, attitudes, and opinions of individuals toward research variables Hardani et al. (2020); Malhotra (2010). Respondents were directed to evaluate scale items using a seven-point interval scale with two labels at either end of the scale, where a score of 1 represented a strongly disagreeable stance and a score of 7 represented a completely favorable perspective of each statement item.

This study employs an instrument adaptation approach with a theoretical framework based on established literature, though the operationalization of indicators was developed contextually (see [Table 1](#)). The research instrument was developed based on the dimensions and theoretical concepts of experts, with the brand ambassador variable referring to the dimensions developed by Alfiannor (2024); As-syahri (2024); Hendrawan (2022); Kotler & Keller (2016a, 2016b); Rasyida & Evelina (2023); Utami et al. (2024), the brand awareness variable is based on the concepts of Boone et al. (2019); Fadhillah et al. (2024); Juliana & Sihombing (2019); Keller & Swaminathan (2020), while online purchase intention adopts the dimensions from Kotler & Keller (2016b), A. E. Putra et al. (2024), R. S. E. Putra & Padmantyo (2023), Saling & Zakaria (2024), Smith (2020), and Wardhana (2024). Although the dimensional framework follows existing literature, each indicator is adapted to the characteristics of the cloud computing industry and the @idcloudhost platform to ensure the relevance and accuracy of measurements while maintaining the validity of the tested theoretical constructs, thereby providing the research with a strong theoretical foundation and contributing to the development of instruments appropriate to the research context. In this study, the exogenous construct of

brand ambassador consists of five dimensions and eighteen indicators, while the exogenous constructs of brand awareness and online purchase intention consist of nine dimensions with thirty-two indicators.

Data Analyze

Furthermore, quantitative analysis was used with the Structural Equation Modeling (SEM) model through IBM SPSS AMOS 22 Graphics software. This approach was chosen because SEM AMOS is suitable for analyzing complex relationships between variables in multivariate models. Next, the researcher developed a model that was visualized using a path diagram to identify causal relationships between exogenous and endogenous constructs. After that, the researcher converted the diagram into structural equations for testing the measurement model that connects indicators with constructs, followed by a structural equation model that describes the causal relationships between constructs. Then, the data input matrix used was a variance matrix because the matrix provides a valid comparison between different populations and samples.

The first test was conducted per construct, namely Confirmatory Factor Analysis (CFA) testing of the exogenous construct of brand ambassador and Confirmatory Factor Analysis (CFA) testing of the endogenous constructs of brand awareness and online purchase intention. In the CFA of the exogenous construct, all indicators of the exogenous construct were found to be valid, with a loading factor value >0.5 , in accordance with the criteria (Hair et al., 2010). For reliability testing, calculations were performed using the Construct Reliability (CR) and Average Variance Extracted (AVE) formulas.

The results showed that the brand ambassador variable met the reliability criteria with a CR value of 0.985 (>0.70) and AVE of 0.787 (>0.50). Additionally, the model fit or Goodness of Fit (GOF) test

on the CFA model of the exogenous construct brand ambassador also showed good fit estimates according to the criteria Hair et al. (2010), with six fit indices met (X^2 -Chi Square, $RMSEA \leq 0.08$, $GFI \geq 0.946$, $TLI \geq 0.90$, $CMIN/DF \leq 2.00$, $TLI \geq 0.95$, $CFI \geq 0.95$).90, $CMIN/DF \leq 2.00$, $TLI \geq 0.95$, $CFI \geq 0.95$), each meeting their respective cutoff values.

Referring to the results of the validity and reliability analysis using IBM SPSS AMOS 22 Graphics software (Tabel 1). Based on Hair et al. (2010), validity in SEM models can be seen from the standardized loading factor value with an estimate >0.5 and ideally at an estimate >0.7 . According to (Ghozali, 2020), reliability testing can be done with Composite or Construct Reliability (CR) and

Average Variance Extracted (AVE). A variable is considered reliable if the CR cut-off value is ≥ 0.70 and the AVE cut-off value is ≥ 0.50 . The loading factor is obtained from the standardized regression weights table in the AMOS text output, and the AVE value is obtained from the sum of the squares of the standard loading (Santoso, 2021), while the CR value is obtained from the calculation of the sum of the loading factors divided by the sum of the loading factors plus the sum of the measurement errors.

$$CR = \frac{\sum (std.Loading)^2}{\sum (std.Loading)^2 + \sum \varepsilon_j} \dots\dots\dots(1)$$

$$AVE = \frac{\sum std.Loading^2}{\sum std.Loading^2 + \sum \varepsilon_j} \dots\dots\dots(2)$$

Table 1. Research Instrument

	Item	Std. LF	AVE	CR
Brand Ambassador			0.783	0.984
High Level Visibility				
X1	Brand Ambassador often appears on social media (popular)	0.869		
X2	Brand Ambassador actively shares content on social media	0.865		
X3	Intensity of product coverage by brand ambassador often appears	0.884		
X4	Reach of audience (number of followers) owned by brand ambassador on Instagram social media is large	0.831		
Credibility				
X5	Expertise (brand ambassador has knowledge about the world of technology/digital)	0.785		
X6	Trustworthiness (brand ambassador has a good professional reputation so that consumers trust them)	0.840		
X7	Likability (brand ambassador has a professional demeanor so that consumers like them)	0.918		
X8	Attractiveness (brand ambassador has an attractive personality)	0.902		
Product Relevance				
X9	There is compatibility between the brand ambassador and IDCloudHost products	1.018		
X10	Brand Ambassador is able to explain IDCloudHost products/services well	0.930		
X11	Information conveyed by brand ambassador is easy to understand	0.907		
Impact Brand Perception				
X12	The delivery of information by the brand ambassador attracted attention	0.869		
X13	Brand Ambassador gave a positive impression of IDCloudHost	0.850		
X14	Brand Ambassador influenced consumers' views on the promoted products	0.870		

Table 1. Continue

	Item	Std. LF	AVE	CR
Fan Base Potential				
X15	Brand Ambassadors have a large number of active followers	0.750		
X16	There is a lot of interaction between followers and the content promoted by brand ambassadors	0.887		
X17	Brand Ambassador content increases interest in IDCloudHost	0.980		
X18	The ability of brand ambassadors to influence the decisions of their followers	0.970		
Brand Awareness			0.717	0.975
Recall				
M1	IDCloudHost is the first choice that comes to mind for cloud infrastructure services	0.610		
M2	IDCloudHost's tagline/slogan is easy to remember	0.912		
M3	IDCloudHost's main products/services are easy for consumers to remember	0.845		
M4	IDCloudHost's brand ambassador is easily recognizable	0.872		
Recognition				
M5	The company logo is easily recognizable	0.808		
M6	The appearance of IDCloudHost's website/social media platform has distinctive features	0.836		
M7	IDCloudHost's branding and marketing content have their own characteristics	0.856		
M8	IDCloudHost products/services have clear characteristics	0.893		
Purchase				
M9	IDCloudHost is the top choice for cloud infrastructure needs	0.891		
M10	IDCloudHost products/services are included in the list of considerations for needs	0.902		
M11	Pricing information for IDCloudHost products/services is clearly available	0.923		
M12	The competitive advantages of the products are clear	0.815		
Consumption				
M13	IDCloudHost has different products/services from its competitors	0.840		
M14	IDCloudHost's product/service features are unique compared to its competitors	0.881		
M15	The products/services offered have qualities or unique features not found in other providers	0.862		
M16	The company has a good reputation in the competitive market	0.898		
Online Purchase Intention			0.750	0.979
Exploratory Interest				
Y1	Interest in finding detailed information about IDCloudHost products/services	0.945		
Y2	Willingness to learn about IDCloudHost product/service features	0.895		
Y3	Desire to follow the latest updates on IDCloudHost products/services	0.952		
Preferential Interest				
Y4	IDCloudHost is the top choice for cloud infrastructure needs	0.948		
Y5	IDCloudHost is more attractive than other providers	0.944		
Y6	No desire to switch to another provider	0.838		

Table 1. Continue

	Item	Std. LF	AVE	CR
Conviction				
Y7	Confidence that IDCloudHost products/services are high quality	0.908		
Y8	The IDCloudHost system provides a sense of security and stability	0.900		
Y9	IDCloudHost products/services are worth the price	0.895		
Transactional Interest				
Y10	There is a desire to use IDCloudHost services in the near future	0.845		
Y11	There is interest in purchasing IDCloudHost products/services	0.819		
Y12	There are considerations for purchasing/using IDCloudHost products/services	0.850		
Preferential Interest				
Y13	Desire to recommend to others	0.895		
Y14	Willingness to share positive experiences about IDCloudHost	0.888		
Y15	Interest in promoting IDCloudHost to communities/forums	0.821		
Y16	Desire to actively encourage others to use IDCloudHost products/services	0.813		

Source: Data Processed by Researchers, 2025

RESULT AND DISCUSSION**Result**

Based on the questionnaire results, it can be observed that the majority of respondents were aged between 17-25 years old, with a percentage of 85.6% (214 people). Other age groups have smaller proportions, with 6.4% (16 people) aged 26-35 years, 4% (12 people) aged 36-45 years, and only 3.2% (8 people) aged over 45 years. From a gender perspective,

female respondents were more dominant with a percentage of 59.2% (148 people) compared to males, who accounted for 40.8% (102 people). Based on social media engagement, all respondents 100% (250 people) are recorded as following the Instagram account @idcloudhost, and none of the respondents have ever used products from PT. Cloud Hosting Indonesia 100% (250 people).

Table 2. Respondent Profile

Age	Number	Percentage
17 - 25 years	214	85.6%
26 – 35 years	16	6.4%
36 – 45 years	12	4.8%
>45 years	8	3.2%
Total	250	100%
Gender	Number	Percentage
Female	148	59.2%
Male	102	40.8%
Total	250	100%
Instagram Followers of @idcloudhost	Number	Percentage
Yes	250	100%
No	0	0%
Total	250	100%
Experience Using the Product	Number	Percentage
Ever	0	0%
Never	250	100%
Total	250	100%

Source: Data Processed by Researchers, 2025

Furthermore, CFA testing on the endogenous constructs of brand awareness and online purchase intention yielded results indicating that all endogenous construct indicators were valid with a loading factor >0.5 . The reliability test in [Table 1](#) showed reliable results, with the brand awareness variable having a CR value of $0.976 > 0.70$ and an AVE value of $0.723 > 0.50$, which is good. The online purchase intention variable also had satisfactory results, with a CR value of $0.979 > 0.70$ and an AVE value of $0.748 > 0.50$. The model fit test or Goodness of Fit (GOF) in [Figure 2](#) and [Table 3](#) also showed good suitability. Similarly, the results of the Goodness of Fit (GOF) index test were deemed adequate, as more than five indices were met (X^2 -Chi Square, Significance probability $0.092 \geq 0.05$, RMSEA $0.020 \leq 0.08$, GFI $0.914 \geq 0.90$, AGFI $0.873 \geq 0.90$, CMIN/DF $1.101 \leq 2.00$, TLI $0.994 \geq 0.95$, CFI $0.996 \geq 0.95$).

The use of 4-5 Goodness of Fit (GOF) indices is considered adequate for assessing the validity of a model Hair et al. (2010). Thus, based on these results, it is confirmed that the exogenous construct and endogenous construct have met the Goodness of Fit (GOF) model validity criteria for further testing.

After ensuring that all constructs met the requirements, the research continued with structural model testing. This analysis focused on evaluating the structural path between the exogenous variable brand ambassador and the endogenous variable online purchase intention, as well as the mediating role of brand awareness in this relationship. The structural model derived from the SEM analysis is presented in the following figure, which shows the standardized path coefficients, significance values, and various model fit indices Goodness of Fit (GOF) to assess the model's validity.

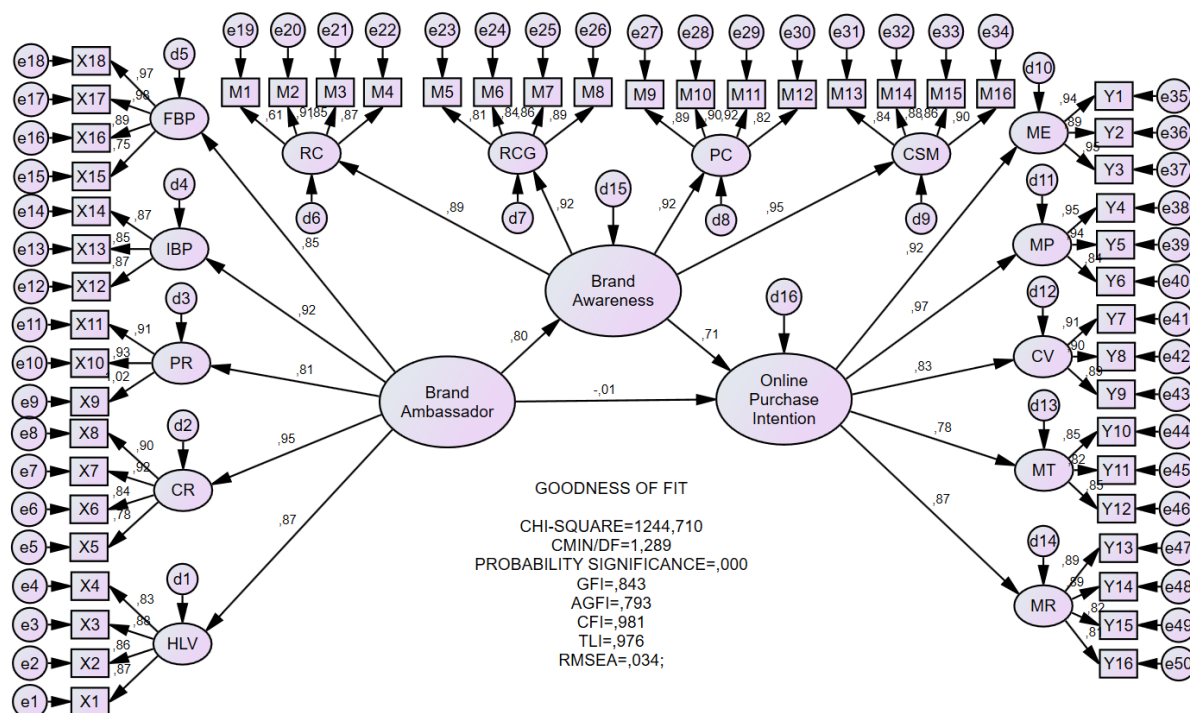


Figure 2. Structural Model
Source: Data Processed by Researchers, 2025

Next, structural model testing was conducted by linking the exogenous construct brand ambassador (X) with the endogenous constructs brand awareness (M) and online purchase intention (Y). Normality testing in the research model was observed through assessment of normality in the text output. Data was declared normally distributed when the entire skewness and critical ratio (c.r) table was within the range of ± 2.58 Santoso (2021). The test results show that the entire skewness table and critical ratio (C.R) are within the range of ± 2.58 , and the multivariate value is 1.743, meaning that the data is normally distributed. Outlier checks were performed by observing the Mahalanobis d-squared value in the AMOS output section Observations farthest from the centroid (Mahalanobis distance).

According to Santoso (2021), the general process that can be used to detect outliers is to find the critical value of the Chi-squared distribution table at the degree of freedom (df) equal to the number of indicators and an error level of 0.1% or

$p < 0.001$. With 50 indicators and a significance level of $p < 0.001$, the critical value is set at 86.661 (Chi-Square Table). Thus, the results prove that the largest Mahalanobis d-squared value only reaches $69.133 < 86.661$, indicating that there are no outlier data in this study.

The structural model in this study has shown good model fit based on the Goodness of Fit (GOF) test. This is consistent with the theory Hair et al. (2010) which states that a model is considered to have good validity if it meets at least 4-5 Goodness of Fit (GOF) indices in accordance with the established cut-off value. The subsequent table illustrates the structural model compatibility in this investigation. The information presented above indicates the appropriateness of the structural model for this research.

Hypothesis Testing

The research hypotheses were validated by examining the critical ratio (C.R.) statistics from the AMOS regression weight output, as illustrated in the [Table 4](#).

Table 3. Result of Goodness of Fit (GOF) Testing

Index	Cut off Value	Result	Model Evaluation
X2-Chi Square	Expected small	1244.710	Good Fit
Significance Probability	≥ 0.05	0.000	Marginal Fit
RMSEA	≤ 0.08	0.034	Good Fit
GFI	≥ 0.90	0.843	Marginal Fit
AGFI	≥ 0.90	0.793	Marginal Fit
CMIN/DF	≤ 2.00	1.289	Good Fit
TLI	≥ 0.95	0.976	Good Fit
CFI	≥ 0.95	0.981	Good Fit

Source: Data Processed by Researchers, 2025

Table 4. Result of Hypothesis-Testing

Hypothesis	Relationship	SRW	Estimate	S.E.	C.R.	P-value	Conclusion
H ₁	X → M	0.804	0.558	0.07	7.989	***	Significant
H ₂	M → Y	0.713	1.250	0.199	6.289	***	Significant
H ₃	X → Y	-0.015	-0.018	0.098	-0.184	0,854	Insignificant
H ₄	X → M → Y	Mediation Test		Z Value = 4.933 > 1.969			Significant

Source: Data Processed by Researchers, 2025

Notes:

Variable X : Brand Ambassador

Variable M : Brand Awareness

Variable Y : Online Purchase Intention

The testing of hypothesis 1 (H_1) shows that the critical ratio (C.R.) of the influence of brand ambassador on brand awareness is 7.989, exceeding the threshold of ± 1.969 (T table, $\alpha=5\%$) with triple-star significance (***) or 0.000. This means that the first hypothesis is proven and accepted, brand ambassador has a significant positive influence on brand awareness.

The results of hypothesis 2 (H_2) testing show a critical ratio (C.R.) of 6.289 between brand awareness and online purchase intention, exceeding the critical limit of ± 1.969 (T table, $\alpha=5\%$) with triple-star significance (***) or 0.000. This finding confirms the validity of the second hypothesis, revealing that brand awareness exhibits a significant positive relationship with online purchase intention.

Conversely, for hypothesis 3 (H_3) was rejected because variable brand ambassador did not have a direct effect on variable online purchase intention, as indicated by a negative estimate value of -0.018 and a p-value of 0.854, which was not significant.

The analysis for hypothesis 4 (H_4) regarding the mediating role of brand awareness in the relationship between brand ambassador and online purchase intention used Daniel Soper's online statistical calculator. [Figure 3](#) is the results of the statistical test.

The Sobel test analysis shown in Figure 3 produced a value of 4.933, which exceeds the threshold value of Z Table 1.969 at a significance level of 5%, demonstrating that brand awareness serves as a meaningful mediating variable linking brand ambassador to online purchase intention.

Effect Testing

The [Table 5](#) shows the results of testing the effectiveness of the researched model involving brand ambassador as the independently variable, brand brand awareness as the mediating variable, and online purchase intention as the dependently variable.

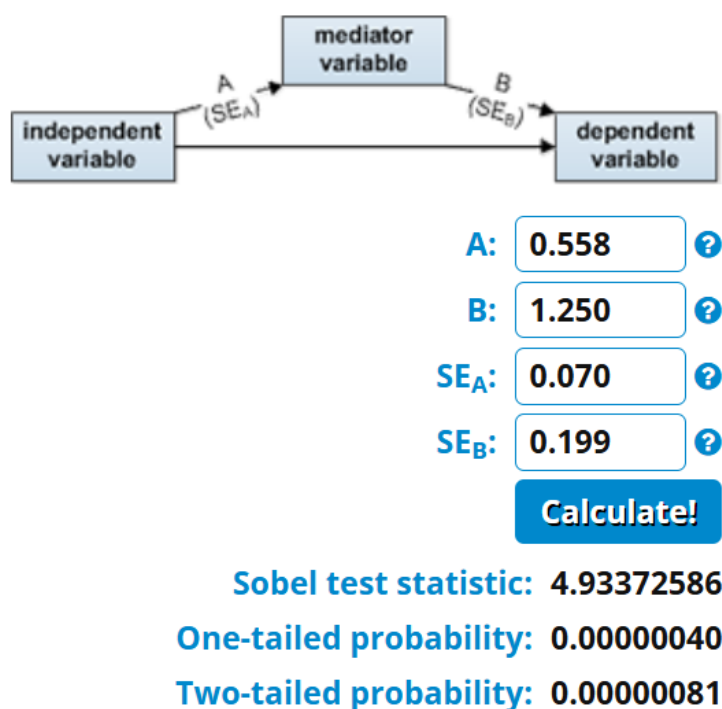


Figure 3. Result of Sobel-Testing
Source: Data Processed by Researchers, 2025

Table 5. Result Effect-Testing

Effect Test	Std. Direct Effect	Std. Indirect Effect	Std. Total Effect
Brand Ambassador → Brand Awareness	0.804	0.000	0.804
Brand Awareness → Online Purchase Intention	0.713	0.000	0.713
Brand Ambassador → Online Purchase Intention	-0.015	0.000	-0.015
Brand Ambassador → Brand Awareness → Online Purchase Intention	-0.015	0.698	0.558

Source: Data Processed by Researchers, 2025

Direct Effects

Referring to the [Table 5](#), the direct effect of brand ambassador on brand awareness reached 0.804, while the influence of brand awareness on online purchase intention had a value of 7.13, far exceeding the influence of brand ambassador on online purchase intention, which only had a direct effect of -0.015. Other values indicate 0.000, meaning there is no direct effect. These results confirm that brand awareness has a much more important role in driving online purchase intention than brand ambassador, with a ratio of 0.713 to -0.015.

Indirect Effects

The [Table 5](#) that there is an indirect effect of brand ambassador on online purchase intention of 0.698 through brand awareness as a mediator. This means that the indirect effect of brand ambassador on online purchase intention is greater than the direct effect ($0.698 > -0.015$). Table 4 hypothesis testing also shows a critical ratio (C.R.) value of -0.184 for the influence of brand ambassador on online purchase intention, which is lower than the critical limit of 1.969 (T table with $\alpha=5\%$) with an insignificant p-value ($0.854 > 0.05$). In conclusion, the hypothesis of direct effect of brand ambassador on online purchase intention is unproven and rejected given the absence of influence significance.

Discussion**The Influence of Brand Ambassador on Brand Awareness**

The results show that brand ambassador has a significant positive influence on brand awareness, as seen from the hypothesis testing in [Table 4](#), which indicates that the use of brand ambassador by PT. Cloud Hosting Indonesia plays an effective role in increasing brand awareness in the minds of consumers, thus hypothesis (H1) is accepted.

The highest loading factor indicates that the credibility dimension of the brand ambassador variable contributes to the formation of the brand ambassador variable. This concept of credibility is in line with the formation of credibility proposed by Kotler & Keller (2016a), which states that credibility is a very important source for brand ambassadors. As the credibility aspect of brand ambassadors rises, the consumption dimension of brand awareness correspondingly grows, suggesting these two variables maintain a substantially positive correlation. This indicates that consumers who view brand ambassadors as possessing strong credibility may enhance their brand consideration. This result aligns with previous research Hendi et al. (2022); Ramdan et al. (2023); Rantung et al. (2022) that discovered the impact and strategic function of brand ambassadors in developing brand awareness for an organization. PT. Cloud Hosting Indonesia needs to strengthen its brand ambassadors

to increase brand awareness. Table 5 shows that brand ambassadors have a significant positive influence through credibility, brand perception impact, high visibility, good use of fan base, and suitability between brand ambassadors and the brand.

Development strategies can be carried out by increasing the intensity of product coverage by brand ambassadors in the media to increase brand visibility. PT. Cloud Hosting Indonesia also needs to select brand ambassadors with high likability and professionalism. Ensuring the compatibility between brand ambassadors and PT. Cloud Hosting Indonesia's products is essential for establishing credibility. Furthermore, training needs to be provided to brand ambassadors on how to convey product information in an interesting way to influence consumer perceptions and produce effective content that increases interest in the promoted products.

The Influence of brand awareness on Online Purchase Intention

This study reveals that brand awareness has a significant positive influence on online purchase intention, as indicated by the critical ratio in [Table 4](#), and the standardized direct effect value in [Table 5](#), which is high at the triple star (***) significance level. The high standard direct effect value indicates that consumer awareness of the PT. Cloud Hosting Indonesia brand is strong.

Additionally, the highest loading factor value indicates that the consumption dimension of brand awareness contributes significantly to the formation of the variable. An increase in the consumption dimension of brand awareness will impact the loading factor value of the preferential interest dimension in online purchase intention, given that the two variables have a significant positive correlation. This means that as consumers consume a brand more frequently, their tendency to choose that brand in online purchases also increases, ultimately driving an increase in

overall purchase transactions. This finding is supported by other findings from Hikmareta & Zuliestiana (2020);, R. S. E. Putra & Padmantyo (2023), and Rizki et al. (2024) which confirm that the influence of brand awareness in shaping consumer purchase intention is very significant.

Online purchase intention can be formed through consumption, recognition, purchase, and recall. To enhance online purchase intention via brand awareness development, PT. Cloud Hosting Indonesia should reinforce brand awareness by implementing distinctive taglines that create lasting impressions in consumer consciousness, ensuring that PT. Cloud Hosting Indonesia's products/services have clear characteristics, information, and prices that are easy to understand. In addition, the company consistently builds and maintains a good reputation in its market. When executed properly, this brand awareness will establish a solid foundation for enhancing consumer interest in acquiring the products/services provided by the company through online channels.

The Mediating Influence of Brand Awareness in the Relationship between Brand Ambassador and Online Purchase Intention

Research outcomes indicate complete mediation by brand awareness in the association between brand ambassador and online purchase intention variables. The analytical results demonstrate comprehensive mediating effects of brand awareness within the brand ambassador-online purchase intention connection, supported by evidence from [Table 4](#) and [Table 5](#) findings. These data shows that the direct effect of brand ambassador on online purchase intention is not significant, while the indirect path through brand awareness reaches statistical significance with a Z value exceeding the required threshold. This is certainly not in line with research conducted by Agueni & Suyanto (2024); Faritzal & Aryani (2023); Haque et al.

(2023), which states that brand ambassador have a direct effect on online purchase intention.

These findings on the role of mediation make a significant contribution to the development of the Grand Theory in Marketing Management and the Middle Range Theory in Consumer Behavior. This study reinforces Marketing Management Theory by demonstrating how brand awareness functions as a strategic mediator that optimizes the allocation of marketing resources, particularly in the effectiveness of brand ambassador programs in the technology industry. These findings expand Marketing Management Theory, particularly the Marketing Mix, by revealing that promotional elements (brand ambassadors) achieve maximum impact through cognitive mediators (brand awareness), thereby deepening understanding of integrated marketing communication. Additionally, this research contributes to Consumer Behavior Theory by illustrating how consumer decision-making processes are influenced through brand awareness as a mediating mechanism between external marketing stimuli and purchase intent. This theoretical contribution is particularly relevant in the context of digital native consumers in the cloud infrastructure technology sector, who possess unique characteristics in processing digital marketing information.

The findings of this study align with research conducted by Hendi et al. (2022); Karhoma Wijaya & Bahroni (2023); Ramdan et al. (2023); Rantung et al. (2022), which demonstrated the effectiveness of brand ambassadors in building brand awareness. However, this study expands the context to the cloud computing industry with its more complex B2B characteristics. Meanwhile, the findings of this study contrast with those of Agueni & Suyanto (2024); Hi et al. (2024); Idris et al. (2024); Noorfajarsari et al. (2023); S. B. Putri & Mulyanto (2023), who stated that the direct influence of brand ambassador on online purchase

intention is more dominant. This study, however, shows that the mediation pathway through brand awareness is more significant than the direct influence.

Based on the full mediation results of brand awareness in the relationship between brand ambassador and online purchase intention, there are strategies that can be improved, including creating a memorable tagline, ensuring that products/services have clear and distinct characteristics from competitors so that consumers can easily identify the advantages offered, providing transparent and easy-to-understand product/service pricing information, and using brand ambassadors to build and maintain a good reputation in the market through consistent publication of positive testimonials and company achievements. brand ambassador strategies will not be effective if they fail to strengthen brand awareness, and ultimately consumer purchase interest will be difficult to build. By understanding that brand ambassadors work through brand awareness mediation, companies can design a phased marketing strategy by first establishing brand awareness, which ultimately drives consumers to make online purchases.

CONCLUSION AND RECOMMENDATION

Conclusion

The research demonstrated successful validation of student brand ambassador effectiveness in cloud and infrastructure technology contexts, specifically examining PT. Cloud Hosting Indonesia. This investigation achieved its research objectives while revealing several critical insights. The primary discovery shows brand ambassadors generate considerable positive impact on online purchase intention through brand awareness mediation among @idcloudhost Instagram followers. Analysis confirms that brand ambassador implementation produces significant positive brand awareness outcomes among @idcloudhost Instagram social media

followers, positioning brand awareness as effective methodology for audience brand awareness cultivation. Moreover, definitive results establish brand awareness maintains significant positive influence on online purchase intention, indicating that stronger follower awareness of PT. Cloud Hosting Indonesia brand increases purchase inclination. This finding substantiates brand awareness as the essential bridge connecting brand ambassador influence with online purchase intention.

The most significant contribution of this study involves demonstrating brand awareness as a complete intermediary in the connection between brand ambassadors and online purchase intention. This establishes that non-celebrity brand ambassador strategies achieve effectiveness through technological implementation, requiring brand awareness cultivation as priority before encouraging purchase decisions. This research enhances digital marketing literature by providing empirical proof that students serve as credible and effective brand ambassadors, particularly for audiences demanding specific technical knowledge.

Research Limitations

However, this study has limitations in its focus on Instagram, which limits the generalization of findings to other platforms, given that each platform has different characteristics and user dynamics. The limited data collection period did not capture the dynamics of changes in consumer perceptions longitudinally, even though perceptions can change over time. Furthermore, the sample focused on @idcloudhost Instagram followers did not include a wider range of potential consumers, thus limiting the representation of a heterogeneous population.

Theoretical Recommendations

There are research gaps that need to be filled through comparative studies between social media platforms and the development of research models with

additional variables. Future research can add other measurement dimensions to assess the effectiveness of student brand ambassadors, such as technical expertise and community engagement in IT, to provide a comprehensive understanding of the factors that make students effective brand ambassadors in the technology industry. The limitations of the Instagram follower sample also open up opportunities for broader research encompassing potential consumers from various platforms to provide stronger generalizations of the findings of this study.

Research opportunities exist that require addressing through comparative analyses across social media platforms and research model enhancement with supplementary variables. Subsequent research can integrate additional measurement aspect to evaluate student brand ambassador impact, including technical expertise and community engagement in IT, providing holistic comprehensiveness as brand ambassador in technology sectors. The limitation associated with Instagram followers sampling present opportunities for broader research methodologies to generate stronger generalizations from this investigation's findings.

Practical Recommendations

The managerial implications of this study suggest that PT. Cloud Hosting Indonesia needs to optimize its brand ambassador strategy by prioritizing improvements in product relevance and recall in brand awareness through in-depth technical training for brand ambassadors and consistent marketing campaigns. The company is also advised to develop a phased approach that focuses on building brand awareness before driving purchase interest, as well as implementing referral programs and incentive systems to increase consumer transactional interest.

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21

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