

## THE INFLUENCE OF DIRECT MARKETING AND BRAND AMBASSADOR ON REPURCHASE INTEREST OF TIKTOK USERS IN YOGYAKARTA



Tri Ismawati<sup>1</sup>

Universitas Cokroaminoto, Yogyakarta, Indonesia  
[triismawati13@gmail.com](mailto:triismawati13@gmail.com)

Heri Prasetyo<sup>2</sup>

Universitas Cokroaminoto, Yogyakarta, Indonesia  
[heriprasucy@gmail.com](mailto:heriprasucy@gmail.com)

---

### Abstract

This research aims to analyze the influence of direct marketing and Brand Ambassador on the repurchase intentions of TikTok application users in Yogyakarta City. Using a quantitative and associative approach, data was collected through a questionnaire distributed to 100 TikTok users in Yogyakarta. The results of multiple linear regression analysis show that direct marketing and the Ambassador brand have a significant influence on repurchase intentions, both partially and simultaneously. Direct marketing, which involves direct communication between sellers and buyers, has been proven to be effective in increasing willingness to repurchase significantly. Apart from that, choosing the right brand ambassador who is attractive, trustworthy and has relevant skills also has a positive impact on consumers' desire to make repeat purchases. These findings highlight the importance of direct marketing and brand ambassadors in marketing strategies to increase consumer loyalty and repurchase intentions for products or services offered through the TikTok application.

**Keywords:** Brand Ambassadorship, Direct Marketing, Interest in Repurchasing, TikTok

## INTRODUCTION

In the current digital era, the internet is something common in people's daily lives. The Internet facilitates connections without boundaries of space and time for many users. Apart from being a source of information, the internet also acts as a platform for online buying and selling transactions (e-commerce). People can use social media not only through computers but also through applications on smartphones, to make transactions easier (Ginting & Harahap, 2022).

Broadly speaking, the goal of social media is to convey messages to as many users as possible who use the platform. According to data from the Indonesian Internet Providers Association (APII), most internet use in Indonesia is focused on economic activities, especially in the context of commercial activities (Rahmawati et al., 2022). In theory, the economy is a human activity that has the aim of fulfilling life's needs and desires. The form of internet use in economic activities is e-commerce, a business activity that involves consumers, service providers and traders connected via the internet network. Online shopping is the process of purchasing goods and services via the internet, without requiring direct physical contact (Sutan Ethanova Primolassa & Soebiantoro, 2022).

Without realizing it, e-commerce has become a new habit in buying and selling products, because it makes it easier for everyone to sell and buy more effectively and efficiently. Several platforms with short video duration include TikTok, Snack Video, Likee, Instagram Reels, and YouTube Shorts. However, this research is focused on the TikTok application (Sutan Ethanova Primolassa & Soebiantoro, 2022).

Seeing technological developments and the large business potential of social media applications such as TikTok, business people are now starting to adopt digital marketing strategies. Information and communication technology, especially social media applications, is developing very quickly nowadays (Nurmalasari & Wijaya, 2022). The rapid dissemination of information and wide reach means that social media has a significant impact on business, communication and entertainment. In Indonesia, the population in 2021 reached 274.9 million and increased 1% to 277.7 million in 2022. Mobile devices connected to the internet also increased from 345.3 million in 2021 to 370.1 million in 2022, an increase of 3.6%. Likewise, internet users rose 1% from 202.6 million in 2021 to 204.7 million in 2022.

TikTok, one of the social media applications that is in great demand and has big business potential, shows an increase in active users in Indonesia from 170 million in 2021 to 191.4 million in 2022, up 12.6%. TikTok facilitates its users' creativity through short videos and offers a live streaming marketing feature that allows direct interaction between sellers and buyers (Feronika Manullang, 2023).

TikTok can be used by users as a promotional medium by creating unique short videos to be promoted by companies. TikTok has released various new features, including TikTok Shop and TikTok LIVE. TikTok LIVE is the newest feature that allows sellers and buyers to interact without meeting in person, and allows sellers to sell their goods directly. This feature is expected to reduce consumer doubts and difficulties in obtaining information about products from sellers. Apart from that, TikTok LIVE also allows users to see products being sold in real-time (Siregar & Harita, 2022).

TikTok Shop and TikTok Live are e-commerce platforms that provide online product buying and selling services. One of the reasons for the popularity of TikTok Shop and TikTok Live as popular e-commerce platforms is the presence of brand ambassadors such as Ria Ricis, Nagita Slavina and other famous celebrities. By choosing a brand ambassador who has a vision, mission and commitment that is in line with the company, it is hoped that the use of brand ambassadors will carry positive messages and build good company values (Sutan Ethanova Primolassa & Soebiantoro, 2022).

Factors that influence purchasing decisions are the use of brand ambassadors by companies to attract consumers, and brand image is the public's perception of the brand's identity. The role of brand ambassadors needs to be considered in an effort to attract consumers' attention to the product. The existence of TikTok LIVE and TikTok Shop can also increase consumer satisfaction and encourage repeat purchases.

## **REVIEW OF LITERATURE**

### **Direct Marketing**

Direct marketing is a marketing strategy that facilitates direct communication between sellers and customers, whether existing customers, potential new customers, or potential, without involving third party intermediaries such as media or advertising. Another

definition describes direct marketing as a marketing technique that involves direct interaction between sellers and buyers, where the main goal is to build relationships with customers and increase their loyalty (Ginting & Harahap, 2022).

Direct marketing is a strategy that involves approaching consumers directly without using intermediaries. In direct marketing, products or services are promoted and sold directly to customers through various channels or media such as direct mail, catalogs, telemarketing, interactive television, kiosks, websites, and mobile devices. The main goal of direct marketing is to obtain a measurable response, such as an order for a product or service from a customer. Thus, direct marketing allows companies to reach and interact directly with their target market, as well as offer products or services in an efficient and measurable way (Philip Kotler, 2002). Direct marketing is divided into 3 indicators, namely:

- 1) Direct and online marketing enable the practice of target marketing, which directs marketing efforts specifically to very specific segments of the population. This can be achieved through effective strategies in retaining existing customers and the ability to reactivate previously inactive customers.
- 2) One of the advantages of direct and online marketing is easy access to information for consumers. When visiting a website, consumers can easily access various relevant information such as product specifications, purchase details, and other information.
- 3) Creativity is a crucial factor in direct and online marketing. An attractive and creative website design has the potential to motivate repeat visits and increase visitor interest in the company and the products presented (Siregar & Harita, 2022).

### **Brand Ambassadors**

In human life, decisions are often influenced by idols or trendsetters, and the marketing industry capitalizes on this phenomenon by using them as brand ambassadors. Brand ambassadors, or what is known as brand ambassadors in English, are individuals who have strong loyalty to a brand and have the ability to influence or persuade consumers to buy or use certain products. (M. Anang Firmansyah, 2019) Doucett emphasized that a brand ambassador not only has a love for the brand, but is also willing to promote it and even willingly share information about it. Royan (2004) explains that companies often use well-known celebrities as brand ambassadors to influence or encourage consumers to use their

products. In the Indonesian context, this role is known as a "brand ambassador", whose job is to introduce, invite and influence the public towards a product, with the main aim of increasing sales (M. Anang Firmansyah, 2019).

Brand ambassadors have a big influence on consumer repurchase interest, meaning they can encourage consumers to buy the products they promote. Apart from that, brand ambassadors also play a significant role in increasing customer satisfaction. Therefore, selecting the right brand ambassador is very important for the company. If a company succeeds in selecting a suitable brand ambassador to promote its products, the level of consumer satisfaction is likely to be higher. This is because the selection of brand ambassadors generally aims to increase customer interest in the product, which ultimately has a positive impact on consumer satisfaction (Nur Fadillah et al., 2021).

Factors that influence purchasing decisions include the company's use of brand ambassadors to influence or persuade consumers, as well as the brand image which reflects the public's perception of the company's identity. An effective brand ambassador must fulfill three main characteristics; First, they must have attractiveness which is not only limited to physical appearance, but also includes aspects such as intelligence, personality, lifestyle and body athleticism that can attract the attention of the public. Second, they must be trustworthy (trustworthiness), meaning that other people recognize and rely on them. Third, they must have expertise or knowledge, experience and skills that are relevant to the product or topic they represent. This expertise increases the Brand Ambassador's credibility in conveying product information, makes a positive contribution to consumer perceptions, and can ultimately influence purchasing decisions (M. Anang Firmansyah, 2019).

### **Interested in Buying Again**

Interest in repurchasing, according to Arif (2019), is a commitment formed between consumers and sellers as a result of the consumer's positive impression of a brand after making a purchase. This positive impression arises from the satisfaction felt by consumers, which can come from direct experience during the online purchasing process. According to Muhmin (2011), previous purchasing experience has a significant impact on future purchasing attitudes. Repurchase interest also indicates how likely consumers are to buy the same product or service in the future. Apart from satisfaction, trust also plays an important

role in influencing repurchase intention; when consumers are satisfied, they tend to build trust because the product meets their expectations. Therefore, repurchase interest is the main focus of companies in their efforts to gain a competitive advantage in the market (Syifa Johan et al., 2020).

Hasan (2018) states that the following are indicators that can assess a company's repurchase interest:

- 1) Transactional interest refers to consumers' tendency to repurchase products they have used up, indicating that they are interested in getting the product again even though the purchase has not yet occurred.
- 2) Referential interest is the urge to recommend a product to others, in the hope of influencing purchasing decisions based on positive experiences with the product.
- 3) Preferential interest reflects the behavior of consumers who have a strong inclination towards the particular product they choose, and this preference will only change if there is a significant change in the product they choose.
- 4) Exploratory interest describes the behavior of consumers who continuously seek knowledge and information related to things they like, as well as looking for other evidence to support the positive qualities of the product being considered (Siregar & Harita, 2022).

Based on the theoretical studies presented previously, it can be concluded that direct marketing and brand ambassadors have the potential to influence consumers' repurchase interest, including users of the TikTok application in Yogyakarta. Direct marketing is a marketing technique that involves direct communication between sellers and buyers without third party intermediaries. Through this approach, companies can target specific market segments, provide direct access to product information, and utilize creativity in website design or digital platforms to encourage consumer interest. With targeted and creative direct marketing, companies can build direct relationships with consumers and increase their purchasing interest.

On the other hand, brand ambassadors are individuals who represent the identity and values of a brand. According to Doucett, brand ambassadors act as a company communication tool to the public in an effort to increase sales. Choosing the right brand

ambassador who has a vision and mission that is aligned with the company can have a positive impact on repurchase interest and consumer satisfaction. In addition, brand ambassadors who love and use the product consistently can promote the brand on an ongoing basis, both offline and online.

In the context of this research, direct marketing and brand ambassadors can influence the repurchase interest of TikTok application users in Yogyakarta. By utilizing effective direct marketing and selecting appropriate brand ambassadors, TikTok can reach consumers directly, provide relevant product information, and increase consumer interest and satisfaction with their platform. This can ultimately encourage repurchase behavior of products or services offered through features such as TikTok Shop and TikTok Live. To measure consumer repurchase interest, researchers can use indicators such as those presented by Hasan (2018), including purchasing tendencies recurrent interest, referential interest, preferential interest, and exploratory interest. By understanding the factors that influence repurchase intention, companies can develop more effective marketing strategies and increase consumer loyalty to their brands.

## **RESEARCH METHOD**

This research applies an associative quantitative approach. This quantitative method comes from a positivism approach and is used to investigate certain populations or samples. This approach involves collecting data using research tools and analyzing the data quantitatively or statistically. The aim is to test hypotheses that have been previously formulated (Sudaryono, 2019). This quantitative approach was chosen because the research aims to test hypotheses and analyze the influence between the variables studied (Ginting & Harahap, 2022).

TikTok application users in Yogyakarta are the subjects of this research. Non-probability sampling, such as purposive sampling, is used as a sampling technique. TikTok users who live in Yogyakarta, have made purchases through the TikTok Shop or Live feature, and are willing to become research respondents are the sample criteria. In this study, the sample size is unknown because the author does not know how many TikTok users there are

in Yogyakarta City. Therefore, the author uses the following Lameshow formula to determine the sample:

$$n = \frac{z^2 \cdot 1-a / 2 \times P (1-P)}{d^2}$$

**Information:**

n = number of samples required

z = z score at 95% confidence = 1.96

p = Maximum estimation = 0.5

d = Error rate (side error) 10%

$$n = \frac{z^2 \cdot 1-a / 2 \times P (1-P)}{d^2}$$

$$n = \frac{1.962 \times 0.5 (1 - 0.5)}{0.102}$$

$$n = \frac{3.8416 \times 0.10}{0.01}$$

$$n = 96.04$$

$$n = 96$$

So the number of samples used in this research was 96 people, to make it easier to analyze the sample it will be rounded up to 100 samples (Lemeshow et al., 1997). Primary data was collected through questionnaires distributed to respondents who met the sample criteria. This questionnaire contains questions that measure direct marketing variables, brand ambassadorship, and repurchase interest using a Likert scale or differential semantics.

To evaluate the relationship between the independent variables (direct promotion and brand representation) and the dependent variable (repurchase intention), multiple linear regression analysis was used. Before starting regression analysis, research instruments must be tested for validity and reliability, as well as classic assumptions such as normality, heteroscedasticity, autocorrelation and multicollinearity.

## RESULTS AND DISCUSSION

### Validity Test and Reliability Test

Validity Refers to how accurate a measuring device is in measuring a phenomenon with a high degree of precision, including the ability to detect small differences in the measured characteristics. On the other hand, reliability reflects the consistency of a series of measurements or measuring tools. This involves repeated measurements using the same instrument that produce similar values, or consistent subjective assessments from two

different raters. It is important to note that although reliable measurements will be consistent, this does not guarantee that they actually measure what they are supposed to measure. In the context of research, reliability is defined as the consistency of measurement results carried out repeatedly on the same subjects and conditions. If the results are consistent, the measurement is considered reliable; however, if the results vary each time they are measured, the measurement is considered unreliable.

**Validity Test Results and Reliability Test Results**

**Table 1**  
**Validity Test and Reliability Test Results**

Variable	Question	r- count	r- Table	Information	Cronbach's Alpha Coefficient	Information
Purchase Interest (X1)	X 1.1	0.742	0.195	Valid	0.786	Reliable
	X 1.2	0.655	0.195	Valid		
	X 1.3	0.737	0.195	Valid		
	X 1.4	0.808	0.195	Valid		
	X 1.5	0.675	0.195	Valid		
Direct Marketing	X 2.1	0.758	0.195	Valid	0.809	Reliable
	X 2.2	0.831	0.195	Valid		
	X 2.3	0.848	0.195	Valid		
	X 2.4	0.831	0.195	Valid		
	X 2.5	0.790	0.195	Valid		
Brand Ambassadors	Y 1.1	0.814	0.195	Valid	0.802	Reliable
	Y 1.2	0.780	0.195	Valid		
	Y 1.3	0.827	0.195	Valid		
	Y 1.4	0.684	0.195	Valid		
	Y 1.5	0.811	0.195	Valid		

The results of validity testing carried out using the Pearson product moment correlation formula and SPSS show that, by comparing the calculated r and r table values, a statement is considered valid if the calculated r value is smaller than the r table, and vice versa. This validity test uses 100 samples with a two-way test significance level of 0.05. The r table for 100 samples is considered valid. In addition, the results of the reliability test show

that all variables have a Cronbach's alpha coefficient exceeding 0.6. From the above information, it can be concluded that it is acceptable.

**Normality Test**

Normality testing is useful for assessing whether the distribution of dependent and independent variables in a regression model is normally distributed. In this study, normality was tested using PP plots. Normality test results are shown below using SPSS version 25 software.

**Normality Test Results**

**Table 2**  
**Normality Test**

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residuals	
N		100	
Normal Parameters, b	Mean	.0000000	
	Std. Deviation	2.09101668	
Most Extreme Differences	Absolute	,110	
	Positive	,068	
	Negative	-.110	
Statistical Tests		,110	
Asymp. Sig. (2-tailed)		.005c	
<i>Monte Carlo Sig. (2-tailed)</i>	Sig.	.130d	
	99% Confidence Interval	Lower Bound	,043
		Upper Bound	,217

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 100 sampled tables with starting seed 299883525.

SPSS version 23 data processing source

The table above shows the significance or Monte Carlo values. Sig. (2-tailed) is 0.130, which means 0.130 is greater than 0.05. Therefore, the test results show that the regression data is normally distributed.

### Multicollinearity Test

The multicollinearity test is very useful for determining whether the regression model shows a correlation between the independent variables. Tolerance and VIF of each independent variable were evaluated to assess the presence of multicollinearity. If the Tolerance value is more than 0.10 and the VIF value is less than 10, then there is no indication of multicollinearity in the data.

### Multicollinearity Test Results

**Table 3**  
**Multicollinearity Test**

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	,312	1,664		,188	,852		
Brand Ambassadors	,209	,082	,206	2,542	.013	,647	1,545
Direct Marketing	,744	,096	,627	7,748	,000	,647	1,545

a. Dependent Variable: Purchase Interest

SPSS version 23 data processing source

Based on the table above, it can be seen that the tolerance results show that the tolerance value for the independent variable Brand Ambassador is 0.647 and Direct Marketing is 0.647. The calculation results of the Variant Inflation Factor (VIF) value are the independent variables Brand Ambassador, namely 1.545, and Direct Marketing, namely 1.545. If the value of these two variables shows that the VIF value is less than 10, it can be concluded that there is no multicollinearity between the independent variables.

### Autocorrelation Test

In this study, the autocorrelation test uses the Durbin-Watson test to determine whether or not there is a correlation between confounding errors in period t and confounding errors in period t-1 or the previous period in the linear regression model.

**Autocorrelation Test Results**

**Table 4**  
**Autocorrelation Test**

Model Summary b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.767a	.589	.580	2,112	1,898

a. Predictors: (Constant), Direct Marketing, Brand Ambassador

b. Dependent Variable: Direct Marketing

SPSS version 23 data processing source

From the autocorrelation test, it can be seen through the Durbin Watson Test (DW Test) showing that there is no indication of autocorrelation, as evidenced in the table above, namely 1.898. From these results it can be concluded that  $DL < DU < DW < 4 - DU > 4 - DL$  with the values as following:

$$1,633 < 1,715 < 1,898 < 2,367 > 2,285$$

**Heteroscedasticity Test**

The purpose of heteroscedasticity testing is to determine whether there is a difference in residual variance between one observation and another observation in the regression model. One method for identifying heteroscedasticity is to create a graph between the predicted value of the dependent variable (ZPRED) and its residual (SRESID). If the graph shows an unclear pattern and the points are evenly distributed around the number 0 on the Y axis, then it can be concluded that heteroscedasticity does not occur.

**Heteroscedasticity Test Results**

**Table 5**  
**Heteroscedasticity Test**

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,857	1,017		1,826	.071
	Brand	-.035	,050	-.089	-.704	,483
	Ambassadors					
	Direct Marketing	.023	,059	,050	,395	,694

---

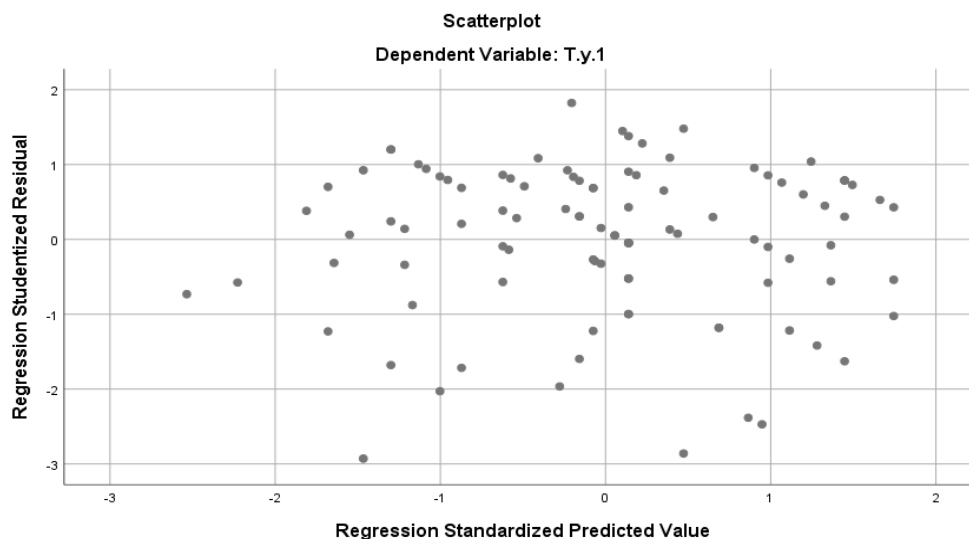
a. Dependent Variable: Abs\_Res1

---

SPSS version 23 data processing source

The results of the heteroscedasticity test with Glejser shown in the table above show that the research does not contain heteroscedasticity. As evidence, the Brand Ambassador variable has a value of 0.483, while the Direct Marketing variable has a value of 0.694.

**Table 6**  
**Scatterplot Graphics**



There is no pattern created by these dots; they are randomly distributed both above 0 and below 0 on the Y-axis, as shown by the Scatterplot graph above. The research results show that the results are not heteroscedastic.

### Multiple Linear Regression Analysis

Multiple linear regression analysis is used to develop a mathematical model that explains the relationship between one dependent variable (Y) and two or more independent variables or predictors (X1, X2,..., Xn). The main objective of this analysis is to predict the value of the dependent variable (Y) based on the known values of the independent variables or predictors (X1, X2,..., Xn). Apart from that, multiple linear regression analysis also aims to identify and evaluate the relationship between the independent variables and the dependent variable.

**Results of Multiple Linear Regression Analysis**

**Table 7**  
**Multiple Linear Regression Analysis**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,312	1,664		,188	,852
	Direct Marketing	,744	,096	,627	7,748	,000
	Brand Ambassadors	,209	,082	,206	2,542	.013

a. Dependent Variable: Repurchase Intention

SPSS version 23 data processing source

$$Y = a + b_1X_1 + b_2X_2 + d$$

As follows:

$$MB = 0,627DM + 0,206B.A$$

Information:

MB = Purchase Interest

DM = Direct Marketing

BA = Brand Ambassadors

1. That every increase in Direct Marketing will be followed by an increase in Purchase Interest of 0.627. Any decrease in Direct Marketing will result in a decrease in the Purchase Interest value.
2. That every increase in the Brand Ambassador value will be followed by an increase in the Purchase Interest value of 0.206. If the Brand Ambassador value increases, the Purchase Interest value will also increase.

**Partial Test (T Test)**

In this research, the t statistical test was carried out to show how much influence one independent variable has on the explanation of other dependent variables. This is done by comparing the significance of t with an  $\alpha$  of 0.05.

**Partial Test Results**

**Table 8**  
**Partial Test**

<b>Coefficientsa</b>						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,312	1,664		,188	,852
	Direct Marketing	,744	,096	,627	7,748	,000
	Brand Ambassadors	,209	,082	,206	2,542	.013

a. Dependent Variable: Repurchase Intention

SPSS version 23 data processing source

In table 7 Multiple Linear Regression Analysis shows the results of the t test; A significance value of less than 0.05 indicates that the alternative hypothesis (Ha) is accepted, while a significance value of more than 0.05 indicates that Ha is rejected. The results indicate that:

- 1) H1: Direct Marketing has a significant influence on Purchase Interest.
- 2) H2: Brand Ambassadors have a significant influence on Purchase Interest.
- 3) H3: Direct Marketing and Brand Ambassadors have a significant influence on Purchase Interest

**Simultaneous Test (F Test)**

The F test aims to determine the effect of independent variables simultaneously on the dependent variable.

**Simultaneous Test Results (F Test)**

**Table 9**  
**Simultaneous Test (F test)**

<b>ANOVAa</b>						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	619,887	2	309,944	69,455	,000b
	Residual	432,863	97	4,463		
	Total	1052,750	99			

- a. Dependent Variable: Repurchase Intention
- b. Predictors: (Constant), Brand Ambassador, Direct Marketing

SPSS version 23 data processing source

In the table above, the results of the ANOVA test or F test show an F-count value of 69.455 and a sig value of  $0.000 < 0.05$ . So, it can be concluded that repurchase interest is influenced by the direct variables of marketing and brand ambassadorship simultaneously.

**Coefficient of Determination Test**

The coefficient of determination test was carried out with the aim of finding out how well the model's ability to explain variations in the dependent variable. The ability of the independent variable to explain variations in the dependent variable is very limited if the R2 value is small.

Due to bias towards the number of independent variables included in the model, the use of R2 is problematic. Therefore, when determining the best regression model, it is recommended to use the adjusted R2 value.

**Coefficient of Determination Test Results**

**Table 10**  
**Coefficient of Determination Test**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.767a	.589	.580	2.11246

- a. Predictors: (Constant), Brand Ambassador, Direct Marketing

SPSS version 23 data processing source

The table of coefficient values of multiple determination Adjusted R Square shows the role of the independent variables together on the dependent variable; The results show that the independent variables together pay attention to the dependent variable by 0.589, or 58%, while the remaining 42% comes from external variables not examined in this research model.

**The Influence of Direct Marketing on Repurchase Intention**

Based on the results of the partial t-count test research, the value of the Direct Marketing variable (X1) shows a significant positive influence on repurchase interest (Y).

These results indicate the acceptance of H1, which shows that direct marketing has a significant positive impact on repurchase intention. Previous studies (Ginting & Harahap, 2022) also stated that direct marketing contributes positively and significantly to consumers' repurchase intentions.

### **The Influence of Brand Ambassadors on Repurchase Intention**

From the partial test, the brand ambassador variable (X2) shows a significant positive influence on repurchase intention (Y). These results validate H2, confirming that brand ambassadors have a significant positive influence on repurchase intention. Other research (Yulianti et al., 2024) also states that brand ambassadors have a positive and significant influence on repurchase intention.

### **The Influence of Direct Marketing and Brand Ambassadors on Repurchase Intention**

The results of the F-test or ANOVA test show a value of 69.455 with a significance value (sig) of 0.000, which is smaller than 0.05. This shows that together, the Direct Marketing (X1) and Brand Ambassador (X2) variables have a significant influence on repurchase interest (Y) of TikTok application users in Yogyakarta City. In other words, repurchase interest is significantly influenced by these two variables.

## **CONCLUSION**

Direct Marketing and Brand Ambassadors have proven to increase interest in using the TikTok application again in the city of Yogyakarta. Direct Marketing, which involves direct communication between sellers and buyers without intermediaries, has proven effective in significantly increasing repeat purchase interest. Choosing a Brand Ambassador who is in line with the company's vision and mission, and has relevant expertise with the products offered, can build trust and influence customers' purchasing decisions.

This research uses an associative quantitative method, with data collected through questionnaires given to one hundred TikTok users in Yogyakarta. Previously, test validity, reliability, and Before carrying out analysis using multiple linear regression, classical assumptions were made to verify the accuracy of the data. The analysis results show that both direct marketing and brand ambassadors have a significant positive impact on customer repurchase interest.

## REFERENCES

- Arif, M. E. (2019). the Influence of Electronic Word of Mouth (Ewom), Brand Image, and Price on Re-Purchase Intention of Airline Customers. *Jurnal Aplikasi Manajemen*, 17(2), 345–356. <https://doi.org/10.21776/ub.jam.2019.017.02.18>
- Feronika Manullang, N. (2023). *Pengaruh Direct Marketing, Product Quality Dan Customer Satisfaction Terhadap Minat Beli Ulang Pada Live Streaming Marketing Tiktok (Studi Pada Pengguna Aplikasi Tiktok Di Kota Berastagi)*.
- Ginting, A. K., & Harahap, K. (2022). Pengaruh Direct Marketing dan Product Quality Terhadap Repurchase Intention pada Live Streaming Marketing Shopee Live (Studi pada Pengguna Aplikasi Shopee di Kota Medan). *Journal of Social Research*, 1(8), 851–863. <https://doi.org/10.55324/josr.v1i8.175>
- Lemeshow, S., Jr, D. W. H., Klar, J., & Lwanga, S. K. (1997). *Adequacy of Sample Size in Health Studies*.
- M. Anang Firmansyah. (2019). Buku Pemasaran Produk dan Merek. *Buku Pemasaran Produk Dan Merek*, (August), 143–144.
- Nur Fadillah, A., Katini Rusmayanti, H., Alfian, A., & Yusuf, A. (2021). Pengaruh direct marketing terhadap keputusan pembelian impulsif pizza hut delivery. *Jurnal Manajemen*, 13(1), 1–6.
- Nurmalasari, A., & Wijaya, N. H. S. (2022). Consumer Satisfaction, Consumer-Brand Identification, and Repurchase Intention. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 12(1), 1. <https://doi.org/10.30588/jmp.v12i1.931>
- Philip Kotler, K. L. K. (2002). *Manajemen Pemasaran, Edisi 13, jilid 2* (13th ed.; Y. S. H. Adi Maulana, ed.). Erlangga.
- Rahmawati, R., Jatmiko, R. D., & Sa'diyah, C. (2022). The Effect of Brand Ambassador, Website Quality, and E-WOM on Purchase Decision in Shopee E-commerce. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 12(1), 218. <https://doi.org/10.30588/jmp.v12i1.1023>
- Siregar, O. M., & Harita, H. T. S. (2022). Jurnal Ekonomi Kreatif dan Manajemen Bisnis Digital Pengaruh Direct Marketing Dan Product Quality Terhadap Minat Beli Ulang Pada Live Streaming Marketing Tiktok( Studi pada pengguna aplikasi Tiktok di Kota Medan ) Ilmu Administrasi Bisnis , Fakultas Ilmu. *Jurnal Ekonomi Kreatif Dan Manajemen Bisnis Digital*, 1(2), 171–184.
- Sudaryono. (2019). *Metodelogi Penelitian (Kuantitatif, Kualitatif, dan Mix Method)* (2nd ed.; R. Pers, ed.).
- Sutan Ethanova Primolassa, M., & Soebiantoro, U. (2022). Pengaruh Brand Ambassador dan Brand Image terhadap Keputusan Pembelian Produk melalui Aplikasi Tokopedia. *Jurnal Pendidikan Tambusai*, 6(2), 14557–14562.

- Syifa Johan, I., Indriyani, R., & Vincēviča-Gaile, Z. (2020). Measuring Repurchase Intention on Fashion Online Shopping. *SHS Web of Conferences*, 76, 01015. <https://doi.org/10.1051/shsconf/20207601015>
- Toha, Mohamad & Supriyanto. (2023). Factors Influencing the Consumer Research Process: Market Target, Purchasing Behavior and Market Demand (Literature Review of Consumer Behavior). *Danadyaksa: Post Modern Economy Journal*, 1(1), 1–17. Retrieved from <https://e-journal.bustanul-ulum.id/in>