The Influence of Brand Ambassador Dimensions on Interest in Using Mandiri E-Money in Bandung City

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Abstract

The rapid growth of electronic money (e-money) in Indonesia has intensified competition among providers, requiring innovative marketing strategies to attract users. The purpose of this research was to examine the influence of brand ambassador dimensions on interest in using Mandiri e-money in Bandung City consisting of visibility, credibility, attraction, and power. In 2024, the volume of electronic money transactions increased compared to the previous year, while the market share of Mandiri e-money has decreased over the last three years. This condition indicates that interest in using Mandiri e-money is low. This study used a sample of 100 respondents selected through the purposive sampling method. The analytical tools employed were the validity and reliability tests, classical assumption test, multiple regression test, partial test, and simultaneous test, with the assistance of SPSS version 27 software. The findings are as follows: (1) visibility has a positive effect on interest in using Mandiri e-money; (2) credibility has a positive effect on interest in using; (3) attraction has a positive effect on interest in using; (4) power has a positive effect on interest in using; and (5) visibility, credibility, attraction, and power together have a positive effect on interest in using Mandiri e-money. The results of this study are useful for companies or managers of Bank Mandiri and similar industries to enhance the effectiveness of selecting brand ambassadors, thereby strengthening consumer interest in the use of e-money products.

Keywords: Brand Ambassador, Visibilitas, Kredibilitas, Daya Tarik, Kekuatan, Minat Menggunakan, Mandiri E-Money

INTRODUCTION

Technological advances in Indonesia are continuing to grow, one of which is the change in the payment system. Payments that initially used cash are now gradually shifting to digital payment methods through electronic money, or e-money, with a cashless system (Suharyanto et al., 2024). According to DetikFinance, the widespread use of e-money as a means of payment only began after Bank Indonesia launched the National Non-Cash Movement (GNNT) program in 2014. This movement aimed to create a safe, efficient, and reliable national financial system. People in Indonesia—including the government, businesses, and the general public—are encouraged to carry out non-cash transactions because they are considered easier and more effective.

Based on data from Bank Indonesia (BI) in 2024, the volume of electronic money transactions reached 21.67 billion, an increase of 6.19% compared to the previous year. The total transaction value reached Rp2.5 quadrillion (katadata, 2025).

In Indonesia, several banks provide electronic money cards for non-cash payments, such as BCA Flazz, Mandiri E-Money, BNI TapCash, BRI Brizzi, and many others. The emergence of these electronic payment tools reflects both innovation in the banking industry and the public's demand for practical, easy-to-use payment solutions.

According to Bank Mandiri's official website, Mandiri E-Money is a chip-based electronic money product developed by Bank Mandiri in 2008. The bank has launched various types of thematic e-money cards, featuring designs that range from cartoon characters to movies. Mandiri E-Money can be used for a wide range of transactions, including parking fees, toll payments, public transportation, purchases at Pertamina gas stations, retail stores, and more.

Table 1. Top Brand Index Data for Prepaid Card Category

BRAND	2022 (%)	2023 (%)	2024 (%)	Average Index Decline (%)
Brizzi	10.40	12.00	18.70	5.53
Indomaret Card	8.90	8.20	11.60	1.8
Mandiri *e-money*	18.30	17.80	15.80	-1.67

Source: Top Brand Index (2024)

In the Top Brand Index, Mandiri E-Money has not been able to occupy the first position in prepaid cards for the last three years. As shown in the table above, in the past two years Mandiri E-Money has experienced a decline in its index: in 2022 it reached 18.30%, but then decreased by 0.5% in 2023 and by a larger drop of 2% in 2024. This decline resulted in Mandiri E-Money only attaining an index of 15.80%, far behind its competitors, who reached 30.10% and 18.70% in 2024, along with a corresponding decrease in Mandiri E-Money's ranking (TBI, 2024). This decline is reflected in the three parameters of the Top Brand Index measurement: Mind Share, Market Share, and Commitment Share. In this study, the focus is on Market Share, which indicates a brand's strength in the market and is closely related to customer purchasing behavior (Top Brand Award, 2024). This explanation shows that Mandiri E-Money's market share indicates a decrease in consumer interest in using Mandiri E-Money.

Purchase intention is the state in which a customer shows interest in a product and has the likelihood of buying it. Reviews from previous customers who have used a product or service can also influence the interest of other potential users (Fitriani I & Herawati S, 2024). Interest can be defined as a consumer's curiosity or attraction to a certain product, which is shown by seeking more information about it (Budianti F & Nurtjahjadi E, 2023). Several factors—such as perception, experience, and information received from reviews—affect the formation of this interest. In behavioral studies, interest is also associated with intention, which refers to a behavioral tendency that leads to future actions. The greater a person's interest in a product, the more likely they are to own or use the product. Therefore, interest serves as a significant early indicator for understanding and predicting consumer behavior towards products or services (Putra HT & Lestari D, 2023). Meanwhile, Davis et al. (1989) describe behavioral interest as the level of an individual's tendency

to perform certain behaviors, which may include both purchasing and using products. In the context of technology-based services such as e-money, the concept of behavioral interest evolves into usage intention, which represents a person's desire or tendency to use a digital system or service. According to Nursiah et al. (2022), interest in using is a tendency, desire, enthusiasm, or sense of attraction that arises voluntarily from within an individual. The stronger the sense of interest, the greater the likelihood of using the product. Thus, purchase intention and interest in using share the same theoretical foundation, as both represent behavioral intentions influenced by perceptions, attitudes, and expectations toward an object.

Due to the intense competition in Indonesia's e-money market, e-money providers must continuously innovate to attract consumers. Consequently, many companies build their brand image by appointing brand ambassadors. According to Roisah et al. (2021), Mandiri uses brand ambassadors as part of its promotional strategy to encourage consumers to use Mandiri E-Money. Andini & Lestari (2021) further define a brand ambassador as an individual with expertise in a brand who can influence or persuade consumers to purchase or use its products and services. As brand ambassadors, they promote products consistently for a specific period. Therefore, a brand ambassador must be able to convey the brand's vision and thoroughly understand the product, thereby demonstrating its value and encouraging consumers to buy. Sugianto et al. (2024) divide brand ambassador dimensions into four categories: visibility, credibility, attraction, and power. In 2024, South Korean actors Park Seo Jun and Kim You Jung were selected as brand ambassadors for Mandiri E-Money's exclusive edition, featuring portraits of these actors. The involvement of brand ambassadors is expected to increase consumer appeal and interest. Carentia & Deri's (2023) research findings indicate that brand ambassadors have a positive and significant effect on purchase interest. This is supported by Sugianto et al. (2024), who state that visibility, credibility, attraction, and power simultaneously have a significant influence on purchase interest.

This study focuses on interest in using e-money, which has not been extensively researched compared to purchasing interest. Unlike previous studies that focused primarily on purchase intention, this study investigates how brand ambassadors influence user decisions in selecting Mandiri E-Money as a tool for non-cash transactions. The aim of this research is to examine the influence of brand ambassador dimensions on interest in using mandiri e-money in bandung city. The benefits of this research are threefold: (1) theoretically, it enriches the literature on brand ambassador effectiveness in digital financial services, an area underexplored compared to physical products; (2) practically, it provides actionable insights for Bank Mandiri and similar financial institutions in selecting and optimizing brand ambassadors to enhance user engagement; and (3) methodologically, it demonstrates the application of brand ambassador dimensions in technology-based service contexts, thereby contributing to a broader understanding of consumer behavior in digital payment systems.

RESEARCH METHOD

This research used a quantitative approach with a survey method. The operationalization stage of variables is necessary as one of the steps related to the design of this research instrument. The following table shows the operationalization of variables:

Table 1. Operationalization of Variables

Variables and Definitions	Dimension	Indicators
A brand ambassador is someone who is skilled at presenting a product and has the ability to influence or persuade consumers to buy and use a product.	*Visibility, How well-known and recognized the brand ambassador is by the public.*	a. The popularity of Korean actor Park Seo Jun among the public. b. The popularity of actor Kim You Jung among the public. c. The frequency of actor Park Seo Jun's appearances in Mandiri e-money advertisements and campaigns. d. The frequency of actor Kim You Jung's appearances in Mandiri e-money advertisements and campaigns..
	Credibility, How much trust does the public have in brand ambassadors to influence their purchasing decisions?	a. Actor Park Seo Jun's expertise in building consumer trust in Mandiri e-money. b. Actor Kim You Jung's expertise in building consumer trust in Mandiri e-money. c. Actor Park Seo Jun's ability to provide information about Mandiri e-money. d. Actor Kim You Jung's ability to provide information about Mandiri e-money.
	Attraction, How attractive is the brand ambassador in increasing the appeal of the product?	a. The appeal of actor Park Seo Jun in attracting consumer attention to Mandiri e-money. b. The appeal of actor Kim You Jung in attracting consumer attention to Mandiri e-money. c. The suitability of actor Park Seo Jun with the image and values of Mandiri e-money in attracting consumer interest. d. The suitability of actor Kim You Jung with the image and values of Mandiri e-money in attracting consumer interest.
	Power, How much influence do brand ambassadors have in shaping consumer usage decisions?	a. The power of actor Park Seo Jun to encourage consumers to use Mandiri e-money. b. The power of actor Kim You Jung to encourage consumers to use Mandiri e-money. c. The power of actor Park Seo Jun to influence consumer

The Influence of Brand Ambassador Dimensions on Interest In Using Mandiri E-Money In Bandung City

Variables and Definitions	Dimension	Indicators
		preferences in choosing Mandiri e-money over other products.
		d. The power of actor Kim You Jung to influence consumer preferences in choosing Mandiri e-money over other products.
Interest in using, Interest is a drive, attraction, or desire that a person has toward a certain object or thing (Iriani A, 2018).	1. Transactional interest 2. Preferential interest 3. Exploratory interest	a. Consumers' desire to use the product. b. Consumers' tendency to choose Mandiri cards over other cards. c. Consumers' desire to seek more information about the product.

Source: Developed from Sugianto et al. (2024) and Iriani (2018)

The Likert scale was applied to quantify each respondent's answer based on the indicators measured. The scale was designed to capture the degree of agreement or disagreement on a 5-point range (Sekaran & Bougie, 2017).

The research population consisted of residents of Bandung aged 17 years or older, both male and female, who had used e-money, were aware of Mandiri E-Money, and understood its functions and benefits. The study was conducted in Bandung, the capital of West Java Province, and considered the city's diverse population in terms of age, occupation, income, and education. The minimum sample size was set at 100 people, which met the criteria recommended by Roscoe (1975) and Sekaran & Bougie (2017). The final sample size was determined at 20 times the number of variables, which included the four brand ambassador dimensions (visibility, credibility, attraction, and power) and interest in using.

The sampling technique used was purposive sampling, classified as non-probability sampling, with the criteria that respondents were at least 17 years old, resided in Bandung, and had used or heard about Mandiri E-Money. Data collection was conducted via questionnaires distributed through Google Forms.

The data used in this study were primary data (Sugiyono, 2017), sourced directly from respondents through questionnaires. Data collection was cross-sectional, carried out within a specific timeframe of one month, after which validity and reliability tests were conducted. Validity was assessed by comparing the calculated r value with the r table value. With a minimum sample size of 50, the degree of freedom (df) was 48, and at a significance level of 0.05, the r table was 0.2353. Items with an r value above 0.2353 were considered valid.

After collecting the data, processing was carried out in four stages: coding, entry, editing, and transformation (Sekaran & Bougie, 2017). Data coding assigned numerical values to responses, which were later entered into software for processing. Data editing ensured the completeness and consistency of responses, while data transformation was conducted where necessary to prepare data for analysis.

Quantitative analysis was then performed to test the research hypotheses. Multiple linear regression was used to explain the influence of the independent variables—brand ambassador dimensions of visibility, credibility, attraction, and power—on the dependent variable, interest in using (Sekaran & Bougie, 2017). The regression equation referred to the model presented by Sugiama (2014).

$$Y = \alpha + b1X1 + b2X2 + b3X3 + b4X4$$

Description:
X1 = Visibility
X2 = Credibility
X3 = Attraction
X4 = Power
Y = Interest in using
α = Constants
b = The coefficient of increase in the dependent variable if there is an increase in an independent variable.

In this test, data processing was performed using SPSS version 27. Each element of the classical assumption test will be explained below.

Normality tests were conducted to determine whether each variable was normally distributed or not (Ghozali, 2018). The Kolmogorov-Smirnov test is a technique used to test normality by looking at the significance value. The criteria for testing normality are as follows: if the significance level (sig) is ≥ 0.05, the data can be concluded to be normally distributed; conversely, if the significance level (sig) is < 0.05, the data can be concluded to be not normally distributed (Ghozali, 2018).

According to Sekaran & Bougie (2017), the multicollinearity test aims to test whether there is a correlation between two or more independent variables in the regression model. Multicollinearity can be identified through the tolerance value and variance inflation factor, which is the inverse of the tolerance value (VIF). This measure indicates the extent to which the level of an independent variable can be explained by other independent variables. Additionally, the cutoff value typically used in this test is 0.10, which corresponds to a VIF of 10. A model is considered free of multicollinearity if its tolerance value is greater than 0.10 and the VIF is no greater than 10 (Sekaran & Bougie, 2017).

According to Ghozali (2018), the heteroscedasticity test aims to test whether there is a difference in variance between the residuals of one observation and another in a multiple regression model. If there is a difference, it is called heteroscedasticity. One technique that can be used to test this is the Glejser test, which involves regressing the absolute value of the residuals from the model against the dependent variable. If sig > 0.05, then there is no heteroscedasticity; conversely, if sig < 0.05, then heteroscedasticity is present. After the classical assumptions have been met, the next step is to test the validity of the hypothesis. According to Sekaran & Bougie (2017), hypothesis

testing is used to accurately determine whether the null hypothesis (HO) can be rejected and replaced by the alternative hypothesis (HA). The statistical hypotheses in this study consist of:

1. The Effect of Visibility (X1) on Interest in Using (Y)
   - H0: $\beta_1 \leq 0$ Visibility does not affect interest in using.
   - HA: $\beta_1 > 0$ Visibility has a positive effect on Interest in Using.
2. The Effect of Credibility (X2) on Interest in Using (Y)
   - H0: $\beta2 \leq 0$ Credibility does not affect interest in use.
   - HA: $\beta2 > 0$ Credibility has a positive effect on Interest in Using.
3. The Effect of Attraction (X3) on Interest in Using (Y)
   - H0: $\beta3 \leq 0$ Attraction has no effect on Interest in Use.
   - HA: $\beta3 > 0$ Attraction has a positive effect on Interest in Use.
4. The Effect of Power (X4) on Interest in Using (Y)
   - H0: $\beta4 \leq 0$ Power has no effect on Interest in Use.
   - HA: $\beta4 > 0$ Power has a positive effect on Interest in Use.

Based on the above statistical hypothesis, the basis for interpreting the results of the t-test in the hypothesis is to compare the values between tcount and ttable with the degree of freedom (df) = n-k (n is the sample size and k is the number of variables) and a significance level of 5% (0.05) used as the basis for determining the acceptance of H0 or HA in making decisions to interpret the results of the t-test in the above hypothesis. Additionally, the t-test results can be interpreted by comparing the significance with an error rate of 0.05. Sugiyono (2017) states the criteria in the t-test as follows:

a. If the t-value ≤ t-table or the significance value ≥ 0.05, then H0 is accepted and HA is rejected, meaning that the independent variable has no effect on the dependent variable.
b. If the t-value > t-table or the significance < 0.05, then H0 is rejected and HA is accepted, meaning that the independent variable has an effect on the dependent variable.

Next, to determine whether the independent variables simultaneously influence the dependent variable, a statistical test called Analysis of Variance (ANOVA) was used in this study. In the F-test, the following hypotheses were tested:

a. H0 (null hypothesis) states that there is no significant relationship between the independent variables collectively and the dependent variable.
b. HA (alternative hypothesis) states that there is a significant relationship between the independent variables collectively and the dependent variable.

To determine whether H0 can be accepted or rejected, the calculated F value is compared with the F table value at a certain significance level. If the calculated F value > the F table value, then H0 is rejected and Ha is accepted, which means that there is a significant relationship between the independent variables collectively and the dependent variable, and vice versa.

RESULTS AND DISCUSSION
Results of Classical Assumption Testing

A regression model is considered valid if it meets the basic classical assumptions, also known as ordinary least squares (OLS). For this reason, it may be necessary to test the classical assumptions, which consist of normality tests, multicollinearity tests, and heteroscedasticity tests.

Table 2. Classical Assumption Test

No.	Test Type Assumption Classical	Criteria Acceptance of Test Results	Test Results	Interpretation
		Uji Normalitas (Kolmogorov-Smirnov)		
1.	The influence of visibility, credibility, attraction, and power on interest in using	(Sig) > 0,050	0,200	Normally distributed data
		Multicollinearity Test		
2.	The influence of visibility, credibility, attraction, and power on interest in using	Tolerance value > 0.10 and VIF < 10	Toletan ce value = 0.955 and VIF = 1.047	No symptoms of multicollinearity as
			Toletan ce value = 0.978 and VIF = 1.022	
			Toletan ce value = 0.973 and VIF = 1.028	
			Toletan ce value = 0.990 and VIF = 1.010	
		Heteroscedasticity Test		
3.	The influence of visibility, credibility, attraction, and power on interest in using	(Sig) > 0,05	0,244	There is no heteroscedasticity.
			0,253	
			0,593	
			0,260	

Source: Results of Classical Assumption Testing (Appendix 4)

Based on the results of this study under the classical assumptions summarized in Table 4.3, it is known that the result of the normality test in the regression model is 0.200 > 0.05, which means that the data is normally distributed. Furthermore, the multicollinearity test in multiple regression shows that the model is free from multicollinearity, meaning that the four independent variables are not correlated with each other. The results of the heteroscedasticity test show that in the multiple regression model, there is no heteroscedasticity, or in other words, none of the independent variables have an effect on the absolute residual values.

Multiple Regression Analysis Results
Table 3 shows the results of the multiple regression test, with the following results:

The Influence of Brand Ambassador Dimensions on Interest In Using Mandiri E-Money In Bandung City

Table 3. Multiple Regression

Coefficients[a]					
Model	Unstandardiz ed Coefficients		Standard ized Coefficie nts	t	Sig.
	B	Std. Error	Beta		
1. (Constant)	5.356	1.12 2		4.773	.000
Visibility	.124	.033	.317	3.807	.000
Credibility	.147	.033	.367	4.459	.000
Attraction	.121	.040	.249	3.021	.003
power	.155	.036	.354	4.322	.000

a. Dependent Variable: minat menggunakan

Source: Multiple Regression Test Results (Appendix 5)

Based on the calculations in Table 3, it is known that the results of the multiple regression equation are as follows:

$$Y = 5{,}356 + 0{,}124\ X1 + 0{,}147\ X2 + 0{,}121\ X3 + 0{,}155\ X4$$

Referring to the multiple regression equation, it can be seen that the constant value of 5.356 indicates that if all variables of visibility, credibility, attraction, and power are zero, then the interest in using will be 5.356 units. Furthermore, from the equation, it can be seen that visibility has a positive effect on interest in using, as evidenced by the coefficient value (β) of 0.124 and the t-value of 3.807, which is greater than the critical t-value of 1.66105. Credibility has a positive effect on interest in using, as seen from the coefficient value (β) of 0.147 and the t-value of 4.459, which is greater than the t-table value of 1.66105. Attraction has a positive effect on interest in use, as can be seen from the coefficient value (β) of 0.121 and the t-value of 3.021, which is greater than the t-table value of 1.66105. Furthermore, power has a positive effect on usage interest, as seen from the coefficient value (β) of 0.155 and the t-value of 4.322, which is greater than the t-table value of 1.66105. Therefore, Mandiri e-money managers can improve the quality of all indicators that form visibility, credibility, attraction, and power because they can have a positive impact on usage interest. Each one-unit increase in visibility can drive an increase of 0.124 units in usage interest, credibility can drive an increase of 0.147 units in usage interest, attraction can drive an increase of 0.121 units in usage interest, and power can drive an increase of 0.155 units in usage interest.

Partial Test Results (t-test)

Table 4 shows the results of testing the four proposed hypotheses, with the following results:

Table 4. Hypothesis Testing

Hypothesis	Relationship Between Variables	T Count	Sig.	Hypothesis	Interpretation
H1	Visibility → Interest in using	3,807	0,000	H0 successfully	The working hypothesis (HA) is supported by empirical data.
H2	Credibility → Interest in using	4,459	0,000	H0 successfully	The working hypothesis (HA) is supported by empirical data.
H3	Attraction → Interest in using	3,021	0,003	H0 successfully rejected	The working hypothesis (HA) is supported by empirical data.
H4	Power → Interest in using	4,322	0,000	H0 successfully rejected	The working hypothesis (HA) is supported by empirical data.

Source: Hypothesis Test Results (Appendix 5)

Information:
1. H0 rejection criteria if tcalculate > ttable
2. Ttable (multiple regression) of 1.66105

   Table 4.5 shows the t test (partial test) in which all hypotheses are known to successfully reject H0 = H1, H2, H3, and H4.

Simultaneous Test Results (F Test)

   Table 4.6 shows the results of the proposed simultaneous tests, with the following results:

Table 5. Simultaneous UJi (F test)

Variable	F Calculate	F Table	Itself.	Prob	Information
Visibility, credibility, attraction, and power to the interest of the user.	13.950	2.467	0,0 00	0,05	Influential

Source: Hypothesis Test Results (Appendix 5)

   Table 5 shows that the significance value of 0.000 < 0.050 of the F test statistical analysis produces a calculated F value of 13.950 > 2.467, indicating rejection of H0 and acceptance of HA, which means that visibility, credibility, attraction, and power are influenced by interest in use.

   Based on the results of hypothesis testing 1, H0 was successfully rejected. It can be seen that visibility has a partial positive effect on interest in use. This means that the higher the

popularity and appearance of brand ambassadors (Park Seo Jun and Kim You Jung) in Mandiri E-Money promotional media, the greater the interest of consumers in using it. These findings support the results of a previous study (Sugianto et al., 2024), which stated that visibility has a positive influence on the interest in purchasing skincare products. Although the object of the previous study was skincare and the dependent variable was purchasing interest, the basic principle of visibility as a stimulus for consumer perception remains relevant and can be applied in the context of digital financial services such as e-money.

Then, the results of hypothesis 2 testing were found to successfully reject H0. It can be seen that credibility partially has a positive effect on interest in using. The higher the level of consumer trust in the credibility of the brand ambassador, the greater the likelihood that they will be interested in using the service. This shows that brand ambassadors who are perceived to have expertise and integrity are able to build trust in the products they represent. Based on these findings, this supports the results of the study (Rosalina & Ngantung, 2022) which states that credibility has a positive influence on purchase interest and purchase decisions on Tokopedia. Credibility can strengthen trust and shape consumer decisions, both in the context of purchasing physical products and using technology-based services.

Furthermore, the results of hypothesis testing 3 successfully rejected H0. It can be seen that attraction partially has a positive effect on interest in using e-money. The visual, emotional, and image suitability of brand ambassadors with the product are factors that encourage consumers to choose to use the product. Strong attraction creates an emotional connection between consumers and the brand, thereby increasing interest in trying or continuing to use e-money. These findings support the results of the study by Putri et al. (2021), which stated that the attraction dimension variable has a positive influence on interest in purchasing e-commerce.

The results of hypothesis testing 4 successfully rejected H0. It can be seen that power partially has a positive effect on interest in using. This shows that brand ambassadors who have a strong influence on the public can shape consumer preferences and increase the tendency to use the promoted product. In the context of digital services, this influence can occur through social media, endorsements, or digital campaigns that create aspirations among users. These findings support the results of the study by Sugianto et al. (2024), which stated that power has a positive influence on the intention to purchase skincare products. Although the product context differs, the strength of public figures' influence has proven effective in driving consumer behavior, including the use of e-money.

The simultaneous test results show that the four brand ambassador dimension variables (visibility, credibility, attraction, and power) collectively have a positive influence on interest in using Mandiri E-Money. These findings support previous research (Agustin et al., 2021; Marpaung, 2021). This indicates that promotional strategies using public figures should consider all important aspects of a brand ambassador, not just their popularity (visibility), but also their credibility, attractiveness, and influence. Although previous studies such as Hanifah (2023) have examined purchase interest in consumer products, the results of this study show that these principles can also be applied in the context of digital financial services. This

influence remains significant in shaping the intention to use, as the psychological processes of consumers involving perception, affection, and behavioral intention are universal across product categories.

Essentially, this study fills a gap in previous studies, which generally focused more on product purchase interest, such as beauty, food, etc. By placing "interest in use" as a dependent variable in the context of E-Money digital services, this study broadens the understanding of the effectiveness of brand ambassadors in the digital finance industry. Thus, the results of this study can serve as an important foundation for companies in designing communication strategies and selecting the right brand ambassadors.

CONCLUSION

This study investigated the influence of brand ambassador dimensions on interest in using Mandiri E-Money in Bandung City, highlighting its market share decline from 18.30% in 2022 to 15.80% in 2024 despite the overall growth of e-money transactions in Indonesia. Based on cross-sectional data from 100 respondents and multiple regression analysis, the findings showed that visibility, credibility, attraction, and power each had significant and positive effects on user interest, both independently and collectively. The study extended brand ambassador effectiveness theory to digital financial services, confirming that these dimensions remain critical in technology-based contexts. Practically, the results suggest that Mandiri should holistically enhance brand ambassador strategies by improving digital visibility, strengthening credibility through trusted figures, maximizing attraction through relatable ambassadors, and leveraging influential public figures to boost user engagement, complemented by regular evaluations of ambassador performance. Future research could expand beyond Bandung, include comparative studies across multiple e-money brands, and integrate moderator or intervening factors such as perceived value and customer experience to deepen insights into consumer behavior in digital payment systems.

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