
THE INFLUENCE OF BRAND AMBASSADOR AND BRAND IMAGE ON PRODUCT PURCHASE DECISIONS**By :****Dede Suleman ¹,****Fahira Adya Prasetyo ²**¹*Department of Management & Jaya Launch Pad, Universitas Pembangunan Jaya, Indonesia*²*Student of Management, Universitas Pembangunan Jaya, Indonesia***Correspondence email : dede.suleman@upj.ac.id**

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Abstract

This study aims to determine the effect of brand ambassadors and brand image on purchasing decisions for Nature Republic products at Kpopers in the Cheries Group Chat. The method used in this research is quantitative research with associative method with a total sample of 145 respondents. The analytical technique used to process SPSS 25 software. The results of this study indicate that the brand ambassador has a positive and significant effect on purchasing decisions with the acquisition of a statistical t table of $2.398 > 1.97635$ and $0.018 < 0.05$. Then, brand image has a positive and significant effect on purchasing decisions with the acquisition of a statistical t table of $7.999 > 1.97635$ and a significant value of $0.000 < 0.05$.

Keyword :

Brand Ambassador, Brand

Image, Purchase Decision

1. INTRODUCTION

In the current era of global marketing, many companies are constantly vying to improve the quality of their products in order to be superior in the world market, which, in this event, has resulted in increasingly fierce competition between companies. The thing that companies need to do in winning competition in the market is to think about and implement special strategies to lure consumers so they don't use competitors' products. One of the industries that is currently experiencing a significant increase is the Cosmetics Industry (Kemenperinri.go, 2018). The beginning of this increase began in 2012 when sales of imported cosmetics reached Rp2.44 trillion, this increased quite dramatically by 30% compared to 2011 which only reached Rp1.87 trillion (Putri, 2017). In 2019, the Ministry of Industry noted that there were 797 national cosmetic industry companies with a percentage of 5% large scale and 95% from medium and small cosmetic industry companies (Industry.co.id, 2020).

By having a fairly large population of 272.23 million in 2021 with a percentage of 137.52 million male and 134.71 million female, making Indonesia a company target in controlling the cosmetic industry market (Putri, 2017). The development of the cosmetic industry in Indonesia can also be seen from what is currently being

discussed by the public, namely the use of products made from natural ingredients or carrying the concept of back to nature. With this situation, it certainly opens up opportunities for cosmetic companies to launch products made from natural ingredients. The Indonesian people themselves have a high buying interest in imported cosmetic products which are considered to have better quality compared to local cosmetics (kompres.upj.ac.id, 2021).

In Indonesia, one of the countries that is currently the highest exporter of cosmetic products is South Korea with a total of 45% in 2017 compared to other imported products. With the high selection of skincare products from South Korea by Indonesian women, it proves the high consumer interest in buying beauty products from South Korea. Consumer interest in brand ambassadors and brand image are among the things that influence consumer purchasing decisions (Rozalia et al., 2020)(Suleman, 2020)(suleman et al 2021). A brand certainly needs to have a strong strategy in introducing and marketing its products. One strategy that can be used by companies to introduce products and build product image is to use Brand Ambassadors as brand speakers. Usually a brand ambassador is chosen based on someone who is known to the public such as actors, singers/musicians, athletes, and so on with the aim

of making it easier to remember in the minds of consumers and they have a high buying interest from the advertised product (Bahri & Purbantina, 2021) (Suleman,2022).

In this case, one of the Korean cosmetic companies favored by the Indonesian people is Nature Republik, actually this brand has been known by the wider community with its superior product, namely Aloe Vera 92% Soothing Gel. In this case, Nature Republic itself has selected several well-known Korean idols who are not only known in their country but also in several states, for example, EXO (2013-2020) and NCT 127 (2020-present). The reason Nature Republic chose EXO and NCT 127 as brand ambassadors is not only because of their popularity, the image of the two boy groups is also in harmony with the concept promoted by Nature Republic, which is to have healthy energy and a friendly image. Based on the above background, this study will analyze the factors that influence the decision to purchase Nature Republic products which include brand ambassadors and brand image with the title "The Influence of Brand Ambassador and Brand Image on Nature Republic Product Purchase Decisions on Kpopers in the Cheries Group".

Theoretical framework and hypotheses

In an effort to increase the amount of interest in a product, the company carries out a strategy to be able to compete in the market, as well as increase the amount of consumer buying interest in a product. In order to attract consumers' attention, the factors of price, quality, and value alone are not enough, several strategies or effective media are needed to attract consumers, one of which is by implementing a promotional strategy. In the 4P

theory put forward by Philip Kotler namely (product, price, place and promotion) or commonly known as the marketing mix, assumes that promotional activities are like blood that flows throughout the body. Therefore, if the promotion stops, it is the same as the cessation of marketing.

One of the efforts that can be done is by using a promotional strategy through Marketing Communication. According to Kotler and Keller in (Wahyuni, 2021) marketer communication is a means used by companies to inform, persuade and increase consumers directly or indirectly about the products and brands being marketed. The forms of marketing communication are certainly very diverse, according to Terence A. Shimp in (Supit, 2016) there are 14 forms of marketing communication namely personal selling (personal selling), advertising (advertising), sales promotion (sales promotional), sponsorship marketing (sponsorship). marketing), Publicity (publicity), Communication at the point of purchase (point-of-purchase communication), Direct marketing (direct marketing), Trade promotion, Brand (product) placement, Public relations, Corporate advertising, The internet, Word of mouth and customer service. The purchase decision is the final stage in making a purchase, before entering this stage usually consumers will involve Brand Ambassadors and Brand Images into their purchasing decisions. Decision making is characterized by determining options or approaches according to the chosen rules with interactions that combine at least 2 choices, because if there is only one choice the decision cannot be taken. In this study will examine in accordance with the conceptual framework as below

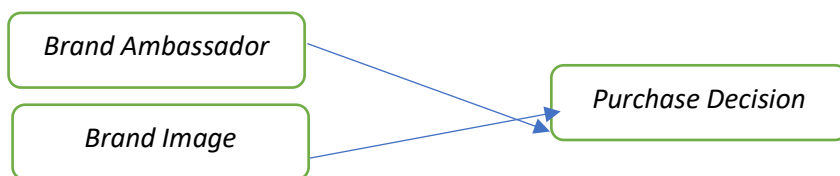


Fig. 1. Conceptual Framework

Brand Ambassador

One type of marketing communication that is currently being carried out by companies is by using Brand Ambassadors in advertisements (advertising) as brand speakers (Budiman et al., 2018). This advertising can be done by the company through print media and digital media. Currently Brand Ambassador is considered a creative effort in promoting a company's products by using popular public figures with the aim of influencing consumers to make purchases and is also expected to be an attraction for consumers to use the product. According to Larasati in (Badri et

al., 2021) "Brand Ambassadors are intermediaries for companies to connect and communicate with the public, as well as about how the Brand Ambassadors are expected to increase the company's sales". and consumers who are expected to increase these sales. Royan in (Sterie et al., 2019) states that there are three (3) indicators needed by Brand Ambassadors, namely: Attractive, Trustworthiness and Expertise.

The second strategy that companies can do to increase the number of consumers buying interest who will then make a purchase is, Brand Image. A brand is a name, term, sign, symbol, design or a

combination of all that is intended to identify a product from a group of sellers and as a differentiator from competing products. According to (Kotler & Keller, 2018) states that Brand Image is a meaningful impression in the minds of consumers of a brand, this can be formed through messages and consumer experiences about the brand, so that it creates an image or impression that exists in the minds of consumers. 2020) also states that Brand Image is a thought that is in the minds of consumers about goods or services that they know and have used or consumed. In this case, there are 3 indicators needed by Brand Image according to Kotler in (Miati, 2020) , (Dede Suleman, Zuniarti, & Sabil, 2019), namely strength, uniqueness, and favorable. In research conducted by (Setiawan et al., 2021) regarding the Effect of Buzz Marketing and Brand Ambassadors on Purchase Decisions with Brand Awareness as an Intervening Variable, it shows that the Brand Ambassador variable has a positive and significant influence on purchase decisions. Then (Wajhillah et al., 2020) (Dede Suleman et al., 2020b) (Dede Suleman et al., 2020a).. also conducted research on the Effect of Brand Ambassadors on Purchase Decisions of OPPO Smartphones in Sukabumi City, showing that the Brand Ambassador variable has a positive and significant effect on purchasing decisions of OPPO Smartphones in Sukabumi City. In a study conducted by (Lestari & Septiana, 2021) , (Dede Suleman et al., 2020c) (Dede Suleman et al., 2020d).. regarding the Effect of Halal Label, Religious Commitment, Brand Ambassador and Product Design on Wardah Cosmetics Purchase Decisions (Study on University of Muhammadiyah Metro Students), it shows that Brand Ambassador has a positive and significant effect on purchasing decisions. Wardah brand products. The same thing was also done by (Khotimah and Suryadi, 2021) by raising research on the Effect of Brand Ambassador, Brand Image, Promotion and Service Quality on Purchase Decisions (Shopee E-commerce Application Users), showing that Brand Ambassadors have an effect and are significant on purchasing decisions. .Therefore, in this study, hypotheses one was determined as follows:

H₁ : Brand ambassador has a significant influence on purchase to buy

Brand Image

Previous researchers have conducted research on the influence of Brand Image on purchasing decisions, just an example of research conducted by (Sterie et al., 2019) regarding the Effect of Brand Ambassador and Brand Image on Product Purchase Decisions of PT. Telesindo Shop as the Main Distributor of Telkomsel in Manado, shows

that Brand Image has a positive and significant effect on purchasing decisions.

The same research was also conducted by (K. A. A. Dewi & Aksari, 2017) regarding the Role of Brand Image in Mediating the Effect of Green Marketing on Purchase Decisions for Oriflame Products, showing that the Brand Image variable has a positive and significant effect on purchasing decisions. Similarly, Dewi and Sterie researchers (Wijaya & Sulistyawati, 2018) also conducted research on the Role of Brand Image Mediating the Effect of Country Of Origin on Purchase Decisions (Case Study on XIAOMI Smartphones in Denpasar City), showing that the Brand Image variable has a positive and significant effect on buying decision. In a study conducted by (Siswanti & Prihatin, 2020) regarding the Effect of Electronic Word of Mouth, Brand Image and Brand Trust on Sariayu Martha Tilaar Cosmetics Purchase Decisions (Study on Sariayu Martha Tilaar Female Consumers in Semarang City), it shows that the Brand variable Image is included in the good category and has a significant effect on purchasing decisions. Furthermore, research on the Brand Image variable was also carried out by (Zukhrufuni & Zakiy, 2019) namely regarding The Effect of Beauty Influencers, Lifestyle, Brand Image and Halal Labelization Towards Halal Cosmetical Purchasing Decision, showing that the Brand Image variable has a positive effect on purchasing decisions. From the results of previous research that has been described above, it is found that H₂ : Brand Image has a positive and significant effect on purchasing decisions.

2. RESEARCH METHOD

The research to be carried out is to use quantitative research with associative methods. This study has the ultimate goal of testing whether the established hypothesis has an influence between variables, namely between the independent variable and the dependent variable. In this study using 2 variables, 13 dimensions and 29 indicators of the large number of populations causing researchers to determine the number of samples with quota sampling by determining the sample size in this study 145 obtained from 5 times the indicators used. SPSS tool.

3. RESULT AND DISCUSSIONS

Respondents obtained in this study were 145 respondents who were members of the Cheries Group Chat on Line. Data was obtained by distributing statements in the form of online questionnaires to obtain information directly from respondents according to the object of research. The research was conducted by giving a value or

score according to what has been determined using a Likert scale. After obtaining the data, the average result of each variable is calculated and to know the interpretation of the existing data. Of all the Validity & Reliability Test

questionnaires that have been received, no missing data was found, all statements were filled in correctly and none were empty.

Table 1 . Brand Ambassador Validity Test

Kode Pernyataan	Pearson Correlation (r hitung)	R Tabel	Keterangan
X1.1	0.452	0.1609	Valid
X1.2	0.439	0.1609	Valid
X1.3	0.608	0.1609	Valid
X1.4	0.669	0.1609	Valid
X1.5	0.633	0.1609	Valid
X1.6	0.622	0.1609	Valid
X1.7	0.586	0.1609	Valid
X1.8	0.463	0.1609	Valid
X1.9	0.630	0.1609	Valid
X1.10	0.617	0.1609	Valid
X1.11	0.668	0.1609	Valid
X1.12	0.585	0.1609	Valid
X1.13	0.642	0.1609	Valid
X1.14	0.629	0.1609	Valid
X1.15	0.668	0.1609	Valid
X1.16	0.647	0.1609	Valid

The value of r table is obtained from the statistical significance of $df = N - 2$ ($149 - 2$) at a significant level of 5% ($\alpha = 0.05$) which is 0.1609. Based on the table above, each item on the brand ambassador has a value of r count $>$ r table. All items have a value $>$ 0.1609 therefore it can be

interpreted that the brand ambassador variable (X1) in this study is valid. So, the brand ambassador variable can be used as a research instrument or every statement submitted on the questionnaire can be used to measure the variables studied.

Table 2 . Brand Image Validity Test

Kode Pernyataan	Pearson Correlation (r hitung)	R Tabel	Keterangan
X2.1	0.470	0.1609	Valid
X2.2	0.520	0.1609	Valid
X2.3	0.648	0.1609	Valid
X2.4	0.616	0.1609	Valid
X2.5	0.732	0.1609	Valid
X2.6	0.689	0.1609	Valid
X2.7	0.733	0.1609	Valid
X2.8	0.682	0.1609	Valid
X1.9	0.710	0.1609	Valid

The value of r table is obtained from the statistical significance of $df = N - 2$ ($149 - 2$) at a significant level of 5% ($\alpha = 0.05$) which is 0.1609. Based on the table above, each item in the brand image has a value of r count $>$ r table. All items have a value $>$ 0.1609 therefore it can be

interpreted that the brand image variable (X2) in this study is valid. Thus, the brand image variable can be used as a research instrument or each statement submitted on the questionnaire can be used to measure the variables studied.

Table 3 . Purchase Decision Validity Test

Kode Pernyataan	Pearson Correlation (r hitung)	R Tabel	Keterangan
Y.1	0.816	0.1609	Valid
Y.2	0.745	0.1609	Valid
Y.3	0.772	0.1609	Valid
Y.4	0.743	0.1609	Valid

The value of r table is obtained from the statistical significance of $df = N - 2$ ($149 - 2$) at a significant level of 5% ($\alpha = 0.05$) which is 0.1609. Based on the table above, each item in the purchase decision has a value of r count $>$ r table. All items have a value $>$ 0.1609 therefore it can be interpreted that the purchasing decision variable (Y) in this study is valid. Thus, the purchase decision variable can be used as a research instrument or each statement submitted on the questionnaire can be used to measure the variables studied.

Reliability Test

Based on the reliability test data above, the value of Cronbach's Alpha on the brand

Multiple Linear Regression Analysis

ambassador variable is 0.872 which, the value is $>$ 0.70. Therefore, it can be interpreted that the brand ambassador instrument is declared reliable or reliable. Based on the reliability test data above, the value of Cronbach's Alpha on the brand image variable is 0.825 which, the value is $>$ 0.70. Therefore, it can be interpreted that the brand image instrument is declared reliable or reliable. Based on the reliability test data above, the Cronbach's Alpha value on the purchasing decision variable is 0.769 which, the value is $>$ 0.70. Therefore, it can be interpreted that the purchasing decision instrument is declared reliable or reliable.

Table 4 Multiple Linear Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.266	1.541		2.768	.006
	X1	.048	.020	.165	2.398	.018
	X2	.247	.031	.550	7.999	.000

a. Dependent Variable: Y

Based on the results of multiple regression processing shown in table 1, the following multiple regression equation is obtained:

$$Y = 4.266 + 0.048X1 + 0.247X2 +$$

Based on these equations can be described as follows:

- The constant (α) shows a positive value of 4.266. This number is a constant number which means that the brand ambassador (X1) and brand image (X2) have a consistent value of Purchase Decision (Y) which is 4,266
- B1 = The regression coefficient value of the brand ambassador variable (X1) shows a positive value of 0.048, this indicates that the brand ambassador variable (X1) has a positive influence on Purchase Decisions (Y) which means that every 1 unit increase in the brand ambassador variable will affect purchasing decisions. of 0.048, assuming other variables were not examined in this study.

- B2 = The regression coefficient value of the brand image variable (X2) shows a positive value of 0.247, this indicates that the brand image variable (X2) has a positive influence on purchasing decisions (Y), which means that every 1 unit increase in the brand imaha variable will affect purchasing decisions of 0.247, assuming other variables were not examined in this study.

Hypothesis Test

The purpose of the T test is to find out whether or not there is a partial (own) effect on the independent variable on the dependent variable. If the value of Sig. $<$ 0.05 or Tcount $>$ T table then there is an effect of variable X on variable Y. and vice versa, if the value of Sig. $>$ 0.05 or tcount $<$ Ttable then there is no effect of variable X on variable Y.

Table 5. Partial Test (t Test)

		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	4.266	1.541		2.768	.006		
	X1	.048	.020	.165	2.398	.018	.883	1.133
	X2	.247	.031	.550	7.999	.000	.883	1.133

a. Dependent Variable: Y

In the distribution of t-table values, the number 146 at a significance of 0.025 is 1.97635. So, in this study the t table value is 1.97635. Then, based on the table above, the results of hypothesis testing on each variable will be obtained with the following description:

- a. Hypothesis Testing The brand ambassador variable (X1) on Purchase Decision (Y) based on the table above, it is known that $t \text{ count} > t \text{ table}$ is $2.398 > 1.97635$ with a significance value of $0.018 < 0.05$ and has a positive coefficient direction. So it can be concluded that H_0 is rejected and H_a is accepted. That is, the brand ambassador variable (X1) has a positive and significant effect on Purchase Decisions (Y).
- b. Hypothesis Testing Variable brand image (X2) on Purchase Decision (Y) based on the table above, it is known that $t \text{ count} > t \text{ table}$ is $7.999 > 1.97635$ with a significance value of $0.000 < 0.05$ and has a positive coefficient direction. So it can be concluded that H_0 is rejected and H_a is accepted. That is, the brand image variable (X2) has a positive and significant effect on Purchase Decisions (Y).

4. CONCLUSION

Based on the analysis of variable testing that has been carried out, the researchers obtained results that can be described as follows:

- a. Influence of Brand Ambassador (X1) on Purchase Decision (Y)
The results of the t-test test indicate that the Brand Ambassador has a positive and significant effect on the decision making of Kpopers from the Cheries Group Chat in choosing Nature Republic Aloe vera products. The results of variable testing can be seen in the multiple linear analysis table with a value of 0.048. The significant value (Sig) for the brand ambassador (X1) is $0.018 < \alpha 0.05$. So the decision is that H_1 is accepted so that the hypothesis proves that the brand ambassador on purchasing decisions (Y) is accepted and has a significant effect. This proves that the brand ambassador (X1)

offered by Nature Republic can influence the purchasing decision of (Y) Kpopers from the Cheries Group in choosing Aloe vera moisturizer.

- b. Effect of Brand Image (X2) on Purchase Decision (Y) The results of the t-test test show that Brand Image has a positive and significant effect on the decision making of Kpopers from the Cheries Chat Group in choosing Nature Republic Aloe vera products. The results of variable testing can be seen in the multiple linear analysis table with a value of 0.247. The significance value (Sig) for the brand image (X2) is $0.000 < \alpha 0.05$. So the decision is that H_2 is accepted so that the hypothesis proves that the brand image on the purchase decision (Y) is accepted and has a significant effect. This proves that the brand image (X2) offered by Nature Republic can influence the purchasing decision of (Y) Kpopers from the Cheries Group in choosing Aloe vera moisturizer.

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