

The Influence of Brand Ambassadors, Product Quality and Brand Image on Purchasing Decisions for MS Glow Products for Consumers in Yogyakarta

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Abstract. This research aims to determine the effect of Brand ambassadors on purchasing decisions for MS Glow products for consumers in DIY. To determine the effect of Product Quality on purchasing decisions for MS Glow products for consumers in DIY and to determine the effect of Brand Image on purchasing decisions for MS Glow products for consumers in DIY. The population of this study were all consumers / users of MS Glow products in the Special Region of Yogyakarta. The number of samples used was 105 people. With sampling techniques using area random sampling. Data collection techniques using questionnaires distributed online via Google Form to collect data. Data analysis using SPSS 25. The results showed that Brand Ambassador has a positive and significant effect on purchasing decisions for MS Glow products for consumers in DIY province, Product Quality variables have a positive and significant effect on purchasing decisions for MS Glow products for consumers in DIY province, and Brand Image variables have a positive and significant effect on purchasing decisions for MS Glow products for consumers in DIY.

Keywords: Brand Ambassador; Product Quality; Brand Image; Purchase Decision; MS Glow

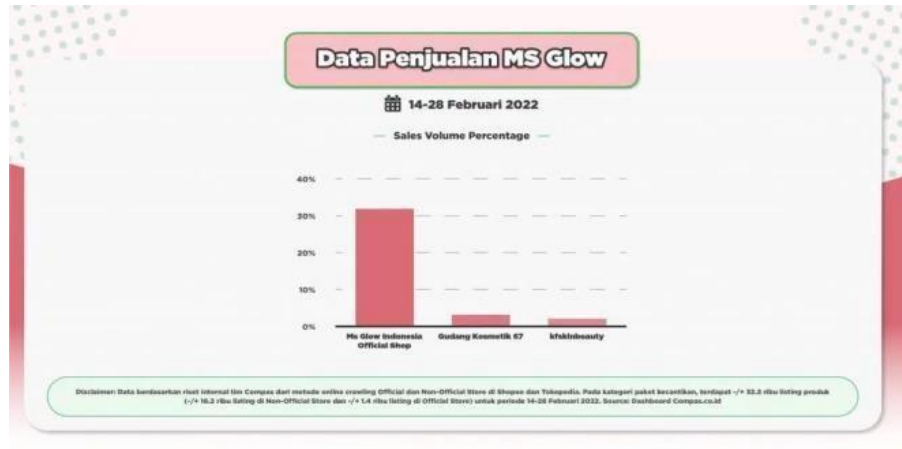
1. Introduction

As time goes by, the offer of beauty products becomes very large and diverse. In Indonesia, the development of beauty products is currently booming. Currently, not only women but also men are the target of the promotion of the skin care industry. Skincare is a skin care product to maintain cleanliness, smoothness of the skin. Therefore, customers choose and use products according to their wishes. This condition requires that each skincare product can survive by prioritizing the advantages of its products.

It is very important for consumers to know the quality of the product before buying. Therefore, a product is considered high quality if it can fulfill the needs and desires of customers. Thus, customers can

adjust the product to their skin type to avoid poor product quality problems as indicated by some customer reviews [1]. MS Glow cosmetics always prioritize quality and the prices offered are affordable. Made with halal and safe ingredients that donot endanger consumer health. MS Glow knows that skin beauty and health is the most important thing. Therefore, they continue to maintain qualityand obtain BPOM, Halal and clinically tested certifications to provide the best care. Each product must have the MUI halal logo on the packaging, indicating that the product is halal [2].

According to Quality products need to implement a suitable and effective marketing strategy to attract attention by utilizing celebrities as brand ambassadors as promotional materials. Advertising is any form of promotion of businesses, ideas, or services carried out by through media such as newspapers, magazines, radio, and television, as well as bilboards and posters. As evidenced by the sales data for MS Glow products, it can be seen in the figure below:



Picture 1. MS Glow Product Sales Data Figure February 14-28, 2022

Source : <https://kompas.co.id/article/data-penjualan-ms-GLOW>

Based on monitoring data taken by the Kompas internal team who conducted interviews with MS Glow brand ownersand incidents of claims as the best-selling skincare brand with sales revenue of Rp.600 billion per month. Reaching 30% of sales in that period. MS Glow's sales data shows stable traffic and tends to always dominate the beauty market.

MS Glow uses local celebrities as brand ambassadors to attract customers. Celebrities chosen as brand representativescan be used to support the brand [3]. brand ambassadors are people who know the brand intimately, speak openly and positively about the brand, and are trusted by product representatives.

Brand Ambassadors are used by MS Glow to attract customers or encourage the use of a product, in

this case the chosen Brand Ambassador is usually a celebrity or public figure known to the public or consumers.

Brand image describes how people perceive a brand based on previous experience, product reviews, suggestions and reputation in the market. Emotional image, such as feelings and emotions associated with the brand, such as trust, excitement, satisfaction, or bonding with the brand. Identifying the needs and wants that drive the buying process is one of the many steps that often shape purchasing decisions.

2. Literature Review

Brand Ambassador

Brand Ambassadors are individuals who get public attention or become public figures for their achievements outside the products they endorse. According to Shimp brand ambassador is an advertising endorser or better known as an advertising star whose job is to support the advertised product. Brand ambassadors are usually public figures who have influence in their country and the world. There are three functions of brand ambassadors, namely attractiveness, credibility and competence. According to [4] brand Ambassadors have a special role and benefits for the company.

Product Quality

According to [5] One of the most important tools for marketers to place a product or service is its quality, which affects its performance, so it is closely related to customer satisfaction and value. According to [6], product quality is defined as the ability of a product that produces performance to meet or exceed consumer expectations.

Brand Image

According to [7] brand image or brand image, is also an important component in business relationships with customers. It describes how customers see and feel about a product and its performance, including everything that is important to customers. According to Arnould quoted in [8] Arnould,

quoted in [9] states that brand image is a representation of a brand, and this image can be negative or positive.

Purchase Decision

According to [10], purchasing decisions are part of the buyer's decision-making process in which buying goods is offered. individuals who are directly involved in buying and using available goods are called decision makers. Purchasing decisions are a problem-solving process consisting of identifying or analyzing one's needs and wants, seeking information, and assessing sources that contribute to the decision to buy something, purchase needs, and behavior after purchase.

Hypothesis

Brand Ambassador is an individual who gets public attention or becomes a public figure for his achievements outside the product he endorses [11]. Based on research conducted by [12] in a study entitled The Effect of Product Innovation, Brand Image and Brand Ambassador on Purchasing Decisions (Case Study of Scarlett Whitening Surakarta Consumers) states that brand ambassadors have a positive and significant effect on purchasing decisions for Scarlett Whitening Products in Surakarta City. The Effect of Brand Ambassadors on Consumer Purchase Interest MD ByLazeta [13]. Using descriptive analysis methods, it states that brand ambassadors have a positive impact on consumer buying interest in MD Clinic ByLazeta.

H1: Brand Ambassador has a positive effect on Purchasing Decisions
Effect of Product Quality on Purchasing Decisions

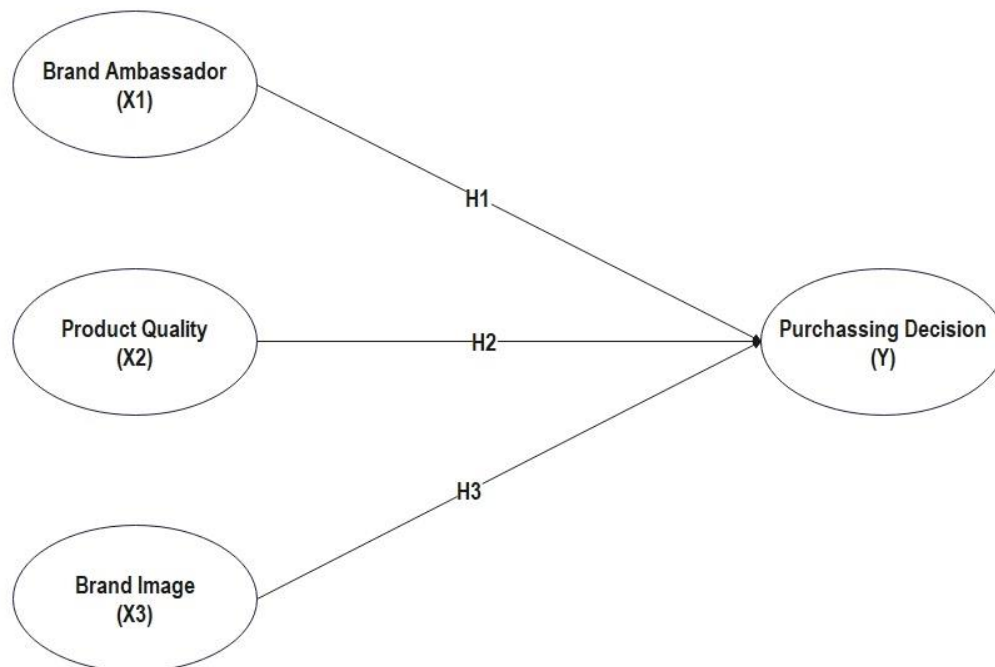
According to [14], product quality means how good a product is and whether it is in accordance with the wishes of the community. Based on research conducted by [15] which states that product quality variables have a significant effect on purchasing decisions. Based on research conducted by [16] entitled The Influence of Lifestyle, Price, and Product Quality on Purchasing Decisions for Oriflame Cosmetics (Case Study on Oriflame Consumers in Sumbawa Regency), the purpose of this study was to determine how lifestyle, price, and product quality affect consumer decisions for Oriflame cosmetics in the Sumbawa area to buy these products. The results showed that the product quality variable is very significant to consumer decisions to buy Oriflame products

H2: Product Quality has a positive effect on Purchasing Decisions
The Effect of Brand Image on Purchasing Decisions

According to [17] Brand identity consists of the relationships, feelings, and trust built by the brand,

as well as the raw materials used and packaging features. According to research published by [18], "The Effect of Brand Image, Product Quality, and Price on Purchasing Decisions for Vaseline Hand and Body Lotion Products (Case Study on Ocean University Students)", brand image, product quality, and price have a positive and significant impact on consumer decisions to buy Vaseline hand and body lotion. This is in line with research conducted by [19] brand image has a positive effect on consumer purchasing decisions, where this determines the sales of a company and will later affect the company's profits.

H3 : Brand Image has a positive effect on Purchasing Decisions



Picture 2. Research Framework

3. Research Method

Population, sample and sampling technique

Population is a broad category consisting of subjects or objects that have certain characteristics and qualities that have been chosen by researchers to study and draw conclusions [20]. The population of this study were all MS Glow consumers / users in the Special Region of Yogyakarta. Sample is part of the number and characteristics possessed by the population sampling is done by representation

because the population is so large that it is impossible to examine the entire population. In this study it was concluded that the sample size was set at 105 respondents. Sampling technique using area random sampling.

Operational Definition of Variables

The operational definition of a variable is a definition that defines a variable or structure, defines an activity, or provides important operations to measure a variable or structure. The operational definitions of variables in this study will be presented in tabular form as follows:

Table1. Variable Operational Definition Table

| No | Variables | Operational Definition | Indicator |
|----|--------------------------|--|---|
| 1 | Brand Ambassador (BA) | Brand Ambassador is a company marketing strategy by using an individual or group of individuals to promote a brand. [33] | 1. Transference 2. Congruency 3. Credibility 4. Attractiveness [33] |
| 2 | Product quality (PQ) | Product quality is the ability of a product to fulfill consumer desires. [33] | 1. Performance 2. Additional features 3. Reliability 4. Specification conformance 5. Durability 6. Serviceability 7. Aesthetics 8. Perceived quality [6] |
| 3 | Brand Image (BI) | Brand image is a clue that consumers use to evaluate a product when they do not have sufficient information about the product, and is also an association that comes to mind when consumers remember a particular brand [6]. | 1. (Strengthness) 2. (Uniqueness) 3. (Favorable) [6] |
| 4 | Purchasing decision (PD) | Purchasing decision is an action or behavior of a customer to make a transaction purchase or not. [30] | 1. Product selection 2. Brand choice 3. Choice of dealer 4. Purchase amount or quantity 5. Time of purchase 6. Payment method [30] |

4. Result and discussion

Validity Test

The validity test shows how well a tool does its job. The r table value used in this study, which comes from the number of samples studied, is 0.1918, used to compare the calculated r value on each variable studied. Data is said to be valid if $r \text{ count} \geq r \text{ table}$ and is positive. The validity test results are in the table below:

Table 2. Validity Test Results

| Variable | Question on questionnaire | R Count | R table | Information |
|-------------------------|---------------------------|---------|---------|-------------|
| <i>Brand Ambassador</i> | X1.1 | 0,691 | 0,1918 | Valid |
| | X1.2 | 0,761 | 0,1918 | Valid |
| | X1.3 | 0,723 | 0,1918 | Valid |
| | X1.4 | 0,639 | 0,1918 | Valid |
| Product quality | X2.1 | 0,613 | 0,1918 | Valid |
| | X2.2 | 0,502 | 0,1918 | Valid |
| | X2.3 | 0,702 | 0,1918 | Valid |
| | X2.4 | 0,738 | 0,1918 | Valid |
| | X2.5 | 0,452 | 0,1918 | Valid |
| | X2.6 | 0,644 | 0,1918 | Valid |
| | X2.7 | 0,596 | 0,1918 | Valid |
| <i>Brand image</i> | X2.8 | 0,581 | 0,1918 | Valid |
| | X3.1 | 0,811 | 0,1918 | Valid |
| | X3.2 | 0,744 | 0,1918 | Valid |
| Purchase Decision | X3.3 | 0,713 | 0,1918 | Valid |
| | Y.1 | 0,804 | 0,1918 | Valid |
| | Y.2 | 0,628 | 0,1918 | Valid |
| | Y.3 | 0,789 | 0,1918 | Valid |
| | Y.4 | 0,617 | 0,1918 | Valid |
| | Y.5 | 0,618 | 0,1918 | Valid |
| | Y.6 | 0,659 | 0,1918 | Valid |

Source: Processed primary data, 2024.

The validity test results state that all items are valid based on the calculated r value for each item, this is greater than the research table. It can be concluded that all indicators for each variable used in this research questionnaire are valid.

Reliability Test

The reliability test is used to determine whether the resulting data is reliable. A research tool is considered reliable if it has a Cronbach's Alpha value > 0.60 . The results of the reliability test in the table below

Table 3. Reliability Test Results Table

| No | Variable | Cronbach's Alpha | Standard Reliabel | Remarks |
|----|-------------------------|------------------|-------------------|----------|
| 1 | <i>Brand Ambassador</i> | 0,659 | 0,60 | Reliable |
| 2 | Product quality | 0,754 | 0,60 | Reliable |
| 3 | <i>Brand image</i> | 0,627 | 0,60 | Reliable |
| 4 | Purchase decision | 0,774 | 0,60 | Reliable |

Source: Processed primary data, 2024

The achievement of reliability testing can be seen that the Cronbach's Alpha value for brand ambassadors (X1) is 0.659, for product quality (X2) is 0.754, for brand image (X3) is 0.627, and for the purchasing decision variable (Y) is 0.774. From these results it can be concluded that the overall questionnaire used is considered reliable because it has a Cronbach's Alpha value greater than the reliability standard set at 0.60.

Test Coefficient of Determination (R² Test)

The R² test is used to test how much influence the independent variable has on the dependent variable. In this study, the R² test was used to test the influence of brand ambassador variables, product quality, and brand image on purchasing decisions. The results of the coefficient of determination test are presented in the following table:

Table 4. Table of Determination Coefficient Test Results

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | 0.798 | 0.636 | 0.625 | 1.87857 |

- a. Predictors: (Constant), Brand image, Brand Ambassador, Product quality
b. Dependent Variable: purchase decision

The test results above can be seen to have an R Square value of 0.636. This means that the effect of the independent variables in this study on the dependent variable is 63.6% and 36.4% is influenced by other variables not examined in this study. So further research needs to be done to find out other variables that influence purchasing decisions.

Multiple Linear Regression Analysis

The purpose of multiple linear regression analysis is to determine how and how much influence each independent variable has on the dependent variable. The results of multiple linear regression analysis testing in this study are presented in the following table :

Table 5. Table of Multiple Regression Analysis Results

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -0.079 | 0.325 | | -0.244 | 0.808 |
| | BA | 0.424 | 0.118 | 0.354 | 3.598 | 0.000 |
| | KP | 0.354 | 0.105 | 0.312 | 3.376 | 0.001 |
| | BI | 0.234 | 0.086 | 0.230 | 2.709 | 0.008 |

Source: Processed primary data, 2024

The test results above are used to find the equation in the regression equation as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = -0.079 + 0.424 X_1 + 0.354 X_2 + 0.234 X_3 + e$$

Through the regression equation above, it can be explained as follows:

1. If the brand ambassador, product quality, and brand image variables are considered constant (0), the purchasing decision variable will remain -0.79.
2. Brand Ambassador (X_1) has a coefficient value of 0.424 with a positive direction, meaning that if the brand ambassador variable increases by one number, it will increase purchasing decisions by 0.424.

3. Product Quality (X2) has a coefficient value of 0.354 with a positive direction, meaning that if the brand ambassador variable increases by one number, it will increase purchasing decisions by 0.354.
4. Brand image (X3) has a coefficient value of 0.234 with a positive direction, meaning that if the brand ambassador variable increases by one number, it will increase purchasing decisions by 0.234.

Hypothesis Test (T)

To test the hypothesis partially, the hypothesis test is used. This test can be calculated by comparing the tcount value with the ttable or by looking at the significance in SPSS. Before looking for the t table, you must know the df value. In this study, the df value = 101, so the t table is 1.660. The following are the results of hypothesis testing presented in the following table.

Table 6. Hypothesis Test Results Table (T)

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -1.832 | 2.110 | | -0.868 | 0.387 |
| | BA | 0.551 | 0.121 | 0.338 | 4.560 | 0.000 |
| | KP | 0.300 | 0.065 | 0.342 | 4.606 | 0.000 |
| | BI | 0.582 | 0.165 | 0.286 | 3.521 | 0.001 |

Source: Processed primary data, 2024

Based on the above tests, the following conclusions can be drawn.

1. If the brand ambassador variable (X1) has a tcount value of 4.560 and a t-table value of 1.660, then the t-count value is greater than the t-table. And if the significance value of the brand ambassador variable (X1) is 0.000 less than 0.05, then H1 is accepted. This means that the brand ambassador factor has a significant effect on purchasing decisions for MS Glow products.
2. If the product quality variable (X2) has a t-count value of 4.606 and a table value of 1.660, then the t-count value is greater than the t-table. In addition, if the significance value of the product quality variable (X2) is 0.000 less than 0.05, then H2 is accepted. This means that partially the product quality variable has a significant effect on purchasing decisions for MS Glow products.
3. If the brand image variable (X3) has a t-count value of 3.521 and a t-table value of 1.660, then the t-count value is less than the t-table. In addition, because the significance value of the brand image variable (X3) 0.001 is less than 0.005; it can be concluded that H3 is accepted. This means that partially the brand image variable has a significant effect on purchasing decisions for MS Glow products.

5. Conclusion

Based on research conducted on the influence of Brand Ambassadors, Product Quality, and Brand Image on consumer decisions in DIY Province to buy MS Glow products, it can be concluded that

1. Brand Ambassador has a positive and significant influence on purchasing decisions in DIY Province. Some things that need to be considered in determining brand ambassadors are indicators of transparency, suitability, credibility, interesting data. Purchasing decisions will increase if these factors are considered properly.
2. Product quality has a positive and significant influence on purchasing decisions. Things that need to be considered in product quality are indicators of performance, privileges, additions, reliability, specification conformity, durability, ability, aesthetics, perceived quality. If these indicators are considered properly, purchasing decisions will increase.
3. Brand Image has a positive and significant influence on purchasing decisions. Things that need to be considered in product quality are brand image indicators, namely brand strength, brand uniqueness, and brand superiority. If these indicators are considered properly, purchasing decisions will increase.

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