

The Influence of Brand Ambassador Credibility, Brand Image, and Brand Awareness on Purchase Decisions for Cosmetic Products

Novika Ardiyani¹, Yusepaldo Pasharibu^{1*}

Faculty of Economics and Business, Universitas Kristen Satya Wacana, Salatiga

Correspondence: yusepaldo.pasharibu@uksw.edu

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Abstract

This study examines the influences of brand ambassadors, brand image, and brand awareness on product purchasing decisions in Salatiga City, especially toward the purchase decision of Maybelline cosmetics products. The type of research used in this research is descriptive statistical research using quantitative methods. The respondent in this study is 100 women who live in Salatiga City. This research data collection used a questionnaire that is distributed to respondents through Google Forms. The test results indicate that the level of brand ambassadors and brand image has a positive influence on purchasing decisions, particularly for Maybelline cosmetics products. Meanwhile, there is no influence on product purchase decisions based on brand awareness..

Kata Kunci:

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Abstrak

Penelitian ini menguji pengaruh brand Ambassador, Brand Image, dan Brand Awareness terhadap Keputusan Pembelian Produk di Kota Salatiga khususnya terhadap Keputusan Pembelian Produk Kosmetik Maybelline. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian statistik deskriptif dengan menggunakan metode kuantitatif. Responden dalam penelitian ini adalah 100 orang perempuan yang berdomisili di Kota Salatiga. Pengumpulan data penelitian ini menggunakan kuesioner yang disebarakan kepada responden melalui Google Forms. Hasil pengujian menunjukkan bahwa tingkat brand duta dan citra merek mempunyai pengaruh positif terhadap keputusan pembelian khususnya pada produk kosmetik Maybelline. Sedangkan keputusan pembelian produk berdasarkan kesadaran merek tidak terdapat pengaruhnya

INTRODUCTION

Appearance is considered as important and is prioritized by most women. Almost every woman wants to look her best in her daily activities. In this context, appearance refers to the external or physical appearance. One of the efforts that can be carried out by women to look beautiful is by using makeup. Therefore, it is not surprising that almost all women consider cosmetics a necessity. The high demand of society, especially women, for makeup products has led to the emergence of various cosmetic brands and intense competition in the beauty industry. High product sales can be used as a benchmark for the success of a business. When a business can reach more people, the sales figures achieved will also increase. In this digital era, numerous brands are emerging and circulating in the market, but not all of them achieve success as expected. The use of brand ambassador services to represent and help promote products is one of the determining factors in product purchasing decisions (Sabrina et al., 2018) . When a brand ambassador can effectively present the product well, the perception and trust between consumers towards the product will also be good (Nisa, 2019) .

Brand ambassadors are advertising supporters or advertising stars who are selected to represent products whose selection is based on the suitability between the product and the selected advertising star. A brand ambassador is often seen as an influencer so its presence has brought about a new form of marketing called '*influencer marketing*' where a brand ambassador works with a brand to promote products or services (De Veirman et al., 2017) . The selection of a brand ambassador must concern whether the credibility possessed is in line with the image of the product to be promoted so that it can influence consumer confidence in the advertised product and be able to convince consumers to make purchases. According to Mowen and Minor (2002: 402) in (Sartika & Sukirno, 2014), there are three indicators that can be used as a measure of credibility, namely attractiveness, trust, and expertise. In research conducted by Sabrina et al. (2018), it is known that there is an influence between the credibility of brand ambassadors on purchasing decisions and the indicators used for credibility, namely attractiveness, trust, and expertise. Similar results are also found in research conducted by Nuraini (2015) using the same credibility indicator, it is known that the credibility of brand ambassadors influences purchasing decisions. Based on the two studies above, it can be stated that credibility with indicators of expertise, attractiveness, and trust has an influence on purchasing decisions.

Besides credibility, brand image and brand awareness are also considered factors that can influence purchasing decisions. Products with a good brand image can increase consumer purchasing interest in these products. Brand image can be used as a basis for determining product positioning in the same market segment (Lee et al., 2014) . Through brand image, customers will determine and compare the quality of the product with other similar products, which in turn influences consumer behavior to make purchases or not (Chien-Hsiung, 2011) . To be able in attracting the attention of consumers and compete the company must determine appropriate and effective strategies so that their products can be recognized by the public. Products with well-known brands are easier to get the attention of consumers when they consider buying a similar product (Pada et al., 2020) . However, a well-known brand avoids consumers from using the risk by assuming that the known brand is reliable. When a company

can form a good or positive brand image, it will have a more valuable impact on consumers. In contrast, when a brand has a bad image in the eyes of consumers, it is likely that consumers are not interested in making purchases (Prasetya et al., 2018) . In research conducted by Gifani & Syahputra, (2017), it is known that brand image has a significant influence on purchasing decisions.

Consumers commonly tend to buy products with familiar brands on the basis of convenience, safety, and other considerations. Brand awareness shows consumer knowledge of the existence of a brand (Ghulam et al., 2020) . The level of consumer awareness of a brand is very important because high brand awareness is expected whenever the need arises, the brand will be remembered which will then be considered as various alternatives in decision-making (Wianti et al., 2019) . Brand awareness is created and enhanced by increasing brand familiarity through repeated exposure so that consumers feel familiar with the brand. The importance of brand image and brand awareness in influencing purchasing decisions is supported by research conducted by Lukman (2014) that they are able to influence purchasing decisions quite well. The same thing is also found in research conducted by Cahyani (2016) who found that there was an influence of brand image and brand awareness on purchasing decisions.

This study used Maybelline cosmetic products as research objects. Maybelline is the first rank make up brand in the world and is very popular in almost every country. It was founded in 1951 by TL William in New York, America . United States (Erica, 2018) . To strengthen its market in Indonesia, Maybelline has been using Pevita Pearce as a brand ambassadors of the product since 2016. Pevita Pearce is a well-known actress and film actress in Indonesia, who is quite famous with a beautiful face and good achievements (Octaviani, 2016) . Based on the description above, the purpose of this study is to examine how the influence of Brand Ambassador Credibility, Brand Image, and Brand Awareness on Purchase Decisions for Maybelline Cosmetic Products.

METHOD

This study used a quantitative approach (Sugiyono, 2019). This study used a quantitative approach. The population specified in this study is all people who live in Salatiga. The sampling technique used was non-probability sampling with a purposive sampling technique and a total sample of 100. The data collected in this study were primary data using a Likert scale questionnaire that has been tested for validity and reliability using Cronbach Alpha. Data processing techniques in this study used the assistance of the SPSS (Statistical Package for the Social Science) software program. Hypothesis tests were the Simultaneous Test (F-Test), Partially Significant Test (T-Test), and the Coefficient of Determination.

RESULTS AND DISCUSSION

The research data comes from questionnaires distributed to people who live in Salatiga through the platform using Google Forms. The total number of questionnaires that have been successfully collected is 100. Some of the characteristics of the respondents can be seen in Table 1.

Table 1. Characteristics of Respondents

Category	Number of (people)	Percentage (%)
Gender		
Woman	100	100
Residence		
Salatiga	100	100
Age		
<17	15	15
18-30	80	80
31-40	5	5

Respondents in this study were women who live in Salatiga. It is possible that the researcher lives in Salatiga and the question posed by the researcher is a brand about beauty. It can be seen in Table 1, the average age of the respondents is the highest at the age of 18-30 years with 80 (eighty) respondents. This happened because the respondents already knew and used a lot of beauty products.

The normality test is a measurement to show whether the data is spread along a normal distribution line or not, which is done using the Kolmogorof-Smirnov method. If the variable has a significant value greater than 0.05, then the variable can be stated as normally distributed. Normality testing can be seen in Table 2, as follows:

Table 2. Normality Test Results

Variable	Kolmogorof-Smirnov Z	Asymp. Sign (tailed)	Information
<i>Unstandardized Residual</i>	0,493	0,968	Normal

Source: Primary data processed, 2020

Based on the results of the normality test in Table 2, it proves that the results of the normality test using the Kolmogorof-Smirnov Z have a significant value of 0,493 greater than the 0,05 test. It can be stated that the research data is normally distributed and this regression model meets the assumptions of normality.

Multicollinearity Test

The multicollinearity test has the objective of whether the regression model is found to have a correlation between the dependent and independent variables. A good regression model should not have a correlation between independent variables. This can be seen if the tolerance value is greater than 10% or VIF is less than 10. The results of the multicollinearity test can be seen in Table 6.

Table 3. Multicollinearity Test Results

Independent Variable	Collinearity Statistics	Description	Information
	Tolerance	VIF	
Brand Ambassador Credibility	0,779	1,283	There is no multicollinearity
Brand Image	0,797	1,255	There is no multicollinearity
Brand Awareness	0,8731	1,368	There is no multicollinearity

Source: Primary data processed, 2020

Based on Table 3 above, it can be concluded that the tolerance value of the independent variables for brand ambassador credibility, brand image, and brand awareness have a tolerance value of more than 0.10, which means that there is no correlation between the independent variables. Whereas, the results of the VIF show the same thing, that there is no correlation between the independent variables, because they have a VIF of less than 10. Thus, it can be concluded that the independent variables in the study using this score do not occur multicollinearity.

Multiple Linear Regression Test

Testing the influence of brand ambassador credibility, brand image, brand awareness is intended to find out that these three variables have an influence on product purchasing decisions. This analysis is used to predict the fluctuations of the dependent variable based on three independent variables, as well as to determine the direction of the relationship between the independent variables and the dependent variable. The results can be seen in Table 4, as follows:

Table 4. Multiple Linear Testing

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	Q	Sig.
1	(Constant)	2,070	1,761		1,175	0,243
	Brand Ambassador Credibility	0,204	0,108	0,170	1,896	0,050
	Brand Image	0,362	0,071	0,451	5,072	0,000
	Brand Awareness	0,240	0,138	0,161	1,735	0,086

Dependent Variable: Purchase Decision

Source: Primary data processed, 2020

Brand ambassador credibility has a positive influence on purchasing decisions

Based on the results of the partial t-test in Table 5 above, it shows that the significant value is $0.050 < \alpha (0.05)$ and the t-count value of brand ambassador credibility is greater than the t-table of $1.896 > t\text{-table } 1.6602$. Thus, it can be stated that the hypothesis is accepted statistically, which means that the credibility of the brand ambassador has a significant influence on product purchasing decisions. This is in line with previous research, Jayanti, et al. (2020) which stated that when a celebrity advertises (endorses) a product, and has compatibility with the characteristics of the product being promoted, then the interest of a consumer or customer for a product will also increase. The results of this study are not in line with research (Wulandari, et al (2021) which states that brand ambassadors, namely EXO or NCT 127 by the Nature Republik brand, cannot directly increase consumer intentions to make purchasing decisions for these products. This indicates that the higher the credibility of the brand ambassador, the higher the purchase decision for Maybelline products because the way of communication carried out by a celebrity can strengthen the brand image, in this case, Maybelline increase the purchase decision for the product.

Brand image has a positive influence on purchasing decisions

In the results of the partial t-test in Table 5 above, it shows that the significance value of 0,000 is smaller than the alpha value of 0,05, and it is also seen that the t-count value is 5,072 greater than the t-table value of 1,6602. This states that brand image has a positive influence on purchasing decisions. This research is supported by previous researchers, namely Wulandari and Cahya (2015) who stated that brand image influences purchasing decisions, with the strength of a brand built by a company that has its own uniqueness, special features, reliability, consumer attractiveness allows consumers to decide to buy more of a product. While the research conducted Adyas (2019) is contrary to the results of this study, Adyas (2019) states that brand image partially has no significant influence on purchasing decision variables. The results of this study are also in line with (Prasetya et al., 2018), which is the better the brand image created by a company, the more value for consumers, conversely, when a brand has a bad image, it is more likely that consumers will rethink for buying. The statistical test results show that the better the brand image value, the higher the enthusiasts purchasing decisions for Maybelline products.

Brand awareness has a positive influence on purchasing decisions.

Based on the results of Table 5, it proves that the t-count value is 1,735 greater than the t-table with 1,6602 and the significance value from the brand awareness test results shows the result $0,086 > 0,05$. This indicates that the hypothesis formulation is rejected, meaning that brand awareness does not influence purchasing decisions for Maybelline products. This research is in contrast to the previous research by Ramadayanti (2019) which stated that brand awareness can have a significant influence on the decision to purchase a product because brand awareness plays an important role in product sales for both consumers and producers. The results of the third hypothesis statistical test indicate that the subjects in this study, who are mostly domiciled in Salatiga, show that awareness of the beauty brand of Maybelline's product is still low. This can be caused by the existence of several categories of research sampling characteristics that are not the same so that they affect the results of the research conducted. Increasing age will affect the way a person thinks. This suggests that marketing among young people in the city of Salatiga still needs to be improved. In addition, public awareness of Maybelline cosmetic products is affected by competition for the latest products which allows a decrease in the level of awareness of purchasing decisions for Maybelline products.

H4: Collectively, Brand Ambassador, Brand Image, and Brand Awareness have a positive influence on purchasing decisions.

Table 6. Two Way Anova Hypothesis Testing

Source	Type III Sum of Squares	Df	MeanSquare	Sig.
Brand Ambassador*Brand Image*Brand Awareness	218,907	64	3,420	0,001

a. R Squared = 0,828 (Adjusted R Squared = 0.515)

Anova testing in Table 6 above shows the test results that collectively - brand ambassador, brand image, and brand awareness influence customer decisions to purchase

products. This can be proven by the results of statistical tests that the significance value of brand ambassadors, brand image, and brand awareness is less than the alpha value, of $0,001 < 0,05$. This indicates that when a product has a brand ambassador, brand image, and brand awareness, the customer's decision to repurchase the product will be higher. Hypothesis 4 is accepted statistically. The results of this study are in line with Cahyani's research (2016) which states that there is an influence of brand ambassadors, brand image, and brand awareness on purchasing decisions.

CONCLUSION

People who live in Salatiga City generally have a high level of enthusiasm in purchasing Maybelline cosmetic products, indicated by the brand image that can attract more attention to the public attention. The existence of the strength of a brand that is built by a company with its own uniqueness, special features, reliability, and consumer attractiveness allows consumers to decide in purchasing a product more. The Brand Ambassador was used for marketing activities has succeeded in attracting the attention of customers, especially the people who live in Salatiga City. This is because when a celebrity advertises (endorses) a product and has compatibility with the characteristics of a product being promoted, the interest of a consumer or customer for a product is increasing. However, brand awareness has no significant influence on purchasing decisions. This is indicated by the lack of public awareness, especially in Salatiga City, regarding Maybelline cosmetic products, and the increasing availability of new beauty products in the market, which reduces the level of public awareness of Maybelline brand cosmetic products. The limitation of this research is that it is only in the city of Salatiga, so the results cannot be generalized when it has a different population.

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