

## **THE INFLUENCE OF EVENT SPONSORSHIP, BRAND AMBASSADOR AND BRAND EXPOSURE IN MAINTAINING BRAND IMAGE (Case Study of Wardah Cosmetic Products Among Female Students of Universitas Malikussaleh)**

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### **Abstract**

*This study aims to assess the influence of event sponsorship (X1), brand ambassadors (X2), and brand exposure (X3) on the brand image (Y) of Wardah cosmetic products among female students at Malikussaleh University. The sampling method used was purposive sampling, with a total of 104 respondents. Primary data was collected through questionnaires. The data analysis techniques employed include multiple linear regression analysis, classical assumption tests, instrument tests (validity and reliability), determination tests (R<sup>2</sup>), and hypothesis testing (T) using SPSS 25 software. The results indicate that, partially, event sponsorship has a positive and significant effect on brand image, brand ambassador does not have a significant effect on brand image, and brand exposure has a positive and significant effect on brand image.*

***Keywords: Event Sponsorship, Brand Ambassador, Brand Exposure and Brand Image***

### **INTRODUCTION**

The cosmetic industry is currently growing and developing rapidly and promisingly, both in terms of sales and the emergence of new companies. Based on data held by the POM Agency over the past five years, there has been an increase in the number of cosmetic industries to reach 64.91%. In 2019 there were 565 cosmetic industries and by the end of 2023 the number of cosmetic industries reached 1,067. In addition to growing, the local cosmetic industry is also developing by providing various innovative products for consumers. So this has an impact on the income of the cosmetic industry. (Directorate of Cosmetics Supervision - BPOM, 2024).

The income of the cosmetics industry has increased from year to year. In 2019, the income of the cosmetics industry, especially beauty and body care products, reached 99.25 trillion. In 2020, the income of the cosmetics sector reached IDR 100.2 trillion, this figure is estimated to increase by 7.25% to 107.7 trillion in 2021. In 2022, it is estimated that there will be an increase of 7.29% to 115.9% trillion. In 2023 it will increase by 7.26 to 123.33 trillion, increase again by 5.64% to 130.4 trillion in 2024 and in 2025 it will increase by 5.64% to 137.77 trillion. The increasing number of variations in production, market demand and increasing public interest support the increase in income in the cosmetics sector from year to year. (Utami & Farida, 2023).

Quoting CNBC Indonesia, based on data from [compas.co.id](https://compas.co.id), in the [Beautynesia.id](https://beautynesia.id) post on data from March 13-April 2, 2024 (based on product quantity), Wardah is in fourth place in cosmetic sales with 456,781 products. Hanasui is in the top position with the most cosmetic sales, reaching 813,932 during Ramadan 2024 yesterday. In second place is Pinkflash, a beauty brand from China that has sold 557,214 products. In third place is a local brand, Oh My Glow (OMG) with 459,606 products. International beauty brand Maybelline is in fifth place with sales of 439,888 products. Then, there are Chinese brands O.Two.O and Focallure in sixth and seventh positions, with sales of 313,018

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products and 294,916 products. Back to local brands, there are Somethinc and Make Over which occupy the next positions. Somethinc successfully sold 168,181 products, while Make Over, which is part of the Paragon Group, sold 139,860. Lastly, the Canadian beauty brand, Skintific, sold 126,096 products. (Apriliani, 2024). As proven from the 10 lists above, there are 5 local brands included in the list, namely Hanasui, Oh My Glam, Wardah, Somethinc, and Make Over, with a very good number of product sales. In fact, equivalent to a number of foreign beauty brands. Reporting from [kompas.com/](https://kompas.com/) based on a Jakpat survey involving more than 2000 respondents, it was recorded that 74% of respondents admitted that local brands had caught their attention in the last 6 months. Compared to foreign brands, 73% of skincare product users admitted that local skincare products were more suitable for their skin conditions. (Wisnubrata, 2024).

Wardah Cosmetics is one of the cosmetic brands that collaborates with several public figures as brand ambassadors for its products. A Brand Ambassador is someone who has a passion for a brand and can influence or invite consumers to buy or use a brand's products. Wardah Cosmetics collaborates with Dewi Sandra, Tatjana Shapira, Amanda Rawless, Fenita Arie, Dinda Hauw, Ayana Moon, Ralin Shah, Tulus, Natasha Risky, Zaskia Sungkar and several other figures as brand ambassadors for Wardah cosmetic products. Several public figures are inspiring figures that the brand believes are suitable to describe the brand. The ages of the brand ambassadors chosen by Wardah also vary, depending on the product series segment they launch. (Utami & Farida, 2023).

Based on the results of a survey with several Malikussaleh University students, information was obtained that Wardah products use...Event Sponsorship to make unique and interesting promotions. However, several Malikussaleh University students said that they were more interested in the convenience of using the product than seeing promotions. This is in line with the research of Lasari, et al. (2018) stating that Event sponsorship has a positive and significant effect on brand image. Wardah Brand Ambassador who has a fairly large fan base for individual size and a large number of followers on social media such as Instagram which generally has a bright and radiant facial visualization. The use of brand ambassadors is considered to create a better image of Wardah products, not only that, Brand Image is another factor that influences consumer willingness to buy. (Nova & Irda, 2021).

A Brand Ambassador is someone who loves a brand, wants to introduce it and even voluntarily provides information about the brand (Firmansayh, 2019) The selected Brand Ambassador usually uses a famous figure who is a role model or idol in society such as celebrities, Instagram celebrities or YouTubers who are considered to have great influence in society. Promotional activities that are usually carried out by brand ambassadors online or offline such as posts on their personal social media accounts, at official product events or communities. (Riahanah et al., 2021). Based on the results of a survey with several Malikussaleh University students, information was obtained that Wardah products use Brand Ambassadors as product representatives to create emotional appeal and build Brand Image in the eyes of consumers. However, several Malikussaleh University students said that the Wardah product brand ambassador still did not make them sure to use Wardah products. In fact, a product brand ambassador is expected to be one of the factors that can create a positive brand image and can convince consumers to use the product. This is in line with research by Sari, et al. (2023) which states that Brand ambassadors have a significant positive effect on brand image.

Pomalaa et al., (2018) revealing Brand Exposure is a company's ability to reveal a for a company to reveal a brand using several strategies after finding target consumers. Exposing a brand will help consumers focus on brands with products and services of interest. Meanwhile, according to Baumann Hmin, & Chong (2015), traditionally brand exposure refers more to the term advertising exposure or advertising. The term advertising exposure according to the Monash University marketing dictionary (2017) is one of the advertising presentations to the audience (viewers or listeners): advertising managers must decide how much exposure is needed to achieve their goals or objectives. Based on the survey results Several Malikussaleh University students obtained information that Wardah products as Halal Cosmetics that have been built for years can influence female students to

buy, especially with the movements that occur and existing trends that make the brand equity built by Wardah increasingly strong in the minds of consumers. This is in line with Situmorang's research (2017) which states that brand exposure has a positive and significant effect on brand image. In order to provide an attraction to consumers or the public, brand image has its own objectives, the following are the objectives of brand image, namely to shape public perception, build public trust in the brand, build public love for the brand, open up opportunities for companies to set high selling prices, create certain identities and series that differentiate the company's products from those of competitors, and make consumers or customers more confident in the product and more loyal to the company. (Dita Permatasari & Siswanto, 2022). Based on the survey results Several Malikussaleh University Students obtained information that Wardah products use Brand Image as one of the determinants of where consumers make purchasing interest towards a product. However, several Malikussaleh University Students said that they have different personal preferences towards cosmetics, for example, brand, packaging, variant, or ingredients.

## **LITERATURE REVIEW**

### **Relationship between Event Sponsorship and Brand Image**

Event sponsorship held by the company so that its name is better known and gets a good image from the public. In this case, the image formation process is that consumers are continuously introduced to Wardah cosmetic products and are given interesting events so that an image is formed in the minds of consumers. Based on research conducted by Nancy Natasha (2022) concluded that the event sponsorship variable has a positive and significant effect on brand image. As a manufacturer, brand image is the main point considered in marketing a product, therefore manufacturers can carry out marketing strategies by using event sponsorship so that the products offered attract the attention of consumers. Siregar and Sunarti (2017) the results of their research show that event sponsorship has a positive and significant effect on brand image.

H1: Event Sponsorship has a positive and significant effect on Brand Image

### **Relationship between Brand Ambassador and Brand Image**

Brand ambassadors often come from celebrities or public figures who have good popularity. Choosing the right celebrity will tightly bind the brand of the product to become a brand as represented by the celebrity, because celebrities are a real manifestation of the various images that consumers think about a brand or brand. Based on research conducted by Raihanah et.al., (2021) the results of their research show that brand ambassadors have a positive and significant effect on brand image. The same results were obtained in Yolanda & Soesanto (2017), this study shows that brand ambassadors who have a good physical appearance, have many talents, and have a good reputation and credibility in society are able to make consumers feel confident in using supporting products. by the brand ambassador, so as to create a good image in the minds of consumers about the product.

H2: Brand Ambassador has a positive and significant influence on Brand Image

### **Relationship between Brand Exposure and Brand Image**

Brand exposure refers to advertising exposure or advertisements. In the Wardah product brand, brand exposure has a positive influence on the Wardah product brand image, namely by placing optimal marketing strategies in various communication channels such as social media, online advertising and collaboration with influencers or celebrities that make the brand increasingly well-known. Based on research conducted by Gole (2009) and Baumann, Hmin, & Chong (2015), brand exposure has a significant relationship to brand image. Brand exposure is the company's ability to reveal a brand using a certain strategy after finding a target consumer. Brand exposure helps consumers focus on brands with products and services they are interested in, which in turn influences consumer perceptions of the brand.

H3: Brand Exposure has a positive and significant effect on Brand Image.

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**IMPLEMENTATION METHOD**

This research was conducted at the Malikussaleh University campus, Bukit Indah, located in Blang Pulo, Muara Satu District, Lhokseumawe City, Aceh. The object of this research is the Student Perception of the Influence of Event Sponsorship, Brand Ambassador and Brand Exposure in Maintaining Brand Image (Case Study of Wardah Cosmetic Products Among Malikussaleh University Students). The population in this study was all female students at Malikussaleh University who had used Wardah cosmetic products, the number of which was not known with certainty. The samples in this study include all Malikussaleh University Student who use Wardah products. The sample size was taken using the Hair, et al. formula. The Hair formula is used because the population size is not yet known for sure and suggests that the minimum sample size is 5-10 times the indicator variable. So that the number of indicators is 13 indicators multiplied by 8 (13 x 8 = 104). So through calculations based on this formula, the number of samples to be studied is 104 respondents. (Fatma et al., 2021).

The sampling technique in this study is Non-Probability sampling using purposive sampling technique. Non-Probability sampling is a sampling technique that does not provide equal opportunities or chances for each element or member of the population to be selected as a sample. According to Sugiyono, (2018) Purposive sampling is a sampling technique with a consideration, namely consumers who have purchased and used Wardah cosmetic products at Malikussaleh University. The data collection technique in this study was carried out using the survey method by distributing questionnaires. The questionnaire is a checklist and assessment scale. This tool helps simplify and measure the behavior and attitudes of respondents. A checklist is a list of behaviors, characteristics, or other entities that the study is looking for. The questionnaire that will be compiled is a series of questions related to Event Sponsorship, Brand Ambassador, Brand Exposure and Brand Image. The questionnaire in this study was distributed to respondents according to predetermined criteria. (Hardani et al., 2020). In this study, primary data was obtained from the results of filling out questionnaires by Malikussaleh University students who use Wardah cosmetics.

Data collected from the collection of questionnaires in the form of qualitative questionnaires are first composed to become quantitative data. Quantitative values are determined using a Likert scale. The Likert scale is used to measure event sponsorship, brand ambassadors and brand exposure. With this scale, stating agreement and disagreement with a number of questions related to the object being studied, for one choice is assessed (score) with an interval distance of 1. The Likert scale is a tool for measuring subjects into 5 points or 7 points on a scale with the same interval (Hardani et al., 2020).

**RESULT**

**Multiple Linear Regression Analysis**

**Table 1 Multiple Linear Regression Test Results**

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	8.216	1,689		4,864	.000
	Sponsorship event	.193	.084	.228	2.299	.024
	Brand ambassador	.107	.087	.120	1.238	.218
	Brand exposure	.320	.076	.382	4.185	.000

Processed primary data sources, 2024

Based on the results of the multiple linear regression test in the table above, the coefficients for the independent variables  $X_1 = 0.193$ ,  $X_2 = 0.107$ ,  $X_3 = 0.320$  and a constant of 8.216 are obtained. So the regression equation model obtained is as follows:

$$Y = 8.216 + 0.193X_1 + 0.107X_2 + 0.320X_3$$

Based on the results of the multiple linear regression equation above, it can be concluded that:

1. From the image above, there is a constant value of 8.216, which means that the Event Sponsorship variable (X1), Brand Ambassador variable (X2), Brand Exposure variable (X3), then the Brand Image variable (Y) has a beta value of 8.216.
2. The beta coefficient value for the Event Sponsorship variable (X1) is 0.193, which means that every increase in the Event Sponsorship variable (X1) by one unit on the Likert scale will result in an increase in Brand Image (Y) of 0.193.
3. The beta coefficient value for the Brand Ambassador variable (X2) is 0.107, which means that every increase in the Brand Ambassador variable (X2) by one Likert scale unit will result in an increase in Brand Image (Y) of 0.107.
4. The beta coefficient value for the Brand Exposure variable (X3) is 0.320, which means that every increase in the Brand Exposure variable (X3) by one unit on the Likert scale will result in an increase in Brand Image (Y) of 0.320.

#### t-test (Partial Test)

**Table 2**  
**Partial Test (t-Test)**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	8.216	1,689		4,864	.000
	Sponsorship event	.193	.084	.228	2.299	.024
	Brand ambassador	.107	.087	.120	1.238	.218
	Brand exposure	.320	.076	.382	4.185	.000

Processed primary data sources, 2024

Based on the partial test results in the table above, the following results were obtained:

1. The Event Sponsorship variable (X1) has a tcount (2.299) > ttable (1.660) with a significant value of 0.024 < 0.05 and obtains a coefficient value of 0.193. So, it can be concluded that Event Sponsorship has a positive effect on Brand Image. Therefore, the hypothesis stating that Event Sponsorship has a positive and significant effect on Brand Image.
2. The Brand Ambassador variable (X2) has a tcount (1.238) < ttable (1.660) with a significant value of 0.218 > 0.05 and obtains a coefficient value of 0.107. So, it can be concluded that Brand Ambassador does not have a significant effect on Brand Image. Therefore, the hypothesis stating that Brand Ambassador does not have a significant effect on Brand Image.
3. The Brand Exposure variable (X3) has a tcount (4.185) > ttable (1.660) with a significant value of 0.000 < 0.05 and obtains a coefficient value of 0.320. So, it can be concluded that Brand Exposure has a positive and significant effect on Brand Image. Therefore, the hypothesis stating that Brand Exposure has a positive and significant effect on Brand Image.

#### Determination Test (R<sup>2</sup>) and Correlation (R)

**Table 3**  
**Results of the Correlation Coefficient and Adjusted Determination (R<sup>2</sup>) Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.593	.352	.332	2.13489

Processed primary data sources, 2024

Based on Table 4.15, it can be seen that the correlation coefficient value (R) of 0.593 indicates that there is a moderate relationship between the variables. Event Sponsorship (X1), Brand

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Ambassador (X2) and Brand Exposure (X3) influence brand image (Y) by 59.3%. While the value Adjusted R Square is 0.332 or 33.2%. This means that the variables Event Sponsorship, Brand Ambassador and Brand Exposure are able to influence the Brand Image of Wardah Cosmetics products by 33.2%. While the remaining 66.8% is influenced by other variables not included in this study.

## **DISCUSSION**

### **The Influence of Event Sponsorship on Wardah Product Brand Image**

The results of the study indicate that the event sponsorship variable (X1) has a significant value of 0.024 which is lower than the significant value used. In addition, there is evidence that the variable has a positive coefficient, and the t-value (2.299) is greater than the t-table (1.66023). From the study, it shows that event sponsorship has a positive and significant effect on the brand image of Wardah Cosmetic products among female students at Malikussaleh University. Therefore, the hypothesis stating that event sponsorship has a positive and significant effect on the brand image of Wardah Cosmetic products among female students at Malikussaleh University is accepted (H1 is accepted). The results of this study are in line with previous studies conducted Natasha (2022) states that the Sponsorship event variable has a partial positive and significant effect on the brand image of the Gren Tea Drink product. This shows that sponsorship events will make a product known to the public, thereby increasing the brand image of the product. While the results of the study The Last Supper (2017) states that the Sponsorship event variable has a positive and significant effect on the brand image of Sampoerna A-Mild cigarettes.

### **The Influence of Brand Ambassadors on Wardah Product Brand Image**

The results of the study indicate that the brand ambassador variable (X2) has a positive coefficient value, where the t-count value (1.238) is smaller than the t-table (1.66023) and the significant value is 0.218, which means it is higher than 0.05. This means that the brand ambassador does not have a significant effect on the brand image of Wardah Cosmetic products among female students at Malikussaleh University. Therefore, the hypothesis stating that the brand ambassador does not have a significant effect on the brand image of Wardah Cosmetic products among female students at Malikussaleh University is rejected (H2 is rejected). The results of this study are in line with previous studies conducted Agung et al., (2023) stated that the brand ambassador variable does not have a significant effect on the brand image of E-Commerce Shopee. While the results of the study Rihanah et al., (2021) stated that brand ambassadors have a significant influence on the brand image of Wardah products.

### **The Influence of Brand Exposure on the Brand Image of Wardah Products**

The results of the study indicate that the brand exposure variable (X2) has a significant value of 0.000, which is lower than the significant value used. In addition, there is evidence that the variable has a positive coefficient, and the t-value (4.185) is greater than the t-table (1.66023). Therefore, the hypothesis of brand exposure has a positive and significant effect on the brand image of Wardah Cosmetics products among Malikussaleh University students is accepted (H3 is accepted). Advertising is a factor that companies need to pay attention to in attracting customers. Because advertisements displayed on television media are able to attract the attention of consumers and consumers are interested in the advertisements displayed, thus convincing consumers to choose the product because consumers consider that the product in the advertisement has a good brand image. This is in line with research conducted by Sthatmorang (2017) The brand exposure variable has a positive and significant effect on brand image. Furthermore, the research that The Last Supper (2022) states that the brand exposure variable has a positive and significant effect on brand image.

### **Conclusion**

Based on the results and discussion, the following conclusions can be drawn:

1. Event Sponsorship has a positive and significant influence on Brand Image. This shows that event Sponsorship influences the brand image of Wardah Cosmetics products on Malikussaleh University students.
2. Brand ambassadors do not have a significant influence on brand image. This shows that brand ambassadors do not influence the brand image of Wardah Cosmetics products on Malikussaleh University students.
3. Brand Exposure has a positive and significant influence on Brand Image. This shows that Brand Exposure influences the brand image of Wardah Cosmetics products at Malikussaleh University students.

### **Suggestion**

Based on the research results, discussions and conclusions obtained, the following suggestions can be given:

1. Companies should ensure that their social media advertising content is of high quality, both in terms of visuals and messages. Interesting and informative ads are more likely to attract the attention of the audience, even if they are long. Wardah's ads often emphasize good product quality and affordable prices, which are important factors in influencing purchasing decisions.
2. It is important for companies to choose brand ambassadors who not only have appeal, but also credibility and relevance to the product. The right brand ambassador can help strengthen the brand image and influence consumer purchasing decisions.
3. The company should place the Wardah logo at the top or center of the pamphlet to increase visibility and brand consistency, then an enthusiastic and knowledgeable MC about the product can create a positive atmosphere. By mentioning the advantages of Wardah products and associating them with the logo, the audience will be more interested in learning more about the product.

### **Research Limitations**

Based on the researcher's direct experience in this research process, there are several limitations experienced and can be several factors that can be considered more by future researchers in further refining. This research itself certainly has shortcomings that need to be continuously improved in future research. Some limitations in this research include:

1. In the data collection process, the information provided by respondents through questionnaires sometimes does not show the respondents' actual opinions. This happens because sometimes each respondent has different thoughts, assumptions and understandings, as well as other factors such as the honesty of respondents in filling out their opinions in the questionnaire.
2. Conclusions are drawn only based on the results of data analysis, so further research is expected with different research methods, wider samples, and the use of different and more complete research instruments.

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