

THE INFLUENCE OF BRAND AMBASSADOR, BRAND IMAGE WITH CUSTOMER TRUST AS INTERVENING ON PURCHASE DECISION OF SKINTIFIC USERS IN YOGYAKARTA

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Abstract

This research was conducted in Yogyakarta, this research aims to analyze the influence of brand ambassadors, brand image with customer trust as an intervening factor in the purchase decision of skintific users in Yogyakarta. This study is a quantitative study. The population in this study were young people in Yogyakarta, the sample used was 130 respondents with a purposive sampling technique. The criteria for respondents in sampling were consumers who had purchased Skintific, were domiciled in the city of Yogyakarta and were 17 years old and over. The data collection technique in this study used a questionnaire. The data analysis technique used the Classical Assumption Test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, T test, F test, coefficient of determination test and Sobel test. The results of this study indicate that Brand Ambassador has a significant negative effect on the Purchase Decision of skintific products. Brand Ambassador has a positive effect on Customer Trust of Skintific products. Brand Image has a positive effect on Customer Trust of skintific products. Customer Trust has a significant negative effect on Purchase Decision of skintific products. Brand Image has a significant negative effect on Purchase Decision of skintific products.

Keywords: brand ambassador, brand image, customer trust, purchase decision

INTRODUCTION

With the development of industrial businesses in Indonesia, especially the beauty sector, many significant changes have occurred in people's lifestyles. Beauty products that emerge with various innovations are increasingly diverse and compete fiercely to get consumers' attention. One group that is greatly influenced by this development is the Gen-Z generation, who now make beauty products one of the basic necessities in everyday life. For them, taking care of themselves with beauty products has become part of their identity and modern lifestyle that is greatly influenced by digital trends and social media. Skintific is a skincare brand that prioritizes a scientific-based approach in developing its products. They focus on using active ingredients that are clinically proven to provide maximum benefits for the skin, while still maintaining the safety and comfort of its users. In each of its products, Skintific strives to meet the different needs of the skin, whether for dry skin, acne, sensitive skin, or signs of aging.

Figure 1.1. Skintific sales graph from the Kompas Market Insight Dashboard, during the first quarter of 2024.



Source: (compas.co.id 2024)

Skintific is further strengthening their digital marketing strategy, especially on social media platforms like TikTok, which has helped their products go viral and gain wider attention. They collaborate with various influencers and celebrities to promote their products, such as Nicholas Saputra who is their brand ambassador. This collaboration further expands the reach and increases brand awareness among younger audiences and wider consumers.

Because the competition of skincare brands is getting tighter, therefore Skintific uses a marketing strategy by utilizing the existence of brand ambassadors in the form of famous artists to increase the trust and buying interest of the community. Through these brand ambassadors, many sellers begin to compete to get as many customers as possible. This condition often creates trust poured into famous brand ambassadors from purchases that were previously not promoted by famous artists because of the existence of brand ambassadors, public interest can be seen from the dependence of brand ambassadors on consumers. (Suhayr & Pratminingsih, 2023). The skincare industry has grown rapidly in recent years due to the increasing consumer awareness of skin health and beauty. In this context, the marketing aspect becomes the main key in building a positive relationship between brands and consumers. One marketing strategy that is getting more attention is the use of brand ambassadors to promote skincare products. (Amanda et al., 2024)

In research that has been conducted by (Suleman et al., 2022) stated that brand ambassadors have a significant positive influence on purchase decisions, while in research conducted by (Hera & Fourqoniah, 2023) explains that brand ambassadors have a negative and insignificant influence on purchase decisions.

This study aims to examine the following topics: first, whether or not there is an influence of Brand Ambassador on Purchase Decision of skintific products. Second, whether or not there is an influence of Brand Ambassador on Customer Trust of skintific products. Third, whether or not there is an influence of Brand Image on Customer Trust of skintific products. Fourth, whether or not there is an influence of Customer Trust on Purchase Decision of skintific products. Fifth, whether or not there is an influence of Brand Image on Purchase Decision of skintific products.

LITERATURE REVIEW

Brand ambassador

Is a person or entity often associated with a public figure or celebrity who has a great influence on the world. It is believed to have psychological power to influence a person's beliefs and attitudes toward the products presented. (Pratami & Sari, 2020).

Brand ambassador indicators according to (Maharani & Widodo, 2023):

- 1) Visibility, measuring the quality of celebrity popularity. Knowing how much celebrity popularity is a benchmark as a brand ambassador by looking at the number of followers the celebrity has, and how often a celebrity appears in public.
- 2) Credibility, credibility is measured by the level of knowledge and expertise possessed by celebrities in their fields. Therefore, the level of credibility of a brand ambassador can influence consumer confidence and trust.
- 3) Attraction, the attractiveness of an artist/celebrity influences how much consumers like and want them, this consists of several aspects, including:
 - a. Regarding a way to use an attractive person so that other people will do what the person says. In general, the public likes brand ambassadors who have physical perfection such as beauty, handsomeness, ideal body, and so on.
 - b. Similarities, responses that have similarities with the relationship that is being carried out such as hobbies, activities, age and so on.

Brand image

It is a valuable intangible asset that is difficult to imitate and helps achieve sustainable superior financial performance. Brand image is the process by which a person selects, organizes, and interprets input information to create a meaningful image. (bidin A, 2017).

Brand Image Indicators According to (Abd Rohim, 2023)

- 1). Product image, Product image is the association that consumers perceive towards a product, which includes the product's attributes, benefits for consumers, usefulness, and guarantees.
- 2) Attributes, are external aspects of a product that are related to the purchase and consumption of a product or service. Consisting of information about price, packaging and product design.
- 3) Brand attitude, defined as the overall evaluation of a brand, what consumers believe about certain brands and the extent to which consumers believe that the product or service has the appropriate specifications.

Customer trust

It is a very important element in building strong customer relationships and sustainable market share.(VP Oktaviani et al., 2022).

Customer Trust Indicator According to(VP Oktaviani et al., 2022)

- 1). *Trusting beliefs* is the perception of the trusting party (consumer) towards the trusted party (virtual store seller) where the seller has characteristics that will benefit the consumer.
- 2). *Trusting Intention* This happens personally and is directed directly at others. Trusting intention is based on one's cognitive trust in others.
- 3) *Customer Loyalty* According to (Dick and Basu), is a deep commitment to repurchase or use a preferred product or service in the future.

Purchase decision

Purchasing decision is a concept where consumers decide to buy a particular product to obtain the benefits offered by a product from a company.(Magdalena & Wilzarwan, 2020).

Purchase Decision Indicators According to(Vega Liana & Nuriaslami, 2021)

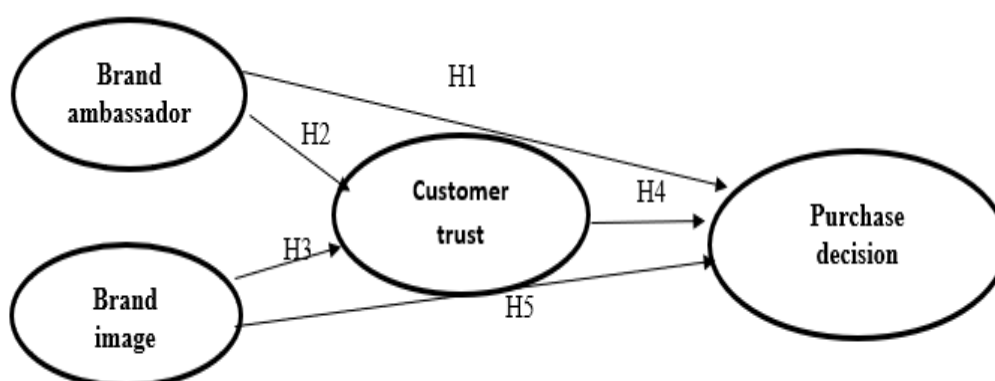
- 1). *Product Choice*, which is the consequence of a purchase decision for anything received through exchange, whether it is profitable or not.
- 2). The instrument, the key that marketers use to compare their products with other people's products is the brand of choice.
- 3). *Product Image*, refers to the set of connections that customers have with a product or service. Product characteristics, consumer benefits, and warranties are all included.

METHOD

According to Abdullah et al., (2021) Based on the type of data used, namely the type of quantitative research. Quantitative research is a systematic scientific study of parts and phenomena and the causality of their relationships. Quantitative research is defined as a systematic investigation of phenomena by collecting data that can be measured by conducting statistical techniques, mathematics, then the nature of quantitative research in this study can measure the level of Brand Ambassador (X1) and Brand Image (X2) in the influence of Customer trust (Z) on Purchase decision (Y).

Framework of thought

The framework is arranged based on the logic between the relationships of variables. The independent variables in this study are Brand Ambassador and Brand Image. The mediating variable in this study is Customer Trust. The dependent variable is Purchase Decision. Figure 2 explains how the direct partial influence of BA and BI on PD. Furthermore, it shows how the indirect influence of CT can partially mediate the influence of BA and BI on PD.



Data analysis techniques

Data analysis is the process of classifying data into categories, describing them into units, creating sites, organizing them into patterns, selecting what is important to learn and drawing conclusions, analyzing interview

THE INFLUENCE OF BRAND AMBASSADOR, BRAND IMAGE WITH CUSTOMER TRUST AS INTERVENING ON PURCHASE DECISION OF SKINTIFIC USERS IN YOGYAKARTA

Nuraisyah Vilda Agustin et al

results, editing data from notes and documents and making it easier to understand for yourself and others.(Nurdiansyah & Rugoyah, 2021).The technique used in analyzing data by researchers is inferential statistics with multiple regression analysis methods using SPSS.

RESULTS AND DISCUSSION

Multiple Linear Regression Test

Multiple regression analysis will be carried out if the number of independent variables is at least two variables. (2023).

Table 1. Results of Multiple Linear Regression Test of Equation I
Coefficientsa

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	9,645	1,724		5,595	,000
	Brand Ambassador	,317	,077	,367	4,101	,000
	Brand Image	,276	,082	,302	3,380	,001

a. Dependent Variable: Customer Trust

From the multiple regression analysis equation above, it can be explained as follows. Based on the results of the multiple linear regression analysis in table 4.21 above, the following regression equation is obtained:

$$Z = a + b_1X_1 + b_2X_2$$

$$Z = 9.645 + 0.317X_1 + 0.276X_2$$

The model can be interpreted as follows:

- Constant (a) of 9.645. shows that the independent variables Brand Ambassador, Brand Image towards Customer Trust remain constant.
- The Brand Ambassador variable coefficient is 0.317, which shows that Brand Ambassador has a positive (unidirectional) influence on Customer Trust. In other words, the greater the Brand Ambassador on Customer Trust, the greater the intention to purchase.
- Brand Image variable coefficient is 0.276, which shows that Brand Image has a positive (unidirectional) influence on Customer Trust. In other words, the greater the Brand Image on Customer Trust, the greater the intention to buy.

Table 2. Results of Multiple Linear Regression Test of Equation II
Coefficientsa

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	15,908	2,702		5,888	,000
	Brand Ambassador	,064	,115	,065	,558	,578
	Brand Image	,081	,120	,077	,677	,500
	Customer Trust	,165	,125	,143	1,324	,188

a. Dependent Variable: Purchase Decision

From the multiple regression analysis equation above, it can be explained as follows. Based on the results of the multiple linear regression analysis in table 4.22 above, the following regression equation is obtained:

$$Z = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Z = 15.908 + 0.0647X_1 + 0.081X_2 + 0.165X_3$$

THE INFLUENCE OF BRAND AMBASSADOR, BRAND IMAGE WITH CUSTOMER TRUST AS INTERVENING ON PURCHASE DECISION OF SKINTIFIC USERS IN YOGYAKARTA

Nuraisyah Vilda Agustin et al

The model can be interpreted as follows:

- Constant (a) of 15.908. shows that the independent variables Brand Amassador, Brand Image and Customer Trust towards Purchase Decision remain constant.
- The Brand Ambassador variable coefficient is 0.064, which shows that Brand Ambassador has a positive (unidirectional) influence on Customer Trust. In other words, the greater the Brand Ambassador on Customer Trust, the greater the intention to purchase.
- Brand Image variable coefficient is 0.081, which shows that social media marketing has a positive (unidirectional) influence on Customer Trust. In other words, the greater the Brand Image on Customer Trust, the greater the intention to buy.
- Customer Trust variable coefficient is 0.165, which shows that Customer Trust has a positive (unidirectional) influence on Purchase Decision. In other words, the greater the Customer Trust on Purchase Decision, the greater the decision to buy.

t-test

The t-test is conducted to compare the t-statistic value with the critical point according to the table, if the calculated t-statistic value is greater than the t-table, The calculated t-statistic value is greater than the t-table indicating that the t-test results provide statistically significant evidence. This means that the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted. In the context of regression, this means that the regression coefficient (either intercept or slope) has a significant effect on the dependent variable ([Ghazali \(2018\)](#))

Table 3. Results of T-Test Analysis of Equation I
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	9,645		5,595	,000
	Brand Ambassador	,317	,077	4,101	,000
	Brand Image	,276	,082	3,380	,001

a. Dependent Variable: Customer Trust

Table 4. Results of T-Test Analysis of Equation II
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	15,908		5,888	,000
	Brand Ambassador	,064	,115	,558	,578
	Brand Image	,081	,120	,677	,500
	Customer Trust	,165	,125	1,324	,188

a. Dependent Variable: Purchase Decision

The following are the results of the statistical t test analysis based on tables 4.23 – 4.24 above by comparing the significant value of each variable with the probability value of the significant t table of 0.05. The criteria used are:

- H_0 is accepted if $t \text{ count} < \text{or } sig > 0.05$ and H_1 is rejected.
- H_0 is rejected if $t \text{ table} > \text{or } sig < 0.05$ and H_1 is accepted.
- The t table value at the α level = 5% or 0.05 and degrees of freedom (df) = $n - 1 = 130 - 1 = 129$, then the t table value is 1.65675

F Test

The F test is a simultaneous regression coefficient test. This test is conducted to determine the influence of all independent variables entered into the model together (simultaneously) on the dependent variable. (Ghozali 2018). The provisions of the F hypothesis result value are in the form of a significance level of 0.05 with a numerator degree (df) = k and a degree of freedom $df = nk - 1$ and a one-sided test, as follows: a. If F count > F table.

Table 5. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	537,873	2	268,936	35,835	,000b
	Residual	953,120	127	7,505		
	Total	1490,992	129			

a. Dependent Variable: Customer Trust

b. Predictors: (Constant), Brand Image, Brand Ambassador

The results of the table above show that the calculated f value is obtained at 35.835, while the f table value at $df = k$ (number of independent variables) = 2, $df = n - k - 1$ ($130 - 2 - 1 = 127$) is 3.07, which shows that the calculated f is greater than the f table (35.835 is greater than 3.07). However, the significant value of 0.000 is less than 0.05. Thus, the F test shows that Brand Image, Brand Ambassador have a simultaneous effect on Customer Trust.

CONCLUSION

Based on the results of the analysis and research that has been conducted at Skintific, the following conclusions can be drawn:

1. Brand ambassadors are proven to have a significant negative effect on Purchase Decision. This means that the value of Brand Ambassadors does not have a strong relationship with Purchase Decision.
2. Brand Ambassador has been proven to have a positive effect on Customer Trust. This means that the higher the Brand Ambassador value, the higher the customer trust in Skintific.
3. Brand Image has been proven to have a positive effect on Customer Trust. This means that the higher the Brand Image value, the higher the chance of customer trust in Skintific.
4. Customer Trust is proven to have a significant negative effect on Purchase Decision. This means that the value of Customer Trust does not have a strong relationship with Purchase Decision at Skintific.
5. Brand Image is proven to have a significant negative effect on Purchase Decision. This means that the Brand Image value does not have a strong relationship with Purchase Decision at Skintific.

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THE INFLUENCE OF BRAND AMBASSADOR, BRAND IMAGE WITH CUSTOMER TRUST AS INTERVENING ON PURCHASE DECISION OF SKINTIFIC USERS IN YOGYAKARTA

Nuraisyah Vilda Agustin et al

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