The Influence of Brand Ambassadors and Brand Image on Interest in Purchasing Scarlett Whitening Products

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ABSTRACT

This research aims to see and examine further the influence of Brand Ambassador Song Joong-Ki and Brand Image in the context of interest in purchasing Scarlett Whitening products. According to data from the Indonesian Food and Drug Supervisory Agency (BPOM), there was an increase in the number of beauty industries by 20.6% from 2021 to July 2022. This increase was driven by Small and Medium Enterprises (UKM). This research method was carried out quantitatively, with primary data taken through distributing questionnaires to Instagram and customers of Scarlett Whitening products. The variables in this research are brand ambassador, brand image, and purchase intention. Descriptive research methods were used for data collection. This research shows that Brand Ambassador and Brand Image have a positive and significant influence on Purchase Interest in Scarlett Whitening Products. So based on the results of this research, to increase purchasing interest, SCARLETT WHITENING can use brand ambassadors to attract sales interest and also of course increase the brand image of the brand.

Keywords : *Brand Ambassador, Brand Image, Interest In Purchasing.*

INTRODUCTION

At the moment, the beauty industry sector is growing rapidly. With existing technological advances, information regarding beauty trends is popping up rapidly. Each year, beauty products experience a growth in market demand, as seen by the appearance of cosmetic companies. BPOM reported that from 2021 until July 2022, the number of beauty industries increased to 20,6%, initially, there were only 819 industries, then it increased to 913 industries, with an increase of 83% in industries that were dominated by SME. Indonesia has a variety of beauty products that are well known, even abroad. One of the most well-known SMEs is Scarlett Whitening.

Scarlett Whitening is a product that originates from Indonesia and is quite popular amidst all the competition from other beauty brands. Based on data from Compas.co.id (Valerie Joan, 2022), it has become the best selling brand locally, and its sales even exceed sales in the billion category every month. According to Scarlett Whitening sales data, the increase in sales last year was at its peak, with a market share of 11,32%.

Scarlett's decision to increase their brand image by using a well known brand ambassador from South Korea known as Song Joong-Ki. The reason Scarlett Whitening got Song Joong-Ki to be their brand ambassador is to make the public aware and to increase interest in their product. One of Scarlett's decisions to improve their brand image was to choose a famous brand ambassador from South Korea, Song Joong-Ki. The aim of Scarlett Whitening's contract with Song Joong Ki is to introduce and influence the Scarlett Brand Image so that people can get to know and be interested in their product.

As a brand ambassador, Song Joong Ki plays a key role in strengthening in improving their brand image and attracting consumer attention. It is hoped that Song Joong Ki presence will increase the brand's appeal to consumers. Moreover, in Indonesia, the Korean trend, known as the Korean Wave, is very popular among Indonesians and is increasing rapidly.

METHODS

This research involves the users of Scarlett products that have observed the Scarlett Whitening Instagram account, focusing on the group age of 17–35 years old, because this age range is considered recommended for using skin care products. Other than that, this research is to explore the user's knowledge of the scarlet whitening brand ambassador, which is Song Joong Ki, and what effect it's going to have on the brand image and consumer perception, so that it's going to affect the

consumer's interest in scarlet whitening products. The objective of this research is to see whether the brand ambassador of Scarlet Whitening, Song Joong Ki, has an impact on the scarlet whitening brand image and consumer perception, and what's going to affect their interest in the scarlet whitening product. This research is using the quantitative method and questionnaires as a means to collect data. The reason this method was selected is because it's considered more effective in getting responses from respondents who use Scarlett Whitening.

So the conceptual framework can be described as the following

Figure 1. Research Framework
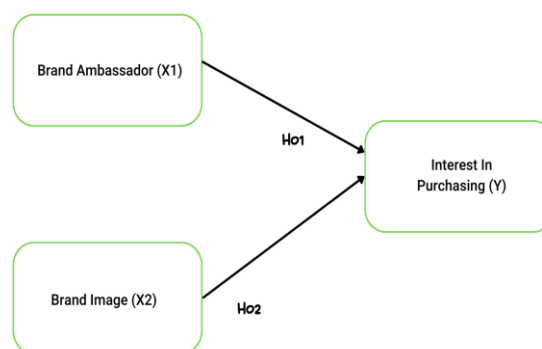
X1 = Brand Ambassador
X2 = Brand Image
Y1 = Interest In Purchasing

Hypothesis 1

H01 : Brand Ambassador (X1) doesn't influence the desire to Interest In Purchasing Scarlett Whitening Products (Y).

Ha1 : Brand Ambassador (X1) greatly influences the desire to Interest In Purchasing Scarlett Whitening Products (Y).

Hypothesis 2

H02 : Brand Image doesn't influence in purchasing Scarlett Whitening products.

Ha2 : Brand Image greatly influences in purchasing Scarlett Whitening products.

RESULT AND DISCUSSION

Respondents in this study were Scarlett Whitening users who live in the Indonesia. Data retrieval The samples used were voluntary response sampling and

purposive samplingSampling is the collection of samples randomly and given randomly voluntary but focuses on respondents who meet the appropriate criteria data requirements. Where in this research the researcher has distributed questionnaire via several social media such as Whatsapp and Instagram and got 104 answers. Data is displayed in the form of descriptive statistics usually in the form of data centralization measures. Type of questionnaire distributed using a Likert scale of 1-4 (Strongly disagree to strongly agree). According to (Sugiyono, 2018) states that "the Likert scale type is intended to measure the attitudes, opinions and perceptions of a person or group people about social phenomena." The respondent profile shows the demographic characteristics of the respondent questionnaire containing information about the respondent himself, such as domicile, gender, and age. In this study, researchers asked for several profiles respondents with sufficient details such as age, gender, age, and place of domicile of residence. This is done so that researchers can re-filter to obtain appropriate respondent data research needs in the Indonesia and using Scarlett Whitening products.

Table 1. Questionnaire Responden

Description Kuesioner	Responden	Percentage
Using Scarlett Whitening	104 Responden	100%
Not using Scarlett Whitening	0 Responden	0%
Decent questionnaire taken	104 Responden	100%

Table 2. Profile Responden

Gender	Frekuency	Percentage (%)
Pria	36 Responden	34,6%
Wanita	68 Responden	65,4%
Jumlah	104 Responden	100%
Age	**Frekuency**	**Percentage (%)**
19	28 Responden	27%
20	43 Responden	41,3%
21	14 Responden	13,5%
22	10 Responden	9,6%
23	2 Responden	1,9%
24	2 Responden	1,9%

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25	3 Responden	2,9%
26	0 Responden	0%
27	2 Responden	1,9%
Jumlah	104 Responden	100%
Area	**Frekuency**	**Percentage (%)**
Tangerang	73 Responden	70,2%
Bogor	13 Responden	12,5%
Jakarta	12 Responden	12,5%
Bekasi	1 Responden	1%
Depok	1 Responden	1%
Bali	1 Responden	1%
Salatiga	1 Responden	1%
Tangerang Selatan	1 Responden	1%
Jumlah	104 Responden	100%

Validity Test Results

The standard value of validity is 0.3. If the correlation number obtained is greater than the standard value, then the question is valid (Sugiyono, 2018).

Table 3. Validity Test

No	Variable	Dimention	r dimention	Indicator	r indicator
1	Brand Ambassador (BA)	Credibility	0,900	CB01	0,743
				CB02	0,715
				CB03	0,767
		Attractiveness	0,899	AT01	0,655
				AT02	0,679
				AT03	0,760
		Power	0,923	PW01	0,742
				PW02	0,731
				PW03	0,714

2	Brand Image (BI)	Company Brand	0,879	CPR01	0,550
				CPR02	0,558
				CPR03	0,646
				CPR04	0,657
		User Brand	0,868	CPM01	0,669
				CPM02	0,683
				CPM03	0,597
		Product Brand	0,896	CPD01	0,701
				CPD02	0,486
				CPD03	0,567
				CPD04	0,657
3	Interest of Purchasing	Transactional Interest	0,918	MT01	0,725
				MT02	0,753
				MT03	0,830
		Reference Interest	0,928	MR01	0,782
				MR02	0,844
				MR03	0,777
		Preferential Interest	0,895	MP01	0,810
				MP02	0,790
		Exploratory Interest	0,847	ME01	0,711
				ME02	0,660
				ME03	0,708

The result of the validity test that has been run for BA, BI and Interest in Purchasing

variables show that r count > r table, it can be said that the dimension in each variable shows validity results. This result shows the research has been proven to be accurate, consistent, and of high validity.

Reliability Test Result

In this research, the reliability test uses the Cronbach alpha statistical test to measure the consistency of this research by measuring the influence between variables X1, X2, and Y1. The basis for decision making in reliability testing using Cronbach alpha is that be reliable if it has a value greater than > 0.60.

Table 4. Test Result of Reliability

No	Variable	CA
1	Brand Ambassador	0,893
2	Brand Image	0,854
3	Interest of Purchasing	0,912

Based on the data which is displayed, it can be seen that the brand ambassador variable has higher Cronbach's alpha than the basic value, which is 0.893 > 0.60, so it can be said that the variable brand ambassador in the questionnaire is reliable. For the brand image variable it also has higher Cronbach's alpha than the basic value, namely about 0.854 > 0.60, so it can be said that the variable brand image in the questionnaire is reliable. Lastly, the variable about the Interest on Purchasing (Y1) also has a higher Cronbach's alpha than the basic value, namely about 0.912 > 0.60, so it can be said that the variable (Y1) in the questionnaire is reliable.

Normality Test Results

If the significance value is > 0.05, then the residual values can be distributed normally, and If the significance value is < 0.05, then the residual values can't be distributed normally.

Table 5. Test Results of Kolmogorov- Smirnov

		Unstandard Residu
N		104

Normal Parameter	Mean	.0000000
	Std Deviation	4.43563358
Most Extreme Differences	Absolute	.191
	Positive	.160
	Negative	-.191
Test Statistic		.191
Asymp. Sig. (2-tailed)		000

From the table above, the result shows that the Asymp. Sig value (2-tailed) is 0.00, which is smaller than 0.05 (0.00 < 0.05). Therefore, it can be concluded that the residual values from the data are not distributed of normal.

Skewness & Kurtosis

With the results of the normality test using the SPSS program, the skewness ratio and kurtosis ratio were obtained. According to (Hartono, 2008), skewness and kurtosis can be used to determine the level of normality of data by using the skewness and kurtosis ratio calculation process by looking at the skewness and kurtosis values in Table 4 as follows:

Table 6. Skewness & Kurtosis Test

	N	Skewness		Kurtosis	
	Stat	**Stat**	**Std Error**	**Stat**	**Std Error**
Brand Ambassador	104	-.2.024	.237	5.940	.469
Valid N (listwise)	104				
Brand Image	104	-1.700	.237	4.971	.469
Valid N (listwise)	104				
Minat Beli	104	-1.337	.237	1.825	.469
Valid N (listwise)	104				

The Skewness and Kurtosis ratio values for the brand ambassador variable are as follows:

Rasio Skewness $= \dfrac{Skewness\ Ratio}{Std.Error\ Skewness}$

$= \dfrac{-2.024}{0,237}$

$= -8,54483$

Rasio Kurtosis $= \dfrac{Kurtosis\ Ratio}{Std.Error\ Kurtosis}$

$= \dfrac{5.940}{0,469}$

$= 12,65203$

From the analysis, it was found that the skewness ratio for the brand ambassador variable was in the range -2 to +2, namely -8.54483 skewness ratio and 12.65203 kurtosis ratio, meaning that the brand ambassador data was not normally distributed.

The Skewness and Kurtosis ratio values for the brand image variable are as follows:

Rasio Skewness $= \dfrac{Nilai\ Kurtosis}{Std.Error\ Kurtosis}$

$= \dfrac{-1.700}{0,237}$

$= -7,17752$

Rasio Kurtosis $= \dfrac{Nilai\ Kurtosis}{Std.Error\ Kurtosis}$

$= \dfrac{4.971}{0,469}$

$= 10,58882$

From the analysis, it was found that the skewness ratio for the brand image variable was in the range -2 to +2, namely -7.17752 skewness ratio and 10.58882 kurtosis ratio, meaning that the brand image data was not normally distributed.

Rasio Skewness $= \dfrac{Nilai\ Kurtosis}{Std.Error\ Kurtosis}$

$= \dfrac{-1.337}{0,237}$

$= -5,64722$

Rasio Kurtosis $= \dfrac{Nilai\ Kurtosis}{Std.Error\ Kurtosis}$

$= \dfrac{1.825}{0,469}$

$= 3,886805$

From the analysis, it was found that the skewness ratio for the interest in purchasing variable was in the range -2 to +2, namely -5.64722 skewness ratio and 3.886805 kurtosis ratio, meaning that the brand image data was not normally distributed.

Multicollinear Test Results

The multicollinearity test aims to test whether the regression model finds a correlation between independent variables or independent variables (Ghozali, 2019).

Table 7. Test Results of Multicollinear

	Unstandard Coeff		Standard Coeff Beta	t	Sig	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1(Constant)	-5.268	4.175		-1.262	.210		
Brand Ambassador	.518	.121	.368	4.276	.000	.655	1.527
Brand Images	661	.132	.433	5.025	.000	.655	1.527

Multicollinearity test results in table 5, shows the VIF value is below 10 and the Tolerance value is not <0.1, this means that the independent variables., so it can be concluded that the regression model does not contain multicollinear.

Heteroscedasticity Test Results

Heteroscedasticity tests aim to examine whether there is inequality in the variance of residuals from one observation to another within a regression model (Ghozali, 2019). To test for the presence of heteroscedasticity, The Glejser test is utilized, which regresses the absolute values of residuals against the independent variables (Ghozali, 2019). Heteroskedasticity is not present if the significance value is > 0.05.

Table 8. Test Result of Heteroscedasticity

	Unstandard Coeff		Standard Coeff		

		B	Std Error	Beta	t	Sig.
1	(Constant)	4.824	3.011		1.602	.112
	Brand Ambassador	-.112	.087	-.156	-1.282	.203
	Brand Image	.042	.095	.055	.448	.655

Each variable has a value of more than 0.05. And it can be said that this shows that heteroscedasticity does not occur in the regression model in this research, and the independent variables can be stated as not experiencing heteroscedasticity.

Partial (T Test)

In testing hypotheses H01 to H02, the T-test is used to determine the influence of brand ambassador and brand image partially on the purchase interest of the product (Y1):

Table 9. Partial Test

		Unstandard Coeff		Standard Coeff	t	Sig.
	Model	B	Std Error	Beta		
1	(Constant)	-5.268	4.175		-1.262	.210
	Brand Ambassador	.518	.121	.368	4.276	.000
	Brand Image	.661	.132	.433	5.025	.000

H01 Test Results : The test of the brand ambassador variable is appropriate and qualified with t-value of 4276 and a significance of 0000. Therefore it can be concluded that brand ambassador is an important variable for consumers willing to purchase scarlet products. H01 Rejected.

H02 Test Result: The brand image variable meets the test standard with t-value of 5.025 and a significance value of 0.000. Therefore it can be said that the brand image of Scarlet Whitening as a variable has a significant impact on the purchase interest

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of Scarlet Whitening products. H02 Rejected.

Simultaneous Test (F Test)

In the Simultaneous Test, the hypothesis will be tested with a significance level of 0.05. If the significance value is <0.05 then the hypothesis is accepted, which means there is a significant influence between the independent variable and the dependent variable.

Table 10. Simultaneous Test

	Sum of Squares	df	Mean Square	F	Sig
Regression	2107.145	2	1053.572	52.509	.000
Residual	2026.509	101	20.064		
Total	4133.654	104			

In the F test, it can be concluded that Brand Ambassador and Brand Image simultaneously affect Purchase Interest (Y).

CONCLUSIONS

This research proves that there is a positive and significant influence between the brand ambassador variable (Song Joong Ki as Star Brand Ambassador) and the consumer buying interest variable. So it can be concluded that the higher the intensity of use of the Ambassador brand (Song Joong Ki as the Ambassador star), the greater the intention to buy Scarlett Whitening products. Apart from that, this research also proves that there is a positive and significant influence between brand image variables on interest in purchasing Scarlett Whitening products. It can be concluded that the better the brand image, the more superior it will be compared to other competitors, and the uniqueness of a product will influence the level of consumer buying interest in Scarlett Whitening products. So it is recommended to use Brand Ambassadors from among artists who match the Scarlett Whitening product segmentation and who have a good personal image, to help increase interest in buying Scarlett Whitening products.

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