THE INFLUENCE OF BRAND AMBASSADORS, BRAND IMAGE, AND PRODUCT QUALITY ON WHITELAB SKINCARE PRODUCT PURCHASE DECISIONS

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ABSTRACT

This study aims to determine the influence of brand ambassadors, brand image, and product quality on the purchase decision of whitelab skincare products. The data collection method in this study uses a questionnaire with a distribution using Google Form with a likert scale score of 1-5. Meanwhile, the approach method used in this study is a quantitative method with descriptive statistical analysis techniques and multiple linear regression analysis to determine the relationship between the variables of Brand Ambassador, Brand Image, Product Quality and Purchase Decision. The sample used in this study amounted to 100 respondents determined by purposive sampling. Data analysis in this study was carried out with the help of SPSS Version 29 software. The results of the study show that Brand Ambassador has a significant effect on Purchase Decisions, this is proven by the calculated t value of 3,253 > t table 1,660 and the significance value of 0.002 < 0.05. Brand Image also has a significant influence on Purchase Decisions, this is proven by the results of the t-test calculation of 4,201 > t table 1,660, and the significance value of 0.001 < 0.05. Product quality that significantly affects the Purchase Decision, this is proven by the results of the t-test calculation of 2,994 > t table 1,660, and the significance value of 0.003 < 0.05. Simultaneously, the variables Brand Ambassador, Brand Image, and Product Quality have a significant effect on the Purchase Decision, which has been proven by the results of F calculation of 23,528 > F table with a value of 2.70 < 0.05, the test results show that the three variables complement each other in influencing consumers in making decisions to buy Whitelab products.
Keywords: Brand Ambassador, Brand Image, Product Quality, And Purchase Decision

INTRODUCTION

Nowadays, facial skin care is becoming an increasingly important necessity, especially for women who want to maintain their appearance and increase confidence. Skin problems such as acne, oily skin, large pores, and others encourage consumers to use various types of skincare. This gives women self-awareness, that facial appearance is the top priority that must be considered. One way to take care of facial skin is to use skincare that will make a woman look beautiful and confident. This condition can result in an increase in demand for skincare products.

So that companies in the beauty industry are required to innovate because many similar products have emerged, making the competition for skincare products market even tighter.

One of the local beauty products is Whitelab which was established in 2020. Whitelab presents skin care products formulated by experts, using premium ingredients, and sold at relatively affordable prices. Whitelab's products have been certified by BPOM and are specially designed for tropical climates in Indonesia. This makes Whitelab one of the local skincare brands with rapid growth and high sales rates in e-commerce. (Putra, 2020 in . (Munawaroh & Nurlinda, 2023)

Source: Compas.co.id

Based on data from Compas.co.id, during the period from April to June 2022, Whitelab was included in the top five best-selling local skincare brands in Indonesian e- commerce, with total sales reaching IDR 25.3 billion. However, the brand still faces challenges in terms of building consumer loyalty and trust.

The results of a pre-survey conducted by the researcher on 30 respondents showed that, as many as 66% of respondents were not confident in the quality of Whitelab products, 56% of respondents did not make Whitelab their main favorite, 46% of respondents felt that the product was not suitable for their skin condition, 50% of respondents stated that recommendations from others had enough influence on the purchase decision. These challenges show that there are still differences in consumer views on product quality, brand image, and the role of brand ambassadors used by Whitelab.

Purchase decision is a stage in the buyer's decision-making process where consumers will actually buy the product that they have determined. Purchasing decisions

occur when consumers have gone through the process of searching for information, evaluating alternatives, and finally choosing the product that is considered to best suit their needs. In this study, purchase decisions are not only influenced by the skin needs of consumers, but also by external factors such as who the brand ambassador is, how the brand image is in the eyes of the public, and the extent to which consumers are satisfied with the quality of the product. (Malohing & Mandagie, 2021)

In marketing strategy, brand ambassadors play an important role as a representation of product values. Whitelab itself collaborated with Sehun EXO, a well-known K-Pop idol, as a

brand ambassador to attract the sympathy of Korean Wave fans. Brand ambassadors can influence purchasing decisions by capturing customers' attention and building interest between consumers and products. However, the survey results show that 73.3% of respondents do not feel affected by the presence of Sehun EXO, which indicates that the effectiveness of this strategy needs to be further studied. (Yudhistira & Patrikha, 2021)

In addition, brand image is also an important factor that affects consumer perception of brand quality and trust. Brand image is the impression that consumers or the public have of a brand as a reflection or evaluation of the brand in question. A strong brand image can increase emotional appeal, strengthen loyalty, and drive purchase decisions. (Effendi & Suyoto, 2023)

Product quality is the main determinant in the consumer decision-making process. A product with good quality will meet expectations, provide satisfaction, and increase loyalty. When it comes to purchasing decisions, product quality is very important because it not only provides satisfaction but also builds trust (Tirtayasa et al., 2021).

The results of research conducted by Oktavia et al., (2022), Nanto Purnomo, Fadilatur Rosyidah (2024), and Nur Rahma et al., (2024) stated that brand ambassadors have a significant influence on purchasing decisions. In contrast to the research results of Ramadhani & Zaini (2023) and Amin & Yanti (2021) which stated that there is no significant influence of brand ambassadors on purchase decisions. In a study conducted by Winkok et al., (2023), Herawati & Putra (2023), and Yohana (2019) which stated that brand image has a positive effect on purchase decisions. In contrast to the research of Purwati & Cahyanti (2022), and Salvara Tyara Aruna, Misti Hariasih (2024) who stated that brand image has no effect and is significant on purchase decisions. In a study conducted by Salvara Tyara Aruna, Misti Hariasih (2024), Salsabillah et al., (2023) and Elva Fazirah, Ari Susanti (2022) which stated that product quality affects purchase decisions. In contrast to the research of Ayu Puspitasari et al., (2024), Farah Rizqy Salsabila et al., (2024) and Rahmahyanti & Andriana (2023) which stated that product quality has no effect and is significant on purchase decisions.

Based on the problems that have been described above, there is a gap phenomenon and gap research whose results are not fixed or consistent, therefore the author is interested in conducting a study entitled "The Influence of Brand Ambassador, Brand Image and Product Quality on Whitelab Skincare Product Purchase Decisions".

PURPOSE

a. Knowing the influence of brand ambassadors on the purchase decision of whitelab skincare products.
b. Knowing the influence of brand image on the purchase decision of whitelab skincare products.
c. Knowing the influence of product quality on the purchase decision of whitelab skincare products.
d. Knowing the influence of brand ambassadors, brand image, and product quality simultaneously affects the purchase decision of whitelab skincare products.

METHODOLOGY

Population, Samples, and Sampling Techniques

This study uses a quantitative approach. According to him, quantitative research methods can be interpreted as research methods based on the philosophy of positivism and applied to certain populations or samples. Data is collected using research instruments, then analyzed quantitatively or statistically with the aim of describing and testing predetermined hypotheses. The population in this study is consumers or users of Whitelab skincare products in Tangerang City. To determine the sample from the population using the lemeshow formula with an error rate of 10%, the sample size produced was 96 respondents. The data was taken in December 2024, the data was distributed using a questionnaire with a Likert scale assessment. Then the data analysis method was assisted by the use of SPSS V.29 software, especially validity and reliability tests, Classical Assumptions, Linear Regression Tests, Correlation Tests, Determination Coefficient Tests, Hypothesis Tests (Scott, 2024) .

Definition of Variable Operational

a. Purchase Decision (Y)

Purchase decisions are one of the stages in the purchase decision process before post-purchase behavior. In entering the previous purchase decision stage, consumers have been faced with several alternative options so that at this stage consumers will take action to decide to buy products based on the specified choices. A purchase decision is an attitude that consumers do in buying a product by going through the process of one way to solve the problem and also in determining an attitude to be taken next. Purchasing decisions are an important component of consumer behavior that causes them to buy goods or services, these decisions are made by consumers regardless of the various factors that influence and motivate them to buy the goods or services (Ramadhani & Zaini, 2023) (Witjaksono, 2023)

Based on several opinions, it can be concluded that purchasing decisions are the process carried out by consumers in determining the choice of products or services to meet their needs or desires. Indicators of purchasing decisions according to (Pradana et al., 2017) are Stability after knowing product information, Deciding because the brand is the most preferred, Buying because of other people's recommendations, Buying because of needs and desires.

b. Brand Ambassador (X1)

Brand ambassadors are cultural identities or icons, where they can act as a marketing tool that will represent a product they offer. Brand ambassadors are people who deliver products to customers, usually brand ambassadors are celebrities or public figures who have great influence in their target market countries and the selection of the right brand ambassador will encourage customers to make purchases. Brand ambassador is a media that companies use in connecting and communicating with the public in order to increase and expand product sales. A brand ambassador is someone who has a passion for the brand to influence or invite consumers, brand ambassadors are expected to be

able to lead consumers to choose the product (Justica & Lestari, 2021) in . (Amalia et al., 2022) (Purwati & Cahyanti, 2022) (Munawaroh & Nurlinda, 2023)

Based on several opinions, it can be concluded that a brand ambassador is a person who promotes and communicates a product to the general public with the aim of influencing

consumer perception and influencing their purchase decisions. The indicators of brand ambassadors according to them are visibility, credibility, attraction, power. (Lailiya, 2020)

c. **Brand Image (X2)**

Brand Image or brand image can be defined as a perception that appears in the mind of consumers when remembering a brand of a certain product. Brand image is a point of view, concept, or way a person views brand identity based on different assumptions and experiences throughout the regular use of the brand by users. Brand image is a vision and trust that is latent in the consumer's mind, as a reflection of associations that are held in the consumer's memory). Brand image is a set of assumptions that exist in the minds of consumers about a brand that forms from various information and various sources (Andini & Lestari, 2021). Brand image is a thought that exists in people's minds about a good or service that they have known and used or consumed (Miati, 2020). (Rohmanuddin & Suprayogo, 2022) (Rifa Taufiqah, 2023)

Based on several opinions, it can be concluded that brand image is the perception or image that consumers have of a brand, which is formed from experiences, assumptions, and information received about the brand. Brand image indicators according to (Kotler and Keller, 2016:347) are excellence, strength, uniqueness.

d. **Product Quality (X3)**

Product quality is the ability of a product to carry out its function, which consists of durability, reliability, accuracy, ease of operation as well as repairs and other valuable attributes Product quality is the ability of a product to carry out its function, including durability, reliability, accuracy, ease of operation and repair as well as other valuable attributes (Kotler and Keller, 2017:121). Product quality is the factors contained in a good or product that cause the product or product to be in accordance with the purpose for which the product or product is intended (Assauri, 2018: 45). Product quality is a set of characteristic characteristics of goods and services that have the ability to meet needs, which is a sense of the combination of durability, reliability, accuracy, ease of maintenance and other attributes of a product (Yunita, 2021:60). (Aditya et al., 2021)

Based on several opinions, it can be concluded that product quality is the ability of a product to carry out its function and meet consumer expectations which includes durability, reliability, accuracy, ease of use, and ease of meeting customer desires. Indicators according to product quality (Lupiyoadi, 2015:177) namely, performance, reliability, features, durability, suitability.

RESEARCH AND DISCUSSION RESULTS
Validity Test

Table 4.7
R Test Pearson Correlation Calculation

Variabel	Pernyataan	R Hitung	R Tabel	Kesimpulan
Brand Ambassador	X1.1	0,592	0,361	Valid
	X1.2	0,691	0,361	Valid
	X1.3	0,482	0,361	Valid
	X1.4	0,774	0,361	Valid
	X1.5	0,815	0,361	Valid
	X1.6	0,591	0,361	Valid
	X1.7	0,841	0,361	Valid
	X1.8	0,708	0,361	Valid
	X1.9	0,612	0,361	Valid
	X1.10	0,667	0,361	Valid
Brand Image	X2.1	0,684	0,361	Valid
	X2.2	0,747	0,361	Valid
	X2.3	0,785	0,361	Valid
	X2.4	0,633	0,361	Valid
	X2.5	0,634	0,361	Valid
	X2.6	0,778	0,361	Valid
	X2.7	0,616	0,361	Valid
	X2.8	0,776	0,361	Valid
	X2.9	0,735	0,361	Valid
	X2.10	0,669	0,361	Valid

Variabel	Pernyataan	R Hitung	R Tabel	Kesimpulan
Kualitas Produk	X3.1	0,534	0,361	Valid
	X3.2	0,824	0,361	Valid
	X3.3	0,835	0,361	Valid
	X3.4	0,717	0,361	Valid
	X3.5	0,701	0,361	Valid
	X3.6	0,679	0,361	Valid
	X3.7	0,681	0,361	Valid
	X3.8	0,598	0,361	Valid
	X3.9	0,758	0,361	Valid
	X3.10	0,779	0,361	Valid
	Y.1	0,834	0,361	Valid
	Y.2	0,808	0,361	Valid
	Y.3	0,747	0,361	Valid

	Y.4	0,72	0,361	Valid
	Y.5	0,829	0,361	Valid
	Y.6	0,821	0,361	Valid
Keputusan Pembelian	Y.7	0,861	0,361	Valid
	Y.8	0,562	0,361	Valid
	Y.9	0,819	0,361	Valid
	Y.10	0,695	0,361	Valid

The results of the validity test using the Pearson correlation instrument from the *variables Brand Ambassador, Brand Image, Product Quality and Purchase Decision* consisting of 10 items showed from points 1 to 10 valid, because the value of r calculated (correlation) was greater than the r of the table (0.361).

Table 4.12 Instrument Reliability Test Results

Variable	Cronbach's Alpha	Information
Brand Ambassador(X1)	0.765	High Reliability
Brand Image(X2)	0.773	High reliability
Product Quality(X3)	0.770	High reliability
Purchase Decision (Y)	0.778	High reliability

The results of the reliability test were that the brand ambassador had an Alpha Crobach value of 0.765, brand image 0.773, product quality 0.770 and purchase decision 0.778. It can be seen that all the values of the Alpha Cronbach variable have a reliability coefficient of > 0.600, so it can be concluded that this test is reliable. . (Scott, 2022)

Classic Assumption Test

The normality test has the purpose of testing whether a variable or residual regression model has a normal distribution. One easy way to see the normality of the data is to look at the histogram and look at the normal probability plots. The assumptions of the histrogram are:
1) If the data is spread around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model meets the assumption of normality.
2) If the data spreads far from the diagonal line or does not follow the direction of the diagonal line or the histogram graph does not show a normal distribution pattern, then the regression model does not meet the assumption of normality.

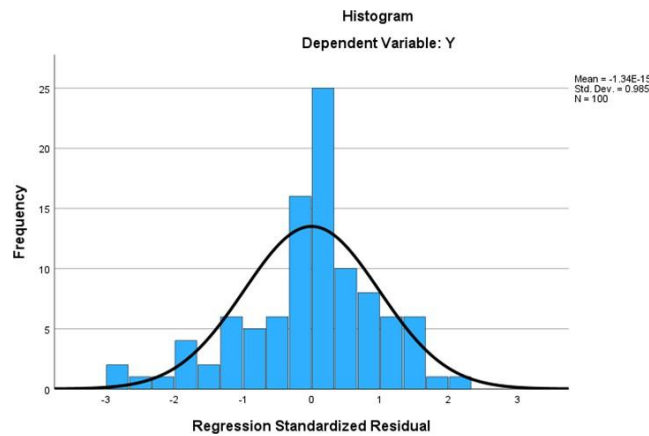For normality testing using histogram graphs, you can see the following figure:
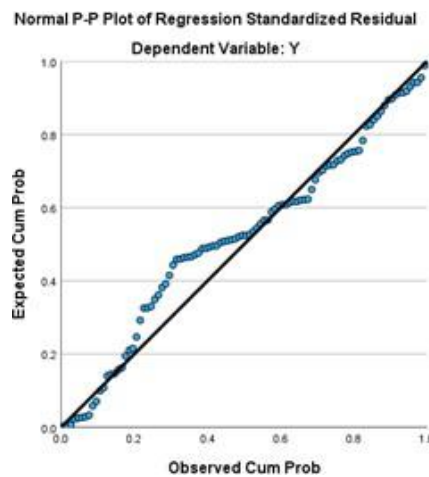

Figure 4.1Test of Data Normality

Figure 4.2
P-Plot Normal Test

From the results of the histogram graph image, it can be seen that the diagonal line follows the residual line which is an indicator of each price variable, product quality and purchase decision. From the image, it is stated that the meaning of the line is not broken and does not move away from the diagonal line that is parallel to the residual indicator. So it can be interpreted that the data of this research from the variables of price, product quality and purchase decisions contribute normally. In addition to using a histogram, the normal P-P Plot graph based on the image above, you can see the dots spread around the diagonal line. Thus, the data used has met classical assumptions and can be said to be normally distributed.

Table 4.13
Multicollinearity Test

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Tolerance	Statistics VIF
		B	Std. Error	Beta				
1	(Constant)	1.071	2.496		.429	.669		
	X1	.142	.075	.148	1.882	.063	.456	2.194
	X2	.262	.106	.247	2.464	.016	.281	3.565
	X3	.572	.084	.549	6.818	<.001	.434	2.303
a. Dependent Variable: Keputusan Pembelian								

From the table above, it can be seen that the multi-colinearity test can be seen from the tolerance and VIF values, from the data mentioned above, the tolerance values are 0.456, 0.281 and 0.434, while the VIF values are 2.194, 3.565 and 2.303. All tolerance values are above 0.10 and all VIF values are below 10. This means that in the regression model there is no correlation between independent variables. So it can be interpreted that the independent variable in this study does not have multicollinearity.
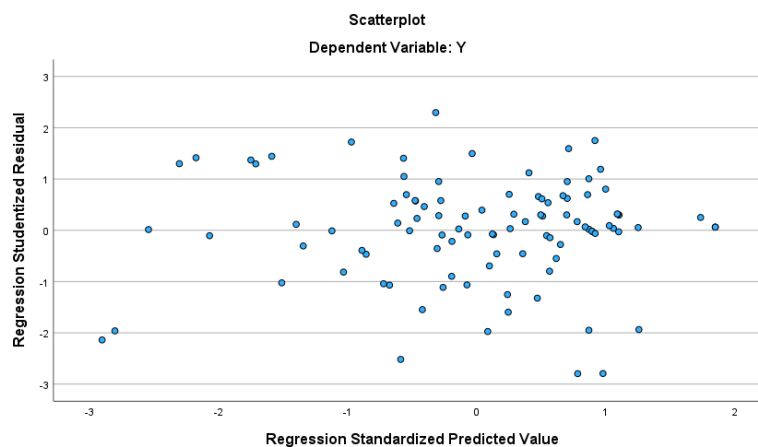

Figure 4.3 Heterokedasticity Test

Based on the image above, it is explained that the scatterplot graph above shows that the dots do not form a clear pattern, the dots are not fixed on the X and Y axes but spread out smoothly, and also do not form a wavy pattern. However, the point spreads above and below the number 0 on the Y axis, so it can be concluded that there is no heterokedasticity problem in the regression model.

Linear Regression Test

Table 4.14

Brand Ambassador Multiple Linear Regression Test Results, Brand Image and Product Quality to Purchase Decisions

Coefficient					
Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.387	3.838		2.446	.016
Brand Ambassador	.239	.074	.291	3.253	.002
Brand Image	.339	.081	.369	4.201	<.001
Product Quality	.180	.060	.237	2.994	.003
a. Dependent Variable: Purchase Decision					

In Coefficients, the Unstandardized Coefficients of column B in Constanta (a) is 9.387, the brand ambassador score (b) is 0.239, the brand image score (b) is 0.339, the product quality score (c) is 0.180. Based on this data, the regression equation is obtained: $Y = 1.071 + 0.239 X1 + 0.339 X2 + 0.180 X3$

From the equation above, the value of the brand ambassador coefficient, brand image and product quality is positive, so that the higher the value of the purchase decision, the higher the value of brand ambassador, brand image and product quality, the higher the purchase decision.

Hypothesis Test

To determine the level of significance of the influence between brand ambassador, brand image and product quality on purchase decisions, the correlation coefficient values with the t-test results of the calculation were then compared with the t-test table (t table attached).

1. Based on the results of the regression analysis, it was obtained that the brand ambassador t-value of 3.253 was greater than the t-table of 1.660 and the significance value of 0.002 was below 0.05 at a confidence level of 95% so that the conclusion was that H1 was accepted. It can be interpreted that there is a significant influence of brand ambassadors on customer satisfaction in whitelab skincare products.

2. Based on the results of the regression analysis, the value of t for calculating the brand image of 4.201 was greater than the t of table 1.660, and the significance value of 0.001 was below 0.05 at a confidence level of 95% so that the conclusion was that H2 was accepted. It can be interpreted that there is a significant influence of brand image on purchase decisions on whitelab skincare products.

3. Based on the results of the regression analysis, the value of t-value of product quality calculation of 2.994 is greater than the t of table 1.660, and the significance value of 0.003 is below 0.05 at a confidence level of 95% so that the conclusion is that H3 is accepted. It can be

interpreted that there is a significant influence of product quality on the purchase decision of whitelab skincare products.

Table 4.19
Simultaneous F Test Results Based on Anova Table

ANOVA					
	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	709.025	3	236.342	23.528	<.001b
	Residual	964.335	96	10.045		
	Total	1673.360	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Brand Ambassador, Brand Image, Product Quality						

It is known that in column F the Fcount of 23.528 is greater than the Ftable of 2.70 (f table), or by comparing the probability value (sig. F change) = 0.001 < 0.05, then the result is that Ho is rejected and Ha is accepted. The Ftable value of 2.70 is obtained from the distribution of F with: k = 4 (1 dependent variable + 3 independent variables), n = 100 (number of samples), then df1 = k - 1 = 4 - 1 = 3, df2 = n - k = 100 - 4 = 96. Based on the distribution of F at a significance level of 5% (α = 0.05), with df1 = 3 and df2 = 96, Ftabel = 2.70 is obtained. It can be interpreted that there is a significant influence of brand ambassadors, brand image, and product quality simultaneously on the purchase decision of whitelab skincare products.

Coefficient Determination Test

Table 4.17
Determination Coefficient Test Results

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.651a	.424	.406	3.169
a. Predictors: (Constant), Brand Ambassador, Brand Image, Product Quality				
b. Dependent Variable: Purchase Decision				

An Adjusted R Square value of 0.406 was obtained and then multiplied by 100% according to the determination coefficient test formula (r2x100%), so that a result of 40.6% was obtained. Thus, the contribution of brand ambassadors, brand image, and product quality to purchase decisions is 40.6%. While the remaining 59.4% was influenced by other variables that were not researched, but affected the purchase decision variables

CONCLUSION

From the results of the analysis in chapter IV, it can be concluded as follows:

1. The Influence of Brand Ambassadors on Purchase Decisions

The results of the study show that Brand Ambassador (X1) has a positive and significant effect on Purchase Decisions (Y).

2. The Influence of Brand Image on Purchase Decisions
    The results of the analysis showed that Brand Image (X2) had a positive and significant influence on Purchase Decisions (Y).

3. The Influence of Product Quality on Purchase Decisions
    Based on the results of the study, Product Quality (X3) has a positive and significant effect on Purchase Decisions (Y).

4. The influence of Brand Ambassador, Brand Image, and Product Quality simultaneously has a positive effect on Purchase Decisions.

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