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Brand Ambassador's Impact, Promotion on the Decision of Purchase of Nature Republic Products through Brand Image

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Abstract

This study aims to determine the influence of brand ambassadors and promotions on purchasing decisions for Nature Republic products. In addition, this study is also to determine whether brand image mediates between brand ambassadors, the promotion of purchasing decisions for Nature Republic products, and their review from an Islamic point of view. The population in this study were buyers of Nature Republic products, with a total sample of 95 respondents. The sampling technique used non-probability sampling methods, with the purposive sampling technique through distributing questionnaires. The data analysis method was carried out using path analysis through the SPSS 22 for Windows program. The results showed that: brand ambassadors have a positive and significant effect on

brand image; promotion has a positive and significant effect on brand image; brand ambassadors have a positive and significant effect on purchasing decisions; promotion has a positive and significant effect on purchasing decisions; and purchase interest has a positive and significant effect on purchasing decisions. purchase decisions, brand image mediates the influence of brand ambassadors on purchasing decisions, and brand image mediates the effect of promotion on purchasing decisions. According to the Islamic view, buying and selling must prioritize honesty in providing information in promotions carried out to customers and maintaining the good name of the company in the eyes of consumers in order to maintain customer trust, so that it is easy to make decisions to buy the products offered.

Keywords: Purchase Decision, Brand Image, Promotion, Brand Ambassador, Promotion

1. Introduction

Promotion is one of the elements of the marketing mix, in addition to pricing, product, and distribution. Promotion has a great influence on the company's efforts to reach maximum sales volumes, because even if the products offered are good, relatively cheap, and easy to obtain, if not accompanied by a good promotion, then the sales rate will not be adequate. However, of all the things expected from the promotion, it is also necessary to consider whether the costs spent by the promotion activity can have a major influence on the increase in sales and to what extent the promotion can attract consumers to buy the products offered.

Brand image is what consumers think and feel when they hear or see a brand name. Other words, a brand image is a particular form or representation of a trace of meaning left in the minds of consumers (Wijaya, 2011) [27]. Within this brand is the company's promise to the consumer to provide benefits. Particular privileges and services. Brands are valuable because they can influence consumer choices or preferences. A good brand can give a sign of superiority over consumers that leads to a profitable consumer attitude and brings better sales and financial performance to the company. With a good brand image for a company, it will be easier for it to introduce its products to consumers and can easily promote its products, because we have already understood that promotion is very important for the company to present its products among consumers.

Today, in many small and large countries, the use of cosmetics and skin care is of great interest to the public, especially women. According to the Ministry of Industry, this increase has occurred since 2012, as seen in the sales of cosmetics, which reached Rs 9.76 trillion from the previous Rs 8.5 trillion. One of the countries that is the largest importer of cosmetic products in Indonesia is South Korea. The Central Statistics Agency recorded that South Korea's cosmetic imports reached \$5.9 million in 2016, overtaking US imports by \$3.9 million and UK imports by \$2.1 million.

Nature Republic is one of the Korean products that is currently so in demand by the women's race, some of whom are very fond of Korean cosmetics and skincare products. Korean culture, which is well known in Indonesia, makes Nature Republic one of Korea's brands, which is very in demand in the cosmetic market in Indonesia. In Nature Republic, searches on Google Search in the last 5 years have experienced considerable concessions and declines. From April 2015 to April 2018, the nature republic has been rising, then falling back in April 2023.

2. Literatur Review

Purchase Decision

According to Kotler & Amstrong (2012) [9], a purchase decision is the stage in a buyer's decision-making process where consumers actually buy. The definition of a purchase decision in this study is the action performed by a consumer in making the purchase of a product through various organizations and various considerations. Most consumers, both individual consumers and organizational buyers, go through almost the same mental process in deciding which products and brands to buy.

Brand Image

Tjiptono (2011) [27] defines brand image as a description of the association and beliefs of consumers with a particular brand. A number of quantitative and qualitative techniques have been developed to shape and reveal consumer prescriptions and associations with a particular brand, including multi-dimensional scaling, projection techniques, and so on.

Brand Ambassador

According to Lea-Greenwood, Son (2012) [11], defines brand ambassadors as a tool used by companies to communicate and connect with the public about how they actually increase sales.

Promotion

According to Kotler and Keller (2010), the concept of promotion is a means by which companies strive to inform, persuade, and remind consumers, either directly or indirectly, about a product or brand they sell.

3. Concept Framework

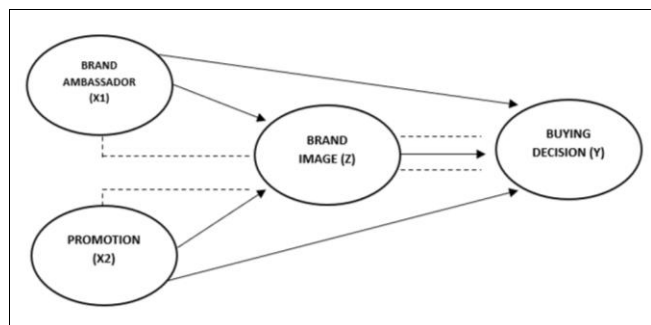


Fig 1: Variable Concept Framework

Description: X1, Z: Brand Ambassador's influence on Brand Image, X2, Z: Promotion's impact on brand image, X1, Y: Brand ambassadors' influences on purchase decisions X2,Y: promotional influence upon purchase decisions, Z,Y: brand image influence over purchase decisions. X1, Y,Z: brand ambassadors influence purchase decisions through brand image.

4. Method

Population and Research Samples

The population in this study is the consumers of the Nature Republic branch of Summarecon Mall Bekasi. The population of this research is infinite because the number of such customers varies at all times.

The method used in the sampling of these samples is non-probability with purposive sampling, which includes those selected on the basis of compliance with the inclusion criteria, which are: a. Consumers of Nature Republic branch Summarecon Mall Bekasi; b. have purchased and used Nature Republic products at least once; c. women.

Data Collection Method

In order to collect the data that is used as support in this discussion, the data collection method used is questionnaire collection. This method is used as a basis for analyzing data in research by collecting both qualitative and quantitative data.

Data Analysis Method

The data analysis technique is a way of processing the collected data to then be able to provide an interpretation of the results of this data processing used to answer the problems that have been formulated. This study uses quantitative descriptive analysis and regression analysis to measure the factors that influence the decision to visit the Kemenparekraf channel. Activities in data analysis include grouping data based on variables and types of respondents, tabulating data based on the variables studied, and performing calculations.

Descriptive analysis is an analysis carried out to assess the characteristics of data so that there is a clear picture of the influence between the variables studied based on the results of answers obtained from respondents through questionnaires. Data were collected through a questionnaire using a Likert scale.

5. Result and Discussion

Table 1: Characteristics of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Sex	Female	95	100.0	100.0	100.0
	Male	0	0.0	0.0	0.0
Age	15-25	90	94.7	94.7	94.7
	26-32	5	5.3	5.3	100.0
Work	Student/College Student	82	86.3	86.3	86.3
	Private Officers	11	11.6	11.6	97.9
	Self Employed	2	2.1	2.1	100.0
Product Purchase (time)	1	57	60.0	60.0	60.0
	2 - 4	30	31.6	31.6	91.6
	> 4	8	8.4	8.4	100.0

Source: Processed Primary Data, 2023

Based on the gender characteristics of the respondents in Table 1, it appears that the female respondents were 95 with a 100% presentation, the 15–25 respondents 90 with a 94.7% presentation, and the 26–32 respondents 5 with a 5.3% presentation. The majority of respondents who were 15–25 years old were 94.7%.

The number of consumers who purchased Nature Republic products professionally as a student or student was 82 respondents with a presentation of 86.3%, while those who

proceeded as private employees were 11 respondents with a presentation of 11.6%, and those who worked as private entrepreneurs were 2 respondents with a presentation of 2.1%. The majority of respondents who used Nature Republic products were students, with presentations of 86.3%.

The number of consumers who purchased Nature Republic products once a year was 57 respondents with a presentation of 60%, while consumers who purchased 2-4 products in a year were as many as 30 respondents with a presentation of 31.6%, and consumers who bought a product more than 4 times a year were as many as 8 respondents with a presentation of 8.4%. So it can be concluded that most consumers buy Nature Republic products once per year,

with a 60% presentation.

Descriptive Analysis Results

The data dissemination process was carried out between April 2023 and May 2023, with respondents or research subjects being consumers of the Nature Republic Store branch of Summarecon Mall Bekasi. The questionnaire in this study consists of 31 statements with 2 variables X, 1 variable Z, and 1 variable Y. Variable Z is a brand image with 6 statements, whereas variable Y is a purchase decision with 8 statements. For variable X1 is the brand ambassador with 8 declarations, while variable x2 is a promotion with 9 declarations.

Table 2: Descriptive Brand Ambassador, Promotion, Brand Image, Purchase Decision

		N	Min	Max	Mean	Std. Dev
Brand Ambassador	Visibility	95	1	4	3.02	.780
	Credibility	95	1	4	2.86	.713
	Attraction	95	1	4	2.94	.761
	Power	95	1	4	3.00	.758
Promotion	Advertising	95	1	4	3.08	.753
	Personal Selling	95	1	4	2.97	.678
	Sales Promotion	95	1	4	2.85	.771
	Publicity and Public Relations	95	1	4	2.94	.783
	Word of Mouth	95	1	4	2.76	.729
	Direct Marketing	95	1	4	3.05	.716
Brand Image	Corporate Image	95	2	4	3.13	.653
	User Image	95	2	4	3.03	.629
	Product Image	95	2	4	2.99	.595
Purchasing Decision	Product Selection	95	2	4	3.08	.524
	Brand Selection	95	1	4	3.01	.692
	Reseller Selection	95	1	4	3.13	.571
	Choice of Purchase Time	95	1	4	2.97	.805
	Purchase Amount Options	95	1	4	3.11	.627
	Choice of Payment Method	95	1	4	3.20	.576

Source: Processed Primary Data, 2023

Based on Table 2, the highest index for the brand ambassador variable is in the visibility indicator (popularity), with an index value of 3.02. Whereas the lowest index is found in the credibility (credibility) indicator, with an index value of 2,86. The average overall brand ambassador is 2.95, which means the respondent's perception of the brand Ambassador of Nature Republic is competitive.

The highest index for promotional variables is in the advertising indicator, with an index value of 3.08. Whereas the lowest index is found in the informational indicator from mouth to mouth with a index of 2.76. The overall average of the promotion is 2.94, which means that the promotion carried out by Nature Republic is very good.

The highest index for the purchasing decision variable is found on the Payment Method Options indicator, with an index value of 3.20. The index with the lowest value is the Buying Time Options Index, with a value of 2.97. The average overall purchase decision is 3.08, which means that respondents quickly make a purchase decision on the Nature Republic product.

Track Analysis Results (Path Analysis)

According to Suliyanto (2011) [26], path analysis is used to

analyze causal relationships between variables with the aim of finding out the direct and indirect influence of causal variables on a consequential variable. Track analysis for this study can be described as follows:

1. Impact of Brand Ambassadors and Promotions on Brand Image

Table 3: Model Analysis Results Summary Brand Image

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.429 ^a	.184	.166	.502

a. Predictors: (Constant), Promotion, Brand Ambassador
 b. Dependent Variable: Brand Image

In Table 3 above, it shows the R square value of 0.184. This square R value is used to calculate e1, e1 is an error value or variable variable of brand image that is not described by brand ambassadors and promotions. The size can be calculated as follows:

$$e1 = \sqrt{(1-R^2)} = \sqrt{(1-0,184)} = \sqrt{0,816} = 0,903 \tag{4.1}$$

Table 4: Brand Image Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.779	.285		6.243	.000
Brand Ambassador	.221	.082	.274	2.697	.008
Promotion	.210	.088	.243	2.386	.019

a. Dependent Variable: Brand Image

Based on Table 4 above, the regression equation is as follows:

$$Y1 = b1X1 + b2X2 + e1 \tag{4.2}$$

$$Y1 = 0.274X1 + 0.243X2 + 0.903$$

From the regression equation it is explained that:

1. The value of standardized coefficients (beta) on the brand ambassador is 0.274, meaning every increase in the brand ambassador will be followed by an increase in the brand image of 0.274.
2. The value of standardized coefficients (beta) at the completion of the promotion is 0.243, meaning that each promotion increase will be followed by a brand image increase of 0.243.

2. The Impact of Brand Ambassadors and Promotions, as well as Brand Image, on Purchase Decision

Table 5: Model Analysis Results Summary: Purchase Decisions

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802a	.643	.631	.272

a. Predictors: (Constant), Brand Image, Promotion, Brand Ambassador

b. Dependent Variable: Purchase Decision

In Table 5 above, the R square value is 0.643. This square R value is used to calculate e1, e1 is an error value or variable of the purchase decision not described by the brand ambassador, promotion, and brand image. The size can be calculated as follows:

$$e1 = \sqrt{(1-R^2)} = \sqrt{(1-0.643)} = \sqrt{0.357} = 0.597 \tag{4.3}$$

Table 6: Regression Analysis of Purchase Decisions

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.760	.184		4.127	.000
Brand Ambassador	.154	.046	.234	3.328	.001
Promotion	.205	.049	.291	4.180	.000
Brand Image	.417	.056	.512	7.387	.000

a. Dependent Variable: Purchase Decision

Based on Table 6 above, the regression equation is as follows:

$$Y2 = b1X1 + b2X2 + b3Y3 + e2 \tag{4.4}$$

$$Y2 = 0.204X1 + 0.286X2 + 0.515Y3 + 0.551$$

From the regression equation, it is explained that:

1. The value of standardized coefficients (beta) on the brand ambassador is 0.234, meaning every increase in the brand ambassador will be followed by an increase in purchase results of 0.234.
2. The value of standardized coefficients (beta) at the completion of the promotion is 0.291, which means that every promotion increase will be followed by an increase in the purchase result of 0.291.
3. The value of the standardized coefficients (beta) on the brand image is 0.512, which means that every increase in purchase interest will be followed by an increase in the purchase outcome of 0.512 (X1) (X2) (Y) (Z) Brand Ambassador, Promotion, Brand Image Purchase Decision.

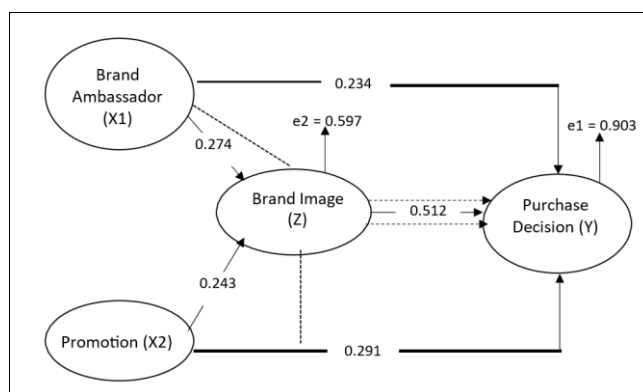


Fig 2: Flowchart

Hypothesis Testing

On the path analysis model, the direct and indirect influence between the causal variable and the consequential variable will be explained. While the Sobel test will be carried out on the significance of the influence of indirectly variable market orientation on marketing performance,

Direct Influence

1. The Influence of Brand Ambassadors on Brand Image

$$X1 \rightarrow Z = 0.274$$

Based on the results of the research obtained, the coefficient value of the brand ambassador path towards the brand image directly is 0.274 with the direction of the positive factor, and the thitung value of 2.670 > table 1,986 or sig. Brand Ambassador variable of 0.008 < 0.05. Then it can be concluded that the brand ambassador variable has a positive and significant influence on brand image.

2. Impact of Promotion on Brand Image

$$X2 \rightarrow Z = 0.243$$

Based on the results of the research obtained, the value of the coefficient of the promotion path towards the brand image directly is 0.243 with the direction of the positive factor, and the thitung value of 2,386 > ttable 1,986 or sig. The promotion variable is 0.019 < 0.05. Then it can be concluded that the promotional variable has a positive and significant influence on brand image.

3. Impact of Brand Ambassadors on Purchase Decisions'

$$X2 \rightarrow Z = 0.234$$

Based on the results of the research obtained, the coefficient value of the brand ambassador's path towards the purchase decision directly is 0.234 in the direction of the positive factor.

6. Conclusion

Based on the results presented in this study about brand image as a variable of mediation between brand ambassador and promotion with the purchase decision (Study At Costumer Nature Republic Store Summarecon Mall Bekasi), the conclusion in this research is as follows:

1. Brand ambassadors and promotions have a positive and significant influence on the purchase decision, and brand image mediates between the brand ambassador and the promotion on the purchasing decision of Nature Republic products.
2. A brand ambassador has a positive and significant influence on the brand image.
3. Promotion has a positive and significant impact on brand image. That means when the promotion is good, the brand image of the product in the eyes of the customer is also good.
4. Brand ambassadors have a positive and significant influence on purchasing decisions.
5. Promotions have a positive and significant influence on purchasing decisions.
6. Brand image has a positive and significant influence on the purchase decision. This means that if the customer feels the brand image of the product is good, then the decision to make the purchase will be faster.
7. Brand image mediates the influence of the brand ambassador on purchasing decisions. And brand image mediated the influence of the promotion on the purchase decision. It means that when the brand ambassador gives a good indicator, it will increase the brand image of the product, and the consumer will make a quick purchase. When the promotion is done well, it will increase the product's brand image, and consumers will make purchases rapidly.
8. In Islamic teachings, it is permissible to use someone as an ambassador to attract more consumers to promote. And the companies that promote it must prioritize honesty. The information provided to consumers must also be good and true so that the good name of the company remains awake in the eyes of the consumer, which aims to maintain the confidence of the customer so that it is easy to make a decision to buy the products offered. Therefore, brand ambassadors, promotions, brand image, and purchase decisions are given by Nature Republic Products.

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