The Influence of Brand Image, Brand Ambassador and Price on Purchasing Decisions for Scarlett Whitening Product in Riau

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ABSTRACT

This research aims to determine the influence and how much the influence of brand image, brand ambassador, and price on purchasing decisions for Scarlett Whitening Products in Riau partially and simultaneously. This research used quantitative methods. Data collection technique used online questionnaires and literature study with a sample of 97 people. The value of each independent variable is 2,888 for brand image; 2,135 for brand ambassador and 5,708 for price, meanwhile the value of t table is 1.986 that's mean the brand image, brand ambassador, and price has significant and positive influence on purchasing decisions. The results of the coefficient of determination is 0,420 or 42%, which means the influence of the independent variable (brand image, brand ambassador, and price) on the dependent variable (purchasing decisions) is 42% while the remaining 58% is influenced by other factors not examined in this research..

Keywords: Brand Image, Brand Ambassador, Price, Purchasing Decisions.

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1. Introduction

The development of the cosmetic industry is currently growing up so fast. Now, there are many beauty products with new brands that compete both abroad and domestically. Beauty is something that all women really want and dream. Because people who have beautiful faces and healthy skin will be the center of attention, every woman makes cosmetics to support their beauty. So that cosmetic products such as skin whitening are now increasingly being traded in Indonesia.

The Ministry of Industry is retargeting the growth of the cosmetics industry to increasing 9% by 2020. This growth is based on expanding the range of cosmetics and personal care. One of the fundamental things that will encourage the growth of the beauty industry in Indonesia because has a very large young population. In addition, advances in technology, social media and digital platforms will make cosmetic products more diverse and have affordable access for consumers.

Doing business in beauty care or body care products is considered profitable because almost all women think that looking beautiful and having well-groomed skin is a primary need. The development of products in the beauty or body care sector is also influenced by various factors such as increasing consumer demand, increasing economic standards, and the lifestyle of people who currently attention to appearance. To get bright and fresh skin, of course, requires treatment. Currently, many career women appear in front of many people and must always maintain their appearance and beauty. Thus, many skin care products are now emerging in Indonesia with the category of body care products.

Now not only from old product brands that develop their products in the beauty sector, but there are several body care products with new brands that are produced in Indonesia, such as those produced by PT. Motto Beringin Abadi (MBA Corp Worldwide) and distributed by CV. Berkat Anugerah Sejahtera, located in Jakarta. To develop its business, the company collaborates with an Indonesian artist, Feliscya Angelista, and her as a Brand Ambassador for this product. This product began to be promoted on Instagram in 2017. Scarlett is a local product that has been tested and registered with the BPOM. It has a wide range of collections for Body Care and recently she developed a product for Skin Care. However, in this research only focuses of body care products from Scarlett. This business that has been running for almost 4th years in Indonesia, Even though this product doesn't have a big website like Citra, Wardah, etc. that explains in detail about its product, it has managed to gain the trust of its consumers. Scarlett Whitening can compete with similar products that have been around for a long time in the market. Therefore I want to do research in Riau Province about the influence of brand image, brand ambassador, and price on purchasing decisions for Scarlett Whitening product in Riau.

The purpose of the study is to determine the influence and how much the influence of Brand Image, Brand Ambassador, and Price in a partially and simultaneously on the purchase decision for Scarlett Whitening products.

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This research is inseparable from the results of previous research that have been carried out as a comparison and study including research conducted with the title of research is "The Influence of Celebrity Endorsement, Brand Image, and Price on Purchasing Decisions for Maybelline Cosmetics in JABODETABEK". The results of this study concluded that Celebrity Endorsement has an influence on purchasing decisions. Brand Image, and Price also has a significant effect on purchasing decisions for Maybelline Cosmetics. And then with the title of research is "The Influence of Product Quality, Brand Image, and Price on Purchasing Decisions for Pixy Lip Cream Product". The results of the research from testing between the variable product quality, brand image, and price with the decision variable can be concluded that partially a positive and significant effect on purchasing decisions for Pixy Lip Cream products. Meanwhile the research conducted with the title of research is "Purchase Decision Model: Analysis of Brand Image, Brand Awareness, and Price". The results of this study concluded that Brand Image, Brand Awareness and Price simultaneously have a positive and significant effect on purchase decision at Smesco Indonesia LLP-KUKM. This means that if all three independent variables are implemented, then the increased purchasing decision in SMESCO.

In this research there are several general theories namely brand image is the set of belief held about a particular brand is known as brand image. Brand image is what customers think or feel when they hear or see the name of a brand or in essence what the customer has been learned about the brand. Brand ambassador is a tool used by companies to communicate and connect with the public, regarding how them actually enhances sales. Price is a value that is exchanged in the form of money to obtain or can have the benefits of the product. There are four measures that characterize price such as affordability, price compatibility with product quality, price compatibility with benefits and price competitiveness. Decision on a purchase is when the consumer buys and is interested in a brand that is the favorite of another brand where there are two factors between purchase intention and purchase decision.

2. Methodology

The research location is in Riau Province. The objects in this study are all variables that can be measured and examined namely brand image, brand ambassador and price on purchasing decisions. The type of the study used is associative research. The types of the data in this study use quantitative data. Source of the data used for this study namely primary data and secondary data sources. The population in this study is consumers Scarlett Whitening Product in Riau. The amount of samples is rounded up to 97 customers. The sampling technique in this study is to use non-probability sampling, namely insidental sampling. This research uses two types of data collection techniques namely questionnaire, and literature study. The collected data will be processed data processing. This study uses a Likert scale as a measurement scale. Data analysis methods are descriptive statistics, classical assumption and analysis of multiple regression used T test and F test. Research models in this study using a dual paradigm model with three independent variables X1, X2 and X3 with one dependent variable Y. These hypotheses of this research are there is a significant influence between brand image, brand ambassador and price partially or simultaneously on purchasing decisions.

Table 1. Definition of variable and indicators

Variable Question	Definition	Indicators	Question	Type of Measurement
Brand Image	According to Kotler and Armstrong (2014) in Sari, S. W. P. (2018), said that brand image is the set of belief held about a particular brand is known as brand image.	According to Kotler and Armstrong (2014) in Sari, S. W. P. (2018), establishment a brand image has several indicators are as follows: 1. Brand identity 2. Brand personality 3. Brand association 4. Brand attitude and behavior 5. Brand benefit and competence	1. The Scarlett color logo on the packaging makes the product memorable 2. I bought a Scarlett product because it has an elegant fragrance that reflects my personality 3. I bought Scarlett products because many products are reviewed on social media and have many testimonials 4. Scarlett products contain Vitamin E and also Glutathione which can help brighten and moisturize the skin	Five-point Likert Scale (1-5)
Brand Ambassador	According to Lea Greenwood (2012) in Putra, M. I. et al (2014) said that a brand ambassador is a tool used by companies to com-	As for the indicators of brand ambassador according to Lea Greenwood (2017) in Putra, M. I. et al (2014), there are several indicators of brand ambas-	1. Felicya Angelista's profession as an actress is able to support Scarlett's products to be known by many people. 2. I bought Scarlett products because Felicya Angelista as the brand ambassador has an elegant	Five-point Likert Scale (1-5)

		sador:	and confident appearance	
	municate and connect with the public, regarding how them actually enhances sales.	1. Transference 2. Congruence 3. Credibility 4. Attractiveness 5. Power	3. I bought Scarlett because Felicya Angelista provided reliable information 4. Felicya Angelista has fair skin, so it was the attraction for me to buy Scarlett products 5. Felicya Agellista has a charisma that can influence me to buy Scarlett products	
Price	According to Kotler and Armstrong (2014) in Sari, S. W. P. (2018) price is a value that is exchanged in the form of money to obtain or can have the benefits of the product.	According to Kotler and Armstrong (2014) in (Selvi Wulan Purnama Sari, 2018), There are four indicators in the price, as follows: 1. Affordability of prices 2. Price compatibility with product quality 3. Price match for benefits 4. Competitiveness on price	1. I think the price of each Scarlett product matches my income 2. In my opinion, Scarlett's product prices match the quality claimed by the product 3. I think the price of Scarlett products is in accordance with the benefits I feel 4. In my opinion, the prices of Scarlett products can compete with other products in its class	Five-point Likert Scale (1-5)
Purchasing Decision	According to Kotler and Armstrong (2014) in Sari, S. W. P. (2018), decisions on purchases, namely when consumers buy and are interested in brands that are the favorites of other brands where there are two factors between purchase intention and purchase decision.	According to Kotler and Armstrong (2014) in Sari, S. W. P. (2018). There are five indicators in the price, as follows: 1. Problem introduction 2. Search information 3. Alternative's evaluation 4. Purchasing decisions 5. Post-purchasing behavior	1. I bought Scarlett products because they provide product variants according to my skin's needs 2. I bought a Scarlett product because the information about the product was in accordance with the review results on social media 3. I decided to buy Scarlett's product after comparing it with other similar products 4. I decided to buy Scarlett after knowing Scarlett's strengths 5. I will recommend Scarlett's products to others	Five-point Likert Scale (1-5)

Source: Data Processed 2020

3. Result and Discussion

Respondent data obtained will be tested with classical assumption test. The classical assumption test used consist of data normality test used Kolmogorov-Smirnov test statistical value are normally distributed shows the Asymp value. Sig. (2-tailed) is 0.100. Based on the linearity test has result that all the research variable instruments can be stated as linear. Based on the multicollinearity test has result that this regression model is no multicollinearity. Based on heteroscedasticity test has result points that spread above and below the number 0 on the Y coordinate, so that it can be concluded that there is no heteroscedasticity problem.

This analysis is to determine the direction of the relationship between the independent variable with the dependent variable whether each independent variable is positively or negatively.

Table 2. T test result

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.585	1.978		2.317	.023
	Brand Image	.241	.083	.235	2.888	.005
	Brand Ambassador	.131	.061	.178	2.135	.035
	Price	.558	.098	.476	5.708	.000

a. Dependent Variable: Purchasing Decisions
Source: Data Processed 2020

Based on Table 2 showed variable of brand image has a positive and significant effect on purchasing decisions for Scarlett Whitening product. This can be seen from the t count 2,888 and the significant brand image (X1) 0,005 < 0,05 that means the H0 is rejected and H1 is accepted. It's meaning that if brand image increased, it will increasingly influence consumers in making purchasing decisions. In this case, PT Motto Beringin Abadi needs to maintain the brand image that was given before and needs to increase the brand image by providing additional natural ingredients that can protect the skin and are safe to use for

Scarlett Whitening consumers. The goal is that consumers feel safe when using the product, so that users do not switch to using other brand products and so that consumers who have never used Scarlett Whitening can be attracted to the product.

Variable of brand ambassador have a t count of 2,135 and the significant number of 0,035 < 0,05 means there is a positive and significant influence on purchasing decisions for Scarlett Whitening product. It is meaning that if the brand ambassador is improved, it will increasingly influence consumers in making purchasing decisions. In this case, PT Motto Beringin Abadi needs to retain its current brand ambassadors and need to collaborate with more well-known brand ambassadors or celebrity endorsements such as Maudi Ayunda, etc. The goal is that consumers from all walks of life know more about Scarlett Whitening products so that consumers who have never used Scarlett Whitening can be interested in these products.

Variable of price have a t count of 5,708 and the significant number of 0,000 < 0,05 means there is a positive and significant influence on purchasing decisions for Scarlett Whitening product. It is meaning that if the price is improved, it will increasingly influence consumers in making purchasing decisions. Price is one of the determining factors for consumers in determining the purchase decision for a product or service. Especially if the product or service to be purchased is a necessity, consumers will pay close attention to price. This needs to be considered by entrepreneurs, because in business competition, the price offered by competitors can be lower in the presence of the same quality or even better quality. Some people feel that buying expensive products can increase prestige and are often used as symbols to describe social class status. So in determining the price of a product or service being sold, both large companies and even small businesses must pay attention to consumers and their competitors.

Table 3. F Test Results

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74.820	3	24.940	22.493	.000[b]
	Residual	103.118	93	1.109		
	Total	177.938	96			

Source: Data Processed 2020

Based on the F test results in Table 3 it can be seen that the F count is 22,493 with a F table value of 2,70. So the value of F count > F table or 22,493 > 2,70 and a significant level of 0,000 < 0,05 so that H0 is rejected and H1 is accepted. It can be concluded that the variable dependent of brand image, brand ambassador, and price of simultaneously have a significant effect on purchasing decisions for Scarlett Whitening product. This means that the greater the brand image, brand ambassador and price policies set by production Scarlett Whitening so will influencing consumer decisions in making purchases. The product prices, and brand image set by Scarlett whitening are adjusted with the benefits obtained. Information about the products described by brand ambassadors is in accordance with reality. So, by looking at the influence of the, brand image, brand ambassador, and price of the produst on customer satisfaction, the three independent variables should be considered by the owner of Scarlett whitening in increasing the value.

Table 4. Determination R^2 Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.648[a]	.420	.402	1.053	1.967

Source: Data Processed 2020

From testing the data determination coefficient above the value of R Square is 0,420 and has the understanding that the three independent variables are able to explain the dependent variable. The conclusion is brand image, brand ambassador and price are able to explain the influence of purchasing decisions by 42%. Meanwhile the remaining 58% is explained by other variables which are not used in this study

4. Conclusion

Based on the results of research and analysis in this study, this study was conducted to determine the Influence of brand image on purchasing decisions, the influence of brand ambassador on purchasing decisions, the Influence of price on purchasing decisions, and the influence between brand image, brand ambassador, and price simultaneously on purchasing decisions. From the formulation of the problems raised in this study, the results of tests and analyzes that have been carried out can be drawn several conclusions, namely variable of brand image has a positive and significant effect on purchasing decisions. It is meaning that if brand image increased, it will increasingly influence consumers in making purchasing decisions. Variable of brand ambassador has a positive and significant influence on purchasing decisions. It is meaning that if the brand ambassador is improved, it will increasingly influence consumers in making purchasing decisions. Variable of price has a positive and significant influence on purchasing decisions. It

is meaning that if the price is improved, it will increasingly influence consumers in making purchasing decisions. Variable of brand image, brand ambassador and price simultaneously have a positive and significant effect on purchasing decisions. This means that the greater the brand image, brand ambassador and price policies set by production Scarlett Whitening so will influencing consumer decisions in making purchases.

Based on the discussion and conclusions obtained in this study, the author propose the following suggestions for owners PT. The Motto Beringin Abadi needs to maintain and also improve the brand image of its products to be included in the Top Brand Award. The effort that the company can do is to increase product innovation. For the brand ambassador variable which also has a positive and significant effect, this mean that PT. The Motto of Beringin Abadi needs to maintain the brand ambassador (Felicya Angelista) and collaborating again with other artists who are more famous and who also have the appeal, credibility, and expertise that can convey the contents of the advertising message as well as the advantages of the advertised products so that Scarlett's products are increasingly recognized. For the price variable which also has a positive and significant effect, this means that consumers will not object to product prices when consumers always look at the quality of the product and see the benefits of the product that can benefit them. However, PT Motto Beringin Abadi still needs to adjust prices with similar products with other brands. The goal is that product demand is increasing and so that the product can survive in market share.

And for further research on the dependent variable, namely purchasing decisions, other indicators can be added or expanded such as cultural influences, social influences, etc. and also develop it on other independent variables such as brand awareness, product quality, lifestyle, promotion, perception, etc. And it is hoped that the results of further research can provide better research results. In additional, it can also added the population and research sample with an expanded area or focus on one district.

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