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The Effect of Brand Image, Brand Ambassador, and Product Quality on the Purchase Decision of Mustika Ratu Products (Study on Sriwijaya University Students)

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Abstract---*The main purpose of this study was to determine the effect of brand image, brand ambassador, and product quality on purchasing decisions for Mustika Ratu products. The population in this study were all Sriwijaya University students who used Mustika Ratu products. The sample in this study was 100 people obtained through the purposive sampling technique. The analysis technique used is multiple regression analysis through SPSS 26. The results showed that the brand image, brand ambassador, and product quality variables had a significant effect on purchasing decisions. This research is useful for companies in making policies and preparing strategies. Some strategies that the company can develop are to maintain a good brand image in consumer perception, use brand ambassadors (Putri Indonesia and celebrity influencers) to promote products, and continue to innovate to improve product quality and quality.*

Keywords---*brand ambassador, brand image, product quality, purchase decision.*

Introduction

The purchase decision is the action of consumers to buy or not to the product. Purchase decisions are things that consumers will do when consumers know a product and decide to buy the product. Attractive or not a product can affect consumer purchasing decisions. The more benefits the product offers, the higher the consumer's desire to buy (Kotler & Keller, 2021; Panjaitan & Yuliati, 2016).

Cosmetics is one of the products offered to meet the basic needs of women for beauty, along with the development of today's cosmetics is not only a secondary need but has become a primary need for some women, namely women (Yolanda, 2017). Currently, there are many kinds of cosmetic products circulating in Indonesia, ranging from local brands to foreign brands from Europe, Japan, and Korea. The entry of foreign brands into the Indonesian market proves that there is a lot of enthusiasm in using cosmetic products. The table below shows data on sales of local and foreign brand cosmetic products in Indonesia.

Table 1
Sales of cosmetic products in Indonesia

| Cosmetic Brand | Presentage |
|--|------------|
| Foreign brands from Europe, Korea, Japan etc | 55% |
| Wardah | 21% |
| Martha Tilaar | 11% |
| Other local products | 11% |
| Mustika Ratu | 10% |

Source: www.gdilab.com

Based on Table 1, shows that sales of cosmetic products in Indonesia are still dominated by by-products or brands from abroad. This can be seen from the percentage of 55% for foreign brand cosmetic sales.

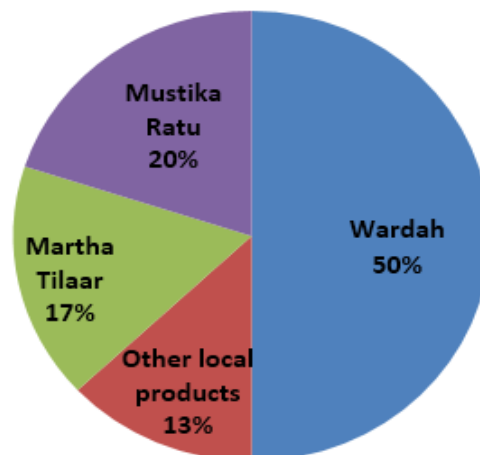


Figure 1. The popularity of local cosmetics
Source: Mark Plus Insight Women

- Based on Figure 1 shows the level of popularity of local cosmetic brands in Indonesia. Wardah became the most popular local cosmetic brand in Indonesia, followed by Mustika Ratu, Martha Tilaar, and other local cosmetic products. Mustika Ratu is an old player in the local cosmetic industry was not able to achieve high popularity and sales. This is evidenced from the sales report for the last 3 years, namely, in 2017-2019 the sales volume of Mustika Ratu has decreased successively, in 2017 there was a decrease in sales of 20.95%. In 2018 again experienced a decline in sales of 31.72%. Based on this phenomenon, it indicates that the declining sales volume could be due to customers preferring to buy other products than buying Mustika Ratu products.
- The decision to purchase Mustika Ratu cosmetic products can be caused by several factors, namely brand image, brand ambassador, and product quality (Insch & McBride, 2004; Hallak, 2006). Consumers often buy products with well-known brands because of the assumption that well-known brands are more reliable, always available and easy to find, and have unquestionable quality (Aaker, 1997; Cretu & Brodie, 2007; Michel & Rieunier, 2012). Kotler & Keller (2021), state that brand image is an impression that is in the minds of consumers about a brand that is formed from messages and consumer experiences about the brand, giving rise to a perception in the minds of consumers.
- One that can support the formation of a product image is by using someone who has an impact and can convey consumer products well, such as using a brand ambassador. According to Granger (2010), the notion of a brand ambassador is a tool used by companies to communicate and connect with the public internet related to how they increase sales. In addition to brand image and brand ambassador (Sääksjärvi & Samiee, 2011; Lien et al., 2015; Rusmiati et al., 2020), another factor that influences purchasing decisions for cosmetic products is product quality. According to Tjiptono (2019), product quality is a product characteristic that depends on its ability to satisfy stated or implemented customer needs. The quality of the product perceived by the consumer directly affects the consumer's purchase intention.

Problem formulation

How do the variables of brand image, brand ambassador, and product quality influence the purchasing decisions of Mustika Ratu products (study of Sriwijaya University students)?

Objective

Shows the effect of brand image, brand ambassador, and product quality variables on purchasing decisions for Mustika Ratu products (study of Sriwijaya University students).

*Literature review**Buyer decision*

According to [Kotler & Keller \(2021\)](#), purchasing decisions are actions from consumers to buy or not to buy products. [Kotler & Keller \(2021\)](#), argue that in the evaluation stage consumers form preferences for brands in the choice set. The dimensions of purchasing decisions according to [Kotler & Keller \(2021\)](#), are: 1) product choice; 2) brand choice; 3) choice of the dealer; 4) purchase amount; 5) time of purchase; 6) payment method.

Brand image

According to [Kotler & Keller \(2021\)](#), a brand image is some beliefs, ideas, and impressions held by a person about an object. Kotler & Keller, (2021) suggests the factors for the formation of a brand image include the following:

- 1) Product excellence is one of the factors that form a brand image, where the product excels in the competition.
- 2) The strength of the brand is a brand association depending on how the information enters the consumer's memory and how the process persists as part of the brand image.
- 3) Brand uniqueness is the association of a brand that must be shared with other brands.

Brand ambassador

According to [Barnes & Lea-Greenwood \(2018\)](#), brand ambassadors are tools used by companies to communicate and relate to the public, with the hope that they can increase sales. The use of brand ambassadors carried out by companies according to [Royan \(2004\)](#), aims to influence or invite consumers to use the product, the use of brand ambassadors usually uses well-known celebrities. According to [Royan \(2004\)](#), there are three characteristics needed by brand ambassadors. The three characteristics are attractiveness, trustworthiness, and expertise.

Product quality

According to [Amstrong & Kotler \(2008\)](#), product quality is the ability of a product to carry out its functions, including reliability, durability, reliability, ease of operation, and product repair, as well as other valuable attributes. [Amstrong & Kotler \(2008\)](#), say that product quality is one of the main positioning tools for marketers. Quality has a direct impact on product or service performance; therefore, quality is closely related to customer value and satisfaction. According to [Amstrong & Kotler \(2008\)](#), product quality consists of eight dimensions, namely: 1) performance; 2) features; 3) reliability; 4) conformance; 5) durability; 6) serviceability; 7) aesthetics; 8) perceived quality.

Method

The population in this study were Sriwijaya University students who used Mustika Ratu products. The sample in this study is part of the population. Determination of the sample size in this study using the [Levy & Lemeshow \(2013\)](#), is because the total population is unknown. Based on the results of these calculations, the number of samples in this study was 96 respondents who were rounded up to 100 respondents. Sampling was done by using purposive sampling. The criteria used in the selection of this research sample are Sriwijaya University students aged 18-25 years and have used Mustika Ratu products. In this study, the data will be analyzed with the help of SPSS 26 software.

Result and Discussion

Table 1
Multiple linear regression analysis results

| Model | | Coefficients ^a | | | | |
|-------|-----------------------|-----------------------------|------------|---------------------------|-------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.765 | .921 | | 5.175 | .000 |
| | Brand Image (X1) | .531 | .072 | .533 | 7.390 | .000 |
| | Brand Ambassador (X2) | .285 | .097 | .235 | 2.930 | .004 |
| | Product Quality (X3) | .193 | .064 | .224 | 3.022 | .003 |

Equation:

$$Y = a + b_1.X_1 + b_2.X_2 + b_3.X_3 + e$$

$$Y = 4,765 + 0,531 X_1 + 0,285 X_2 + 0,193 X_3 + e$$

From the above equation, it is interpreted as follows:

- The constant value is 4.765, meaning that if the variable brand image (X1), brand ambassador (X2), and product quality (X3) are zero (0), then the purchase decision value is 4.765.
- The regression coefficient for the brand image variable (X1) has a positive value of 0.531, meaning that if the brand image variable increases by 1 unit, while the other independent variables remain, the purchase decision will increase by 0.531.
- The regression coefficient of the brand ambassador variable (X2) has a positive value of 0.285, meaning that if the brand ambassador increases by 1 unit, while the other independent variables remain, the purchase decision will increase by 0.285.
- The regression coefficient of the product quality variable (X3) is positive at 0.193, meaning that if the product quality variable increases by 1 unit, while the other independent variables remain, the purchase decision will increase by 0.193.

Table 2
Result of Correlation Coefficient (r) and Coefficient of Determination (R²)

| Model | Model Summary ^b | | | | |
|-------|----------------------------|----------|-------------------|----------------------------|-----------------|
| | R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change |
| 1 | .965 ^a | .931 | .928 | 1.667 | .931 |

a. Predictors: (Constant), X1, X2, X3

b. Dependent Variable: Y

The coefficient of determination (R square) of 0.931 illustrates that 93.1% of the variation in purchasing decision variables can be explained by the brand image, brand ambassador, and product quality variables, while the other 6.9% is explained by other reasons outside the model studied. The table above also shows the Adjusted R Square value of 0.928 or 92.8%. This shows that 92.8% of the purchasing decision variables are influenced by the three independent variables, namely brand image, brand ambassador, and product quality (Chao, 1998; Zhang & Zhang, 2007).

Table 3
Uji F (Model Fit Test)

| | | ANOVA ^a | | | | |
|-------|------------|--------------------|----|-------------|---------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 3574.514 | 3 | 1191.505 | 428.734 | .000 ^b |
| | Residual | 266.796 | 96 | 2.779 | | |
| | Total | 3841.310 | 99 | | | |

a. Dependent Variable: Y

b. Predictors: (Constant), X1, X2, X3

Based on the results of the analysis above, it can be seen that the calculated F value is 428,734 with a significance value of 0.000 which is smaller than 0.05 so it can be concluded that the estimated linear regression model is feasible to use to explain the effect of the independent variables brand image, brand ambassador and product quality on the dependent variable buying decision.

Table 4
Uji t (Individual Parameter Significance Test)

| Model | | Coefficients ^a | | | t | Sig. |
|-------|-----------------------|-----------------------------|------------|---------------------------|-------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.765 | .921 | | 5.175 | .000 |
| | Brand Image (X1) | .531 | .072 | .533 | 7.390 | .000 |
| | Brand Ambassador (X2) | .285 | .097 | .235 | 2.930 | .004 |
| | Product Quality (X3) | .193 | .064 | .224 | 3.022 | .003 |

- 1) Based on the results of the partial test (t-test) in the table above, the three variables of brand image, brand ambassador, and product quality are explained as follows:
The brand image variable (X1) has a significance of 0.000. This means the significance probability value is $0.000 < 0.05$. So H01 is rejected and Ha1 is accepted. So, it can be concluded that brand image (X1) affects purchasing decisions for Mustika Ratu products.
- 2) The brand ambassador variable (X2) has a significance of 0.004. This means the significance probability value is $0.004 < 0.05$. So H02 is rejected, and Ha2 is accepted. So it can be concluded that the brand ambassador (X2) affects purchasing decisions for Mustika Ratu products.
- 3) The product quality variable (X3) has a significance of 0.003. This means the significance probability value is $0.003 < 0.05$. So H03 is rejected, and Ha3 is accepted. So it can be concluded that product quality (X3) affects purchasing decisions for Mustika Ratu products.

Discussion

The influence of brand image on purchase decisions

Brand image or brand image is the public's perception of the company or its products (Kotler & Keller, 2021). The better the brand image of a product, the greater the consumer's decision to buy the product, so that there can be positive impacts such as continuous repeat purchases and build trust in the product. Based on the results of the F test with a probability of $0.000 < 0.05$, the regression model can be used to predict purchasing decisions. The results of the t-test of the brand image variable (X1) showed that the significance for X1 against Y was $0.000 < 0.05$. So, it can be concluded that Ha1 is accepted, namely, brand image (X1) has a significant effect on purchasing decisions on Mustika Ratu products. The results of this study are in line with the results of research conducted by Simanjuntak & Prihatini (2020); Sterie et al. (2019); Supriyadi et al. (2017); Cahyati (2018); and Supangkat & Supriyatin (2017); which show that brand image influences purchasing decisions. Based on research, the Mustika Ratu brand has a positive impression on consumers to create a good image of the brand. Products that have a good brand image are not

difficult to build consumer views of the product. If the product has a high brand image, it will increase purchasing decisions.

Influence of brand ambassador on purchase decision

Brand ambassador aims to influence or invite consumers to use the product, the use of brand ambassadors usually uses well-known celebrities (Royan, 2004). The relationship between brand ambassadors and purchasing decisions, namely the level of liking of a brand ambassador will affect purchasing decisions (O' Cass, 2000; Karimi et al., 2018; Gama et al., 2018). A preferred brand ambassador will provide an increase in purchasing decisions, but a disliked brand ambassador will cause the opposite effect.

The results of the t-test of the brand ambassador variable (X2) show that the significance for X2 to Y is 0.004 <0.05. So, it can be concluded that Ha2 is accepted, namely, the brand ambassador (X2) has a significant effect on purchasing decisions on Mustika Ratu products. The results of this study are following the results of research from Sriyanto & Kuncoro (2019); Pasaribu & Purba (2020); and Sudarmadi (2016); which show that brand ambassadors influence purchasing decisions. Pasaribu & Purba (2020), reveals that choosing the right brand ambassador can improve purchasing decisions. Based on research, Mustika Ratu's brand ambassador, Putri Indonesia, and artist Amanda Manopo get a good impression on consumers. This shows that advertisements, promotions, and messages they convey can attract consumers to make purchases.

The influence of product quality on purchase decisions

Amstrong & Kotler (2008), say that product quality is one of the main positioning tools for marketers. Product quality is one of the important factors that can influence purchasing decisions. The better the quality of a product, will increase consumer interest to choose and then make a purchase. A product can be said to be of high quality if the product can meet and satisfy customer needs.

Based on the results of the F test with a probability of 0.000 <0.05, the regression model can be used to predict purchasing decisions. The results of the t-test of the product quality variable (X3) show that the significance for X3 to Y is 0.003 <0.05. So, it can be concluded that Ha3 is accepted, namely product quality (X3) has a significant effect on purchasing decisions on Mustika Ratu products. The results of this study are following the results of research from Dwi (2019); Sumarsono & Santoso (2019); and Widyaputra & Djawoto (2018); which show that product quality influences purchasing decisions. Sumarsono & Santoso (2019) reveals that the quality of a product that is considered good by consumers will create a purchase decision. Purchase decisions will be made when consumers already have a product that is suitable to meet their needs.

Conclusion

Based on the results of research and analysis that has been carried out, it can be concluded that the brand image, brand ambassador, and product quality variables have a significant effect on purchasing decisions for Mustika Ratu products (study of Sriwijaya University students).

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