

How Brand Ambassador, Brand Image, Product Quality Affects Purchase Intention Skincare Products in Bandung City

Dilla Amelia Citra, Farah Oktafani

School of Communication and Business Telkom University
dillaactra@student.telkomuniversity.ac.id, farahokt@telkomuniversity.ac.id

Abstract

This study aims to determine the effect of brand ambassadors, brand image, and product quality on purchase intention in Everwhite skincare products in Bandung. The research method used is quantitative with a descriptive research type. Sample selection using non-probability sampling method with purposive sampling technique. The population in this study was 100 people in Bandung who knew about Everwhite skincare and knew Kim Seon Ho as the brand ambassador of Everwhite. The results of the study simultaneously showed that the brand ambassador had a positive and significant influence on purchase intention, the value (t value) > (t table) and a significant number < 0,5. Partially it is known that brand image has a positive and significant effect on purchase intention, obtained a value of (t value) > (t table) and a significant number < 0.5. Partially it is known that product quality has a positive and significant effect on purchase intention, obtained with a value of (t value) > (t table) and a significant number < 0.5. Furthermore, simultaneously it is known that brand ambassador, brand image, and product quality have a significant influence on purchase intention (F value) > (F table) with a significant number < 0.05.

Keywords

Brand Ambassador, Brand Image, Product Quality, Purchase intention, Consumer Behavior and marketing.

1. Introduction

Currently, the development of the skincare industry in Indonesia is accelerating. Although the Covid-19 pandemic has had a big impact on the economy, it has had little effect on the demand for cosmetics, particularly skincare products, which are expected to have considerable growth and have a direct impact on the high demand for skincare products. This is due to the fact that caring for facial skin is a need for some people, and having bright, healthy, and radiant facial skin is every woman's goal. Even among males, the skincare trend thrives due to the significant interest in facial skin care. The current rapid growth of the beauty sector in Indonesia demands that businesses be able to thrive among the existing competition. This study focuses on Everwhite, an Indonesian brand of skincare products already relatively well-known. Everwhite offers an extensive selection of facial and body care products. Everwhite company's marketing strategy is particularly distinctive in that it employs promotions to pique customer strategy in its skincare products. Everwhite employs celebrities, specifically South Korean actors, as Brand Ambassadors in its aired product advertising. This Brand Ambassador is anticipated to raise customer curiosity, boost consumer confidence in the everwhite product and brand, and generate public purchasing interest.

Brand image, brand ambassadors, and product quality are among the external factors that influence purchase intention. Consumer purchase intention is a person's intention to acquire a product or service after careful consideration before the purchase (Pradana et al., 2020). Meanwhile, a brand ambassador is passionate about the brand and can influence and invite consumers to purchase or utilize a product (Putri et al., 2021). In order to enhance consumer interest in a product, the brand ambassador must exert a positive influence. The brand image of a product also affects consumer interest. Brand image is the consequence of consumer opinions or perceptions of a certain brand, which are based on comparisons with other brands or products of the same sort. According to Faircloth et al. (2001), brand image is the perception that arises in a client's mind while recalling a brand from a product. With a positive brand image, consumers will be interested in the brand and have a positive opinion of it. The product quality also influences purchase intention. Product quality is the capability of a product to meet or surpass consumer expectations. Consumers expect high-quality products, which must be met. As a result of the fact that product quality is the key to increasing corporate productivity.

Based on the explanation before, it becomes necessary to research how brand ambassador, brand image, and product quality can affect consumer purchase intention.

2. Literature Review

2.1 Product Quality

Product quality is related to brand image, which is essentially consumers' impressions of the goods and services (Nikhashemi et al., 2017). According to Zeithaml (1988), product quality is the consumer's evaluation of the product's overall perfection. Anderson et al. (1994) determine that product quality comprises two distinct terms: the product degree that satisfies consumer needs and desires and the product degree that is free of defects. Product quality is also determined by the gap between perceived performance and intended product, which might impact brand image. Caruana (2002) state that customers' perceptions of a product's quality resulted from an evaluation of what was expected and what was really experienced when brand image was considered. According to several studies, product quality is the last long-term evaluation of brand image that might contribute to customer satisfaction (Sultan and Yin Wong, 2012).

2.2 Brand Image

The corporation engaged in enhancing the product's quality in order to attract customers, as the brand image is seen as a crucial factor in consumer satisfaction. Aside from that, the product's quality assists the organization in establishing a more positive image, which leads to greater consumer satisfaction (Jalilvand and Samiei, 2012). Anderson et al. (1994) noted that customer satisfaction is contingent upon the consumer's experience with the products or services, which can be influenced by product quality and service value. When it is difficult to evaluate the quality of the products or services, the brand image can be a crucial factor influencing consumers' assessments of their satisfaction with those products or services. According to the data, consumer satisfaction is influenced by the perception of product quality, marketing services, and brand image. For marketing research, brand image is recognized since the perception of product quality is correlated with consumer satisfaction (Fornell, 1992). Johnson and Fornell (1991) noted that the positive association between quality and brand image could lead to higher levels of consumer satisfaction. A positive brand image is an instrument of the company's capacity to retain its market position and brand image, leading to customer satisfaction.

2.3 Brand Ambassador

The term "ambassador" is a borrowed metaphor from the political realm (Fisher-Buttinger and Vallaster, 2008). An ambassador is a person who does or speaks in the name of another. Therefore, a BA is a person who acts in the name of a brand. Fisher-Buttinger and Vallaster (2008) offer three primary definitions of the term BA: customers (e.g., brand community members), celebrities (e.g., testimonial communication), and employees (e.g. sales people). Both external and internal perspectives can be applied to the employee perspective. Employees executing the brand promise through interactions with stakeholder groups are a component of the external perspective. The internal viewpoint assigns the BA a specific role within the context of internal branding; hence, the BA is given a specific mission to represent the brand (Fisher-Buttinger and Vallaster, 2008). This mission entails authentic and trustworthy communication of brand-related information, the dissemination of best practices and brand-related information to all employees, the transmission of employee feedback to the brand management team, and the formulation of recommendations to enhance the brand (Braun et al., 2013).

2.4 Purchase Intention

Purchasing is a process that involves a certain series of actions to solve a problem. The consumer decision-making process has five steps: figuring out a problem, looking for information, weighing the pros and cons of different options, making a purchase decision, and evaluating the purchase afterward. Marketing professionals can talk to consumers more effectively if they know and understand each step in the decision-making process of consumers. This also helps marketers convince customers to purchase products or services (Armstrong et al., 2014). Purchase intention is one of the consumer reactions that may happen due to the consumer decision-making process. Purchase intention is also defined as customer's willingness to buy a product or service under certain circumstances (Kotler et al., 2015).

2.5 Research Framework

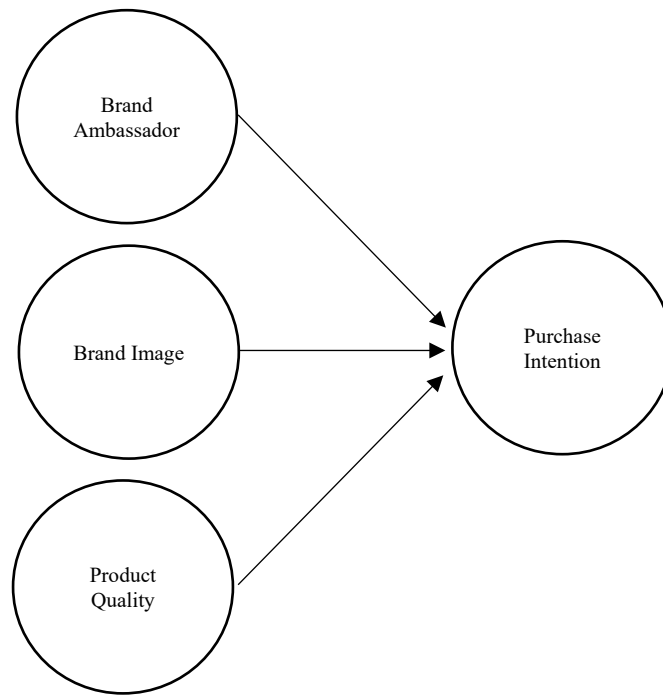


Figure 1. Research Framework

3. Research Method

The research method used in this study is a quantitative method. The sample used was purposive sampling, with a total of 100 respondents. The data collection techniques used in this study were questionnaires and literature studies. The data analysis techniques used are descriptive analysis and multiple linear regression analysis (Figure 1).

4. Result and Discussion

4.1 Multiple Regression Analysis

Multiple linear regression analysis aims to determine the influence between the free variables X1 (Brand Ambassador), X2 (Brand Image), and X3 (Product Quality) on Y (Buying Interest). This multiple linear regression analysis is needed to determine the influence of these variables. Here are the results of the multiple linear regression analysis (Table 1):

Table 1. Multiple Regression Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,388	,344		-1,129	,262
	BRAND AMBASSADOR	,394	,146	,280	2,703	,008
	BRAND IMAGE	,256	,116	,250	2,199	,030
	PRODUCT QUALITY	,429	,100	,392	4,303	,000

a. Dependent Variable: PURCHASE INTENTION

In order to analyze the influence between Brand Ambassador, Brand Image, and Product Quality on Purchase Intention, the multiple regression analysis equations is described as follows:

$$Y = -0,388 + 0,394X_1 + 0,256X_2 + 0,429X_3$$

The value of the constant (α) is -0.388. If brand ambassador, brand image, and product quality are worth as 0 point then the purchase intention of Everwhite skincare consumers is worth -0.388. The value of the regression coefficient X1 (brand ambassador) is 0.394 which is positive, meaning that the variable has a direct relationship with the variable Y (purchase intention), and each increase of one unit X1 (brand ambassador) will increase the variable Y (purchase intention) by 0.394. The value of the regression coefficient X2 (brand image) is 0.256, which is positive, meaning that the variable has a unidirectional relationship with the variable Y (purchase intention), and each increase in unit X2 (brand image) will increase the variable Y (purchase intention) by 0.256. The value of the regression coefficient X3 (product quality) is 0.429, which is positive, meaning that the variable has a unidirectional relationship with the variable Y (purchase intention), and each increase in units of product quality will increase the variable Y (purchase intention) by 0.429.

4.2 Hypothesis Test

Table 2 describe hypothesis test result as follows:

Table 2. Hypothesis Test Result

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	13,187	3	4,396	91,249	,000 ^b
	Residual	4,625	96	,048		
	Total	17,812	99			
a. Dependent Variable: PURCHASE INTENTION						

Based on the calculations that have been made, it can be known that Fvalue > Ftable (91.249 > 2.70) and the significance level is 0.000 < 0.05 (Table 2). This shows that H0 is rejected, and Ha is accepted, meaning that independent variables consisting of Brand Ambassador, Brand Image, and Product Quality simultaneously significantly influence Purchase Intention.

5. Conclusion

Based on the results of previous research and discussions regarding the influence of brand ambassadors, brand image, and product quality on the interest in buying Ever white skincare products in the city of Bandung, conclusions can be drawn which can provide answers to the problems formulated in this study are as follows: Brand ambassador in Everwhite skincare products is within very good category; Brand image on ever white skincare products is within good category; Product quality on Ever white skincare products is categorized as good; Purchase intention in Everwhite skincare products is within very good category; There is a positive and significant influence on brand ambassadors, brand image, and product quality toward purchase intention of Ever white skincare products in the city of Bandung.

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