

**THE INFLUENCE OF BRAND AMBASSADOR, BRAND AWARENESS, AND
PRICE ON BRAND IMAGE AND PURCHASING DECISION IN HALAL
SKINCARE PRODUCT
(STUDY ON MS GLOW SKINCARE PRODUCTS IN SURABAYA)**

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Abstract: The influence of technology in everyday life can influence a person's buying decision. Companies must be up to date in seeing existing developments and changes. This study aims to determine whether there is an influence of Brand ambassador, Brand awareness and Price on Brand image and Purchasing decision. The population in this study is consumers who have purchased Ms.glow products domiciled in Surabaya. The sample of the study was 227 respondents obtained in the purposive sampling research method. The data analysis method in this study uses path analysis with smartPLS software. The results of the study showed a significant influence between Brand ambassadors on Brand image and not significant on Purchase decisions. There is a significant influence between Brand awareness and Price on Brand Image and Purchasing decisions. And there is a significant influence of Brand image on Purchasing decisions.

Keywords: Brand Ambassador, Brand Awareness, Price, Brand Image, Purchase Decision

INTRODUCTION

In digital era, many sellers choose to market their products through e-commerce. According to Startup Rank data as of March 2021, Indonesia is ranked fifth in the world with 2,233 startups including e-commerce in it. Example: Shopee offers various features that make it easy for sellers and buyers to interact with each other quickly and easily (Kartika & Ganarsih, 2019). This phenomenon must be seen to compete with competing companies. One of them can be done by formulating marketing strategies to win market competition, for example by

advertising promotions and and supported by brand ambassadors who help to promote products. The use of brand ambassadors is carried out by companies to influence or encourage consumers to use their products. Because consumptive behavior and purchasing decisions are closely related, it is important to understand consumer behavior. Consumers make various decisions during purchase, both simple and complex (Siskhwati and Maulana 2021). When competition is increasingly competitive, it is necessary to strengthen labels that are useful as a differentiator of a company's products from competitors'

products, namely choosing a brand image. As in the case of Ms.Glow with its competitors such as Scarlett, Somethinc, Skintific, and others by both appointing Brand ambassadors from ginseng countries but in sales it is slightly behind with Somethinc which is quite young (2019) compared to Ms.Glow itself which has been around since 2013. One of the functions of an artist as a Brand Ambassador is an example of a K-Pop artist. Not only unique strategies, purchasing decisions can also arise due to trends or phenomena that are happening in society (Lestari et AL, 2019).

Marketing management comes from the two words of management and marketing. The concept of marketing is also called the concept of promotion. That can be said marketing is the analysis, planning, implementation, and control of programs designed to create, build, and maintain profitable exchanges with target buyers to achieve company goals. While management is the process of planning, organizing, enacting, planning, and controlling. According to Philip (2005) also explained that marketing management is the process of planning and implementing, thinking, pricing promotions, and distribution of goods and services to create exchanges that meet individual goals in the organization.

THEORITICAL FRAMEWORK

By using a marketing mix, companies can provide value to their products. According to Malau (2017), marketing mix is the integration of marketing activity planning through four components, namely products, prices, promotions and distributors combined together. In February 2022, Cha Eunwoo officially became one of ms.glow's brand

ambassadors. This will affect ms.glow's brand image by choosing Cha eunwoo as the Brand Ambassador so that fans and the public can get to know ms.glow better, and hopefully these interests and motivations make people decide to use ms.glow skincare in their daily selling activities. BagiRoyan (2005) an advertisement informed by an interesting source (famous celebrity) will get great attention, not only that it will also be easily remembered by the public and this will later affect people's perception of brand image and can attract consumers to buy products or services.

Figure 1. Brand Ambassador of Ms.glow skincare



Source : Ms.glow.com

Kinanti and Imran (2021) Found that digital marketing has a significant impact on brand awareness. What distinguishes this study is the object of research, the quantity of variables studied, the number of respondents and analysis techniques. The study of Amelfdi and Ardyan (2020) shows that brand awareness is not significant to purchasing decisions but product reputation and product quality are significant to purchasing decisions. Aker in (Santoso et al., 2019), brand awareness or brand awareness is the ability of potential buyers to recognize or remember that a brand is part of a certain product class.

According to Kotler and Armstrong (2012) In a narrow sense price (price) is the amount charged for a product or service, more broadly price is the sum of all value provided by customers to benefit from owning or using a product or service. Prices are flexible, meaning they can change quickly. According to Kotler (2002: 81) quoted by (Nasution, Linzy Pratama, et al. 2019: 8) there are three important things that must be considered in pricing for consumers, namely: Referral price, Quality price conclusion, Price hints.

Brand image has several indicators that characterize the brand image. Keller (2018) states that brand image is a set of perceptions about a particular brand. Purchasing decision indicators according to Kotler & Kelller (2014) include: Recognition of Needs, Information Search, Evaluation of alternatives, Purchasing Decision, Post-purchase behavior. Brands are considered value indicators because they can create and increase value in products, companies, communities, or countries (Intan & Andri 2021).

Buying decision making is the process of problem recognition, information search, evaluation (assessment) and selection of alternative products, selection of distribution channels and implementation of decisions on products to be used or purchased by consumers (Munandar, 2001). The decision of a buyer is also influenced by his personality traits, including age, occupation, economic circumstances. In knowing consumers, it is necessary to learn about consumer behavior as a manifestation of all human soul activities in everyday life. Other people's perceptions of influence and internal motivations will interact to determine the final decision that is

considered most appropriate (Swastha, 2010: 141).

METHODOLOGY

According to Arikunto (2019, p. 136) research methods are the main means that researchers use to achieve goals and determine answers to the problems posed. The approach to this study is quantitative research. This quantitative research is a causal study, the author is interested in explaining one or two more factors that cause problems, with the intention of being able to state that variable X causes variable Y (Sekaran and Bougie, 2013: 112).

Sugiyono (2009: 14) explained that quantitative methods are research methods based on the philosophy of positivism, which is used to examine certain populations or samples, which are generally random sampling, and data are collected using research instruments, then analyzed quantitatively / statistically with the aim of testing hypotheses that have been set. The subject of the research by the author is the respondent who will be used as a sample of the study. The sample of this study is Ms.Glow skincare enthusiasts and buyers in Surabaya. The object of this study ms.skincare products glow.

Respondents in this study were selected based on purposive sampling techniques. According to Sugiyono (2015), purposive sampling is a sampling technique with certain considerations. According to Arikunto (2006), purposive sampling is a sampling technique not based on random, regional or strata, but based on considerations that focus on certain goals.

This sample size was determined following the opinion (Hair et al, (2010) which states that the recommended sample

Age	Total	Presentase
17 – 20	31	13,7%
21 – 25	157	69,2%
26 – 29	30	13,2%
29 >	9	4,3%
Total	227	100%

size for multivariate studies is 200 to 400 samples. Therefore, the number of sample calculations will be determined based on the minimum sample calculation. The determination of the number of samples according to Hair et al, (2010) is the number of indicators x 5 to 10 times. Based on these guidelines, the sample of this study is 20 x 10 = 200 samples with dissemination through online questionnaires via grub whatsapp, personal

chat, whatsapp stories, telegram grub, line, instagram with the form of gooogle form.

RESULTS AND DISCUSSION

Based on research conducted by distributing research questionnaires, an overview of the characteristics of the respondents who were sampled in this study was obtained including age, gender, knowing and having bought or were using ms.glow products. Age characteristics of respondents :

Table 1. Average Score Brand Ambassador of Ms.glow skincare

Statement	Mean
1) Cha Eunwoo as Brand Ambassador also supports Ms.Glow Products	2,138
2) Cha Eunwoo is an idol for teenagers so he is suitable as Ms.Glow's Brand Ambassador	2,152

3) Cha Eunwoo is able to influence consumers' thoughts about Ms.Glow's products through his charisma.	2,152
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Based on the three brand ambassador indicators that have been declared valid in the validity test, it can be seen that the indicator with the highest value is obtained in the BA2 and BA3 indicators about Cha eun-woo as a brand ambassador. While the indicator with the lowest value is obtained by the BA1 indicator about Cha Eun-woo as a brand ambassador.

Table 2. Average Score Brand Awareness of Ms.glow skincare

Statement	Mean
1) Brand is memorable	4,147
2) How far consumers know Ms.Glow's products	4,219
3) Can quickly recognize brands When buying other products	4,326
4) Ms.Glow becomes a comparison material When using other products	4,022

Based on four brand awareness indicators that have been declared valid in the validity test, it can be seen that the indicator with the highest value is obtained on the BAW3 indicator about attractive packaging compared to competing products. While the indicator with the lowest value is obtained by the BAW4 indicator about Ms.glow as the main goal in purchasing skincare.

Table 3. Average Score Price of Ms.glow skincare

Statement	Mean
1) I think the price of each Ms.glow product is according to my income	4,259
2) I think the price of Ms.glow is in accordance with the benefits I get	4,192
3) In my opinion, Ms.glow products match the quality claimed by the product	4,165

Based on three price indicators that have been declared valid in the validity test, it can be seen that the indicator with the highest value obtained on the P1 indicator about the price of Ms.glow is very in accordance with the benefits obtained. While the indicator with the lowest value is obtained by the P3 indicator about consumer indifference to prices.

Table 4. Average Score Brand Image of Ms.glow skincare

Statement	Mean
1) Ms.glow's physical shape is very attractive	3,549
2) The results of using Ms.glow are very satisfactory	4,312
3) Ms.glow packaging is very pleasing to the eyes	3,031

Based on three brand image indicators that have been declared valid in the validity test, it can be seen that the indicator with the highest value is obtained on the BI2 indicator about the quality of Ms.glow in accordance with product claims. While the indicator with the lowest

value is obtained BI3 indicator about product purchases due to the encouragement of friends.

Table 5. Average Score Purchasing Decision of Ms.glow skincare

Statement	Mean
1) Buying because of internal or external impulses	4,326
2) Through social media	4,335
3) Through third-party sources	4,442
4) Satisfactory claim results	4,344
5) Buying because of Chaenwoo	4,460
6) Buy because of the quality and benefits of Ms.glow	4,362
7) There is a sense of satisfaction in purchasing Ms.glow skincare	4,357

Based on seven purchase decision indicators that have been declared valid in the validity test, it can be seen that the indicator with the highest value obtained on the PD5 indicator about the results of using Ms.glow is very satisfying to consumers. While the indicator with the lowest value is obtained by the PD1 indicator about the number of product variants.

Based on the results of testing on hypothesis one (H1) that has been carried out, it proves that the Brand Ambassador variable has a significant effect on Brand Image, this is in line with statements and research from (Handayani R, Rusminah HS (2020). In descriptive results of respondents' answers, the results of the grand mean of the three indicators became questions that were well received by respondents, namely about Cha Eunwoo is a good and credible reference source about

product image. Based on the results of testing on hypothesis two (H2) that has been carried out, it proves that the Brand Awareness variable has a significant effect on Brand Image, this is in line with statements and research from Oktavia M, and Nurul H (2023) states that Brand awareness has a significant effect on brand image. In descriptive results of respondents' answers, the results of the grand mean indicator become questions that are well accepted by respondents. Based on the results of testing on hypothesis three (H3) that has been carried out, proving that the price variable has a significant effect on Brand Image, this is in line with statements and research from Maulana R and Syardiansah (2021) stating that price has a significant effect on brand image. In descriptive results of respondents' answers, the results of the grand mean indicator become questions that are well accepted by respondents. Based on the results of testing on hypothesis four (H4) that has been carried out, it proves that the price variable has a significant effect on Brand Image, this is in line with statements and research from Oktavia M, and Nurul H (2023) states that Brand image has a significant effect on purchase decisions. In descriptive results of respondents' answers, the results of the grand mean indicator become questions that are well accepted by respondents.

Based on the results of testing on hypothesis five (H5) that has been carried out, proving that the brand ambassador variable does not have a significant effect on purchase decisions, the results of this study are different from research conducted by (Elli S and Wan J.R (2021)) which states that there is a positive relationship between Brand ambassadors and Purchase decisions however, the results of this study are in line

with research conducted by (Lutfia S and Hutomo A.M (2021)) which shows that Brand ambassadors do not have a significant effect on Purchase decisions. Based on the results of testing on hypothesis six (H6) that has been carried out, it proves that the Brand awareness variable has a significant effect on purchasing decisions, this is in line with statements and research from Oktavia M, and Nurul H (2023) states that Brand awareness has a significant effect on purchase decisions. In descriptive results of respondents' answers, the results of the grand mean indicator become questions that are well received by respondents. And the last one based on the results of testing on hypothesis seven (H7) that has been carried out, it proves that the price variable has a significant effect on purchasing decisions, this is in line with statements and research from Elli S and Wan J.R (2021) states that price has a significant effect on purchase decisions. In descriptive results of respondents' answers, the results of the grand mean of the seven indicators became questions that were very well received by respondents.

CONCLUSION

Based on the results of research that has been conducted on The Influence of Brand Ambassador, Brand Awareness, and Price, on Brand Image and Purchase Decision at Ms.glow in Surabaya, it can be concluded as follows That the variables Brand Ambassador, Brand Awareness and Price have a significant effect on brand image, then for Brand Image, Brand Awareness and Price have a significant effect on purchasing decisions. While brand ambassadors do not have a significant effect on purchasing decisions.

Indonesian consumers still care about brand ambassadors from Korea, so Ms.glow's marketing decision that has placed Cha Eunwoo as brand ambassador is not right when looking at the market in Indonesia. If indeed there is still a decline in sales, you should be more selective in the use of the next Brand Ambassador. Not only seeing something viral but also occasionally doing market research with competing products.

Researchers are then expected to add other variables besides Brand Ambassador, Brand Awareness, Price, Brand Image. Further researchers are also expected to expand the types and increase the number of samples used to obtain comprehensive results. In addition, for the next research, it is expected to use the scope a wider population in order to provide more specific results. Finally, it is hoped that further researchers can improve the limitations in this study.

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