

## THE INFLUENCE OF BRAND AMBASSADOR, PROMOTION AND PRODUCT QUALITY ON PURCHASING DECISIONS FOR SCARLETT BRAND BEAUTY PRODUCTS FOR WOMEN IN THE SPECIAL REGION OF YOGYAKARTA

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### Abstract

*This research seeks to ascertain whether the variables of brand abmassadors, promotional activities, and product quality greatly affect the purchasing decisions for Scarlett brand beauty products among women in the Special Region of Yogyakarta. The population for this study included customers who have bought and used the product. The sample consists of 100 respondents. To gather data, the researcher employed multiple linear regression, coefficient of determination, F test, and t test using SPSS Version 25. The outcomes of the data analysis indicate that the independent variables, which are brand abassadors, promotion, and product quality, greatly impact the dependent variable, which is purchasing decisions.*

**Keywords:** Brand Ambassador, Promotion, Product Quality, Purchase Decision.

### Introduction

The rapid development of technology and science today has made technology not only a useful means of entertainment, information and education, but also used as a means of doing business. The development of technology has an impact on business actors to promote products and provide convenience for the community in fulfilling their needs and desires, especially in buying beauty care products for women. One of the most popular products in Indonesia today is Scarlett. Scarlett is a local product that was established in 2017 by one of famous celebrities, Felicia Angelista. Scarlett produces for types of products such a body care, face care, perfume and hair care. The prices of Scarlett products starts from Rp45.000 per unit – Rp300.000 for the package. The use of beauty products that are done regularly and routinely, of course, can help take care of the skin for the better, and make many people feel more confident with their appearance when appearing in public. Scarlett products are of course clinically tested and BPOM, so they are safe for users and do not cause damage to skin and hair due to bad ingredients.

**Figure 1. Scarlett products**



Source: <https://scarlettofficial.id/>

The depelopment of the beauty industry today encourages many product owners to do various ways to introduce products and attract public attention to shop. One way that is currently popular and widely used now is by cooperating with actors and artist as brand ambassadors for products. Scarlett isself not only cooperates with Indonesia actors as brand ambassadors, but they also cooperate with actors from south korea.

As stated by Lea Greenwood (2012), brand ambassadors are a resource for business to connect and interact with the audience with the aim of boosting sales. In addition, Wang et al (2016) explain that a brand ambassador or celebrity endorser is a brand supporter whose job is to help create a strong emotional connection between the company and customers and indirectly the use of brand ambassadors or celebrity endorsers will build a product image. However, the use of brand ambassadors alone is not enough without the support of effective promotion. Promotional activities function to convince customers by showing the product or service so that it can persuade customers to buy it (Kotler and Armstrong, 2014).

The advancement of internet technology, which is becoming more sophisticated and readily available, is used by Felicia to advertise their products via social media. Social networking plays an important role in promotional efforts. Apart from the use of brand ambassadors and promotional activities, people also consider the caliber of the product available. Product with good quality are usually more desirable to the public, because they are considered capable of meeting the expected needs. Kotler and Keller (2016: 156) state that quality is the totality of features and characteristics of a product or service that has the ability to meet directly stated needs.

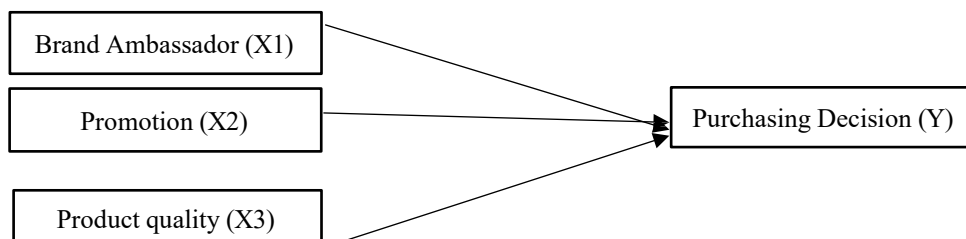
By utilizing brand ambassadors, offering attractive promotions and maintaining good product quality to meet consumer needs, we can increase consumer purchasing decisions. Kotler and Keller (2012), convey that a purchasing decision is a consumer action to form a reference between brands in a selection group and buy the most preferred product. Whether or not a product is attractive can influence a consumer purchasing decision. The more benefits the product offers, the higher the consumer's desire to buy (Fernando & Aksari, 2018).

This study aims to analyze the influence of brand ambassadors, promotions and product quality on purchasing decisions for Scarlett brand beauty products for women in the Special Region of Yogyakarta.

## Research Methods

This study employs quantitative methods, this study used a mix of both primary and secondary data sources, employing questionnaires as the primary technique for data gathering. This method involves collecting data by sending a series of statements or question to participants in order to gather raw information which will later be analyzed quantitatively. The population of this study are women in the Special Region of Yogyakarta, ranging in age from 17 to 25 years, and have purchased and used Scarlett products within the last 6 (six) month. The outcomes of the surveys that have been gathered will be evaluated for for validity, reliability, multiple linear regression analysis, coefficient of determination ( $R^2$ ), f-test, and t-test.

**Figure 2.** Research Design



## Results And Discussions

### Validity and Reliability Test

Table 1. Validity test result of brand ambassador, promotion, quality product, purchasing decision

No	Variable	Indicator	Validity		Description
			r count	r table	
1	Brand Ambassador	X1	.781	0,239	Valid
		X2	.930	0,239	Valid
		X3	.788	0,239	Valid
		X4	.393	0,239	Valid
		X5	.815	0,239	Valid
2	Promotion	X1	.554	0,239	Valid
		X2	.772	0,239	Valid
		X3	.738	0,239	Valid
		X4	.694	0,239	Valid
		X5	.773	0,239	Valid
3	Quality Product	X1	.770	0,239	Valid
		X2	.790	0,239	Valid
		X3	.826	0,239	Valid
		X4	.883	0,239	Valid
4	Purchasing Decision	Y1	.719	0,239	Valid
		Y2	.852	0,239	Valid
		Y3	.684	0,239	Valid

Source: SPSS 25 data processing results

It is known that all statement items from the brand ambassador, promotion, product quality and purchase decision variables have a value of r count and r table,. Therefore, it can be inferred that every statement items is recognized as valid.

Table 2. Reliability Test of brand ambassador, promotion, quality product, purchasing decision

No	Variabel	Cronbach's Alpha	Standard Value	Description
1	Brand Ambassador	.809	0,6	Reliable
2	Promotion	.743	0,6	Reliable
3	Quality Product	.828	0,6	Reliable
4	Purchasing Decision	.615	0,6	Reliable

Source: SPSS 25 data processing results

The reliability assessment is conducted by examining the Cronbach's Alpha result, which exceed the standard value of 0,6. Based on the teble below, it can be that the instrument in the study is declared reliable or feasible to use.

### Multiple Linear Regression

Table 3. Multiple Linear Regression analysis test result

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.387	1.049		.368	.713
	BA	.140	.060	.223	2.346	.021
	PROM	.171	.068	.256	2.518	.013
	KP	.311	.069	.393	4.524	.000

a. Dependent Variable: KPM

Source: SPSS 25 data processing results

From the table above, the regression equation model is obtained as follows:

- The constant value is .387
- The regression coefficient value of brand ambassador ( $X_1$ ) = .140 means that it is positive and unidirectional between variable  $X_1$  and variable  $Y$ . The use of brand ambassadors can increase consumer confidence in a marketed product.
- The promotion coefficient variable ( $X_2$ ) = .171, which means positive and has a unidirectional relationship between the promotion variable and the purchasing decision variable. Stating that promotions can increase or decrease consumer interest in making purchases.
- Product quality ( $X_3$ ) = .311, show that this regression is positive and has a unidirectional relationship between the product quality variable and the purchasing decision variable. Shows that product quality can make consumers make purchasing decisions or not make purchasing decisions.

#### Determination Coefficient Test

Table 4. Test result

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755 <sup>a</sup>	.570	.556	1.22996
a. Predictors: (Constant), KP, BA, PROM				
b. Dependent Variable: KPM				

Source: SPSS 25 data processing results

The analysis of the coefficient of determination resulted in an Adjusted R Square figure of .556 or 55.6%. This shows that the brand ambassador, promotion and product quality variables affect the purchasing decision variable. Then there are 44.4% additional elements that affect the dependent variable, which are not considered in this study, such as price perception, brand image, brand awareness, and other variables.

#### Test F

Table 5. Test F

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	192.410	3	64.137	42.396	.000 <sup>b</sup>
	Residual	145.230	96	1.513		
	Total	337.640	99			
a. Dependent Variable: KPM						
b. Predictors: (Constant), KP, BA, PROM						

Source: SPSS 25 data processing results

Based on the result of the f test in the table, it can be stated that  $H_0$  is rejected and  $H_1$  is accepted. This can be observed from the resulting significance value of .000 which is smaller than 0.05. Thus it can be concluded that the brand ambassador, promotion, and product quality, simultaneously affect the purchasing decision.

#### T-test

Table 6. Result of the t-test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.387	1.049		.368	.713
	BA	.140	.060	.223	2.346	.021
	PROM	.171	.068	.256	2.518	.013
	KP	.311	.069	.393	4.524	.000
a. Dependent Variable: KPM						

Source: SPSS 25 data processing results

The table above is to compare the significance value of each variable with the 5% significance level.

- Hypothesis 1: the t value for the brand ambassador variable is  $(2.326) > t \text{ table } (1.984)$  and for a significant value of  $.021 < 0.05$ , resulting in the acceptance of H1 and Ho is rejected. Therefore, it can be summarized that the brand ambassador variable has a positive and meaningful effect on purchasing decisions.
- Hypothesis 2: The influence of promotion activities on purchasing decisions yield a t value  $(2.518) > t \text{ table } (1.984)$ , with a significant value of  $.013 < 0.05$ , which means rejecting Ho and accept H1. So it can be concluded that the promotion variable has a positive and significant effect on purchasing decisions.
- Hypothesis 3: suggests that the t value noted in the t test table is  $(2.524) > t \text{ table } (1.984)$ , with a value of significance of product quality  $< 0.05$ , namely .000. from this can be stated that Ho is not accepted and H1 is accepted. So it can be concluded that the product quality variable has an influence on product purchasing decision beauty products of the Scarlett brand positively and significantly.

### Discussion

Based on the result of the study, it is known that consumers who make a lot of purchases are consumers aged 20-22 years and have made 2-3 purchases in the last 6 month. Many respondents agree that Scarlett brand ambassador conveys information about the product well, and the promotions carried out are not only attractive but also the content displayed on social media. Respondents also stated the quality of the content produced by Scarlett was quite excellent. The result of the analysis and testing state that the brand ambassadors, promotion and product quality greatly influence the buying choices for Scarlett brand cosmetics targeted at women in the Special Region of Yogyakarta.

### Conclusion

Based on the results of the research conducted, it is evident that the factors of brand ambassador, promotion, and product quality greatly influences the decision to purchase Scarlett brand beauty items. This is illustrated by the use of F-test and t-test, which indicate a significance value below 0.05. the result of multiple linear regression analysis show that each independent variable contributes positively to the purchase decision. This research highlights the importance of managing marketing aspects such as brand ambassadors, promotional strategies and ensuring the quality of products play a important role in shaping consumers buying choices within the beauty sector, particularly concerning Scarlett offerings.

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