THE INFLUENCE OF BRAND AMBASSADOR AND BRAND IMAGE ON PURCHASE DECISIONS FOR L'ORÉAL PARIS PRODUCTS IN MEDAN CITY

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Abstract

The appearance of Covid-19 altered almost everyone's way of life. The shift from physical to internet buying exemplifies lifestyle changes that are evident. In addition, the Covid-19 has led to an upsurge in consumption. The cosmetics business is likewise affected by the shift from offline to online purchasing habits. L'Oréal Paris is one of the cosmetic brands available in Indonesia. This research intends to examine the impact of brand ambassadors and brand image on L'Oréal Paris product purchase choices in the city of Medan. This study used quantitative research using an associative methodology. Sampling was conducted using the approach of purposive sampling, with 100 respondents serving as samples. This study's main data was collected via the distribution of Google Forms surveys, while secondary data was gained through a review of the relevant literature. The data analysis method consists of the validity test, the reliability test, the classical assumption test, multiple linear regression analysis, and the hypothesis test. According to the study's results, both the brand ambassador and brand image have a significant influence on customer purchasing decisions. Brand ambassador and brand image are elements that impact buying decisions simultaneously.

Keywords: *Brand Ambassador, Brand Image, Purchase Decision*

INTRODUCTION

The era of globalization is a global transformation that has swept the world. The impact that occurs is very large in all aspects of human life at all levels of society including economic, political, social, technological, environmental, cultural, and others. This is because advances in science and technology will change people's consumption behavior patterns. The state of the world today is certainly different from the past. This change occurred due to the Covid-19 virus that has swept the world.

The high number of cases caused by this virus has brought very significant changes to the wider community. The government's advice to stay at home has hampered all activities. However, today's increasingly sophisticated technology allows these obstacles to be

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overcome. Although not completely resolved, with the help of technology almost all activities can be done at home. Communicate, study, work and even shop from home using a smartphone or laptop. The emergence of Covid-19 changed the lifestyle of almost everyone. Lifestyle changes that are clearly visible is the behavior of shopping offline to online (Sugianti & Anwar, 2021). In addition, the Covid-19 pandemic has also caused consumptive behavior to increase.

Consumer buying behavior from offline to online is also felt by the cosmetic industry. Cosmetics is a product marketed by producers to consumers to meet women's basic needs for beauty (Shaputra, 2013). Over time, cosmetics are not only an additional need but also a basic need for women. Cosmetics are so crowded on the market that they are used as body treatments from head to toe.

One of the cosmetic brands that caught the attention of researchers was L'Oréal Paris because L'Oréal Paris is one of the cosmetic brands affected by the Covid-19 pandemic. The brand ambassador of L'Oréal Paris in 2021 to date is Cinta Laura Kiehl. L'Oréal Paris' consideration in choosing Cinta Laura Kiehl as brand ambassador was due to her courage in voicing her aspirations and instilling confidence in Indonesian women. L'Oréal Paris has never been in the TOP 1 and the big 2 positions. Meanwhile, L'Oréal Paris products occupy the top of mind and are easy to find in cosmetic stores and marketplaces.

According to the background information that was presented above, this study aims to reveal the influence of brand ambassadors and brand image on purchasing decisions for L'Oréal Paris goods in the city of Medan.

LITERATURE REVIEW

Marketing

According to Rahmawati (2016) marketing is the process of identifying and satisfying human needs. In brief, marketing can be defined as "profitably satisfying demands." This is how corporations may profitably meet consumer requirements. Kotler, P., & Armstrong (2018) describe marketing as the social and management process through which individuals and organizations achieve what they need and want through the creation and exchange of value.

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Brand Ambassador

Royan in Lestari (2020) explain that brand ambassadors are social or identity icons, acting as marketing tools that symbolize the accomplishment of individualism and personal greatness along with the commodification and commercialization of an item.

Gaynor (2012) highlight brand ambassador indicators include transference, congruence, credibility, attractiveness, and strength.

1) Transference, which occurs when a celebrity endorses a brand connected to his profession.

2) The purpose of the brand ambassador's main drawing, congruence, is to highlight the concept of conformity (match) between celebrities and brands.

3) Credibility refers to customers' perception that a source (ambassador) has the appropriate expertise, knowledge, and abilities, and that the source can be depended upon to deliver accurate explanations.

4) Attractiveness, an attractive intangible presentation capable of bolstering a product or promotion (advertising).

5) The brand ambassador's authority has the ability to inspire people to make purchasing decisions and utilize the product.

Brand Image

Brand image is a perception that is embedded in a consumer based on a reflection of what is in the consumer's mind towards a brand (Kotler et al., 2019). According to Rangkuti Indasari (2019) the indicators used to measure brand image are as follows:

1) Recognition is the degree to which a user recognizes a brand; if a brand is not recognized, the product with that brand must be sold through inexpensive methods such as introduction, design, logo, tagline, or other elements like the brand's identity.

2) A brand enjoys a rather high level of Reputation due to its solid track record.

3) Affinity is the emotional bond that develops between a brand and its clients. It is evident from the price, client satisfaction, and level of affiliation.

4) Loyalty is how much customer loyalty from a product that uses the brand. If a brand is known by the public and has a positive track record in the eyes of customers, it will generate affinity (attraction) for users and it causes users to become loyal to the brand.

Purchasing Decision

Schiffman and Kanuk in Indasari (2019) describe purchasing decisions as sorting out two or more options in other words the option must be available to someone at the time of making a decision.

Kotler (2012) suggests that the indicators used to measure purchasing decisions are as follows:

1) Purpose in buying a product. Every consumer or prospective buyer must of course know his purpose before deciding to buy a product that suits his wants and needs.

2) Information processing to get to the brand selection. Prospective buyers or consumers will usually look for information about the products to be purchased in order to select and assess products from trusted brands.

3) Stability on a product. After the prospective buyer selects the product to be purchased, the prospective buyer feels confident about the product he has chosen to make a purchase of the product.

4) Provide recommendations to others. After consumers are satisfied with the products they have purchased, usually consumers will recommend products that have been used or consumed to other people around them.

5) Make repeat purchases. Consumers who are satisfied with the product they have purchased will usually buy the same product again.

METHOD

The type of research used in this research is quantitative research with an associative approach. We chose to distribute this research questionnaire through a google form and it will be distributed to consumers of L'Oréal Paris products in the city of Medan. This research was conducted from March to April 2022. In this study, the population is L'Oréal Paris consumers in Medan City. The population size of L'Oréal Paris consumers in Medan City has never been calculated so that the total population is not known with certainty. The number of samples that will be used in this study are 96 respondents. But the researchers decided to round up to 100 respondents so that it was easier in the calculation process.

This study's data collection methodologies included the collection of primary data and secondary data. Primary data is the distribution of questionnaires via google form to consumers of L'Oréal Paris products in Medan City. Secondary data are previous studies,

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sources of information from the internet and literature studies. Meanwhile, data analysis technique uses as follows:

1) Instrument Test

The instrument test is carried out through a validity test and a reliability test is useful to determine the feasibility of the instrument so that it can be used as an instrument in research (Novikasari, 2016).

2) Classic Assumption Test

The normality test, the multicollinearity test, and the heteroscedasticity test are the three components of the classical assumption test. In a regression model, a normality test is used to determine if an independent variable, a dependent variable, or both have a normal or abnormal distribution. This is done by comparing the results of the test to a normal distribution and an abnormal distribution (Sukestiyarno & Agoestanto, 2017). A multicollinearity test was run to determine whether or not independent variables are intercorrelated. The test is conducted using multiple linear regression analysis, hence the dependent variable will be affected. A test of heteroscedasticity to assess whether or not the absolute residual variance is the same for all observations.

3) Multiple Linear Regression Analysis

In order to investigate the nature of the connection that exists between a single dependent variable and a number of independent factors, a multiple linear regression analysis was carried out.

4) Hypothesis Testing

Tests of partial significance (t test), simultaneous significance (f test), and the coefficient of determination were used in order to conduct the evaluation of the null hypothesis (R^2). The T test is used to determine whether or not the partial effect of the independent variable or the influence of each independent variable on the dependent variable has a substantial impact on the study's overall findings. The F test was carried out in order to evaluate the significance of the impact of the independent variable on the independent variable as well as to determine the global effect of the independent variable. The level of the model's ability to explain the many independent variables, also known as predictors, is measured by the coefficient of determination.

RESULT AND DISCUSSION

Result Research

1) Validity and Reliability Test Results

Table 1. Validity Test Result

Variable Name	Statement Items	$r_{statistic}$	r_{table}	Information
Brand Ambassador	1	0,657	0,196	Valid
	2	0,582	0,196	Valid
	3	0,680	0,196	Valid
	4	0,630	0,196	Valid
	5	0,659	0,196	Valid
	6	0,731	0,196	Valid
	7	0,743	0,196	Valid
	8	0,556	0,196	Valid
	9	0,733	0,196	Valid
	10	0,697	0,196	Valid
	11	0,563	0,196	Valid
Brand Image	1	0,595	0,196	Valid
	2	0,719	0,196	Valid
	3	0,801	0,196	Valid
	4	0,746	0,196	Valid
	5	0,733	0,196	Valid
	6	0,813	0,196	Valid
	7	0,855	0,196	Valid
	8	0,820	0,196	Valid
	9	0,792	0,196	Valid
Buying Decision	1	0,730	0,196	Valid
	2	0,739	0,196	Valid
	3	0,781	0,196	Valid
	4	0,665	0,196	Valid
	5	0,820	0,196	Valid
	6	0,798	0,196	Valid
	7	0,793	0,196	Valid
	8	0,781	0,196	Valid
	9	0,756	0,196	Valid
	10	0,729	0,196	Valid

Source: Data Processing Results (2022)

Table 1 shows that the correlation of each item to the total score for each of the 11 statements for the variable X1, 9 statements for the variable X2, and 10 statements for the variable Y, all of which produce $r_{statistic}$ greater than r_{table}. Thus, the overall item of the research variable statement is valid.

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Table 2. Reliability Test

Variable	Cronbach's Alpha	Information
Brand Ambassador	0,867	Reliable
Brand Image	0,904	Reliable
Buying Decision	0,914	Reliable

Source: Data Processing Results (2022)

Table 2 shows that each variable's Cronbach's Alpha is larger than 0,60. This demonstrates that the indicators in this research are trustworthy, indicating that the questionnaire employed in this study is also reliable.

2) Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Analysis Result

Coefficients^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.149	2.929		.051	.959
	Brand Ambassador	.198	.079	.162	2.513	.014
	Brand Image	.850	.073	.757	11.716	.000
a. Dependent Variable: Purchase Decision						

Source: Data Processing Results (2022)

Based on the aforementioned regression test findings, the multiple linear regression analysis model employed in this research may be expressed as follows:

$$Y = 0,149 + 0,198X_1 + 0,850X_2$$

1) The constant coefficient is 0,149 which indicates that if Brand Ambassador (X_1) and Brand Image (X_2) are both zero, the value of Purchase Decision (Y) will increase by 0,149.

2) The Brand Ambassador regression coefficient (X_1) is 0,198, which indicates that for each one-unit increase in X1, the Purchase Decision (Y) increases by 0,198. The value of the Brand Ambassador variable (X_1) on the Purchasing Decision variable (Y) is positive, indicating that the greater the value of the X_1 variable, the higher the value of the Y variable.

3) The regression coefficient for the Brand Image variable (X_2) is 0,850 which indicates that for each unit increase in (X_2), the Purchase Decision variable (Y) increases by

0,850. The value of the X_2 variable on the Y variable is positive, which means that the value of the X_2 variable increases the value of the Y variable.

3) T Test

Table 4. Partial Test Results (T Test)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.149	2,929		.051	.959
	Brand Ambassador	.198	.079	.162	2,513	.014
	Brand Image	.850	.073	.757	11,716	.000
a. Dependent Variable: Purchase Decision						

Source: Data Processing Results (2022)

Based on the results of the t test in table 4 can be concluded that:

1) The results of testing the Software Statistics program for the Brand Ambassador variable (X1) on the Purchase Decision (Y) obtained a $t_{statistic}$ value of 2,513 where the $t_{statistic}$ value is greater than the t_{table} value, which is 1,984 (2,513 > 1,984) with a significance value smaller than 0,05 (0,014 < 0,05) and the regression coefficient is positive at 0,198. This shows that the Brand Ambassador variable (X_1) has a significant effect on Purchase Decision (Y). From these results it can be concluded that H_a1 received.

2) The results of testing the Software Statistics program for the Brand Image (X_2) variable obtained a $t_{statistic}$ value of 11,716 which means it is greater than the t_{table} value of 1,984 (11,716 > 1,984) with a significance value less than 0.05 (0.000 < 0.05) and the coefficient regression has a positive value of 0,850. This shows that the Brand Image variable (X_2) has a significant effect on Purchase Decisions (Y). From these results it can be concluded that H_a2 received.

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4) F Test

Table 5. Simultaneous Test Results (F Test)

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3112,101	2	1556,050	148,617	.000b
	Residual	1015,609	97	10,470		
	Total	4127,710	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Brand Image, Brand Ambassador						

Source: Data Processing Results (2022)

The results of data processing in the table 5 explained that the $F_{statistic}$ value obtained was 148,617, which means that the $F_{statistic}$ value was greater than the F_{table} value, which was 148,617 > 3,09 or based on the sig value. namely 0,000 < 0,05. These results mean that the independent variables, namely Brand Ambassador (X_1) and Brand Image (X_2) have a simultaneous (simultaneous) effect on the dependent variable, namely Purchase Decision (Y).

5) Coefficient of Determination

Table 6. Coefficient of Determination Test Results (R^2)

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.868a	.754	.749	3.23577
a. Predictors: (Constant), Brand Image, Brand Ambassador				
b. Dependent Variable: Purchase Decision				

Source: Data Processing Results (2022)

The results of the data processing are presented in table 6 which explains that the R value is 0,868. This coefficient value demonstrates that the relationship between brand ambassadors and brand image to purchasing decisions is very close. This is due to the fact that if the R value is closer to one, the model is used more effectively. According to the Adjusted R Square value or the coefficient of determination presented above, the brand ambassador and brand image variables can explain the purchasing decision variables to the extent of 74,9%, while the remaining 25,1% is influenced by other variables such as product quality, price, packaging, and other variables that were not discussed in this study.

Discussion

1) The Influence of Brand Ambassadors on Purchase Decisions

Based on these 5 indicators, 11 statement items were obtained. The most influencing indicators are attractiveness and transference indicators. This shows that Cinta Laura who was chosen as a brand ambassador is able to influence consumer purchasing decisions for the product L'Oreal Paris. Cinta Laura is a beautiful and accomplished young artist, Cinta Laura is an artist who likes to share and has a high social spirit and prefers to donate money to others in need. Cinta Laura shared information about L'Oréal Paris products and the information provided by Cinta Laura was easy to understand, thus encouraging respondents to make purchasing decisions.

This study found that the variable brand ambassador had a significant impact on purchasing decisions. This is evident from the results of the partial test (T test), which indicate that the value of $t_{statistic}$ is greater than t_{table}, namely $2{,}513 > 1{,}984$ and a significance value of $0{,}014 < 0{,}05$. This indicates that the H_a1 hypothesis is accepted, namely "There is an influence of the variable brand ambassador on the variable purchasing decisions of L'Oréal Paris products in Medan City."

2) The Influence of Brand Image on Purchase Decision

Based on these 4 indicators, 9 statement items were obtained. The most influencing indicators are reputation and recognition indicators. This shows that the brand image of L'Oréal Paris is good enough to influence respondents to make purchasing decisions. L'Oréal Paris products are easy to identify because they are easy to find in cosmetic stores and marketplaces. L'Oréal Paris has a symbol/logo that distinguishes it from other brands, L'Oréal Paris has a modern look/design, L'Oréal Paris has a good track record in the eyes of consumers, L'Oréal Paris has the ability to compete with similar competitors. Thus, the overall brand image of the L'Oréal Paris products offered is rated according to the respondents' expectations. Hence, the increasing brand image of a product can have a positive influence on purchasing decisions.

The variable brand image was found to have a significant impact on purchasing decisions in this study. The results of the partial test (T test) demonstrate this, as $t_{statistic}$ is greater than t_{table} ($11{,}716 > 1{,}984$ with a significance value of $0{,}000 < 0{,}05$). This indicates

that the H_a2 hypothesis is accepted, which states, "There is an influence of brand image on purchasing decisions for L'Oréal Paris products in Medan City.

3) The Influence of Brand Ambassador and Brand Image on Purchase Decisions

According to the findings of the research, it is clear that both the brand ambassador variable (X_1) and the brand image variable (X_2) have an effect on consumers' choices to make purchases. This is shown by the simultaneous results of the F test and the coefficient of determination test (R^2). Due to the fact that the results of the simultaneous test (F test) show that the brand ambassador and brand image on purchasing decisions show the results of $F_{statistic} > F_{table}$ (148,617 > 3,09) with a significance level of 0,000 (Sig. < 0,05), it is possible to draw the conclusion that the brand variable ambassador and brand image influence simultaneously (together) on purchasing decisions for L'Oréal Paris products in Medan City.

CONCLUSION

The following are some of the conclusions that may be derived from this study, which are based on the findings of the research and the discussion:

1) The changeable brand ambassador has a significant impact on the purchase decision of L'Oréal Paris customers in Medan City. The results of the partial test (t test) show that the value of $t_{statistic}$ is greater than t_{table} (2,513 < 1,984) and a significance value of 0,014 < 0,05 (smaller than 0,05) so it can be concluded that H_a1 is accepted and H_01 is rejected.

2) The changing brand image has a significant impact on the purchase choices of L'Oréal Paris customers in Medan. The results of the partial test (t test) show that the value of $t_{statistic}$ is greater than t_{table} (11,716 > 1,984) and a significance value of 0,000 < 0,05 (smaller than 0,05) so it can be concluded that H_a2 is accepted and H_02 is rejected.

3) Brand ambassador and brand image variables simultaneously have a significant effect on purchasing decisions made by consumers of L'Oréal Paris products in Medan City. This is evidenced by the simultaneous test (F test) which shows that the value of $F_{statistic} > F_{table}$ (148,617 > 3,09) with a significance level of 0,000 (Sig. < 0,05). The coefficient of determination test performed also shows the Adjusted R Square value indicating that the Brand Ambassador and Brand Image variables can explain the Purchase Decision variable by 74,9%. Based on this, it can be concluded that the hypothesis H_a3 is accepted and H_03 is rejected.

Based on the results of the research that has been done, the researchers provide the following suggestions:

1) It is expected that L'Oréal Paris can choose a brand ambassador for the coming year considering the reputation of the brand ambassador himself, whether someone is younger, beautiful, energetic and has better achievements than the previous brand ambassador so that he can represent L'Oréal Paris products in the eyes of consumers.

2) It is hoped that L'Oréal Paris can further enhance its brand image by improving product quality, service quality both offline and online, conducting advertising campaigns and ongoing promotions so that consumers can get to know the product better and can occupy a strong positioning in consumers' memories.

3) Further, L'Oréal Paris can provide flash sales and free shipping without a minimum purchase at the official store in e-commerce regularly to consumers on *Harbolnas* (National Online Shopping Day) so that it will increase consumers to make repeat purchase decisions.

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