



## The influence of brand ambassador and brand image on skincare products on purchase interest

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### ARTICLE INFO

#### Article history:

Received Jun 04, 2023

Revised Jun 21, 2023

Accepted Jun 23, 2023

#### Keywords:

Brand Ambassador;

Brand Image;

Buying Interest.

### ABSTRACT

One way to increase consumer buying interest is to use brand ambassadors and increase product brand image. This study aims to determine the effect of brand ambassadors and brand image on the intention to buy Something products in Jombang Regency. Researchers used descriptive quantitative research methods involving respondents in filling out the questionnaire. The data collection technique uses a survey method with a questionnaire technique that is distributed directly to prospective consumers of Something's products. The sampling technique uses a non-probability sampling technique with a purposive sampling type with a total sample of 100 respondents. Data analysis technique using multiple linear regression analysis. The results of this study indicate that brand ambassadors have a positive and significant effect on consumer buying interest. That is, the higher the popularity of the brand ambassador used, the higher consumer buying interest tends to be. In addition, a significant influence was also found between brand image and consumer buying interest in Something products. A good brand image has the potential to influence consumers to make purchases. Thus, this study concludes that brand ambassadors and good image play an important role in increasing buying interest in Something products in Jombang Regency

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## INTRODUCTION

Business in the cosmetics field is a great business opportunity targeting women as consumers. Because women thought that beauty is one thing that is very concerned about. Assuming that having a face that shines and is not dull, far from acne, and more youthful is a dream for most women. With very promising prospects, more and more business actors are developing in the cosmetic sector. The increasing number of these businesses requires all business actors to innovate so that their products can survive in this cosmetic business (Andonova et al., 2021; Koetz, 2019; Phipps & Prieto, 2018).

The business in the cosmetics field will always grow rapidly because of the existing mindset of women, namely the face, the whole body must always be treated to avoid various skin problems (Faza et al., 2022; Jackson, 2019; Morgan, 2020). Therefore, they use treatments such as cosmetics and

skin care products to increase their self-confidence as well as to make them look brighter and healthier. With this huge prospect, businesses in the cosmetic sector are also growing rapidly, with many cosmetic brands emerging. These cosmetic brands include; Ms. Glow, Scarlet, Loreal, Innisfree, Something, and many others. Each cosmetic business brand has its special features. Business actors who are already involved in the cosmetic sector must have a strategy to survive in this cosmetic industry, starting from marketing strategies, brand image, and various other strategies so that consumers can have purchasing power regarding their brand.

The same thing is a cosmetic brand founded by a beauty vlogger from Indonesia named Irene Ursula. The Samethinkc brand shows that the cosmetic business has spread widely in Indonesia so that the nation's children can read this business opportunity by opening a cosmetic business with their brand. Since its establishment, the Samethinkc brand has had the idea to raise the concept of Korean culture by using several brand ambassadors, actresses, and boy groups. This is done to attract buying interest from consumers. With the existence of a brand ambassador from Korea, of course, the hope of the owner of the Something brand is for young women who are currently very oriented towards Korean culture in terms of skincare, so that they have skin like the people in Korea.

The strategy implemented by the brand something by recruiting brand ambassadors from actresses and also boy groups from Korea is a very good strategy, because by implementing a brand image that becomes the idol or mecca of young women in Indonesia. With the strategy carried out by the Something brand, it has become a special attraction for consumers, due to the widespread phenomenon related to Korean culture which is of great interest to young women in Indonesia. Even though his idol only appears in the brand, based on his preference for the brand ambassadors who appear in the brand. In addition to this strategy, something brand also expects good service and marketing in every city, so that these products can survive and be recognized even though many competitors keep popping up.

The strategy is carried out by looking at the trend that is developing in society, especially among young people (Burbules et al., 2020; Jung & Won, 2018; Weisz et al., 2019). The trend that is currently booming is Korean beauty culture. This culture is developing not only in Indonesia but in various parts of the world it has also become a trend. This is a good opportunity for the brand something to make Korean pop idols as brand ambassadors to attract consumers, who have enthusiasm for Korean pop which has a big influence on the interest of targeted consumers, namely young people. The most important elements of brand ambassadors and brand image are to encourage a desire from consumer behavior which is based on buying interest to buy a product. (Kotler, 2013) explains that buying interest is consumer behavior, where consumers have the desire to buy or choose a product based on the experience of choosing, using and consuming, or even wanting a product. Therefore, the brand something took the NCT Dream brand ambassador, where NCT Dream has fanatical fans in Indonesia, especially among young women. The following is a history table of something brand ambassador models.

Brand ambassadors are a form of marketing communication that is commonly used in marketing products by using someone who is an idol as the main object that will introduce a brand or product, the use of Brand Ambassadors has now become an important part, of a Brand Ambassador is expected to represent wants and needs potential customers and able to provide a positive influence on the brand of a brand and a positive image for the company (Rosalina & Ngantung, 2022; Timpal et al., 2022). Currently, a growing trend is to use actors or artists, athletes, presenters, or other celebrities as Brand Ambassadors (Andira & Prasetyo, 2023; Thehawijaya & Susilo, 2023).

Brand ambassadors who have a passion for a brand and can influence or invite consumers to buy or use a product. According to Doucett (2014) said that a brand ambassador is someone who has a passion for a brand that introduces it even voluntarily by providing information about the brand. The use of ambassadors is usually carried out by companies to influence and invite consumers to buy a product, with the use of brand ambassadors usually by using celebrities or well-known public

figures. With a Brand Ambassador, it will indirectly bring the brand image of a product to have a positive assessment from the public (Kuncoro & Windyasari, 2021; Lestari et al., 2021; Ramadhanti & Usman, 2021).

Brand Image or brand image is the consumer's perception of a brand. Where this concerns how a consumer describes what they think and what they feel about the brand (Bhandari & Rodgers, 2018; Wang et al., 2020). A good perception will create a good brand image and will generate consumer buying interest in the product (Yusiana, 2015). The brand image given by the company will depend on the interests, preferences, and things that are being trended by consumers. This is done to provide satisfaction to consumers so they can use the products of a company (Chang et al., 2019; Cheung et al., 2019; Febriyantoro, 2020).

From the explanation of the experts above, brand image is the thought of every consumer towards a product based on the thoughts, feelings, and visualizations received by visitors, both felt directly, as well as information from the media. In applying a brand image, a product must pay attention to many aspects starting from aspects of product usability, product advantages, and interesting things in the product (Amron, 2018; Bilgin, 2018).

Previous research related to the influence of brand ambassadors and brand image on purchase intention, there are still many things that need to be refined starting from theoretical studies that are more related to the topic of the problem, to the application of brand ambassadors and brand image directly to the business industry in the beauty sector.

Previous research stating that according to research (Rahmawati et al., 2022) proves that brand ambassadors have a significant effect on customer repurchase decisions, brand ambassadors affect consumer satisfaction because consumers will be happy if their idols use the brand, eventually they use it. However, research (Rahmawati et al., 2022) also proves that using brand ambassadors is less effective if the company does not have other strategic alternatives, because using brand ambassadors will increase the cost of a product. The higher the cost used in the product, the higher the selling price of the product. If the product price is high, consumers will choose other similar products at a lower price, this is by the law of demand and supply. Besides that, the brand image of a product also influences purchase intention.

Research from (Erlangga & Erlangga, 2021), explains that a good image of a product will benefit the company because consumers will unconsciously recommend products to others. Conversely (a bad image of the product will make consumers spread bad information to others which causes a decrease in consumer buying interest in the product). However, in his research, he explained that the brand image variable partially did not have a significant effect on purchase intention.

The use of customer experience and destination image is expected to increase sales of the Tanah Twilight Tavern in Wonosalam. Customer experience and destination image are more than just providing opportunities for customers to obtain services for the benefits derived from the product or service itself but also evoking emotions and feelings that impact marketing, especially sales and destination image. Based on the explanation above, the research questions in this study can be formulated as whether customer experience has a significant effect on the intention to revisit and whether destination image has a significant effect on the intention to revisit (Azizan & Yusr, 2019).

The use of brand ambassadors and brand image is expected to increase brand sales. Brand ambassadors and brand images do more than just provide opportunities for consumers to gain benefits from the product itself, but also evoke emotions and feelings that have an impact on marketing, especially sales and brand image. Therefore, the formulation of this study is whether brand ambassadors have a significant effect on purchase intention and whether a brand image has a significant effect on purchase intention.

The purpose of this research is to find out, analyze, explain the influence of brand ambassadors on purchase intention, and to find out, analyze, and explain the influence of brand

image on purchase intention. While the benefits of this research can be used as input or information for Something managers to find out the dimensions of brand ambassadors and brand image that influence consumer buying interest. And can be used as material for consideration in determining steps and policies, especially in determining marketing strategies that are oriented towards consumer buying interest, and can be a reference or reference for further researchers in the field of marketing, especially concerning how much influence brand ambassadors and brand image have on consumer buying interest. , and this research is a deepening of knowledge, in which researchers apply theories obtained from college and relate them to the reality that happened. This research is expected to add to the study of knowledge about marketing concepts, especially brand ambassadors and brand image.

## RESEARCH METHOD

This research uses quantitative research methods. Following the title described by the researcher, the associative causality quantitative research method will involve respondents in filling out the questionnaire. Causality associative research is a research problem formulation that asks about the relationship between two or more variables (Sugiyono, 2017). A causal relationship is a causal relationship. In this study, there are independent variables (influence) and dependent variables (influence). Associative causality in this study is used to determine the extent of the causal relationship from the influence of Brand Ambassador and Brand Image on Purchase Intention. Where Brand Ambassador is the X1 variable, Brand Image is the X2 variable, while Buying Interest is the Y variable.

Quantitative research is a research method based on the philosophy of positivism, used to examine certain populations or samples, and this research uses an explanatory approach or causality research, intending to know the relationship between variables. The population in this study are prospective consumers who already know something's product and are interested in buying the product. While the sample in this study is part of the population, in this case, are potential consumers of Samothinc products, but who already know something products. The data collection technique in this study used a questionnaire, and the analysis in this study used descriptive and inferential analysis, in this case using multiple linear regression. Descriptive and inferential data analysis aims to test the hypotheses that have been set, then developed them into problems that are proposed to obtain justification (verification) or rejection in the form of field empirical data documents (Sugiyono, 2017).

The quantitative approach aims to test the theory, establish facts, show relationships between variables, provide statistical descriptions, and estimate and predict results. Research designs that use a quantitative approach must be structured, standardized, formal, and designed as thoroughly as possible beforehand. The design is specific and detailed because the design is a research design that will be implemented (Busetto et al., 2020).

This research is to examine the effect of Variable X1 (Brand Ambassador) and Variable X2 (Brand Image) on Y (Buying Intention). Meanwhile, to analyze the effect of each variable using multiple linear regression analysis techniques. The reason for choosing this type of research is that researchers want to know how much influence Brand Ambassadors and Brand Image have on Skincare products on Purchase Intentions. This study consists of three variables, namely the variable (X1) Brand Ambassador, (X2) Brand Image, and the dependent variable (Y), namely Purchase Interest in skincare products.

The research that the researchers conducted was located at outlets selling beauty and skincare products in Jombang Regency. The time used by researchers for this research was carried out from the date of issuance of research permits in approximately 3 (three) months, 1 month for determining objectives, 1 month for compiling data, and 1 month for data analysis including presentation in scientific work.

Research variables are measured using instruments in the form of questionnaires, which contain several written questions to obtain data from respondents. Purchase intention in this study is measured using 4 indicators which include product selection, brand, place/time, and payment method (price). The measurement scale used by Likert with 9 question items. Brand ambassadors are measured by 4 indicators according to (Shimp, 2014), namely attractiveness, expertise, trust, and strength by using 7 question items. The measurement scale used is Likert. The indicators used to measure brand image variables include strength, uniqueness, and favorability. Brand image measurement uses 10 question items.

According to (Sugiyono, 2017) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population in this study are consumers of skincare products something in Jombang Regency, the population whose existence and number of members are unknown.

While the sample used in this study amounted to 100 respondents, who are part of the population, namely visitors to the Tanah Twilight Tavern, Wonosalam. Sampling was carried out by selecting respondents so that they could represent the research by using accidental sampling, namely taking respondents as a sample based on coincidence, that is, anyone who coincidentally meets the researcher can be used as a sample if the person he meets is suitable as a data source (Sugiyono, 2019). In this study, the sample was not known with certainty, with the criteria of consumers who know and are interested in something products but have not purchased something products. This technique is usually carried out due to limited time, manpower, and funds so that large and distant samples cannot be taken. The advantage of this technique lies in the accuracy of the researchers choosing data sources according to the variables studied (Arikunto, 2019).

The type of data used in this research is quantitative data. According to (Bloomfield & Fisher, 2019) Quantitative data is data that is measured on a numerical scale (numbers), which can be divided into interval data. Sources of data used in this study are primary data and secondary data. Primary data is used as material for analyzing research variables. Primary data is data obtained directly from the subjects studied through the distribution of offline questionnaires in the form of questionnaires to respondents that contain brand ambassadors, brand image, and buying interest.

According to (Arikunto, 2019), secondary data is a source of data obtained indirectly through intermediary media (obtained and disabled by other parties). Secondary data is generally in the form of evidence, records, or historical reports that have been compiled in archives (published and unpublished documentary data). Secondary data from this study were obtained by researchers through literature study and data obtained from news, articles, and other media that discussed this research.

In this study, the variable instrument is a test of the questionnaire data. Kuncoro (2013) explains that a quantitative research variable measurement instrument must meet several requirements to produce accurate research variable measurement data. The most common standard terms and conditions considered by experts are validity and reliability. Then the data was tested with the classical assumption test using the normality test, heteroscedasticity test, autocorrelation test, and multicollinearity test. After the data goes through the classical assumption test, the data is analyzed using inferential analysis, using multiple linear regression analysis to determine the relationship between the independent variables and the dependent variable. And the last test is a hypothesis test which is useful for proving the hypothesis in research, in hypothesis testing there are 3 tests namely the partial test, the simultaneous test, and the coefficient of determination.

## RESULTS AND DISCUSSIONS

### Characteristics of respondent

Respondent characteristics are useful for describing the description of the respondent's identity obtained from personal data contained in the respondent's identity data section which includes gender, age, and last education.

Table 1. Characteristics of Respondents Based on Gender

No	Gender	Amount	Persentase
1	Male	35	35%
2	Female	65	65%
Amount		100	100%

Source: Primary data is processed (SPSS 26), 2023.

Based on Table 1, it is explained that the respondents in this study were dominated by the female sex by 65%, and only 35% by males. This is because the number of consumers in cosmetics stores is dominated by women.

Table 2. Characteristics of Respondents Based on Age

No	Age	Amount	Persentase
1	18-20 years	20	20%
2	21-30 years	77	77%
3	31-40 years	3	3%
4	41-50 years	0	0%
Amount		100	100%

Source: Primary data is processed (SPSS 26), 2023.

Table 2 explains that the respondents in this study were dominated by 77 respondents aged 21-30 years. Respondents aged 18-20 years were 20 people. While the rest are aged 31-40 years as many as 3 people.

Table 3. Characteristics of Respondents Based on Last Education

No	Last Education	Amount	Persentase
1	SMA	75	75%
2	Diploma	2	2%
4	S1	23	23%
3	S2	0	0
Amount		100	100%

Source: Primary data is processed (SPSS 26), 2023.

Based on table 3 explains that the last education of the respondents in this study was dominated by high school graduates as many as 75 people (75%). Respondents from undergraduate graduates were 23 people (23%). While the rest are respondents from Diploma graduates as many as 2 people (2%).

### Description of Research Data

The questionnaire on all variables uses a data scale of 1-5, scale 1 indicates the respondent's perception of the variable strongly disagrees, while scale 5 indicates the respondent's perception of the variable strongly agrees. The data scale is as follows:

Table 4. Variable Data Scale

Data Scale	Value	Category
1	1,00 - 1,79	Strongly Disagree
2	1,80 - 2,59	Don't agree
3	2,60 - 3,39	Neutral
4	3,40 - 4,19	Agree
5	4,20 - 5,00	Strongly Agree

Source: Primary data is processed (SPSS 26), 2023.

The following is a descriptive assessment of respondents to the brand ambassador variable:

Table 5. Analysis of Brand Ambassador Variable Descriptions

No	Statement List	Average
1.	I already knew the boy band NCT Dream before becoming the brand ambassador for Something.	4,39
2.	NCT Dream has starred in many feature films and starred in several product advertisements	4,48
3.	NCT Dream is a boy band that has good behavior (positive behavior, not caught in negative cases, and has a modern mindset)	4,3
4.	NCT Dream's expertise as an idol can be a supporting factor as a brand ambassador for Something products.	4,18
5.	NCT Dream has attractive physical characteristics (such as facial features, hair, and body shape).	4,61
6.	NCT Dream is an idol that reflects the spirit of youth.	4,24
7.	NCT Dream in their commercial has the power to grab my attention.	3,93
Total Average		4,3

Source: Primary data is processed (SPSS 26), 2023.

Based on the data above, the total average value of the brand ambassador variable item is 4.3 (Strongly Agree), this value indicates that NCT Dream as a brand ambassador is considered very attractive by respondents. This can be seen from the highest average of the 5th statement, namely, NCT Dream has attractive physical characteristics (such as facial features, hair, and body shape), and has an average value of 4.61 (Strongly Agree). The lowest average is found in the 7th statement, that is, NCT Dream in the advertisement has the power to attract my attention, has an average value of 3.93 (Agree).

The following is a descriptive assessment of respondents to the brand image variable:

Table 6. Analysis of Brand Image Variable Descriptions

No	Statement List	Average
1.	I think the physique of the Something product is interesting. (shape, model, color)	4,02
2.	In my opinion, the quality of Something products is good.	4,13
3.	The prices of Something products can compete with competitors.	3,93
4.	Something product according to its function.	4,02
5.	The variety of services provided by Something is good. (stores, agents, manufacturers)	3,86
6.	Something products have a variety of designs	4,01
7.	The innovations provided by Something products are interesting	3,89
8.	I find it easy to remember Something product	3,96
9.	Something brand impression suits my needs.	3,68
10.	The Something brand can increase women's self-confidence	3,83
Total Average		3,89

Source: Primary data is processed (SPSS 26), 2023.

Based on the data above, the total average value of the brand image variable item is 3.89 (Agree), this value indicates that the brand image of Something is considered good by the respondents. This can be seen from the highest average of the 2nd statement, that is, in my opinion, the quality provided by the Something product is good, has an average value of 4.13 (Agree). The lowest average is found in statement 9, that is, the impression of the Something brand matches me, has an average value of 3.68 (Agree).

The following is a descriptive assessment of respondents on buying interest:

Table 7. Analysis of Buying Interest Variable Descriptions

No	Statement List	Average
1.	The price of the Something product is in line with my expectation.	3,66

2.	Something product fits my needs.	3,78
3.	The quality of the Somethinc product is as I expected.	3,93
4.	I'm interested in referring Something product to someone close to me (friends or family).	3,81
5.	I am willing to provide a testimonial for Something product	3,64
6.	I'm interested in making Somethinc products my primary preference.	3,53
7.	I have a primary reference figure for buying Somethinc products (singers, athletes, celebrities).	3,52
8.	I need to find more information about Something product (function, color, design, price, size, and promo).	3,99
9.	I need to compare Somethinc products with other brands' products.	4,07
Total Average		3,77

Source: Primary data is processed (SPSS 26), 2023.

Based on the data above, the total average value of the purchase interest variable item is 3.77 (Agree), this value indicates that respondents have a high purchase interest in Something products. This can be seen from the highest average of the 9th statement, that is, I need to compare Something's products with other brand products. It has an average value of 4.07 (Agree). The lowest average is found in the 7th statement, that is, I have a main reference figure for buying Something products (singers, athletes, celebrities), which has an average value of 3.52 (Agree).

**Validity Test Results**

A validity test is used to determine the validity or validity of an instrument. An instrument is said to be valid if the instrument can measure what it should measure. The way this is done is to correlate the score obtained on each item with the total score of each attribute. If the results of the recent> r table (0.168), then it proves that the questionnaire is said to be valid, with a significance of  $\alpha = 5\%$ . The results of the validity test can be seen as follows:

Table 8. Validity Test Results

Statement	r count	r table	Information
1	0,569	0,168	Valid
2	0,673	0,168	Valid
3	0,658	0,168	Valid
4	0,712	0,168	Valid
5	0,472	0,168	Valid
6	0,636	0,168	Valid
7	0,777	0,168	Valid
8	0,715	0,168	Valid
9	0,643	0,168	Valid
10	0,723	0,168	Valid
11	0,683	0,168	Valid
12	0,76	0,168	Valid
13	0,668	0,168	Valid
14	0,781	0,168	Valid
15	0,768	0,168	Valid
16	0,848	0,168	Valid
17	0,746	0,168	Valid
18	0,742	0,168	Valid
19	0,814	0,168	Valid
20	0,639	0,168	Valid
21	0,766	0,168	Valid
22	0,864	0,168	Valid
23	0,868	0,168	Valid
24	0,819	0,168	Valid

25	0,495	0,168	Valid
26	0,395	0,168	Valid

Source: Primary data is processed (SPSS 26), 2023.

Table 8 shows that all question items have a corrected-total correlation ( $r$ -count)  $>$   $r$ -table at a significance level of 5% ( $\alpha = 0.05$ ) and  $n = 100$ . This means that all items in this study are declared valid because they are larger than the  $r$ -table value of 0.168, all items in this questionnaire question can be used for further testing.

### Reliability Test Results

Reliability is the reliability of measurement regarding the stability and consistency of instruments measuring concepts and helping to assess the accuracy of measurement (Sugiyono, 2019). A research instrument is said to be reliable if the test shows an Alpha coefficient (Cronbach Alpha)  $>$  0.6. The results of the reliability test of the research instrument on variables X1, X2, and Y can be presented as follows:

Table 9. Reliability Test Results

No	Variabel	Cronbach Alpha	Information
1	Brand Ambassador	0,762	Reliable
2	Brand Image	0,904	Reliable
3	Buying Interest	0,882	Reliable

Source: Primary data is processed (SPSS 26), 2023.

Based on the table above, the Cronbach alpha value for each research variable is more than the limit value of 0.6. This shows that the instrument used in this study is reliable as a measuring tool. Based on the table above, the Cronbach alpha value for each research variable is more than the limit value of 0.6. This shows that the instrument used in this study is reliable as a measuring tool.

### Normality Test Results

The normality test is used to see whether the residual values are normally distributed or not. The normality test in this study was carried out with the help of SPSS 23 using the Kolmogorov-Smirnov method. The normality test is done by comparing the significant values. If the value of Sig.  $\geq 0.05$ , it can be concluded that the residuals are normally distributed. Conversely, if Sig.  $< 0.05$ , it can be concluded that the residuals are not normally distributed.

Table 10. Normality Test Results  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>b</sup>	Mean	.0000000
	Std. Deviation	3.02669471
Most Extreme Differences	Absolute	.066
	Positive	.039
	Negative	-.066
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Output SPSS 26, 2023.

Based on the results of the normality test presented in the table above, it can be seen that the significance value is greater than 0.05 ( $0.2 > 0.05$ ). Thus, it can be concluded that the residual values are normally distributed.

**Heteroscedasticity Test Results**

The heteroscedasticity test aims to find out that the variance of the residuals is not the same for all observations or observations. In this study, researchers used scatter plots to test whether heteroscedasticity occurred or not. It can be said that there is no heteroscedasticity problem if the points on the scatter plots are spread evenly.

Table 11. Heteroscedasticity Test Results  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.453	1.819		2.998	.003
	Brand Ambassador	-.191	.065	-.325	-2.935	.214
	Brand Image	.068	.038	.196	1.774	.079

a. Dependent Variable: Abs\_RES

Source: Output SPSS 26, 2023.

Based on table 11 shows that the significance value of all variables is  $> 0.05$ , so it can be concluded that there is no heteroscedasticity in the model and it fulfills the heteroscedasticity test.

**Autocorrelation Test Results**

This autocorrelation test was carried out to determine whether there is a correlation between the interfering errors in the t period and the interfering errors in the t-1 (previous) period. If there is a correlation then the model has autocorrelation. A good regression model is a model that is free from autocorrelation.

Table 12. Autocorrelation Test Results  
Model Summary

Model	R	R Square	Adjusted R Square	Std. The error in the Estimate	Durbin-Watson
1	.809 <sup>a</sup>	.655	.648	3.058	1.958

a. Predictors: (Constant), Brand Image, Brand Ambassador

b. Dependent Variable: Minat Beli

Source: Output SPSS 26, 2023.

Based on table 12 shows that the DW value is 1.958 with a significance level of 0.05. The number of samples ( $n = 100$ ), the number of independent variables ( $k = 3$ ), the value of dL (lower limit) = 1.613, and the value of dU (upper limit) = 1.736. Therefore, the value of  $dU < DW < 4-dU$  or  $1.736 < 1.958 < 2.263$ . So it can be concluded that the regression model in this study has no autocorrelation.

**Multicollinearity Test Results**

The multicollinearity test aims to determine whether there is a strong relationship between the independent variables. The way to test for multicollinearity is to look at the VIF value. If the VIF value  $\geq 10.00$ , then there is multicollinearity between the independent variables. Conversely, if the VIF value  $< 10.00$ , then there is no multicollinearity between the independent variables.

Table 13. Multicollinearity Test Results  
Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Ambassador	.772	1.295
	Brand Image	.772	1.295

a. Dependent Variable: Minat Beli

Source: Output SPSS 26, 2023.

Based on the table above, it can be seen that the VIF value for each independent variable is less than 10. Thus, it can be concluded that there is no multicollinearity among the independent variables.

### Inferential Analysis (Multiple Linear Regression)

Inferential analysis is used to measure the strength of the relationship between two or more variables, it also shows the direction of the relationship between the dependent variable and the independent variable. A good regression equation model meets the requirements of the classical assumption test. The previous analysis proves that this research is considered good.

This study uses multiple linear regression analysis to predict how far the value of the dependent variable changes in buying interest if the values of the independent variables brand ambassador and brand image fluctuate. The results that have been processed by researchers are as follows:

Table 14. Results of Multiple Linear Regression Analysis

Model		Coefficients		t	Sig.
		Unstandardized Coefficients B	Std. Error		
1	(Constant)	20.469	3.314	6.177	.000
	Brand Ambassador	.739	.248	2.974	.004
	Brand Image	.510	.169	3.011	.004

a. Dependent Variable: Minat Beli

Source: Output SPSS 26, 2023.

Based on the table above, the multiple linear regression equation can be formulated as follows:

$$Y = 20,469 + 0,739 X_1 + 0,510 X_2$$

The results of the analysis can be concluded as follows: (a). The constant value above is 20.469, this shows that if X1 (brand ambassador) and X2 (brand image) are constant (have not changed), then the intention to revisit is 20.469, (b). X1 (brand ambassador) shows a coefficient value of 0.739. This means that if there is an increase in brand ambassadors by 1%, the intention to revisit will also increase by the multiplier variable 0.739 assuming the other independent variables are considered constant, (c). X2 (brand image) shows a coefficient value of 0.510. This means that if there is an increase in tourist attractions by 1%, the intention to revisit will also increase by the multiplier variable 0.510 assuming the other independent variables are considered constant.

### Partial Test Results

A partial test (t-test) is used to measure how far the influence of one independent variable individually in explaining the dependent variable. The results that have been processed by researchers are as follows:

Table 15. Partial Test Results

Model		Coefficients		t	Sig.
		Unstandardized Coefficients B	Std. Error		
1	(Constant)	20.469	3.314	6.177	.000
	Brand Ambassador	.739	.248	2.974	.004
	Brand Image	.510	.169	3.011	.004

a. Dependent Variable: Minat Beli

Source: Output SPSS 26, 2023.

Based on table 15, shows that the brand ambassador variable has a regression coefficient value of 0.739 which is positive, and has a t-count value of 2.974 > t-table 1.660 and has a significance value of 0.004 <0.05, which means that the brand ambassador variable has a positive and significant influence on buying interest. This means that:

H1: Brand Ambassadors Have a Positive and Significant Influence on Buying Interest in Something Skincare Products.

The brand image variable has a regression coefficient value of 0.510 which is positive and has a t-count value of 3.011 > t-table 1.660 and a significance value of 0.004 <0.05, which means that the brand image variable has a positive and significant influence on purchase intention. This means that:

H2: Brand Image Has a Positive and Significant Influence on Buying Interest in Something Skincare Products.

**Simultaneous Test Results**

A simultaneous test (f-test) is used to determine how far the influence of the independent variables together is in explaining the variation of the dependent variable. The results that have been processed by researchers are as follows:

Table 16. Simultaneous Test Results

		ANOVA <sup>a</sup>				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1723.583	2	861.791	92.173	.000 <sup>b</sup>
	Residual	906.927	97	9.350		
	Total	2630.510	99			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Brand Image, Brand Ambassador

Source: Output SPSS 26, 2023.

Based on table 16 shows that the f-count value is 92.173 > f-table 3.09, with a probability value of 0.000. Because the probability value is less than 0.05, the regression model can be used to predict buying interest or it can be said that the independent variables, namely brand ambassadors and brand image, together affect buying interest. This means that:

H3: Brand Ambassador and Brand Image Simultaneously Have a Positive and Significant Influence on Buying Interest in Skincare Products Something

**The result of the Coefficient of Determination (R<sup>2</sup>)**

The R<sup>2</sup> value has an interval between 0 and 1 (0 ≤ R<sup>2</sup> ≤ 1). The greater R<sup>2</sup> is close to 1, the better the results for the regression model, and the closer to 0, the independent variables as a whole cannot explain the dependent variable. The results that have been processed by researchers are as follows:

Table 17. The result of the Coefficient of Determination (R<sup>2</sup>)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.809 <sup>a</sup>	.655	.648	3.058

a. Predictors: (Constant), Brand Image, Brand Ambassador

Source: Output SPSS 26, 2023.

Based on table 17 shows that the value of the coefficient of determination expressed by R Square is 0.655 or 65.5%. This means that buying interest can be explained by brand ambassadors and brand image by 65.5%, while the remaining 34.5% is explained by other variables not examined.

**CONCLUSION**

This study aims to determine whether there is an influence of brand ambassadors on purchase intention. Is there any influence of brand image on consumer buying interest? Based on the results of the research, conclusions can be drawn according to the formulation of the problem, namely as follows: (a). Brand ambassadors have a positive and significant impact on consumer buying interest in skincare products Something, (b). Brand Image has a positive and significant effect on consumer buying interest in skincare products Something. Suggestions for the development of future research are to strengthen the use of brand ambassadors in the marketing strategy of skincare products, carry out appropriate marketing strategies, such as the use of consistent messages, attractive packaging design, satisfying customer testimonials, and good user experience, increase consumer confidence by providing transparent information about skincare products, conduct regular market research to understand the latest changes in consumer trends and preferences, have clear metrics to measure and monitor the impact of marketing strategies, including the use of brand ambassadors and brand image, on consumer buying interest.

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