

**BRAND AMBASSADOR AND PRODUCT QUALITY INFLUENCE CONSUMER
BUYING INTEREST**

(Case Study of Nature Republic Consumers in Bandung City)

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Abstract

The beauty industry is one of the most demanded industries by all people at this time both in Indonesia and internationally, this is due to the increasing awareness of self-care and self-beautification so that it has become a necessity and has become a lifestyle of today's modern society. The purpose of this study is to find out how the influence of Brand Ambassador, product quality on buying interest in Nature Republic, either partially or simultaneously. The method used is descriptive and verification. The population in this study were residents of the city of Bandung, while the sampling technique used by researchers was using a purposive sampling technique, namely selecting samples based on certain criteria so that they were used in research with a sample size of 100 respondents. The results of the study show that brand ambassadors are good enough that they need to be improved again. Even though the respondents' responses regarding product quality were quite good, there was still a low rating that needed to be improved. Likewise, the buying interest in Nature Republic, based on the respondents' responses, is considered high, although there is still a low rating and needs to be improved.

Keywords: Brand ambassador, product quality, Purchase intention.

1. INTRODUCTION

The beauty industry is one of the most demanded industries by all people at this time both in Indonesia and internationally, this is due to the increasing awareness of self-care and self-beautification so that it has become a necessity and has become a lifestyle of today's modern society. And. This awareness is supported by the availability of various insights and knowledge about beauty that comes from foreign cultural influences or within Indonesia itself. The cultural influence enters Indonesia very quickly through films, music, dances that come from the western world or Asia, especially Korea. South.

One of the most importance in the society is culture that effect the lifestyle of the Indonesian nation so that with the entry of outside culture about beauty makes a new lifestyle and is even used as a barometer of beauty by the community so that various kinds of beauty products that come from outside such as cosmetics, body care, etc. can be accepted directly and easily without any element of rejection in the community Indonesian. One of the reference sources of beauty is always conveyed by foreign countries such as through film media that are very diverse and many in number and used as a spectacle by the public.

South Korea is one of the countries from Asia which is currently expanding, which is called the "Korean Wave" or the Korean wave with an increase in various industrial

sectors, especially in the film industry and the beauty (cosmetic) industry. This can be seen by the many Korean films/dramas that have been released. Circulated either through internet media or through local TV broadcasting various Korean dramas, so that the beauty products (cosmetics) shown in the advertisements also increased. Cosmetics originating from South Korea have become one of the products used by Indonesian people and have shifted cosmetic products from products from America.

Based on the results of research conducted by Inventur-Alvara in January 2022, it appears that people are looking for cosmetic products that can have a glowing effect (39.6%), Whitening (21.7%), anti-acne (19.6%), and anti-aging (19.1%). This is due to the influence of trends through South Korean films (dramas). (<https://www.fortuneidn.com/2022>).

The South Korean cosmetics industry has increased quite high to enter the Indonesian market. This can be seen from the success of various film/drama series, music (boy band and girl band groups) which are in great demand by Indonesian people, entrepreneurs from Korea. South gives hope of beauty like film exhibitions or singers (boy bands and girl bands) to consumers in Indonesia. Brands originating from Korea are increasing their promotion rapidly to be able to influence the lifestyle of consumers in Indonesia.

Nature Republic is a cosmetic product for consumers in Indonesia, such as the skin care product aloe vera 92% smoothing gel which is well known among consumers and the brand ambassador used by Nature Republic is a boy band with the name EXO. The activities carried out to develop the quality of Nature Republic's products are the first to carry out promotions for make up to skincare. The second is carrying out advertising activities in various media where EXO members are exhibited in the advertisement, the third is participating in developing product designs such as making Exo a Brand Name, namely: EXO's Pick" and making each person's faces personal on their product packaging.

Based on the phenomenon of using a boy band, namely EXO for the Nature Republic Brand Ambassador, it is hoped that this will increase consumer confidence in the Nature Republic brand with the aim of influencing consumer purchasing decisions and can also improve the quality of Nature Republic products. These things are the basis for the authors to conduct this research.

2. THEORETICAL BASIS

Brand Ambassador

According to Shimp & Andrews (2010: 250) says that a brand ambassador is a person who supports a brand from various popular public figures.

Brand Ambassador Dimensions.

Based on Royan (Prawira, Mulyana & Wirakusumah, 2012) developed a model called VisCap which consists of:

1. Visibility (Popularity)

How to see someone as an ambassador based on the views of many people, a person is increasingly known and has a positive outlook so as to form a positive image

2. Credibility

Credibility is the quality of a person regarding the ability or expertise to create a trust.

3. Attraction

Attractiveness is a person's ability both physically and non-physically to be able to attract attention.

4. Power

Authority obtained from someone to be able to perform an action or influence other people.

Product quality

Product quality is the ability to be able to carry out each function of a product which consists of durability, reliability, accuracy, ease of operation and repair, as well as attributes that have other values according to Kotler and Armstrong (2016: 272)

Product Quality Dimensions

The dimensions of product quality from Kotler and Keller (2016: 143) are:

1. Performance (performance), show to the characteristics / nature of a product.
2. Durability, its how long the product can last until the product cannot be reused or replaced.
3. Conformance with specifications (conformance to specification), in accordance with the product's ability to meet specifications or the absence of defects in the product concerned.
4. Features, related to product characteristics designed to enhance product functions in the form of various benefits that can be used to create consumer engagement and differentiate with competing products.
5. Reliability, related to the possibility that a product will work to create satisfaction or not within a certain period of time.
6. Aesthetics (aesthetics), related to the art and beauty of the appearance of a product.
7. Impression of quality (perceived quality), related to the use of measurement of results after using the product indirectly.

Purchase Interest

The definition of consumer buying interest according to Kotler and Keller (2016: 501) is a consumer behavior based on the desire to buy or choose a product, based on experience when choosing, using and consuming or even want that product.

Purchase Interest Dimension

Kotler and Keller (2016: 502) explain that the dimension of buying interest is an AIDA stimulation model that seeks to describe the stages of stimulation that consumers may follow based on a certain stimulus originating from the company, as follows:

1. Attention, in this phase the consumer has heard of the products issued by the company.
2. Interest, consumer interest comes after getting basic detailed information about the product.
3. Will (desire), Consumers study, think about and carry out discussions that cause the desire and desire to want to buy the product to increase. In this phase the consumer has entered a level from initially being interested in the product. This phase begins with a strong desire from consumers to buy and try the product.

Research Hypothesis

Based on the problems of the research are as follows:

H1: Brand ambassadors and product quality have an influence on buying interest in Nature Republic.

H2: Brand Ambassadors have influence on buying interest in Nature Republic.

H3: Product quality has an effect on buying interest in Nature Republic.

3. RESEARCH METHOD

The population in this study are residents of the city of Bandung based on the definition of the population, namely the entire group of people, events, or things that are interesting for researchers to study according to Zulganef (2018: 133) while the sampling technique used by researchers is using purposive sampling technique. , namely the selection of samples based on certain criteria so that they are used in research.

4. RESULTS AND DISCUSSION

Multiple Linear Regression Test

That test results is as follows:

Table 1 Results of multiple linear regression tests.
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8,943	1,388		6,444	.000
Brand Ambassadors	.240	.057	.483	4,180	.000
Product quality	.300	.103	.339	2,919	.004

a. Dependent variable: Purchase Intention

Source: SPSS Processing Results

Based on table.1 shows the results:

$$Y = a + bX$$

$$Y = 8.943 + 0.240X_1 + 0.300X_2$$

1. A constant value of 8.943 states that if there is no Brand Ambassador variable and product quality then buying interest is 8.943.
2. The x1 regression coefficient of 0.240 states that if there is an increase in the Brand Ambassador variable by 1 point, then buying interest will increase by 0.240 points.
3. The X2 regression coefficient of 0.300 states that if there is an increase in product quality by 1 point, buying interest will increase by 0.300 points.

The Relationship of Brand Ambassador and Product Quality with Purchase Interest

Table 2 Multiple Correlation

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Changed	FChange	df1	df2	Sig F Change	Durbin-Watson
1.	.794 ^a	.631	.623	3.22829	.631	82,955	2	97	.000	2.162

a. Predictor: (Constant), Product quality, Brand ambassador

b. Dependent Variable: Purchase intention

Source: SPSS Processing Results

Based on table 2 it can be concluded that the relationship that occurs between Brand Ambassador, Product Quality and Purchase Intention is positive and strong.

Hypothesis testing

Partial Hypothesis Test (t test)

Partial hypothesis test with values to test the partial hypothesis as follows:

Table 3 Partial Hypothesis Test Results (t)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. error			
1	(Constant)	8,943	1,388		6,444	.000
	brand ambassadors	.240	.057	.486	4,189	.000
	Product quality	.300	.103	.339	2,919	.004

a. Dependent variable: Purchase intention

Source: SPSS Processing Results

Table 3 shows meaning that product quality affects purchase intention.

Simultaneous Hypothesis Test (Test F)

Table 3 Results of Simultaneous Hypothesis Testing (F)

ANOVA^a

Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	1729080	2	864540	82,955	.000 ^b
	residual	1010920	97	10,422		
	Total	2740,000	99			

- a. Y: Purchase intention
 - b. X: (Constant), Product quality, Brand Ambassador.
- Source: SPSS Processing Results

Based on table.3 ANOVA shows that the value $F_{count} = 82,955 > F_{table} = 3,09$. In accordance with the criteria then H_0 rejected and H_a accepted means that all independent variables, namely brand ambassadors and product quality, have an effect on the dependent variable, namely buying interest.

5. CONCLUSION

- 1) The results of the descriptive analysis show that the respondents' responses regarding the Brand Ambassador are considered quite good with an average value obtained of 3.38 because they are in the interval 2.60 – 3.39. In the variable product quality as a whole it is considered good with an average value obtained of 3.50 (good) because it is in the interval 3.40 – 4.19. So it can be said that product quality is considered good in the eyes of consumers. While buying interest is considered good at 3.49 because it is in the interval 3.40 – 4.15. So it can be concluded that consumer buying interest in Nature republic products is rated as good.
- 2) The results of the study show that Brand Ambassadors have an effect on purchase intention based on value $t_{count} = 4180$ which is greater than $t_{table} = 1,984$. Furthermore, product quality also influences purchase intention with value $t_{count} = 2,919$ is greater than $t_{table} = 1,984$. This shows that the two independent variables are able to influence consumer buying interest in Natue Republic products.

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