

THE INFLUENCE OF BRAND IMAGE, BRAND AMBASSADOR AND CONSUMER PERCEPTION ON INNISFREE PRODUCT PURCHASE DECISIONS IN BATAM CITYsSeren Natasya¹, Nora Pitri Nainggolan²

Faculty of Economics, Putera Batam University

E-mail: Sherennatasya31@gmail.com¹, Nora@puterabatam.ac.id²**Abstract**

The main goal of this study is to evaluate the impact of brand image, brand ambassador, and consumer perception on the purchasing Innisfree decision-making process in the city of Batam. The study, conducted in 2023, utilized a descriptive quantitative research design. The study specifically targeted Innisfree users and a sample of 100 individuals was chosen using non-probability purposive sampling. The data was collected by distributing questionnaires and then analyzed using multiple linear regression. The results of the partial t-tests indicate that brand image has a positive and significant influence on purchase decisions, as indicated by the significance value of 0.001 is lesser than the threshold of 0.05. Brand ambassadors have a highly positive and significant influence on purchase decisions, as indicated by a significance value of 0.004, which is less than 0.05. Consumer Perception also has a significant positive impact on purchase decisions, as indicated by a significance value of 0.000, which is less than 0.05. During a simultaneous examination using the f-test, the study finds brand image, brand ambassador, and consumer perception collectively have a significant impact on purchase decisions. This is supported by a significance value of 0.000, which is less than the threshold of 0.05. Additionally, the F-value of 54.653 is greater than the table value of 2.7. The Adjusted R Square value of 61.9% indicates that the factors of brand image, brand ambassador, and consumer perception collectively have a significant impact on purchase decisions. The presence of other variables, which were not taken into account in this study, is indicated by the remaining 38.1.

Keywords: *Brand Image; Brand Ambassadors; Consumer Perception; Purchase Decision.*

Abstrak

Tujuan utama dari penelitian ini adalah untuk mengevaluasi pengaruh brand image, brand ambassador, dan persepsi konsumen terhadap proses pengambilan Keputusan Pembelian Produk Innisfree di kota Batam. Penelitian yang dilakukan pada tahun 2023 ini menggunakan desain penelitian deskriptif kuantitatif. Penelitian ini secara khusus menyasar pengguna Innisfree dan sampel sebanyak 100 orang dipilih menggunakan teknik pengambilan sampel non-probability sampling dengan metode purposive sampling, yang merupakan cara pemilihan sampel melalui observasi khusus. Pengumpulan data dilakukan dengan menyebarkan kuesioner dan kemudian dianalisis menggunakan regresi linier berganda. Hasil penelitian uji t (secara parsial) menunjukkan bahwa brand image memiliki pengaruh positif signifikan terhadap keputusan pembelian, dimana nilai sig 0,001 > 0,05. Selain itu, brand ambassador memiliki pengaruh positif signifikan terhadap keputusan pembelian, dengan nilai sig 0,004 < 0,05. Kemudian persepsi konsumen juga memiliki pengaruh positif signifikan terhadap keputusan pembelian, dengan nilai sig 0,000 < 0,05. Secara simultan (uji f) menunjukkan bahwa brand image, brand ambassador, dan persepsi konsumen memiliki dampak yang signifikan terhadap keputusan pembelian, dimana analisis statistik menunjukkan nilai sig 0,000 < 0,05 dan nilai F hitung 54,653 > 2,7 (berdasarkan nilai tabel F). Nilai Adjusted R Square sebesar 61,9% menunjukkan pengaruh brand image, brand ambassador, dan persepsi konsumen terhadap keputusan pembelian dan sisanya sebesar 38,1 % merupakan pengaruh dari variabel lain yang tidak dimasukkan ke dalam penelitian ini.

Keywords: *Brand Image; Brand Ambassador; Persepsi Konsumen; Keputusan Pembelian.*

INTRODUCTION

In the current era of globalization, which has been followed by the end of the Covid-19 pandemic that has occurred over the past few years, more and more business people are starting to restart their businesses or try to build new businesses. This increasingly fierce competition encourages

companies to always create new and unique products to compete to attract consumers. One of the businesses with the most competition is in the field of skincare products. Skincare or skin care is a series of facial activities that aim to care for facial skin or improve facial skin problems, in order to get clean and healthy skin. Appearance and beauty are things that play an important role in a person's life, especially for women, by being beautiful a woman will be more confident (Zahiroh et al., 2021). Along with the increasing interest of consumers in using skincare products, skincare business owners in Indonesia are starting to actively innovate in creating new local skincare products to compete with foreign products. This means that foreign brands such as Cosrx, Etude House and Innisfree, which were previously very popular, have been replaced by local products or local brands such as Somethinc, Scarlet Whitening, Ms Glow.

Brand Image

Brand Image is a brand that has been formed in consumers' memories, namely in the form of a collection of memories and impressions that are assembled in consumers' minds regarding a product (Kasiono et al., 2022). Brand Image is often referred to as the result of consumers' observations and understanding of a brand by considering other brands based on the same or similar types of goods. Brand image is an association that is positive or negative, depending on a person's perception of the brand (Hadiyati et al., 2022). Brand Image is a picture of a collection of perceptions or opinions about a brand that are formed from information and experience of a brand in the past. Brand image is important because it can describe consumers' perceptions of trust in the product, so the more positive the brand image, the more consumers will be encouraged to trust it. The influence of brand image can have a positive impact on consumer trust in a brand. When consumers are exposed to persuasion efforts to purchase certain products that suit their needs, this can become an attractive alternative option for consumers (Wijaya & Annisa, 2020). Brand Image is an important element that consumers pay attention to in achieving purchase satisfaction. Brands have the potential to be a marker of difference between similar products. Without a strong brand presence, the product may not be able to gain recognition among the public, which can ultimately be detrimental to the company.

Brand Ambassadors

A brand ambassador is a figure who functions as a representative of a brand, often represented by a celebrity or athlete who is respected by the wider community. They are not only marketing tools, but also reflect the achievements of human individualism and success, while being part of the strategy of product commodification and commercialization. The key to the role of brand ambassadors lies in their ability to use promotional strategies that encourage customers to make repeat purchases. The selection of brand ambassadors is often based on the positive image they carry, which is expected to represent the overall image of the product. Becoming a brand ambassador as a celebrity does not only require a charming appearance or expertise in the field, but also skills to attract consumer attention. The importance of having a positive image is because consumers tend to trust brand ambassadors based on the positive image built by celebrities in the world of entertainment. It is hoped that this positive image can bring consumers from the world of entertainment to real life. The use of brand ambassadors is expected to effectively represent the brand image, which ultimately influences consumer purchasing intentions. A brand ambassador is a celebrity who becomes the face or representative of a brand to attract consumer or audience interest in the brand and encourage them to use or choose the brand's products (Ramadhani, 2022).

Consumer Perception

Perception is one of the influential psychological factors, along with learning motivation, beliefs, and traits, in determining the level of purchase satisfaction for individuals and organizations. According to Philip Kotler (2005:216) perception is: "The process applied by individuals to select, organize and interpret input information with the aim of forming a meaningful picture of the world is known as perception". According to (Santi, 2022), perception is a cognitive process in which individuals select, organize and interpret stimuli from the environment to form images that have meaning and significance in their understanding of the world. Recognition of an object, clarity,

movement, intensity (for example: increase in volume), and aroma are cues that can influence the perception process. Consumers use these cues to identify products and brands.

Buying decision

A purchasing decision is when consumers make a decision regarding what brand they will buy. Consumers can make purchasing decisions because of a need or desire for a particular product. The purchasing decision stage is the moment where the buyer makes a choice and purchases a product, then uses it. (Janah et al., 2021). Purchasing decisions involve consumers in evaluating various alternative options and choosing based on specific needs and considerations. If these considerations result in a positive decision, consumers will then continue to purchase the desired product. (Vanny Maruli Tua & Ira Meike Andariyani, 2022). Purchasing decisions reflect consumers' views of products that are very suitable for evaluating certain product categories, services or brands.

RESEARCH METHODS

This type of research is descriptive research with a quantitative approach method. The aim of descriptive research is to provide a consistent and accurate picture of the facts related to the population. In this descriptive research, the research results are presented without changes or additions. The results of descriptive research often form the basis or can be used as a continuation for analytical research. Quantitative research is a scientific approach used to collect data or information systematically with the aim of solving a problem and reaching conclusions. Quantitative research is appropriate for investigating issues that are clearly defined, have large population coverage, and aim to test hypotheses against existing theories. The problem formulation used in quantitative methods is an associative problem formulation, which asks about the relationship between two or more variables. (Haribowo et al., 2022). According to research (Kaban & Khong, 2022), there are two types of data collection techniques, namely using primary data sources and secondary data sources. This research data comes from primary data obtained through filling out questionnaires by respondents. The descriptive analysis method in this research uses the Statistical Package for the Social Sciences (SPSS) version 25, which is used to investigate and analyze data from respondents according to the variables in this research, such as brand image, brand ambassadors, consumer perceptions, and decisions. purchase (Pratama & Rakhman, 2022).

Results and Discussion

Validity test

Variable	Items	R count	R table	Information
Brand Image X1	X1.1	0.536	0.1966	Valid
	X1.2	0.639		
	X1.3	0.655		
	X1.4	0.739		
	X1.5	0.789		
	X1.6	0.738		
Brand Ambassador X2	X2.1	0.604	0.1966	Valid
	X2.2	0.699		
	X2.3	0.752		
	X2.4	0.817		
	X2.5	0.836		
	X2.6	0.778		
	X2.7	0.761		
	X2.8	0.805		
	X2.9	0.752		
	X2.10	0.842		
Consumer	X3.1	0.557	0.1966	Valid

Perception X3	X3.2	0.716		
	X3.3	0.674		
	X3.4	0.841		
	X3.5	0.678		
	X3.6	0.740		
	X3.7	0.859		
	X3.8	0.739		
Buying decision Y	Y.1	0.561	0.1966	Valid
	Y.2	0.705		
	Y.3	0.735		
	Y.4	0.743		
	Y.5	0.703		
	Y.6	0.752		
	Y.7	0.604		
	Y.8	0.659		

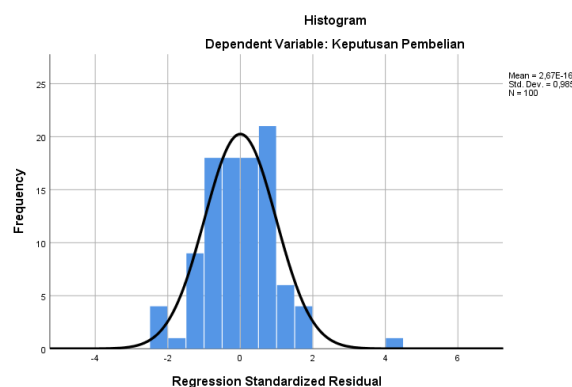
Based on the table above and the r table calculation, it was found that the calculated r value for each statement was greater than the r table (0.1966). Therefore, it can be concluded that all question items are included in the valid category.

Reliability Test

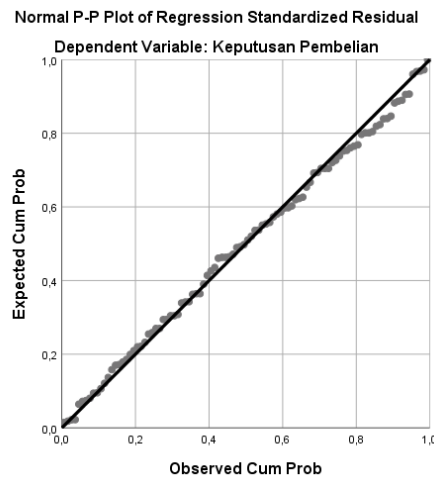
Variable	Cronbach Alpha	N of Items
Brand Image X1	0.772	6
Brand Ambassador X2	0.922	10
Consumer Perception X3	0.872	8
Y Purchase Decision	0.835	8

From the test results, it can be concluded that each variable has a Cronbach Alpha value greater than 0.60. Therefore, all variables can be considered as reliable.

Normality test



Based on the graph above, it can be concluded that the data distribution curve forms a bell-like pattern, indicating that the data is normally distributed. Apart from using a histogram, the normality test can also be evaluated using the following Normal PP graph:



It is found that the points are close to the diagonal line, forming a straight line. This indicates that the data has a normal distribution. Apart from checking the histogram and PP graph, this normality test is also assessed through other tests:

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,26040997
Most Extreme Differences	Absolute	,050
	Positive	,050
	Negative	-,040
Test Statistic		,050
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

Based on the information from the table, the Kolmogorov-Smirnov test that has been carried out shows that the percentage of results exceeds 5% or 0.05. Therefore, this data can be considered to be normally distributed because the Asymp value. The Sig of 0.200 is greater than 0.05.

Multicollinearity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	6,048	2,178		2,777	,007		
Brand Image	,354	,101	,293	3,497	,001	,546	1,830
Brand Ambassador	,151	,052	,240	2,915	,004	,569	1,756
Persepsi Konsumen	,364	,087	,384	4,185	,000	,458	2,185

a. Dependent Variable: Keputusan Pembelian

Each variable in this study obtained a tolerance value of more than 0.10 and a VIF of less than 10. Therefore, it can be concluded that there is no multicollinearity problem in this study.

Heteroscedasticity Test

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	5,010	1,323		3,788	,000		
Brand Image	-,104	,062	-,221	-1,685	,095	,546	1,830
Brand Ambassador	,051	,031	,210	1,635	,105	,569	1,756
Persepsi Konsumen	-,083	,053	-,226	-1,579	,118	,458	2,185

a. Dependent Variable: Abs_RES

If you pay attention to the results of the heteroscedasticity test using the Park-Glejser method above, the Sig. for each variable is greater than 0.05. This indicates that this research does not show heteroscedasticity.

Multiple Linear Regression Test

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	6,048	2,178		2,777	,007		
Brand Image	,354	,101	,293	3,497	,001	,546	1,830
Brand Ambassador	,151	,052	,240	2,915	,004	,569	1,756
Persepsi Konsumen	,364	,087	,384	4,185	,000	,458	2,185

a. Dependent Variable: Keputusan Pembelian

The multiple linear regression equation can be found from the table above, namely: $Y = 6.048 + 0.354(X_1) + 0.151(X_2) + 0.364(X_3) + e$

The explanation of the results is:

1. The constant obtains a value of 6.048. If the brand image, brand ambassador and consumer perception variables are zero or there are no additions, then the purchasing decision variable is worth 6.048.
2. Brand image (X_1) obtained a value of 0.354 or 35.4%, meaning that brand image has a positive influence on purchasing decisions. If brand image increases by 1% then purchasing decisions also increase by 0.3540 or 35.4%.
3. Brand ambassador (X_2) obtained a value of 0.151 or 15.1%, meaning that brand ambassadors have a positive influence on purchasing decisions. If brand ambassadors increase by 1% then purchasing decisions also increase by 0.151 or 15.1%.
4. Consumer perception (X_3) obtained a value of 0.364 or 36.4%, meaning that consumer perception has a positive influence on purchasing decisions. If consumer perception increases by 1%, purchasing decisions will also increase by 0.364 or 36.4%.

T-Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,048	2,178		2,777	,007
	Brand Image	,354	,101	,293	3,497	,001
	Brand Ambassador	,151	,052	,240	2,915	,004
	Persepsi Konsumen	,364	,087	,384	4,185	,000

a. Dependent Variable: Keputusan Pembelian

From the table above it can be concluded:

1. Brand image (X1) with t count 3.497 > t table 1.985 (df = nk = 100-4 = 96) and significance $0.001 < 0.05$, it can be concluded that brand image partially has a positive and significant effect on purchasing decisions.
2. Brand ambassador (X2) with t count 2.915 > t table 1.985 and significance $0.004 < 0.05$, it can be concluded that brand ambassadors partially have a positive and significant influence on purchasing decisions.
3. Consumer perception (X3) with t count 4.185 > t table 1.985 and significance $0.00 < 0.05$, it can be concluded that partially consumer perception has a positive and significant influence on purchasing decisions.

F Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	863,924	3	287,975	54,653	,000 ^b
	Residual	505,836	96	5,269		
	Total	1369,760	99			

a. Dependent Variable: Keputusan Pembelian

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

Brand image, brand ambassador, and consumer perception together were found to have a calculated F value of 54.653, which exceeds the F table value of 2.70, with a significance level of $0.000 < 0.05$. Therefore, it can be concluded that simultaneously, brand image, brand ambassador, and consumer perception have a positive and significant influence on purchasing decisions.

Determination Coefficient Test (*R²*)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,794 ^a	,631	,619	2,295

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

It was found that brand image, brand ambassadors, and consumer perceptions had an influence on purchasing decisions by 61.9%, which can be seen from the Adjusted R Square. Meanwhile, another part of the influence on purchasing decisions can be caused by other variables not examined in this research.

CONCLUSION

Based on the results of the analysis and explanation that have been discussed, it is concluded that:

1. Brand Image has a positive and significant effect on purchasing decisions for Innisfree products in Batam City.
2. Brand Ambassadors have a positive and significant influence on purchasing decisions for Innisfree products in Batam City.

3. Consumer perception has a positive and significant effect on purchasing decisions for Innisfree products in Batam City.
4. Brand Image, Brand Ambassador, and Consumer Perception simultaneously have a positive and significant influence on purchasing decisions for Innisfree products in Batam City.

REFERENCES

- Hadiyati, N., Rakhmawati, S., & Kustamtinah, L. (2022). *PENGARUH BRAND AMBASSADOR, BRAND IMAGE DAN KOREAN WAVE TERHADAP KEPUTUSAN PEMBELIAN NATURE REPUBLIC*.
- Haribowo, R., Fitriyatul Bilgies, A., & Tannady, H. (2022). Pengaruh Brand Image Dan Celebrity Endoser Terhadap Purchase Decision Produk Bakery Bittersweet By Najla. In *Management Studies and Entrepreneurship Journal* (Vol. 3, Issue 5). <http://journal.yrpioku.com/index.php/msej>
- Janah, A. M., Aji, A. W., Kusuma, D., Suyatno, A., Kunci, K., Endorser, C., Merek, C., & Pembelian, K. (2021). *Pengaruh Celebrity Endorser Dan Brand Image Terhadap Keputusan Pembelian Produk Ms Glow Pada Media Sosial Instagram*.
- Kaban, L., & Khong, R. (2022). DAMPAK KUALITAS, PERSEPSI KONSUMEN DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN PRODUK ENDORSEMENT. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, 5(1), 909–919. <https://doi.org/10.36778/jesya.v5i1.667>
- Kasiono, B. A., Tumbel, A. L., Pondaag, J. J., Kasiono, B. A., Tumbel, A. L., Pondaag, J. J., & Manajemen Fakultas Ekonomi dan Bisnis, J. (2022). THE INFLUNCE OF BRAND IMAGE, SERVICE QUALITY AND PRICE PERCEPTION ON PURCHASING DECISIONS (A CASE STUDY ON VISITORS AT ANOTHER COFFE CAFÉ HATI TONDANO). *Jurnal EMBA*, 10(No. 4), 1795–1806.
- Pratama, C. A., & Rakhman, A. (2022). PENGARUH BRAND AMBASSADOR, KEPUASAN PELANGGAN DAN BRAND AWARENESS TERHADAP KEPUTUSAN PEMBELIAN PRODUK ACNE CARE SCARLETT WHITENING DI KELAPA GADING, JAKARTA UTARA. *Jurnal Ilmiah Hospitality*, 11(2), 621–628.
- Ramadhani, N. D. P. (2022). *PENGARUH BRAND AMBASSADOR BINTANG KOREA SELATAN DAN SOCIAL MEDIA MARKETING TERHADAP MINAT BELI FOLLOWERS INSTAGRAM @SCARLETT_WHITENING*.
- Santi, N. (2022). PERSEPSI KONSUMEN TERHADAP PENERAPAN DIGITAL MARKETING SEBAGAI STRATEGI KOMUNIKASI PEMASARAN PADA PT ARMADA TUNAS JAYA MAGELANG. In *Maret* (Vol. 2022, Issue 2).
- Siswanto, D. J., Tegor, T., Haqiqi, F., Yusmalina, Y., & Susanto, A. (2022). Human Resources Management in The Country's Border Region Faces Industry 4.0 and The Covid-19 Pandemic. *Al-Tanzim: Jurnal Manajemen Pendidikan Islam*, 6(1), 228-242.
- Tegor, Johannes, Jaya, R. I. K., Thasimmim, S. N. (2023). Skill, Transformational Leadership, And Competitiveness: Relationships In A Love Triangle. *Al-Tanzim: Jurnal Manajemen Pendidikan Islam*, 7(2), 422-434.
- Tegor and Umar, Husein. (2017). Compensation analysis in relationship moderation between transformational leadership style and work environment on the employee performance. *Russian Journal of Agricultural and Socio-Economic Sciences*, 71(11).
- Tegor., Susanto, Alpino., Togatorop, Veterson., Sulivyo, Lod., Siswanto, Dwi Joko. (2020). *Metodologi Penelitian Kualitatif dan Kuantitatif*. Yogyakarta: Penerbit Lakeisha.
- Tegor., D., Joko, D., & Siagan, M. (2020). *Manajemen Sumber Daya Manusia*. Yogyakarta: Penerbit Deepublish.
- Tegor, T., Thasimmim, S. N., Dianasari, E. L., & Yusmalina, Y. (2023). The influence of work discipline in mediating work environment relationships on job satisfaction. *Jurnal Cafetaria*, 4(1), 106-112.
- Tegor, T., Yusmalina, Y., & Haqiqi, F. (2021). *PENERAPAN STANDAR AKUNTANSI DAN KUALITAS APARATUR TERHADAP LAPORAN KEUANGAN PEMERINTAH DAERAH*

- (Studi Kasus pada Dinas Pekerjaan Umum dan Penataan Ruang Kabupaten Karimun). JURNAL CAFETARIA, 2(1), 13-24.
- Vanny Maruli Tua, G., & Ira Meike Andariyani, dan. (2022). PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN MESIN POMPA AIR SUBMERSIBLE DAB DECKER DI CV. CITRA NAULI ELECTRICSINDO PEKANBARU. *Jurnal Ilmiah Multidisiplin*, 1(4), 140–154.
- Wijaya, A. P., & Annisa, I. T. (2020). The Influence of Brand Image, Brand Trust and Product Packaging Information on Purchasing Decisions. *Jurnal Analisis Bisnis Ekonomi*, 18(1), 24–35. <https://doi.org/10.31603/bisnisekonomi.v18i1.3077>
- Zahiroh, N., Zaqiyah, S., & Novie, M. (2021). PENGARUH CELEBRITY ENDORSE DAN PERSEPSI KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN PRODUK SKINCARE MS GLOW DI SIDOARJO. *Greenomika*, 3(2), 97–104.