



The Influence of Brand Image and Brand Ambassador on Intention to Purchase Scarlett Whitening Products

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ARTICLE INFO

Kata Kunci: Brand Image, Brand Ambassador, Purchase Intention, Beauty Products

Received : 15, August

Revised : 20, October

Accepted: 20, November

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ABSTRAK

Beauty trends are currently starting to penetrate the global market, including Indonesia. One of them is Scarlett Whitening, a local beauty brand that sells skin care and beauty products made from natural ingredients. Scarlett Whitening launched its official product on the Indonesian market in 2017. This research discusses the influence of brand image and brand ambassadors on purchase intentions for Scarlett Whitening products in Bandar Lampung. Research participants were consumer users and those who knew the product and brand ambassador Scarlett Whitening, totaling 100 respondents. The research was conducted using quantitative methods with data collection methods using Purposive Sampling Techniques. The analysis techniques used in this research are multiple linear regression test and partial hypothesis testing (T test). The results of this study show that brand image and brand ambassadors have a positive and significant effect on purchase intention Scarlett Whitening products

INTRODUCTION

The beauty business in Indonesia is currently seeing significant expansion, particularly in the skincare sector. Skincare encompasses a variety of products and treatments specifically formulated to maintain and enhance the health and appearance of the skin. In 2022-2023, there is a notable and substantial increase in consumer demand for this beauty trend. The demand has surged by over 70%, positioning Indonesia as one of the world's largest markets for cosmetics and skincare products. Brand image and ambassadors exert a significant impact on consumers' purchase intentions about beauty items in this particular scenario.

The concept of brand image is crucial in the strategy of marketing a product. It encompasses the perception and conviction that consumers hold about a brand or product, generating a distinct brand image within their cognition. A brand with a robust and favorable image can enhance consumer interest and confidence in the product, hence bolstering the brand's market performance (Ghadani et al., 2022).

Scarlett Whitening is a beauty brand that has gained considerable prominence in Indonesia. Founded in 2017 by Felicia Angelista, this firm specializes in beauty products that specifically target skin lightening and care. Scarlett Whitening offers a range of skincare products for the face, body, and hair. The unique fragrance of each Scarlett Whitening product is one of the things that contribute to its widespread recognition among consumers. Scarlett Whitening's highly acclaimed goods that are seeing strong sales in the market include of the Scarlett Body Lotion, Scarlett Face Serum, Scarlett Shower Scrub, and Scarlett Serum. These goods are highly sought after, particularly in the facial and body care sectors, and have effectively garnered attention through promotions by influencers and brand ambassadors (Compas, 2023).

Brand ambassadors play a crucial role in influencing consumer purchasing intentions in the cosmetics industry. Brand ambassadors are renowned individuals or celebrities who publicly support or represent a brand or product. They can cultivate a favorable perception and attractiveness for the brand. Scarlett Whitening has formed partnerships with several celebrities, including EXO, a prominent South Korean boy group that serves as a crucial brand advocates for the company. Associations with revered celebrities can significantly influence consumers' purchasing intentions, motivating them to acquire products and fostering a more robust brand connection (Wang & Hariandja, 2016).

EXO is a South Korean male ensemble established in 2012, boasting a substantial fanbase in Indonesia. Referred to as EXO-L, these individuals are recognized for their musical accomplishments. Additionally, each member of EXO possesses captivating appearances and aesthetics, rendering them idols for numerous admirers. Consumers frequently desire skin that resembles that of their heroes, and brand ambassadors who possess a comparable appeal to EXO can significantly impact the likelihood of purchasing Scarlett Whitening goods (Wang & Hariandja, 2016). Nevertheless, the impact of a brand ambassador might fluctuate based on the degree to which customers regard the brand

ambassador as pertinent to the product being presented. The degree of alignment between the brand ambassador and the product being advertised can moderate the impact of the brand ambassador on consumer intentions to make a purchase. Hence, it is crucial to carefully choose a brand ambassador who aligns with the business's image and values (Cheung et al., 2019).

Prior studies yielded inconclusive findings regarding the impact of brand image and brand ambassadors on customer purchase intentions. Several research indicates that both factors have a substantial positive impact on consumer purchasing intentions. Conversely, alternative research asserts that the impact could be more substantial and more present. Hence, the objective of this study is to delve more into the impact of brand image and brand ambassadors on the likelihood of purchasing Scarlett Whitening goods in Bandar Lampung (Singh et al., 2021; Wang & Hariandja, 2016).

LITERATURE REVIEW

Marketing

Marketing, as defined by Kotler and Armstrong (2018), is a strategic approach employed by companies to establish connections and generate value with consumers in order to receive evaluations in exchange. Additionally, Assauri (2019) posits that marketing is a strategic approach aimed at delivering products to consumers by means of brand perception and effective communication. Perreault and McCharty (2008) define marketing as the strategic process of meeting company objectives by identifying and fulfilling customer needs through the efficient management of goods and services.

Brand Image

Brand image, as stated by Kuncoro Windyasaki (2021), is a decisive factor that impacts subjective perceptions. A brand is a factor that affects customers' subjective perceptions and subsequent behavior. It serves as an external signal when consumers assess a product or service prior to making a purchase. The brand image is crucial in determining customers' purchasing decisions and can, therefore, impact their buying behavior. Brand image can serve as a defensive marketing tool to maintain customers and foster loyalty, particularly in a service context where the service/company brand is seen as synonymous. Brand image refers to the way in which a consumer perceives, views, or evaluates a product, service, or company. Brand image, as described by Ouwersloot and Tudorica (Firmansyah, 2019), refers to the perception of a brand that is intricately linked to the human psyche.

Brand Ambassadors

Brand ambassadors also referred to as advertising stars, are individuals who endorse and promote a product for advertising purposes, as stated in (2021). These brand ambassadors are additionally anticipated to serve as spokespersons for the brand in order to establish a lasting impression on consumers. By selecting a commendable brand ambassador, companies can

cultivate trust and foster stronger customer relationships. A brand ambassador is an individual who possesses a strong enthusiasm for the brand and can captivate consumers' interest, ultimately influencing their purchasing decisions. Utami et al. (2020) define a brand ambassador as an individual who undergoes training to promote products from a brand or company with the aim of capturing the interest of consumers.

Purchase Intention

Consumer purchase intention, as defined by Kotler and Keller (2009), refers to the inclination of consumers to purchase or select a product based on their prior experience with it, including the process of selection, usage, consumption, and even desire for the product. As per Jalilvand Samiei (2012), purchase intention refers to the intention or plan to buy goods or services in the future. However, the actual act of purchasing may only sometimes happen as it depends on individual capabilities. Consumers may be swayed to increase their intentions to purchase due to recommendations or reviews, such as those shared on review platforms or within consumer communities.

METHODOLOGY

Types of Research

This research uses a descriptive research type with a quantitative approach. According to Sugiyono (2020), Quantitative research is research whose analysis is based on numerical data (numbers) and processed through statistical methods. This research examines the influence of brand image and brand ambassadors on purchasing intentions for Scarlett Whitening Bandar Lampung.

Object of Research

The objects of this research are consumers who know the products' brand ambassadors and consumers who use products from Scarlett Whitening in Bandar Lampung. This research uses three variables, namely, brand image, brand ambassador, and purchase intention. In this study, not all members of the population were taken, but only a portion of the population. Because the number of consumers at Scarlett Whitening is not known for sure, the formula according to Widiyanto (2008) is used, namely:

$$\begin{aligned}n &= z^2 / (4 (\text{moe})^2) \\n &= (1,96^2) / (4 (0,1)^2) \\n &= 96.04\end{aligned}$$

Note:

n = Number of Samples

Z = Z value with the confidence level required to determine the percent sample. At $\alpha = 5\%$, $Z = 1.96$

Moe = Margin of error or maximum error that can be tolerated, usually 10%

Widiyanto (2008) said that the number of samples used was 100 respondents by determining the sample. The number of respondents, 100 people, was considered representative because it was more significant than the

minimum sample limit. Sampling was carried out using the Purposive Sampling technique, with the criteria being consumers who have previously used the product and consumers who know the current Scarlett Whitening brand ambassador.

Sources and Methods of Data Collection

In this research, two types of data were used, namely primary data and secondary data. Primary data was obtained directly from respondents through questionnaires, which is the primary source of information for this research. Meanwhile, secondary data was obtained from various sources such as articles, journals, and related literature. Primary data comes from consumers who know Scarlett Whitening products and brand ambassadors in Bandar Lampung City. In contrast, secondary data is used as additional references to support the analysis and discussion in this research. Combining these two data types allows researchers to gain comprehensive insights in answering research questions.

Data collection can be done in various settings, various sources, and in various ways (Sugiyono 2018). If we look at the setting, data can be collected naturally, in a laboratory using experimental methods, at home with various respondents, at a seminar, in discussion, on the road, and so on. When viewed from the data source, data collection can use primary and secondary sources. Furthermore, when viewed in terms of data collection methods or techniques, data collection techniques can be carried out by observation, interviews, questionnaires, documentation, and a combination of the four.

Table 1. Operational Variable

Variable	Operational Variable Definition	Indicator	Scale
Brand image (X1)	According to (Alif Fianto et al., 2014) states that brand image is a perception of a product which is a reflection of customer memories of it. product. Brand image is defined as an image that can be remembered by the public, which makes the brand positive, relevant and easy for the public to remember.	According to (Alif Fianto et al., 2014) 1. Saliency (Salient) 2. Reputation (Reputation) 3. Familiarity (Easy to recognize) 4. Trustworthy (Trust) 5. Service Excellency (good service)	Likert
Brand Ambassador (X2)	According to (Situmorang et al., 2022) a brand ambassador is a social icon or identity, acting as a marketing tool that symbolizes the achievement of individualism and personal greatness along with the commodification and commercialization of an item.	According to (Situmorang et al., 2022) 1. Transference 2. Congruence 3. Credibility 4. Attractiveness 5. Power/Strength	Likert
Purchase intention (Y)	According to (Ahmad Munawar & Ali, 2019) Purchase Intention is	According to (Ahmad Munawar & Ali,	Likert

Variable	Operational Variable Definition	Indicator	Scale
	something that represents consumers who have the possibility, desire, plan or desire to buy a product or service in the future. This increase in purchase intention means an increase in the likelihood of purchase.	2019) 1. More desire to buy it compared to other products 2. Intend to recommend the product 3. Desire to repurchase 4. Desire to know product information 5. There is confidence to buy	

Data Analysis Techniques

Analysis of data sources used in this research is validity and reliability testing. Validity is a measure that shows the level of validity or validity of an instrument. A valid instrument has high validity, and conversely, if the level of validity is low, then the instrument is less valid. An instrument is valid if it can measure what it wants to measure/desire. An instrument is valid if it can reveal data from the variables studied. (Riduan et al., 2011) Reliability testing is a tool for measuring a questionnaire, an indicator of a variable or construct (Sanusi, 2014). Reliability refers to an understanding that an instrument is reliable enough to be used as a data collection tool because the instrument is good. A questionnaire is declared reliable if a person's answers are consistent or stable over time.

The following analysis used is a multiple linear regression test. The multiple linear regression test is used to check the strength of the relationship between the independent variable and the dependent variable. To test the hypothesis, researchers used the t-test to partially analyze the influence of the independent variable on the dependent variable. Apart from that, the author uses the coefficient of determination (R²) to measure the extent of the model's ability to explain variations in the dependent variable, the customer decision variable.

RESULT AND DISCUSSION

Based on the questionnaire issued in this research, out of 100 respondents, it showed that most respondents were female, 88%, and the remaining 12% were male. This shows that more female clients recognize the brand ambassador and also the Scarlett Whitening product in Bandar Lampung. Apart from that, the research results suggest that the majority of respondents are in the age range of 15 - 25 years, accounting for 64%, and the majority of respondents in this study are students at 40%. It can be inferred that female respondents aged 15 - 25 years who work as students prefer to use the product and will buy Scarlett Whitening goods. Respondents who will buy the Scarlett Whitening product intend to buy because of the brand image and ambassador. In this research, there are two independent variables and one dependent variable, namely, brand image (X₁), brand ambassador (X₂), and purchase intention (Y).

The Influence of Brand Image on Purchase Intentions for Scarlett Whitening Products in Bandar Lampung

Based on respondents' answers to brand image characteristics, including markers of saliency, reputation, familiarity, trustworthiness, and service excellence, customers feel helped in product purchase intention. The research results suggest that Scarlett Whitening has a notable brand image with an average score of 4.49, showing the strength and trust of customers in the brand. Additionally, the brand also has a solid reputation, with an average rating of 4.52, indicating that people consider it unique and original compared to its competitors. The brand is also easily recognized by consumers, with an average rating of 4.37, which boosts their likelihood of buying Scarlett Whitening products. Moreover, consumers have a favorable perception of the trustworthiness and service given by this brand, with average scores of 4.35 and 4.37, encouraging them to select Scarlett Whitening products compared to other brands.

Based on the results of the research done, data was acquired revealing that among the five indicators in the brand image variable, there is an indicator that has the most essential value, namely the reputation indicator. The most influential indicator for respondents to Scarlett Whitening Goods in Bandar Lampung is the reputation indicator. Respondents estimate the level of distinctiveness and quality of a brand compared to its competitors. Reputation highlights the precise aspects that separate the brand in terms of its goods, positioning, and qualities. When a brand is seen to have a strong reputation, this is generally associated with creativity and uniqueness.

According to (Agustin et al., 2020), reputation is a notion in public relations (PR) that needs to be clarified. Reputation can be defined as a picture of the mind, especially an image that exists in someone's mind. Reputation is an intangible asset that is tough to quantify and explain because reputation is not a concrete product. However, a solid reputation can boost a company's standing amid the many competitors. In this research, Scarlett Whitening is a unique product that draws many consumers to know about it and boosts consumer purchasing intentions.

Based on the results of the partial test (t test) carried out, findings were obtained, which demonstrated that promotion (X1) had a calculated t value $> t$ table ($3.711 > 1.984723$) with a significance of $0.000 < 0.05$, which implies H_a was approved. Brand image partially has a positive and strong influence on purchase intentions for Scarlett Whitening products. The results of this research are bolstered by prior research conducted by Wang and Hariandja (2016), which reveals that brand image has a favorable and significant effect on consumer purchase intentions.

The Influence of Brand Ambassadors on Purchase Intentions for Scarlett Whitening Products in Bandar Lampung

Based on data analysis from the brand ambassador variable, the research results suggest that the existence of brand ambassadors, such as EXO, has a solid favorable impact on consumers' purchase intentions for Scarlett

Whitening goods. The high average value for each indicator, such as Transference (4.30), Congruence (4.37), Credibility (4.24), Attractiveness (4.41), and Power/Strength (4.35), indicates that brand ambassadors help build sound transference, strong suitability, high Credibility, significant appeal, and power that creates high consumer loyalty. Thus, the function of brand ambassadors in influencing consumers' purchasing intentions for Scarlett Whitening goods is crucial and beneficial in marketing efforts.

Based on the results of the research that has been carried out, data was gathered, which demonstrates that among the five indicators in the brand ambassador variable, there is one indication with the most significant agreement value, namely the Attractiveness indicator. This signal is the most influential for consumers in the brand ambassador variable on purchase intentions. Brand ambassadors are a means companies engage and connect with public companies to improve sales (Siskhawati & Atman Maulana, n.d.). Brand ambassadors are cultural or identity icons; they operate as marketing tools that represent the product. Brand Ambassadors are persons who advocate a brand from various notable public figures. Scarlett Whitening has a good brand ambassador and can make Scarlett Whitening more popular with its attractiveness so that it can influence consumers' purchasing intentions towards Scarlett Whitening products.

Based on the results of the partial test (t test) carried out, findings were obtained which demonstrated that promotion (X1) had a calculated t value $> t$ table ($7.905 > 1.984723$) with a significance of $0.000 < 0.05$, which means H_a was approved. The brand ambassador partially has a positive and considerable influence on the intention to purchase Scarlett Whitening goods in Bandar Lampung. The results of this research are bolstered by prior research conducted by Wang and Hariandja (2016), which reveals that brand ambassadors have a favorable and significant influence on consumer purchasing intentions.

CONCLUSION AND RECOMMENDATION

The study and discussion confirm that the initial hypothesis, which posits that the brand image and brand ambassador have a favorable and significant impact on the intention to purchase Scarlett Whitening products in Bandar Lampung, is valid. The perception of a brand dramatically influences the likelihood of consumers making a purchase. The research findings indicate that the reputation of the Scarlett Whitening product has a substantial and favorable influence on consumer purchasing intentions. This suggests that consumers in Bandar Lampung have confidence in the quality and attributes of this product. In addition, brand ambassadors possess significant sway, particularly in generating curiosity and captivating customer attention.

Given the circumstances, it is advisable for Scarlett Whitening to persist in enhancing its brand image and brand ambassador. This can be accomplished by ensuring that their products possess high quality, fulfill consumer expectations, and consistently engage in innovation. Companies should also take into account additional factors that affect consumers' future buying intentions. Furthermore, organizations must carefully select brand ambassadors who align with their

company values and image and possess significant sway in generating consumer attention. This research can serve as a foundation for future investigations. To gain more thorough data on purchasing intentions for Scarlett Whitening products in Bandar Lampung, researchers have the option to include other variables that were not considered in this research. Hence, the findings of this study can assist organizations in further refining their marketing tactics and enhancing consumer propensity to make purchases in this particular industry.

FURTHER STUDY

This research still has limitations, so it is necessary to conduct further research related to the topic "The Influence of Brand Image and Brand Ambassador on Intention to Purchase Scarlett Whitening Products". Future research can use different Brand Image and Brand Ambassador objects to add insight for readers.

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