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The Influence of Brand Ambassador, Product Quality, and Price on Product Purchasing Decision Store in Sidoarjo

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Keywords: brand ambassadors, product quality, price, and purchase decisions.

ABSTRACT

The cosmetics industry in Indonesia is experiencing rapid growth with cosmetic products becoming part of fashion trends. This study aims to analyze the influence of Brand Ambassadors, product quality, and price on the purchase decision of Radiance Up Y.O.U Beauty serum products in Sidoarjo. This study uses a quantitative approach with survey methods and regression analysis to see the influence of these three variables on purchase decisions. The results of the study show that Brand Ambassador, product quality, and price have a significant influence on purchasing decisions. Among the three variables, price proved to be the most dominant factor influencing consumer decisions, followed by product quality and Brand Ambassador. Based on these findings, companies are advised to consider a more optimal strategy in selecting Brand Ambassadors, maintaining product quality, and setting competitive prices to attract more consumers.

Introduction

The cosmetics industry is currently experiencing significant growth on a global scale, transcending boundaries and cultures. From its origins as a symbol of nobility to its superiority to become a social media beauty trend, cosmetics will consistently increase as it becomes a need for individuals around the world. (Salsabila et al., 2024). These cosmetic products are not only for beautifying oneself and keeping up with dynamic developments. Consumer influence and behavior are a high element for companies in formulating effective strategies to attract consumer interest in cosmetic products. In recent years, the beauty industry has experienced rapid growth, which shows that cosmetics can maintain, maintain, and care for the skin, one of the popular products today is a face serum that can be trusted to help brighten, moisturize, and rejuvenate the skin. (Fitri et al., 2023).

Y.O.U Beauty is a local cosmetics brand that was launched in 2018. The brand is famous for its affordable prices with high product quality. Y.O.U Beauty has many innovations and has the latest in products with consumer needs, with the growth of the beauty industry becoming popular, especially in face serum products is an opportunity

for business actors. Business actors must continue to innovate and offer products that have high quality at affordable prices to attract consumer interest (Marlius & Jovanka, 2023).

The serum is a skin care product that has active ingredients that have been designed to overcome various specific skin problems Y.O.U Beauty, one of the well-known local brands in Indonesia, launched the latest serum product, namely Radiance Up serum which has advantages for skin health, such as vitamin C, niacinamide, and hyaluronic acid with the advantages of having received positive reviews from consumers. (Matheos et al., 2022). Consumers who use this serum claim that their skin becomes brighter, moisturized, and supple, and can overcome hyperpigmented acne. (Azizah, 2021). The launch of Serum Radiance Up proves Y.O.U's commitment to presenting high-quality products at affordable prices. With the launch of new products, the company also uses a marketing strategy that uses well-known brand ambassadors and has many followers on social media. (Purwaningsih & Rachman, 2020).

The chosen brand ambassadors such as actresses, influencers, and those who have a positive image and are in line with the marketing target of Y.O.U Beauty products, with the use of this brand ambassador have proven to be effective in increasing sales and attracting consumers to buy Radiance Up serum. Brand ambassador followers on social media will see this product used by those they admire, thus encouraging them to buy and try the product, this collaboration with brand ambassadors can support Y.O.U Beauty sales and reach a wider target market in Sidoarjo. (Sanaji & Shafa, 2023).

The purchase decision is a series of purchase decisions, a process that begins with consumers looking for information about their products, in this case, consumers will get to know the product and evaluate the product will solve the problem, which will then lead to a purchase decision. With this, the purchase decision is automatically higher on the brand value is very influential, and can always be remembered by every consumer. (Purwati & Cahyanti, 2022).

Thus, Brand Y.O.U Beauty uses brand ambassadors to invite consumers to attract attention through well-known brand ambassadors, usually through well-known celebrities. (Nurdin & Setiani, 2021). According to previous research, brand ambassadors are advertising advocates who are selected from famous people and have an attractive appearance to attract the attention and attention of consumers. According to previous research, brand ambassadors do not have a significant effect on purchasing decisions. Therefore, there is a gap in brand ambassadors. (Kolinug et al., 2022).

In addition to using brand ambassadors to increase sales, product quality also influences purchasing decisions. Product quality, namely customer needs and expectations, is an important factor in determining the value of product quality. According to previous research, product quality also has a significant effect on purchasing decisions. Customers have expectations and consumers must have a high level of satisfaction because it can increase the production of a. From these three studies, it can have a significant influence on product quality. (Aruna et al., 2024).

In addition, price is a consideration for consumers to determine consumer purchases. When consumers hear that the price is relatively expensive, few enthusiasts will buy it, if it is heard at a relatively low price, the number of buyers will increase. (Selvia et al., 2022). In purchasing an item, of course, it will be seen from the benefits and price of the item, according to previous research conducted with the existence of price, it will be a consideration for consumers, having a positive and significant effect on increasing consumers as a factor in purchasing decisions. (Fauzi et al., 2023). According to consumers, the most important consideration when buying a product is price, so price becomes a problem for consumers when they are going to make a purchase, according to this previous study stated that price does not have a significant effect on purchases. (Diana et al., 2023).

Based on previous research, it can be concluded that some gaps or gaps occur after previous research on price, product quality, and price on purchase decisions so that researchers conduct further research to find out the latest results whether these variables affect or not. Researchers found a gap in the results of previous research (Research Gap). The Research Gap shows the gap between inconsistent phenomena and the results or evidence in the field. (Jayanti, 2015). This prompted the researcher to take the title "The Influence of Brand Ambassadors, Product Quality, and Price on Purchase Decisions of Radiance Up Y.O.U Serum Products in Sidoarjo Regency"

This study aims to analyze the influence of Brand Ambassadors, product quality, and price on the purchase decision of Radiance Up serum products from Y.O.U Beauty in Sidoarjo Regency. By understanding the extent to which these three factors affect consumer decisions, the results of the study are expected to provide the right recommendations for cosmetic companies in formulating more effective marketing strategies.

Method

Types of Research and Overview of the Population

This research is quantitative with an approach with a quantitative method in general, the research reference emphasizes behavioristic and empirical aspects derived from existing phenomena and based on behavior in the field, with the analysis stage using a questionnaire of data in the form of numbers, tables, and calculations from mathematical or statistical analysis methods. So in this case, the researcher used a multiple linear analysis to find out if there was an influence between *brand ambassadors*, product quality, and price on the purchase decision of Radiance Up serum products. For the population in this study, namely adolescents to adults who use serum and make purchases at the Sidoarjo store.

Sampling Techniques

The sampling technique used in this study uses a purposive method. Purposive is a non-random sampling method in which the researcher ensures the citation of characters through a certain identity identification method that is by the research objectives so that the researcher can expect a response to the research case The non-probability sampling technique is a technique that does not have the same results as consumers with each other which is applicable to be a sample With this, it has several criteria that can represent the population, including:

1. Respondents who use Radiance Up serum > 1.
2. Respondents ranged in age from adolescence to adulthood.
3. The respondents were domiciled in Sidoarjo.

After that, to find out the number of respondents in this study, the Lamesshow formula.

$$n = \frac{z^2 P(1-P)}{d^2}$$

Information:

n = Number of samples n

z = Value of the moral table with a specific table

p = Proportion of unknown population

d = Distance in both directions

The formula used above can be used to determine the number of samples using the Lamesshow formula where the alpha in this formula uses 95% or equivalent to 1.96. The number of these unknown populations is 0.05 with a confidence level of 10%. The sample calculation example in the Lamesshow formula

$$n = \frac{z^2 P(1-P)}{d^2}$$

$$n = \frac{1{,}96^2 0{,}5(1-0{,}5)}{0{,}1^2}$$

$$n = \frac{3{,}8416^2\ 0{,}5\ (0{,}5)}{0{,}01}$$

$$n = \frac{0{,}9604}{0{,}01}$$

$$n = \frac{0{,}9604}{0{,}01}$$

$$n = 96$$

Based on the results of the calculation above, it can be concluded that the sample taken by 96 respondents, fill out a questionnaire that was not filled in by the researcher sample, 100 respondents will be determined.

Types and Data Sources

The data sources used in this study use primary and secondary data types. For the type of primary data, the researcher obtained data by distributing questionnaires to respondents who used the Radiance Up Y.O.U Beauty serum. For secondary data types, the researcher uses literature from previous research as well as journals and books that are in accordance with the subject matter.

Data Collection Techniques

This data collection technique is widely used by researchers in the form of questionnaires. The questionnaire is planned to contain several questions that have been prepared in such a way by researchers. So that they will get relevant information. The following is the procedure used in answering the question, namely with the Likert scale, namely Number 1 (Strongly Disagree), Number 2 (Disagree), Number 3 (Ordinary), Number 4 (Agree) and Number 5 (Strongly Agree). In this way, it will be easier for respondents who will fill out questionnaires and researchers will more easily collect respondent data.

Data Analysis Techniques

Multiple linear regression analysis has a function to find the magnitude of the relationship between two independent variables and bound variables. The formulation of the regression model is as follows:

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

Information:
Y= Purchase Decision
a = Constanta
b1, 2, 3 = Regression Coefficient
X1 = Brand ambassador
X2 = Product Quality
X3 = Price
e = error

Test Data Instruments

A validity test is a test used to see how thorough a test is in performing its function, in other words, this test is used to measure the validity or not of a questionnaire that has been distributed to respondents. In the validity test, the criteria used to compare the calculated r-value, with the table r-value, namely.

If r counts > r table, then the instrument is declared valid
If r calculates < r table, then the instrument is declared invalid

Rehabilitation Test

This rehabilitation test has a function to measure the variables used through questions given to respondents. This test was carried out by comparing Cronback's alpha

value with a significant level or level (0.5 0.6 to 0.7 depending on the needs of the study). The rehabilitation test has several criteria for examiners, namely.

1. If Cronbach's alpha value > significant, then the instrument is said to be reliable
2. If Cronbach's alpha value < significant, then the instrument is said to be unreliable

Classical Assumption Test

1. Normality Test

The normality test has a function of testing how large the degree of normality of the distribution of data processing is, so that normally distributed data can have a distribution and automatically that will be considered representative of a population.

2. Multicollinearity test

This regression model can be justified if there is no correlation between independent variables, so this requires a multicollinearity test which aims to test if a correlation between independent variables is found with a predetermined regression model.

Heteroskedasticity Test

A good regression model will not cause heteroskedasticity. To conduct a heteroskedasticity test, the author can use a test tool, namely the Park Test carried out through a Diagram or Plot. If the distribution of data is in the form of a certain pattern, it is stated that there are no symptoms of heteroskedasticity or the population is classified as homogeneous.

Test t

The t-test is used to find out whether there is an influence between independent variables or independent variables, namely, Brand ambassador (X1), Product Quality (X2), Price (X3), and dependent variables or related variables, namely purchase decisions (Y) at a confidence level of 95% and $\alpha = 5\%$. With the following criteria.

1. If Thicount > Ttable or sig < $\alpha = 0.05$, then Ho is rejected and Ha is accepted, meaning that the independent (significant) variable influences the dependent variable
2. If Thicount < Ttable or sig > $\alpha = 0.05$, then Ho is accepted and Ha is rejected, meaning that the independent (significant) variable does not influence the dependent variable

Coefficient of Determination (R2)

The determination coefficient (R2) shows the ratio of variation in the values of the dependent variable (Y) which is influenced by the independent variable (X). The determination coefficient (R2) has the goal of measuring how far the model can explain the dependent variation and the determination coefficient is between zero and one.

Results and Discussion

Table 1
Respondent Characteristics Analysis

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Gender	100	1	1	1.00	.000
Age	100	1	1	1.00	.000
Living in Sidoarjo	100	1	1	1.00	.000
Serum User	100	1	1	1.00	.000
Consumer YOU Serum Products	100	1	1	1.00	.000
Valid N (listwise)	100				

Based on the results of the descriptive analysis, it can be seen that as many as 100 respondents in the study have established characteristics. The characteristics of respondents based on gender have a mean value of 1.00 and a standard deviation of 0.000 with a percentage of female sex of 90% and a percentage of male sex of 10%. The characteristics of respondents based on age have a mean of 1.00 with a deviation of 0.000 with a percentage of 17-25 years old of 41%, the percentage of 26-30 years old is 38%, the percentage of 31-40 years old is 21%, and the percentage of >40 years old is 0%. The characteristics of respondents based on the domicile of residence in Sidoarjo have a mean value of 1.00 and a standard definition of 0.000 with the percentage of respondents residing in Sidoarjo as much as 100%, which is by the characteristics that have been established by the researcher. The characteristics of respondents who are serum users are 100%, this is by the characteristics that have been determined by the researcher. The characteristics of respondents who are consumers of YOU serum products have a mean value of 1.00 with a standard deviation of 0.000 with the percentage of respondents who know and have purchased YOU serum products as much as 100%, this is by the characteristics that have been determined by the researcher.

Multiple Linear Regression Analysis

a. Dependent Variable: Buying interest

Based on the table of the results of the multiple linear regression test, the variable equation in this study can be formulated as follows:

$$\boldsymbol{Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e}$$

$$\boldsymbol{Y = 0.687 + 0.157\ X1 + 0.249\ X2 + 0.514\ X3}$$

From the equation that has been formulated, it can be interpreted as follows:

b. Constanta (a)

A positive constant value of 0.687 means that without the influence of independent variables such as Brand Ambassador, Product Quality, and Price, the value of the dependent variable (bound) i.e. the purchase decision will remain constant at 0.687.

c. Brand Ambassador

The value of the coefficient in Brand Ambassador and purchase decision variable is positive at 0.157, which means that the two variables have a positive relationship. So it can be stated that if the Brand Ambassador variable increases in the unit, then the purchase decision variable also increases by 0.157.

d. Product Quality

The value of the coefficient in the Product Quality variable and the purchase decision is positive of 0.249, which means that the two variables have a positive

relationship. So it can be stated that if the Product Quality variable increases in one unit, then the purchase decision variable also increases by 0.249.

Price

The value of the coefficient in the Price and Purchase Decision variables is positive at 0.514, which means that the two variables have a positive relationship. So it can be stated that if the Price variable increases in one unit, then the purchase decision variable also increases by 0.514.

Test Data Instruments

Table 2
Validity Test

T	Indicator	R Count	R Table	Information
Brand Ambassador (X1)	X1.1	0.846	0.196	Valid
	X1.2	0.779	0.196	Valid
	X1.3	0.790	0.196	Valid
Product Quality (x2)	X2.1	0.771	0.196	Valid
	X2.2	0.835	0.196	Valid
	X2.3	0.799	0.196	Valid
Price (x3)	X3.1	0.817	0.196	Valid
	X3.2	0.816	0.196	Valid
	X3.3	0.845	0.196	Valid
Purchase Decision (Y1)	Y1.1	0.785	0.196	Valid
	Y1.2	0.807	0.196	Valid
	Y1.3	0.742	0.196	Valid
	Item-Total Statistics			

The validity test was determined by the formula df=(n-2) so that in the study df= 100-2=98 was obtained. So the resulting r-table is 0.196. If the R-value of the calculation is less than the R table (0.196), it is declared invalid, but if the R-value of the calculation is greater than the R of the table, it can be concluded that the test taker is considered valid.

Reliability Test

The resiliency test in this study uses the Chronbach Alpha method with the condition that if the Chronbach Alpha value > 0.70, the instrument is declared reliable.

Table 3
Reliability Test

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BRAND AMBASSADOR	37.73	45.876	.893	.934
KUALITAS PRODUK	37.52	46.495	.896	.933
HARGA	37.31	45.893	.909	.929
KEPUTUSAN PEMBELIAN	37.77	46.239	.836	.952

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The results of the feasibility test showed that the Cronbach's Alpha value of the Brand Ambassador variable was 0.934, the product quality variable was 0.933, the Price variable was 0.909, and the purchase decision variable was 0.952. This shows that the value of all variables is from 0.70 or (>0.70) which means that all variables are declared reliable.

Classical Assumption Test

The normality test in this study uses *the Kolmogorov-Smirnov method*, with the right criteria in the significant intention test < 0.05 means that the data distribution is abnormal, and if it is >0.05 the data is distributed normally.

Table 4
Classical Assumption Test

One-Sample Kolmogorov-Smirnov Test

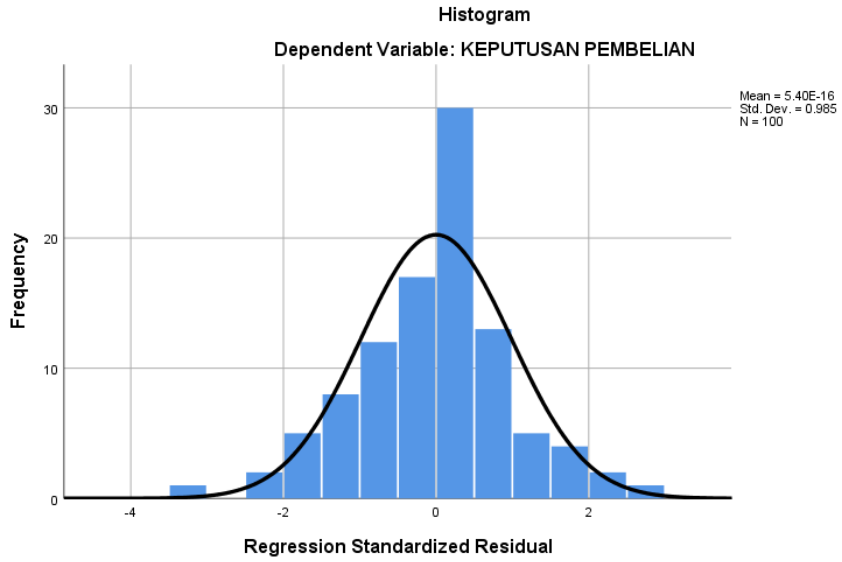
		Standardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.98473193
Most Extreme Differences	Absolute	.078
	Positive	.078
	Negative	-.063
Test Statistic		.078
Asymp. Sig. (2-tailed)		.142[c]

a. Test distribution is Normal.

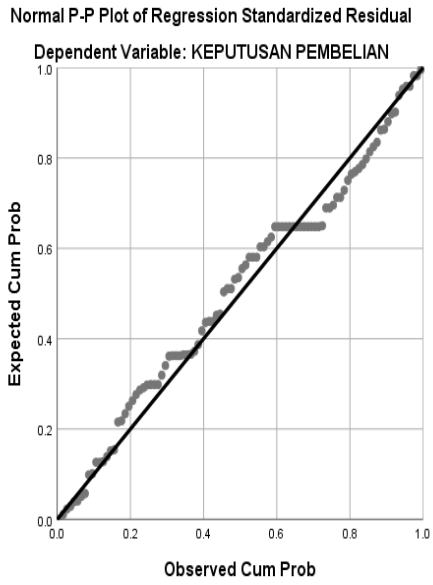
b. Calculated from data.

c. Lilliefors Significance Correction.

The results of this normality test showed that the significant value generated from the Kolmogorov-Smirnov test is 0.012 (>0.05), so it can be stated that the data is normally distributed. This result can also be proven by the normal probability test histogram and the graph of the results of the Plot of Regression Residual as follows.



The results of the graph test above show that the curve is perfectly bell-shaped, which means that it is distributed normally.



The results of the normal probability plot graph state that the data can be in the form of points that are close to the diagonal line, it is stated that the data can spread in the diagonal line area and follow the direction of the diagonal line, so it can be concluded that the data is distributed normally.

Multicollinearity Test

The multicollinearity test in this study can be done by looking at the magnitude of the tolerance value and the value of VIF (Variant Inflation Factor). Whether the tolerance value is greater than 0.1 (>0.10) and the VIF is less than (<10) means that the regression model is free from multicollinearity.

Table 5
Multicollinearity Test

Coefficients[a]

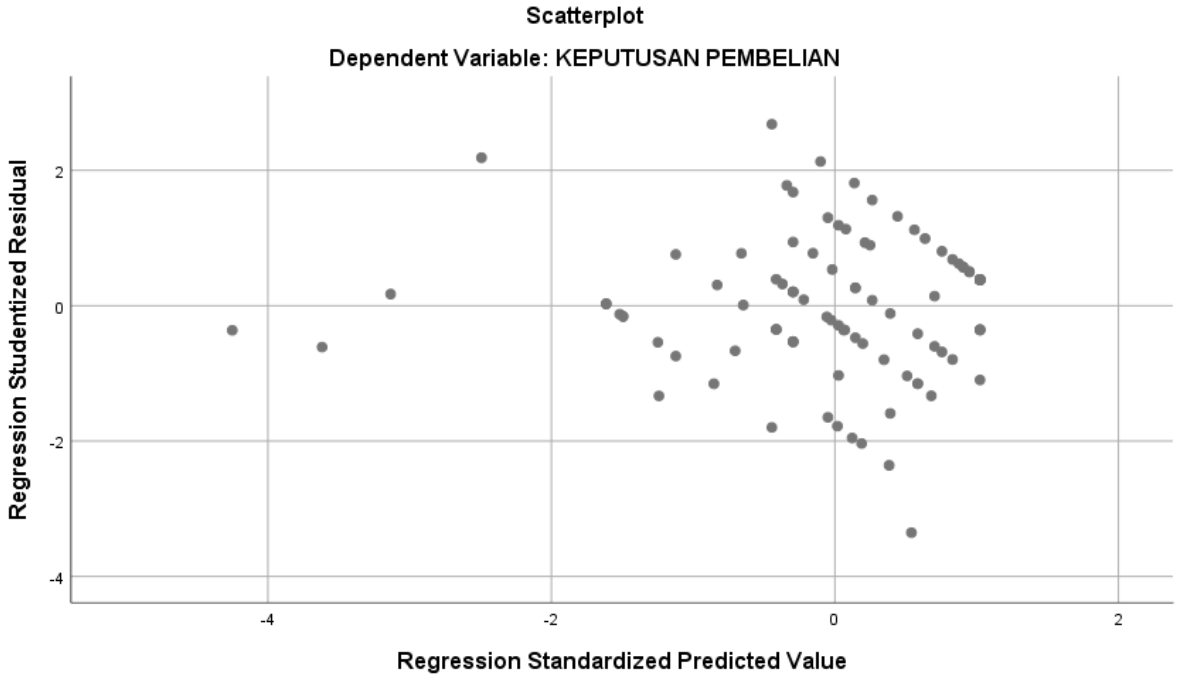
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.687	.779		.882	.380		
	BRAND AMBASSADOR	.157	.132	.151	1.189	.237	.188	5.317
	KUALITAS PRODUK	.249	.133	.235	1.868	.065	.192	5.197
	HARGA	.514	.129	.490	3.975	.000	.201	4.982

a. Dependent Variable: KEPUTUSAN PEMBELIAN

The results of the multicollinearity test above stated that the tolerance value of the Brand Ambassador variable was 0.189 or (>0.10) and the VIF value was 5,317 (<10), then the tolerance value of the Product Quality variable was 0.192 (>0.10) and the VIF value was 5,197 (<10), then the tolerance value on the Price was 0.201 (>0.10) and the VIF value was 4,982 (<10). Therefore, it can be stated that the independent variable is free from multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test in this study was used by the graph method using a scatterplot. This method has criteria if the dots that spread on the graph do not form a certain pattern, it can be stated that there is no heteroscedasticity.



The results of the heteroscedasticity test above state that the pattern of the distribution of the points produced does not form a specific pattern and spreads on the graph. So it has the conclusion that no heteroscedasticity is detected.

Uji Hipotesis

The partial test or test in this study was used by looking at the magnitude of the sig t value and the t-count value. If the sig t value is less than 0.05 (<0.05) and the t-count

value is greater than the t-count value, it can be stated that there is a partially significant influence between the independent variable (X) and the dependent variable (Y).

Table 6
Uji T

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Mr.
1	(Constant)	.687	.779		.882	.380
	BRAND AMBASSADOR	.157	.132	.151	1.189	.237
	PRODUCT QUALITY	.249	.133	.235	1.868	.065
	PRICE	.514	.129	.490	3.975	.000

a. Dependent Variable: PURCHASING DECISION

The results of the T-test above can be analyzed as follows:

a. Brand Ambassador (X1) to Purchase Decision (Y)

The significant value of t is 0.380 < 0.05, which means that H0 is rejected and H1 is accepted. So it can be stated that brand ambassadors affect purchase decisions.

The t-hitting value is 1.189 > 1.98498, which means that H0 is rejected and H1 is accepted. So it can be stated that a brand ambassador's personality affects purchasing decisions.

b. Product Quality (X2) Towards Purchase Decision (Y)

The significant value of t senialai is 0.065< 0.05, which means that H0 is rejected and H2 is accepted. So it can be stated that precisely product quality affects the purchase decision.

The t-count value is 1.868 > 1.98498, which means that H0 is rejected and H2 is accepted. So it can be stated that the product quality is superior to the purchase decision.

c. Price (x3) on Purchase Decision

The significant value of t is 0.000 < 0.05, which means that H0 is rejected and H3 is accepted. So it can be stated that partially the price affects the purchase decision.

The t-count value is 3,975 > 1.98498, which means that H0 is rejected and H3 is accepted. So it can be stated that price percentage affects the purchase decision.

Determination Coefficient Test (R2)

The determination coefficient test in this study was carried out by looking at the magnitude of the R square value.

Table 7
Uji Koefisiem

model summaryb

model	r	r square	adjusted r square	std. The error of the estimate
1	.841a	.707	.698	1.366

a. Predictors: (constant), price, product quality, brand ambassador

b. Dependent Variable: Purchase Decision

The results of the determination coefficient test above prove that the R2 value produced is 0.707 or 70.7%. So it can be stated that the variables of brand ambassador,

product quality, and price can explain 70.7% of the purchase decision variable, and the remaining 29.3% is explained by other variables that are not included in this study.

Based on the results of data processing using the SPSS application version 25 above, it is stated that the results of the Brand Ambassador variables, product quality, and price on purchase decisions on Radiance Up Y.O.U Beauty serum products are as follows:

Brand Ambassador has a significant influence on purchasing decisions for Radiance Up Y.O.U Beauty serum products

Based on the results of the linear regression calculation in the T-test, it is stated that the Brand Ambassador has a significant influence on the purchase decision, then Ha is accepted and Ho is rejected, which means that in terms of the brand, ambassador variable has a significant influence on the purchase decision of the Radiance Up Y.O.U Beauty serum product. The results of this study are also in line with research conducted by the study which stated that brand ambassadors have a significant positive influence on purchasing decisions.

Product quality has a significant effect on the purchase decision of Radiance Up Y.O.U Beauty serum products.

Based on the results of the linear regression calculation in the T-test, it was stated that product quality had a significant influence on the purchase decision, so Ha was accepted and Ho was rejected, which means that the product quality factor has a significant influence on the product purchase decision in the Radiance Up Y.O.U Beauty serum product. The results of this study are also in line with research conducted by those who state that product quality has a significant influence on purchasing decisions.

Price has a significant effect on the purchase decision of Radiance Up Y.O.U Beauty serum products.

Based on the results of the calculation on the T-test, it is stated that the price has a significant influence on the purchase decision, so Ha is accepted and Ho is rejected, where the price has a significant influence on the purchase decision of the Radiance Up Y.O.U Beauty serum product. The results of this study are also in line with the research conducted by the study showing that there is a significant difference between price and purchase decision.

Conclusion

In conclusion, these three variables play an important role in influencing consumer purchasing decisions. Brand Ambassador has proven to have a significant influence on increasing consumer interest in buying products. This shows that the use of well-known figures or celebrities can create emotional closeness with consumers, thus encouraging them to be more interested and motivated to try the product. In addition, product quality also has a significant influence on purchasing decisions. Consumers consider that products that have good quality and suit their needs are more likely to be chosen than other products on the market. In other words, the quality presented by Radiance Up serum products is a key factor that affects consumer satisfaction and loyalty to the Y.O.U Beauty brand.

Overall, this study reveals that the decision to purchase Radiance Up Y.O.U Beauty serum products in Sidoarjo Regency is greatly influenced by a combination of Brand Ambassadors, product quality, and price. These three factors must be managed well by the company to create an effective marketing strategy and be able to compete in the growing cosmetics market. Thus, Y.O.U Beauty is expected to continue to maintain and improve its marketing strategy by selecting the right Brand Ambassador, maintaining product quality, and setting prices that are by consumer purchasing power.

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