

The influence of brand ambassadors and brand trust on purchasing decisions for Wardah products

Yekti Rahajeng, Indah Febrianti Nurkinasih, M. Syarif Hidayatullah Elmas

,1, 2, 3 Management, Faculty of Economics and Business, Panca Marga University, Indonesia,

Article Info

Article history:

Received: Feb 11, 2024

Revised: Feb 27, 2024

Accepted: March 25, 2024

Keywords:

Brand ambassadors;

Brand Trust;

Purchase Decision;

ABSTRACT

This study aims to determine the effect of brand ambassadors and brand trust on purchasing decisions on Wardah products. The type of research used is quantitative research. The type of research used is quantitative research. The sample in this study was 96 people from the population of consumers of Wardah products. The sampling technique was carried out using purposive sampling. The data analysis method in this study uses Statistical Product and Service Solutions (SPSS). The data analysis method used is validity test, reliability test, classical assumption test, multiple linear regression analysis, determination analysis (R²), hypothesis test, which is processed by the SPSS program. The results showed that (1) from the partial test results (t-test) for the brand ambassador variable, the value of t count > t table (15.846 > 1.985) and the significance result of 0.000 < 0.05. This shows that there is a positive and significant influence between brand ambassadors on purchasing decisions on Wardah products in Probolinggo City. (2) from the results of the partial test (t test) for the brand trust variable, the value of t count > t table (3.731 > 1.985) and the significance result of 0.000 < 0.05. This shows that there is a significant influence between brand trust on purchasing decisions on Wardah products in Probolinggo City. (3) the results of the simultaneous test (F test) obtained the value of F count > F table (345,590 > 3.09) and the significance result is 0.000 < 0.05. This shows that brand ambassadors and brand trust together have an effect on purchasing decisions.

This is an open access article under the [CC BY-NC](#) license.



Corresponding Author:

Yekti Rahajeng

Management, Faculty of Economics and Business, Panca Marga University

66QP+7X6, Jl. Raya Dringu, Krajan, Customs, East Java, Indonesia, 67216

Email: yekti_rahajeng@upm.ac.id

1. INTRODUCTION

In this modern era, many cosmetic industries offer products with their own advantages. With the existence of cosmetics today, every woman will be willing to spare money to buy the cosmetics she wants (Rosyida, 2022). The hope of being beautiful is the dream of all women. Therefore, women compete to buy the beauty products they want. In Indonesia itself, the cosmetics industry is increasingly developing with various types of products offered by cosmetics manufacturers. The many types of cosmetics on offer mean that women must be careful in choosing cosmetic products that suit their skin and are safe to use (Noble, 2023).

Having an attractive appearance is a need for every human being, especially women. Have a perfect appearance not only in terms of clothing, but also in physical appearance, especially in the face and body (Madani, 2021). Women tend to want to appear attractive and charming in front of

other people, especially the opposite sex. To achieve this, women usually use beauty products to beautify themselves. In this modern era, many cosmetic industries offer products with their own advantages (Rahmadinna, 2019). With the existence of cosmetics today, every woman will be willing to spare money to buy the cosmetics she wants. The hope of being beautiful is the dream of all women. Therefore, women compete to buy the beauty products they want. In Indonesia itself, the cosmetics industry is increasingly developing with various types of products offered by cosmetics manufacturers. The many types of cosmetics on offer mean that women must be careful in choosing cosmetic products that suit their skin and are safe to use (Deviyanti M, 2021).

Due to increasingly tight business competition today, companies must have the right marketing strategy in marketing their products (Zebua et al., 2022). In the world of marketing, usually an idol who has many fans is often used to become a brand ambassador to attract consumers to increase sales. According to (Windi & Mursid, 2021) "A brand ambassador is someone who has expertise in a brand and can influence and persuade consumers to buy the products offered." The use of brand ambassadors is usually used by companies using famous celebrities who have many fans. The aim of companies using brand ambassadors is to influence and convince consumers to buy products issued by the company (Nasution, 2021).

The purchasing decision is the stage in the buyer's decision-making process where consumers actually buy (Nasution, 2021). After the company has marketed its product through brand ambassadors and made consumers confident in using the product. So the final stage is that consumers will buy the products offered by the company. The goal of consumer decisions is to make consumers actually buy the product. Wardah is one of the cosmetic products in Indonesia. The advantage of Wardah cosmetics is that it uses ingredients that are safe to use and have passed the BPOM (Indonesian Food and Drug Supervisory Agency) test so that Wardah products are safe when used, apart from that, Wardah products have also been certified halal by the Indonesian Ulema Council. (Puspitasari, 2019). Wardah uses brand ambassadors as one of its marketing strategies to attract consumer interest by using famous celebrities in Indonesia. Wardah products also occupy the top brand award in the personal care category in Indonesia. This shows that Wardah products are the choice of cosmetic products preferred by Indonesian women (Safitri, 2020).

The use of brand ambassadors is usually used by companies using famous celebrities who have many fans (Indriningtiyas, 2022). The company's goal in using brand ambassadors is to influence and convince consumers to buy the products the company produces (Faith, 2023). Because the expertise carried out by the brand ambassador in convincing consumers makes consumers believe in the product. The aim of brand trust is to meet consumer expectations that the products offered are truly safe to use (Fasha et al., 2022). The importance of selecting the right brand ambassador is one of the important things for company sales. Because having the right brand ambassador will make it easier for the company to gain brand trust from consumers. This is also very important in the success of company sales.

The purchasing decision is the stage in the buyer's decision-making process where consumers actually buy (Sari, 2020). After the company has marketed its product through brand ambassadors and made consumers confident in using the product. So the final stage is that consumers will buy the products offered by the company (Zubaidah & Latief, 2022). The goal of consumer decisions is to make consumers actually buy the product.

According to (Brestilliani & Suhermin, 2020) "A brand ambassador is someone who has a passion for a brand and can influence or encourage consumers to buy or use a product." According to (Andini & Lestari, 2021) "A brand ambassador is someone who has a passion for the brand, is willing to introduce and even voluntarily provide information about the brand." Indicators used for brand ambassadors according to (Khairunnisa et al., 2020). Attraction, namely a non-physical appearance that is able to attract and support a product or advertisement (Putri & KM, 2022). Expertise, expertise which refers to the knowledge, experience or skills possessed by someone who can support the topic being promoted. Trust, namely the level of someone who can be trusted by other people in promoting a product. Power, namely the level of power of the celebrity to persuade consumers to consider the product being advertised for consumption (Putri & KM, 2022).

According to (Putri & KM, 2022) "The purchasing decision is the stage in the buyer's decision-making process where consumers actually buy." According to (Zubaidah & Latief, 2022) "Purchasing decisions are consumer behavior in choosing or determining products to achieve satisfaction in accordance with their wants and needs." According to (Darmansah & Yosepha, 2020) "The

purchasing decision is the stage in the buyer's decision-making process where consumers actually buy." According to (Octaviano, 2022) "Purchasing decisions are consumer behavior in choosing or determining products to achieve satisfaction in accordance with their wants and needs." The purpose of buying a product is that it comes from someone who believes that the product can meet their needs. Information processing to arrive at brand selection, which originates from the stages in the purchasing decision. Steadiness in a product, which comes from a person's confidence in buying the product (Lestari & Wahyuati, 2020). Providing recommendations to other people, namely because a consumer's confidence in the product used makes him or her want to recommend it to other people who have the same problem (Setyawati, 2021). Making repeat purchases is because a consumer already believes in the product, making him or her not want to turn to another product (Martiasari & Hendratmi, 2022).

2. METHOD

This research uses multiple linear analysis methods with the SPSS 23 application, brand ambassador and brand trust variables as independent variables and purchasing decisions as the dependent variable (Agustina et al., 2023). The total sample for this research was 96 respondents from consumers of Wardah products in Probolinggo City. The data used was primary data through distributing questionnaires whose validity and reliability had been tested.

3. RESULTS AND DISCUSSION

Hypothesis testing is testing a statement using statistical methods so that the test results can be declared statistically significant. Before testing the hypothesis, the requirements for the validity and reliability test and the classical assumption test must first be met. And this data has met the requirements of the classical assumption test (Santoso et al., 2023).

The partial test is a test used to test the ability of the regression coefficient partially. The value obtained is $t_{count} > t_{table}$ ($15.846 > 1.985$) and the significance result is $0.000 < 0.05$. This shows that there is a significant influence between brand ambassadors on purchasing decisions for Wardah products in Probolinggo City. The obtained value of $t_{count} > t_{table}$ ($3.731 > 1.985$) and a significance result of $0.000 < 0.05$. This shows that there is a significant influence between brand trust on purchasing decisions for Wardah products in Probolinggo City.

3.1. The influence of brand ambassadors on purchasing decisions

The research results show that the brand ambassador variable obtained a t_{count} value of $15.846 > t_{table} 1.985$ and sig. $0.000 < 0.05$ significance level, it can be concluded that the hypothesis is accepted and there is a significant influence between brand ambassadors on purchasing decisions for Wardah products in Probolinggo City. The current Wardah brand ambassador is quite good at attracting consumer interest, and the brand ambassador can explain Wardah products well and make it easy for consumers to understand them. If the next brand ambassador is selected well, consumer purchasing decisions for Wardah products will increase, but on the other hand, if the brand ambassador is chosen randomly then purchasing decisions for Wardah products will decrease.

These results are supported by previous research conducted by Sterie, et al (2021), the test results stated that brand ambassadors had a positive and insignificant effect on purchasing decisions. The significant value is $0.174 < \text{significant level } 0.05$ ($1.74\% > 0.05\%$) or the t value is $1.368 < t_{table} 1.982$. Other research was also conducted by Sriyanto and Kuncoro (2019) stating the research results that brand ambassadors have a positive and significant influence on purchasing decisions with a t_{count} of $1.999 < t_{table} 1.992$ or a significant $0.000 < 0.05$. Similar research was also conducted by Dyatmika, et al (2021) which stated with the following results, brand ambassadors had a positive and significant influence on purchasing decisions with a t_{count} of $9.060 > t_{table} 1.981$ or a significant $0.000 < 0.05$.

3.2. The Influence of Brand Trust on Purchasing Decisions

The research results show that the brand trust variable obtained a t_{count} value of $3.731 > t_{table} 1.985$ and sig. $0.000 < 0.05$ significance level, it can be concluded that the hypothesis is accepted and there is a significant influence between brand trust on purchasing decisions for Wardah products in Probolinggo City. Wardah's brand trust is currently quite good at convincing consumers with the products it offers. If Wardah products always release the latest products with visible benefits, then this can increase consumer purchasing decisions to try other product variations.

These results are supported by previous research conducted by Sigar, et al (2021), the test results state that brand trust has a positive and significant effect on purchasing decisions. The tcount value is $3.364 > t_{table} 1.98552$ or is significant at $0.000 < 0.05$. Other research was also conducted by Tambirang, et al (2021) stating the research results that brand trust has a positive and significant influence on purchasing decisions with a tcount of $3.984 < t_{table} 1.992$ or a significant $0.000 < 0.05$. Similar research was also conducted by Pramezwarly, et al (2021) who stated with the following results, brand trust has a positive and significant effect on purchasing decisions with a t value of $5.216 > t_{table} 1.972$ or a significant $0.000 < 0.05$. Another research was also conducted by Andari and Sumiyarsih (2020) with the following results, brand trust has a positive and significant effect with tcount $3.103 > t_{table} 1.98472$ or significant $0.003 < 0.005$.

4. CONCLUSION

Based on the t test of brand ambassadors on purchasing decisions, it shows that H_0 is rejected and H_a is accepted, which means that the brand ambassador variable has a significant influence on purchasing decisions for Wardah products in Probolinggo City. Based on the t test of brand trust on purchasing decisions, it shows that H_0 is rejected and H_a is accepted, which means that the brand trust variable has a significant influence on purchasing decisions for Wardah products in Probolinggo City. Based on the results of the F test of brand ambassador and brand trust on purchasing decisions, it shows that H_a is accepted, which means there is a significant influence of brand ambassador and brand trust on purchasing decisions for Wardah products in Probolinggo City. This means that if brand ambassadorship and brand trust are increased together, purchasing decisions will also increase.

ACKNOWLEDGEMENTS

For practitioners, Wardah should maintain its existing brand ambassadors. Because brand ambassadors are currently quite good at attracting consumer attention, they only need to improve and expand their marketing management so that they are better known by the public. For practitioners, Wardah products should maintain brand trust in retaining consumers. Because the existing brand trust has now been well received by consumers of Wardah products, it is only necessary to increase consumer confidence in choosing Wardah products. For practitioners, it is hoped that Wardah products can launch new products or develop existing products with different benefits from other products. For academics, knowing how much influence brand ambassadors and brand trust have on purchasing decisions for Wardah products, researchers recommend that for further research they look for other variables that can influence purchasing decisions for Wardah products in the city of Probolinggo. Apart from looking for other variables, future researchers can also use variables similar to those studied, namely brand ambassador and brand trust for different research objects. Or try to deepen and expand the reach of this research by adding other variables, expanding the research sample and conducting more in-depth testing.

REFERENCES

- Agustina, R., Hinggo, HT, & Zaki, H. (2023). The Influence of Brand Ambassadors, E-Wom, and Brand Trust on Erigo Product Purchasing Decisions. *EMBA Independent Student Scientific Journal*, 2(1), 433–443.
- Andini, PN, & Lestari, MT (2021). The Influence of Brand Ambassador and Brand Image on Purchase Interest of Tokopedia Application Users (Quantitative Study of Tokopedia Application Users in DKI Jakarta). *EProceedings of Management*, 8(2).
- Nobles, A. R. (2023). LEGAL PROTECTION OF CORAL REEFS IN TAKABONERATE NATIONAL PARK WHICH EXPERIENCED DAMAGE FROM CORAL MINING. BOSOWA UNIVERSITY.
- Brestilliani, L., & Suhermin, S. (2020). The influence of brand awareness, brand ambassadors, and price on online purchasing decisions on the Shopee marketplace (study of Stiesia students). *Journal of Management Science and Research (JIRM)*, 9(2).
- Darmansah, A., & Yosepha, SY (2020). The influence of brand image and price perception on online purchasing decisions on the Shopee application in the East Jakarta area. *Innovative Journal of Management Students*, 1(1), 15–30.
- Deviyanti M, DM (2021). THE INFLUENCE OF THE HALAL LABEL PRICE AND PRODUCT QUALITY ON THE DECISION TO PURCHASE THE WARDAH COSMETIC BRAND AT CITRA COSMETIC SUNGGUMINASA. STIE Nobel Indonesia.
- Fasha, AF, Robi, MR, & Windasari, S. (2022). Determination of purchasing decisions through purchase

- intention: brand ambassador and brand image (literature review of marketing management). *Journal of Educational Management and Social Sciences*, 3(1), 30–42.
- Faith, AN (2023). The Effectiveness of NCT 127 Brand Ambassadors on Nature Republic Skincare Products among NCT Fans on Twitter Social Media. *Journalism, Public Relations and Media Communication Studies Journal (JPRMEDCOM)*, 5(1).
- Indriningtias, D. (2022). Brand Ambassador for Korean Artists in E-commerce in Indonesia. *Communication Perspective: Journal of Political Communication Science and Business Communication*, 6(2), 219–230.
- Khairunnisa, AH, Ningrum, JW, Huda, N., & Rini, N. (2020). The influence of brand awareness and trust on the decision to distribute zakat and donations through Tokopedia. *Scientific Journal of Islamic Economics*, 6(2), 284–293.
- Lestari, RW, & Wahyuati, A. (2020). The influence of brand image, product quality and price on the decision to purchase Converse shoes among Stiesia Surabaya students. *Journal of Management Science and Research (JIRM)*, 9(7).
- Madani, TLM (2021). Representation of the Lifestyle of Metrosexual Men in the Instagram Account@ bramastavr1. Riau Islamic University.
- Martiasari, LD, & Hendratmi, A. (2022). Assessing Halal Awareness and Lifestyle on the Decision to Stay at a Sharia Hotel. *Journal of Theoretical and Applied Sharia Economics*, 9(4).
- Nasution, A. (2021). The Influence of Brand Ambassadors, Consumptive Behavior, and Fanaticism on Purchasing Decisions for Nature Republic Products in an Islamic Economic Perspective (Case Study of Consumer Fans of the Korean Boygroup Nct 127 in Indonesia). *Repositories. Uinws*.
- Octaviano, D. (2022). THE INFLUENCE OF PSYCHOLOGICAL AND SOCIOLOGICAL FACTORS ON CAR PURCHASING DECISION MAKING (Study of Avanza Car Consumers in Lampung Province). *Journal Strategy of Management and Accounting Through Research and Technology (SMART)*, 1(2), 46–54.
- Puspitasari, RHU (2019). Analysis of the influence of purchasing decisions on cosmetics labeled halal. *Business Management Analysis Journal (BMAJ)*, 2(1), 68–77.
- Putri, AA, & KM, MR (2022). The Influence of Brand Ambassador Chanyeol EXO on Nacific Product Purchasing Decisions in the Purwakarta EXO-L Community. *ICoIS: International Conference on Islamic Studies*, 3(1), 303–313.
- Rahmadinna, F. (2019). Beauty Vlog and the Meaning of Beauty for Young Women in the City of Jakarta. *Faculty of Humanities*.
- Rosyida, ZL (2022). Analysis of the Consumption Behavior of Gymnastics Activist Mothers in Sukosari Village and its Impact on Family Finances. *IAIN Ponorogo*.
- Safitri, N. (2020). Endorsements as a Marketing Media Trend in an Islamic Economic Perspective (Study of Banda Aceh City People as Users of Wardah Cosmetic Products). *UIN Ar-Raniry Banda Aceh*.
- Santoso, G., Rahmawati, P., Setyaningsih, D., & Asbari, M. (2023). The Relationship between the School Environment and Students' Character and Manners. *Journal of Transformative Education*, 2(1), 91–99.
- Sari, SP (2020). The relationship between purchasing interest and consumer purchasing decisions. *Psychoborneo: Scientific Journal of Psychology*, 8(1), 147.
- Setyawati, HA (2021). The influence of product knowledge and religiosity on purchasing decisions with attitude as an intervening variable. *Accounting and Management Journal*, 5(1), 39–46.
- Windi, P., & Mursid, MC (2021). The importance of organizational behavior and marketing strategies in facing business competition in the digital era. *Journal of Business Logistics*, 11(2), 71–77.
- Zebua, DPF, Gea, NE, & Mendrofa, RN (2022). Marketing Strategy Analysis in Increasing Product Sales at CV. Gunungsitoli Ceramic Star. *EMBA Journal: Journal of Economics, Management, Business And Accounting Research*, 10(4), 1299–1307.
- Zubaidah, I., & Latief, MJ (2022). Analysis of the Shopee e-commerce consumer decision-making process in the RT08/RW10 Sriamur Bekasi environment. *OUR EMT Journal*, 6(2), 324–333.