

# The Influence of Brand Ambassador on Purchasing Decisions for Wardah Products with Brand Image As An Intervening Variable at Indomaret Sigambal

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## Abstract

The purpose of this study was to determine the influence of Brand Ambassador on purchasing decisions of Wardah products with brand image as an intervening variable at Indomaret Sigambal. The data processing technique uses SPSS data analysis. The population in this study are customers or buyers at Indomaret in Sigambal Labuhanbatu. The sample collection technique used is probability sampling by leading to a random sampling incident, the number of samples used is 100 people who shop at Indomaret in Sigambal Labuhanbatu. The research concludes that brand ambassadors and brand image have an independent impact on purchasing decisions in terms of the results of the t-table comparison (0.6777) is smaller than t-count, then brand ambassador and brand image have a positive impact on purchasing decisions. From the results of model 1 and model 2, it can be seen the magnitude of the direct impact given by the brand ambassador variable to purchasing decisions, namely: 0.308 and the indirect impact of brand ambassadors through brand image on purchasing decisions is 0.88. Based on the overall test, it can be seen that the brand ambassador and brand image have a simultaneous impact on purchasing decisions in terms of Sig  $0.000 < 0.05$  and based on the results of the f test, the brand ambassador and brand image have a simultaneous impact on purchasing decisions in terms of the calculated f value of  $14.109 >$  from f table 3.94.

*Keywords:* ambassador, brand image, purchase decision.

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## 1. Introduction

The development of the business world at this time experienced many changes and obstacles caused by the COVID-19 pandemic. Business actors are required to make innovations that can be applied during this pandemic period, for this reason, management that is competent and able to anticipate any changes in business patterns that can be applied during the COVID-19 pandemic is needed. Therefore, someone is expected to be able to properly use the existing resources in the company to be able to generate maximum profit from the use of these resources (Aulia, 2020).

Many activities to produce good products from marketing activities, to influence the market in a company require a good strategy in seeing business opportunities in the form of services or products, therefore this gives companies the opportunity to provide services or products that are better than before. and can be better than its competitors, to be able to make consumers interested and be able to meet the expectations and satisfaction of consumers to use its services and products.

Business actors must be aware that today's customers are turning to the online buying process and can find many products with a combination of products and services at a certain price level, and their expectations for quality and service continue to increase, especially during the covid-19 pandemic. For this reason, business actors are required to always pay attention to the quality of products and services to consumers because the quality of products and services can be said to be a unique condition, because the levels and factors are different for each person who contributes to it (Fadhilah et al., 2021).

Indomaret is a minimarket network that covers basic and daily needs with a sales area of less than 200 square meters. On June 20, 1988, under the direction of PT Indomarco Prismatama, the first Indomaret store opened in Ancol, North

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Jakarta. In 1997, after more than 230 branches, the company developed the first franchised outlets in Indonesia. By 2015, there will be 11,400 branches, 60% of which will be owned by companies and the rest will be operated by publicly traded franchisees. Per June 2021, the number of stores is 18,939. These franchise business partners include cooperatives, companies and individuals. Indomaret is spread evenly from Sumatra, Batam, Java, Madura, Bali, NTB, Kalimantan, Sulawesi and Maluku. The company's motto is "Easy and Economical". In addition to big cities, Indomaret has also arrived in areas such as Indomaret which is in Sigambal, Labuhanbatu district. Indomaret buyers or consumers have their own interests in deciding to shop at Indomaret.

Wardah Cosmetics or Wardah is a brand of beauty products produced by one of the largest cosmetic manufacturing companies in Indonesia, created by Nurhayati Subakat, PT Paragon Technology and Innovation. Wardah in marketing its products always includes a brand ambassador as a consumer attractor in the decision to buy wardah products (Rahmisyari et al., 2022).

A brand ambassador is someone who is trusted to market a product, and is trusted as a representative of the product itself. This brand ambassador is expected to increase product sales by utilizing the network of a brand ambassador.

Based on research conducted by (Ivanov & Usheva, 2021) it is concluded that brand ambassadors have no significant effect on purchasing decisions for wardah products with brand image as an intervening.

Therefore, this study intends to see and analyze "The Influence of Brand Ambassadors on purchasing decisions for Wardah products with brand image as an intervening variable at Indomaret Sigambal". The purpose and target of this research is to see the influence of Brand Ambassador on purchasing decisions of Wardah products with brand image as an intervening variable at Indomaret Sigambal.

## **2. Literature Review**

### *2.1. Brand Ambassador*

A brand ambassador is someone who is trusted to market a product, and is trusted as a representative of the product itself. This brand ambassador is expected to increase product sales by utilize the network of a brand ambassador (Purwanto, 2021).

### *2.2. Brand Image*

Representative of the overall brand perception, which is formed by brand information and past experiences. Brand image is related to beliefs and attitudes towards brand preferences. Consumers are more likely to make purchases with a positive brand image. According to (Kin & Farida, 2016) stated that consumers who have a positive image of a brand, will be more likely to make a purchase. Kotler and Keller in (Pinassang & Rahardjo, 2017) state that brand image is a consumer's perception or belief, as reflected by associations that have been embedded in consumers' memories. Kotler defines a brand as a name, term, sign, symbol, or a design or guide thereto that is intended to identify the goods or services produced or provided by one seller or group of sellers and to differentiate them from those of competitors. Based on the opinions of these experts, it can be concluded that the brand image is the opinion of a consumer who has felt, seen and heard a product.

### *2.3. Buying Decision*

Purchasing decision is a process when a consumer identifies his need for information about a product or brand and conducts an evaluation to determine the right choice according to him to buy according to his needs. The purchase decision is a gradual process carried out by consumers before making a purchase decision on a product (Murnilawati et al., 2019).

## **3. Methods**

The population is a group of elements in which there are objects, people, transactions, and interesting events to be studied in a study (Armiaty & Ariffin, 2014). In this study, the population is the customers at Indomaret Sigambal. The sample is part or the number of a population (Aulia, 2020). In this study, the number of samples used was 100 customers at Indomaret Sigambal based on the formula based on the Wibisono formula in (Simanjorang & Chindi,

2022).

The sampling method of this research is using Accidental Sampling which is a sample by chance. this method is part of the Non-Probability Sampling, namely there are no certain criteria in sampling so that all samples have the same opportunity (Rahmisyari et al., 2022).

The sampling technique in this study refers to the theory of sampling by slovin where the minimum sample is limited (finite population survey), with the aim of estimating the sample based on the population (Pangarso & Susanti, 2016).

In the implementation of this research, the activities carried out in it are exploring the purchasing decisions of wardah products at Indomaret Sigambal by analyzing the existing problems, collecting data then processing and analyzing the data, finally concluding the results of the data analysis that has been done. The method of data analysis is multiple linear regression analysis and hypothesis testing with multiple linear regression test (partial test, simultaneous test and coefficient of determination) and path analysis.

## 4. Result and Discussions

### 4.1. Validity and Reliability Test

This test is useful to determine whether the processed data is valid. The results of the validity test shown on Table 1.

**Table 1.** Validity Test

		Brand Ambassadors (X)	Brand Image (Z)	Purchase Decision (Y)	Total
Brand Ambassadors (X)	Pearson Correlation	1	.460**	.793**	.942**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Brand Image (Z)	Pearson Correlation	.460**	1	.436**	.693**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
DecisionPurchase (Y)	Pearson Correlation	.793**	.436**	1	.871**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total	Pearson Correlation	.942**	.693**	.871**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

Source: primary data processed by researchers (2022).

Based on the results of r-count which is greater than r-table(0.195), it can be concluded that the overall data is valid, and based on the value of Sig. (2-tailed) < 0.05 and the Pearson Correlation is positive, then the questionnaire item is valid.

### 4.2. Regresion Analysis

**Table 2.** Results of Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.307	1,783		-.733	.465
	Brand Ambassadors (X)	.375	.029	.793	12.879	.000

Source: primary data processed by researchers (2022).

Based on the results of the Regression model 1 output, it is known that the brand ambassador has a significant impact on brand image in terms of the Sig value < 0.05. hence the hypothesis.

#### 4.3. Determinant Analysis

**Table 3.** Results of Determinant

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 <sup>a</sup>	.629	.625	1.118

Source: primary data processed by researchers (2022).

Judging from the R-Square value of 0.629, the contribution value of the brand ambassador's impact on brand image is 62.9%, while 37.1% is influenced by other factors not included in this study.

#### 4.4. Moderated Regression Analysis

**Table 4.** Moderation test result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.040	2.868		2.454	.016
	Brand Ambassadors (X)	.161	.077	.308	2,100	.038
	Brand Image (Z)	.212	.162	.192	1.309	.024

Source: primary data processed by researchers (2022).

Based on the output of model 2, it is known that the brand ambassador and brand image have a significant impact on purchasing decisions in terms of the Sig value  $< 0.05$ . Then it is known that there is an influence of Brand Ambassador on purchasing decisions of Wardah products with brand image as an intervening variable at Indomaret Sigambal.

#### 4.5. T test (partial)

**Table 5.** T test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	7.040	2.868		2.454
	Brand Ambassadors (X)	.161	.077	.308	2,100
	Brand Image (Z)	.212	.162	.192	1.309

Source: primary data processed by researchers (2022).

With these results, it is concluded that brand ambassadors and brand image have an independent impact on purchasing decisions in terms of the results of the comparison of t-table (0.6777) which is smaller than t-count, so brand ambassadors and brand image have a positive impact on purchasing decisions.

#### 4.6. F test analysis

**Table 6.** F test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90,782	2	45,391	14.109	.000 <sup>b</sup>
	Residual	312,058	97	3.217		
	Total	402,840	99			

Source: primary data processed by researchers (2022).

Judging from the results of the simultaneous test, it can be seen that the brand ambassador and brand image have a simultaneous impact on purchasing decisions in terms of Sig  $< 0.05$ . Judging from the results of the f test, the brand ambassador and brand image have a simultaneous impact on purchasing decisions in terms of the calculated f value of 14.109  $>$  from f table 3.94.

## 5. Conclusion

Based on the results of research that has been carried out on the influence of brand ambassadors on purchasing decisions for wardah products with brand image as an intervening variable at Indomaret Sigambal, the authors conclude that brand ambassadors and brand image have an independent impact on purchasing decisions in terms of the results of the t-table comparison (0.6777) smaller than the t-count, the brand ambassador and brand image have a positive impact on purchasing decisions. From the results of model 1 and model 2, it can be seen that the direct impact of the brand ambassador variable on purchasing decisions is 0.308 and the indirect impact of brand ambassador through brand image on purchasing decisions is 0.88. Based on this, it is known that the direct impact is 0.308 is smaller than the indirect impact value of 0.88. Based on the overall test, it can be seen that the brand ambassador and brand image have a simultaneous impact on purchasing decisions in terms of Sig  $0.000 < 0.05$  and based on the results of the f test, the brand ambassador and brand image have a simultaneous impact on purchasing decisions in terms of the calculated f value of  $14.109 >$  from f table 3.94.

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