CHAPTER I

INTRODUCTION

1.1 Background

The product of cosmetics and skincare sector is currently growing well in Indonesia. A growing number of people understand how important it is to keep healthy skin, particularly women. One of the reasons the skincare market is growing well in Indonesia is the rising trend of utilizing skincare products and the requirement for people to look good in front of the public. Skincare manufacturers are competing to develop and supply products that may satisfy the demands of potential customers due to the increasing needs of the skincare market.
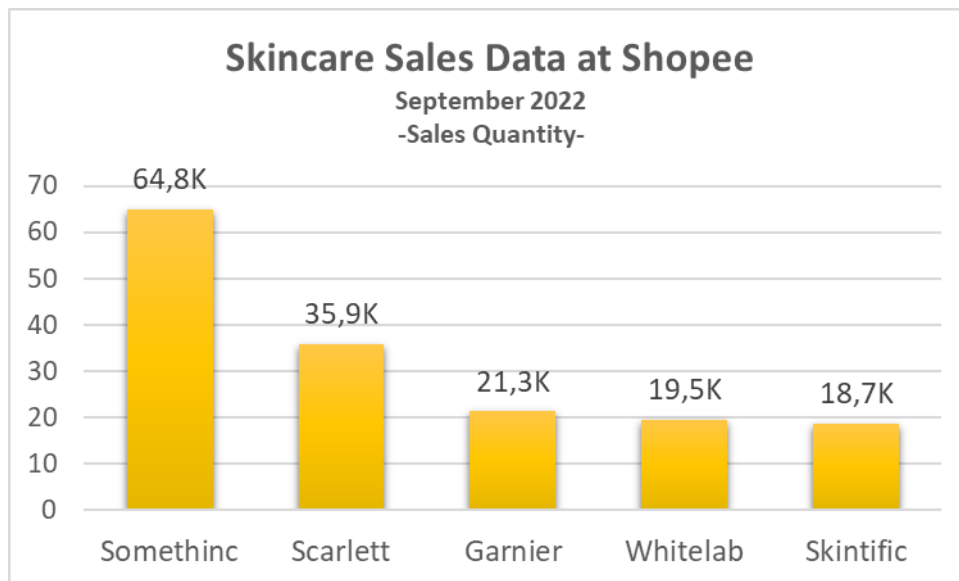

Figure 1.1 Skincare Sales Data at Shopee

Source: Compas.co.id (2023)

Based on the serum sales data above, it can be seen that Indonesian consumers prefer local serum products rather than international products. However, the International brands can still dominate the serum industry in e-commerce. So

far international brands that have good sales are Garnier and Skintific. The Compas Dashboard data shows that Garnier managed to enter third place in the August 2022 period with a market share of 6.59% and a sales volume of more than 27.000 products. One month later, this brand remains consistent in the same position. Even so, Garnier's market share fell to 4.56% in that period. Meanwhile, Skintific, which initially won 8th place in August 2022, was able to enter 5th place under Whitelab in September. Skintific made it into the top five with a market share reaching 9.33% and a sales quantity of more than 18.000 has been sold.
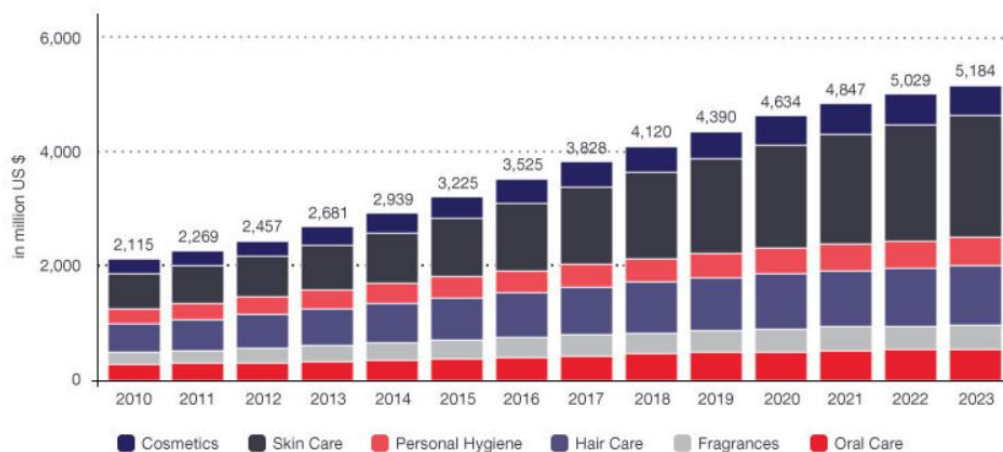

Figure 1.2 Personal Care Sales in Indonesia

Source: Statista (2022)

Based on the graph above, the development prediction of facial skincare use in Indonesia is very fast, as evidenced by the potential market share data for the Indonesian cosmetic industry from 2010 to 2023. In the 2020 Statista report, the largest market for the Indonesian cosmetic sector comes from the skincare segment. Indonesia is considered the second largest contributor to the growth of skin care in the world, replacing the United States, which is in third position. This proves the high interest of the Indonesian people to do facial skin care.

During this pandemic, local cosmetic brands have recorded positive developments. According to the data from the Ministry of Industry (Rochman, 2022), there were 913 cosmetic companies in 2022, an increase compared to 2019 which amounted to 797 companies. This figure is up from 760 companies in the previous year. Product innovations are increasingly varied with local cosmetic ingredients adapted to the skin conditions of people living in tropical climates, so they are suitable for use by Indonesian. Local cosmetic brands are actively carrying out digital transformations in their business to expand the market.

During the pandemic, staying at home encouraged more neighborhood self-help activities. People choose to utilize skin care products rather than makeup, which has become a new trend among those who purchase beauty items during a pandemic. People must wear masks as part of the health protocols during a pandemic. Continued usage of masks that is not balanced with good skincare can have negative effects on the skin and cause problems like acne. This factor further encourages people to take better care of their skin so that the skin becomes healthier.

Skincare and cosmetics from local brands have been more popular recently and have continued to expand. This is also influenced by the product quality of a local brand that is competing with an international brand. Various cosmetic and skincare products from the local brand have emerged. To compete with international brands, local skincare brands are constantly innovating.

One of the holding companies with a main concentration on the beauty sector is called DECA Group. This company was established in July 2016 with Everwhite

as an initial brand, which went on to become one of the greatest and most well-known local skincare products in Indonesia. Everslim, Everpure, Whitelab, Trueve, White Story, and Bonavie were the next brands to launch. The company vision is to express timeless beauty in excellence by creating high-quality products, making all of our brands known, and building a dream team that will excel in business. This company aims to establish all the brands as household names, produce high-quality goods, and assemble a dream team that will surpass all expectations in this industry to reveal the enduring beauty in greatness. The DECA Crew is overgrowing, and this company is confident that by working together, we can realize our dreams and secure our future.

One of the local skincare brands members of the DECA Group company, Whitelab, was founded by Jessica Lin and introduced in March 2020. According to Jessica Lin as the owner of Whitelab, this brand was born inspired by the millennial generation, who have an active lifestyle and want healthy skin but are still critical in choosing safe ingredients. Whitelab offers products that have been adapted to address skin problems in Indonesian people with quality and safe ingredients. Since its appearance in 2020, Whitelab products have immediately attracted the attention of beauty enthusiasts. Whitelab products have received several positive reviews from beauty vloggers and influencers due to their high quality and comparability with international products. This is proven by their products which are always sold out by the public.

Figure 1.3 Whitelab Product Review by Beauty Blogger Tasya Farasya
Source: Youtube Channel Tasya Farasya (2022)

Video uploaded on YouTube by beauty blogger Tasya Farasya reviews a series of brightening skincare Whitelab products. In the video, Tasya Farasya discusses Whitelab skincare products, starting from facial wash, toner, serum, night cream and day cream. Tasya Farasya is concerned about dark spots on her face. After using a skincare range from Whitelab for a month, she said that this skincare helps disguise the dark spots on her face. Whitelab products have the main ingredients Niacinamide and Collagen, which play an important role in brightening and increasing skin elasticity. Niacinamide / Vitamin B3 functions to moisturize, smooth, disguise dark spots, help overcome inflammation, and treat acne-prone skin.

According to Jessica Lin (Wirawan, 2022), this brand has won 5 awards throughout 2021. In 2021 Whitelab won several awards, such as the Tokopedia Beauty Awards 2021, Line Today Choice 2021 and Female Daily Best of Beauty Awards 2021. At the Tokopedia Beauty Awards 2021, Whitelab won Best Eye Care for Whitelab Eye Cream Products and Best Wash Face Mask for Whitelab Mugwort

Pore Clarifying Mask Products. Recently, Whitelab managed to break the MURI Record as the "Local Skincare Brand with Most Serum Exchanges".

Whitelab engages in promotional activities to make businesses or products known to and recognized by the general public and consumers. Whitelab uses brand ambassadors as a promotional tool to promote the products. Brand ambassadors also help companies shape their brand image. Brand ambassadors will help create a stronger emotional connection between a brand/company and consumers so that it will indirectly build a product image that impacts purchasing decisions and product use (Royan, 2004).

Companies compete with each other in terms of product marketing. Communicate product information to consumers effectively and as much as possible to enhance their brand image. Some companies use brand ambassadors to communicate product information to customers. These ambassadors are often chosen from artists or actors who are already well-known in the domestic and international entertainment world. The selection of a brand ambassador is critical to realize the identity of a company image.A high interest in K-pop, Whitelab made a member of the Korean boy band EXO Oh Sehun as a brand ambassador. In February 2022, Whitelab announced that they had officially chosen K-pop idol group member EXO Oh Sehun as their brand ambassador. Whitelab chose this figure because he was considered to have bright and shining skin, making it suitable to represent the brand persona. The selection of Sehun as Whitelab's brand ambassador is also a reason to increase awareness of the importance of using

skincare, not only for women but also for men. The selection of a new Whitelab brand ambassador is expected to improve product sales.

Figure 1.4 Whitelab Collaboration Product with Sehun
Source: whitelab.co.id (2022)

One of Whitelab's marketing strategies is to increase product sales by utilizing brand ambassadors to attract consumer purchasing decisions. Whitelab collaborated with Sehun as a brand ambassador to release an exclusive collaboration package consisting of a facial care product package from Whitelab, which is Sehun's favorite, plus two Sehun photocards and a facial wash (mini size). Sehun's favorite products in this package are A-Dose+ Glowing Serum, UV Shield Tank Sunscreen Gel, and Mugwort Pore Clarifying Mask. On November 6, 2022, Whitelab held a raffle for a fan meet with Sehun at Central Park Mall, Jakarta. Consumers get a raffle voucher for every purchase of an exclusive collaboration package with Sehun.

The selection of a brand ambassador tailored to the target market and other supporting facilities is something that Whitelab uses as a benchmark in choosing its promotional tools. The use of brand ambassadors is expected to have a good impact on the company's brand image. The better the brand ambassador in

promoting the product, the better impact to brand image and consumer purchasing decisions.

Figure 1.5 Brand Ambassador of Whitelab
Source: whitelab.co.id (2022)

Brand Image is more than just a logo. It is how consumers perceive a brand in their minds. It is formed based on the interaction and experience of consumers in using the brand. Interaction is not only for purchase but also for the experience of feeling the benefits of a product. A company needs to build a brand image so that the public view of a brand will affect trust, comfort, and purchasing decisions for a product.

Building a strong brand image can be a strategy to excel from competitors and win a business competition. Building a strong image requires the right strategy, a long time, and a large cost. When the image is successfully formed, it will become a valuable asset for the brand. This image will shape consumer loyalty so that the business grows and develops. A good brand image strategy will make it easier for potential customers to remember and recognize the products being marketed. The company cannot ignore a good brand image because this is very important if the company wants to boost product marketing and consumer purchasing decisions. A

company needs to improve its promotion and brand image. Brand ambassadors and brand image are one of external factors that drive consumer purchasing decisions.

Consumer behavior focuses on how people, groups, and organizations fulfill their needs and wants. According to Schiffman & Kanuk (2007) consumer behavior is the behavior displayed by consumers in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. Consumer behavior can also be described as a series of consumer reactions in meeting their needs and desires when dealing with products and services so that consumers decide to buy and consume. Brand ambassadors and brand image are one aspects of influencing consumer behavior. Brand Ambassadors are a form of psychological process in the form of unconscious emotions that are expected to make consumers feel proud to wear certain products, so choosing the right Brand Ambassador can create the right stimulus to influence consumer behavior.

Purchasing decisions are actions or decisions to purchase a product from a variety of existing product alternatives. Consumers will evaluate and consider several existing factors to determine a decision in the final decision in the form of a purchase. A purchase decision is the action of consumers to buy or not the product (Kotler & Amstrong, 2014). In determining a purchase decision, a consumer will consider several factors, and one of these factors is the brand ambassador and brand image.

Brand ambassadors are persons or organizations designated as images or identities to represent specific items as the most outstanding image depiction of a

product. Brand ambassador's popularity, expertise, and attractiveness are expected to persuade and encourage consumers to purchase and utilize these products (Royan, 2004). Brand ambassadors are cultural symbols or personas that serve as a marketing tool to represent the achievement of individual greatness and the commercialization of a product. Brand ambassadors have several characteristics, namely attractiveness, trustworthiness, and expertise

According to Kotler & Keller (2009), brand image can be described as the perception of a brand reflected in the consumer's memories of brand associations. The brand image, also known as schematic brand memory, interprets the product's characteristics, benefits, usage circumstances, and market characteristics for the target market (Dewi et al., 2020). The relationship between brand image and brand associations is based on the fact that brand impressions that emerge in consumers' minds increase with the number of times they consume or purchase a brand. These associations may emerge as thoughts or images related to the brand as we consider other individuals. These associations can be defined as type, support, strength, and distinctiveness.

In marketing, brand ambassadors and brand image are always used to promote products to be released to the market; some are effective, but some are not. How effective and efficient this strategy is still uncertain because many companies have not demonstrated the values of brand ambassadors. Whitelab is one of the many products that use brand ambassadors to improve the brand image to increase the percentage of product sales. Whether Whitelab brand ambassadors can be remembered by consumers or increase the brand image in front of consumers to change consumer purchase decisions.
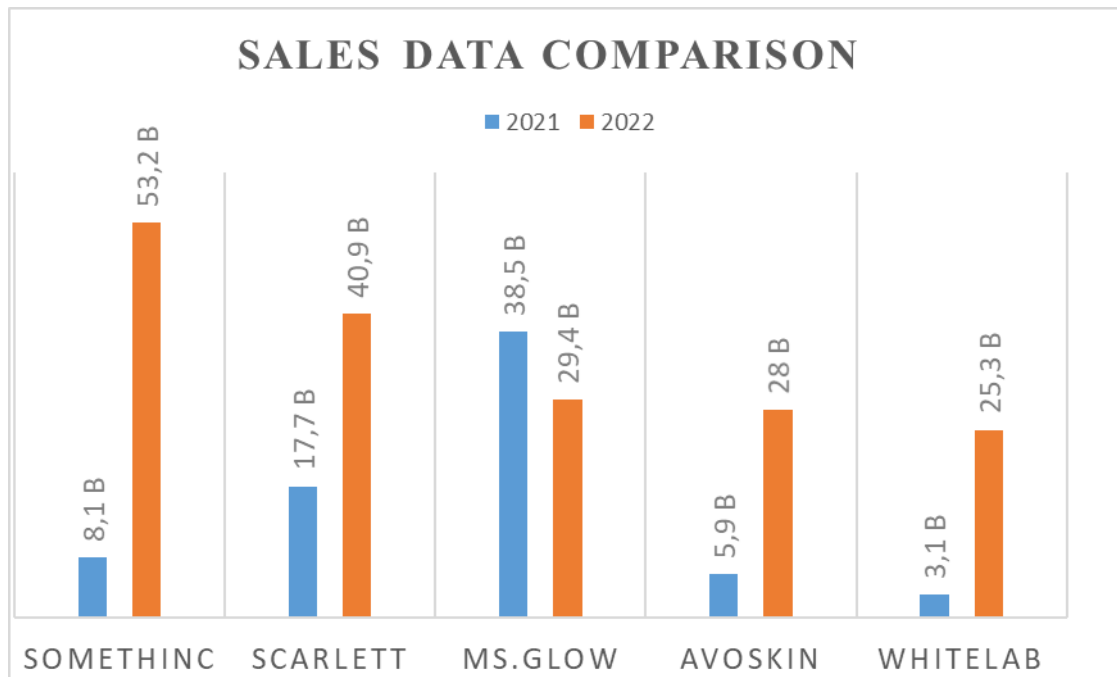
Figure 1.6 Skincare Sales Data Comparison in E-Commerce

Source: Compas

Based on the data above, comparison data local skincare brand category for online purchases, Whitelab still ranks 5th below its competitors, Somethinc, Scarlett, MS Glow, and Avoskin. Based on a comparison of data from 2021 to 2022, Whitelab shows a drastic increase of 22.2 billion, but Whitelab is still ranked 5th. According to Iskandar T (2022), Whitelab's sales position is in the bottom four positions, smaller than its competitors, indicating that there is still minimal consumer interest in purchasing whitelab products. The problem in this case is that Whitelab still ranks 5th and competes with 4 competitors above the Whitelab ranking. In this case, there are several assumptions why Whitelab has not been able to rank first in the sales.
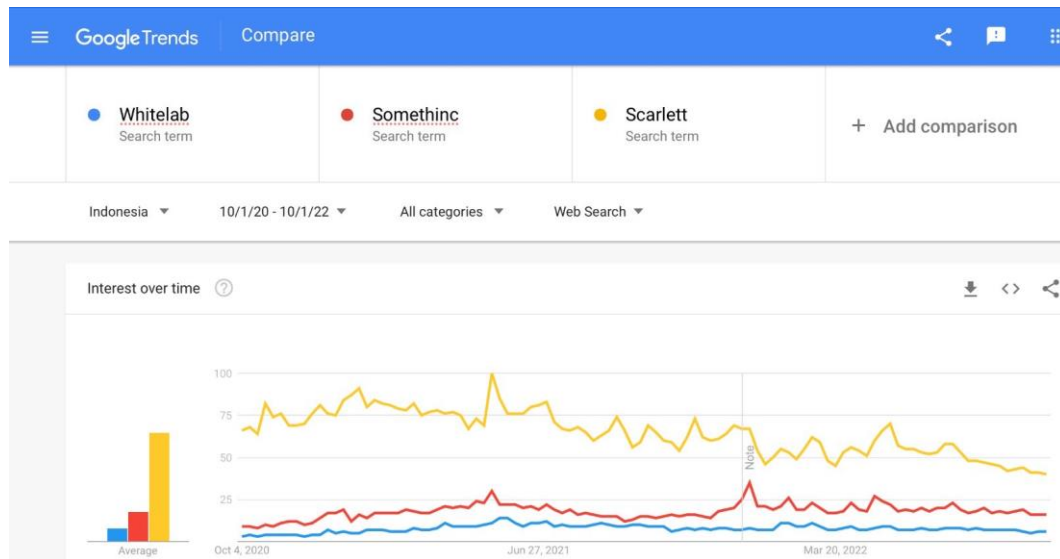
Figure 1.7 Google Trends between Scarlett, Somethinc, and Whitelab

Source: Google Trends

According to the Google Trends graph above, from 2020 until 2022, Whitelab, a brand that also uses K-Pop Brand Ambassadors, is still far behind Scarlett and Something in web search. According to Li Ting Ng of DEVRIES Global (Cambosa, 2022), K-pop is becoming more popular as a trend for brand ambassadors because Korean brands have consistently used K-pop singers or actors as their faces for both domestic and international marketing. With the expansion of the "Korean wave" or "Hallyu," there has been a steady increase of non-Korean brands joining the K-pop brand ambassador scene.

Based on the description and explanation of the background above, the author is interested in conducting research with the title **"The Influence of Brand Ambassador Towards the Customer Purchase Decision Through Brand Image as The Mediator at Whitelab (Study on Customers of Whitelab in Semarang)"**

1.2 Problem Formulation

In connection with the above background, the formulation of the problem to be

achieved in this study are:

1. Is there any influence of the brand ambassador on brand image of Whitelab

    in Semarang?

2. Is there any influence of brand ambassador to purchase decision of Whitelab

    in Semarang?

3. Is there any influence of the brand image to purchase decisions at Whitelab?

4. Is there any influence of brand ambassador toward purchase decisions

    through brand image as a mediator on Whitelab in Semarang?

1.3 Research Objectives

In connection with the formulation of the problem above, the objectives to be

achieved in this study are:

1. To find out the influence of brand ambassador on brand image at Whitelab

    in Semarang.

2. To find out the influence of brand ambassador on purchase decisions at

    Whitelab in Semarang.

3. To find out the influence of brand image on purchase decisions at Whitelab.

4. To find out the influence of brand ambassador toward purchase decisions

    through brand image as a mediator on Whitelab in Semarang.

1.4 Research Purpose

The results of this study are to be used as follows:

1. Theoretical Purposes

   The results of this study are used as a reference for further research, increasing knowledge, insight, and understanding of consumer behavior regarding purchase decisions, especially those related to brand ambassador and brand image.

2. Practical Purposes

   By doing this research, it is hoped that the future practice results obtained will increase the knowledge and insight of researchers in the field of consumer behavior regarding purchase decisions, especially those related to brand ambassador and brand image. In addition, researchers can be more skilled in seeing issues regarding the business world.

3. Social Purposes

   The results of this research can later be used as a reference for further research that has similar variables and adds information related to brand ambassador, brand image, and purchase decisions.

1.5 Theoretical Framework

This research aims to understand the Purchase Decision which refers to the consumer behaviour. Purchase Decisions are part of consumer behaviour. The grand theory that used for this study is consumer behavior. Consumer behavior are actions and activities carried out by individuals, groups and organizations related to choosing, buying and using goods or services to meet needs and desires (Kotler & Keller, 2016).

1.5.1   Consumer Behavior

Consumer behavior is the study of consumption by consumers, such as exchanging something of value for a product or service that satisfies their needs. According to Schiffman & Kanuk (2007), consumers' decision-making is influenced by internal and external factors. Internal factors that shape consumer behavior are motivation, perception, learning, personality, and attitude. External factors include marketing efforts, such as product, promotion, price, and distribution. A socio-cultural environment consists of family, sources of information, other non-commercial sources, social class, sub-culture, and culture. Consumer behavior is all activities, activities, and psychology that encourage these actions at the time before buying, when buying, using, and consuming products and services after doing the things above or evaluating activities (Sungadji & Sopiah, 2013).

Consumer behavior is an action performed by consumers that begins with feeling the need and desire, then trying to get the desired product, consuming the product, and ending with post-purchase actions. Post-purchase actions are feelings of satisfaction or dissatisfaction. Consumer purchasing decisions are an individual's behavior in making a product purchase. Companies employ various strategies to encourage consumers to purchase products. Companies can improve purchasing decisions through marketing strategy with brand ambassadors. The credibility of brand ambassadors' credibility comprises two factors: expertise and objectivity. The knowledge and abilities of brand ambassadors regarding the products they will represent constitute their expertise. In comparison, objectivity refers more to the ability of brand ambassadors to pursue consumer confidence or trust. Brand

ambassadors are the artist's personality that will affect the brand's personality (Brand Image). The product's Brand Image will determine whether it is superior or more distinctive than competitors. In terms of branding, celebrities can reflect the personality of a brand.

Factors that influence consumer behavior according to Kotler &Keller (2016):

➢ Cultural Factors

Cultural factors have a broad influence from one generation to the next in determining consumer behavior. Marketers must understand the role played by the buyer's culture, subculture, and social class.

➢ Social Factors

The behavior of a consumer is influenced by social factors such as the behavior of the reference group, family, and the role and social status of the consumer.

➢ Personal Factors

A consumer's decision is also influenced by personal factors, namely behavior in making decisions is influenced by age, occupation, economic conditions, lifestyle and personality.

➢ Psychological Factors

Consumer purchasing decisions are also influenced by psychological factors consisting of motivation, perception, learning and beliefs that affect a person in making a purchasing decision.

1.5.2 Brand Ambassador

Brand Ambassador is someone who offers services to promote a product. A company trusts brand ambassadors to represent its products. Companies carry out use brand ambassadors to influence consumers to use a product. Brand ambassadors endorse and promote products, mostly from celebrities. The company also uses non-celebrity public figures such as endorsers (Shimp, 2003). A brand ambassador can support the brand maximally because there is compatibility between the profession and the brand/company that is supported. It is expected to increase the influence of consumer purchasing decisions. According to Royan (2004), one model can be used for evaluating celebrities as brand ambassadors are the VisCAP model. VisCAP itself consists of four dimensions, namely Visibility, Credibility, Attraction and Power

The indicators used in measuring Brand Ambassadors based on (Royan, 2004) are as follows:

1. Visibility, relates to how far the popularity of someone who becomes a brand ambassador. The popularity of brand ambassadors certainly has an impact on the product.

2. Credibility, includes two things, expertise and objectivity. Expertise relates to the knowledge and skills of brand ambassadors about the products they will represent. At the same time, objectivity refers more to the ability of brand ambassadors to give confidence or trust to consumers in products.

3. Attraction, is a brand ambassador trait that is considered attractive to make consumers interested in the products they represent.

4. Power, brand ambassadors must have the power to persuade consumers to consider products to buy.

1.5.3 Purchase Decision

Purchasing decisions are consumers' actions to buy or not the product. According to Schiffman in (Sterie1 et al., 2019), choosing between two or more different buy decision options is described as the purchase decision. Of the various factors that influence consumers in purchasing a product or service, consumers usually consider the quality, price and products already known by the public. (Alma, 2013) defines a purchase decision as a decision to purchase a product by consumers based on economic, political, technological, and cultural factors, product characteristics, prices, promotions, location, physical evidence, people and processes, which in turn will form a consumer attitude to digest all information. about a product and take the final action in the form of a response regarding what product to buy.

According to Kotler & Keller (2009) the purchase decision process is a process in which consumers pass through five stages:
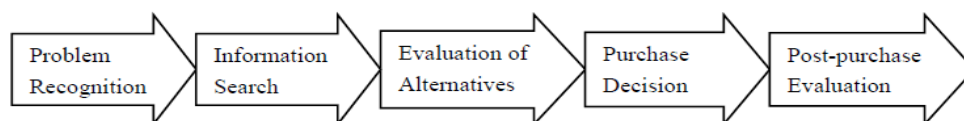

Figure 1.8 Stages of Purchase Decision

Source: scitechnol.com (2022)

1. Problem recognition, the first stage of the buyer's decision process, where the consumer becomes aware of a problem or need.

2. Information Search, stage of the purchase decision process where consumers want to find more information. Consumers may simply increase attention or perform an active search for information.

3. Evaluation of Alternatives, stage of the purchasing decision process in which consumers use information to evaluate alternative brands in a group of choices.

4. Purchase Decision, stage of the buyer's decision process about which brand to buy.

5. Post-purchase evaluation, stage of the buyer decision process in which consumers take further action after purchase, based on their satisfaction or dissatisfaction.

According to Kotler and Amstrong (2014), purchasing decisions have the following indicators:

1. Product selection

The selection of products or services is why consumers choose products or services to meet their needs. Products or services that can instill a good image in the minds of consumers will be the main consideration when consumers make purchasing choices.

2. Brand selection

Brand selection is how a brand positions itself in consumers' minds, including a unique brand image of a product or service.

3. Timing

Time is one of the most important elements for consumers to buy a product or service. Manufacturers must know well the selection of the right time for consumers to make purchases to increase sales.

4. Payment method selection

Consumers must make choices about the method of payment for the products purchased. Producers must know how consumers pay to make decisions to increase sales through pricing strategies.

1.5.4 Brand Image

According to Kotler & Keller (2009), brand image is the perception and belief made by consumers, which is reflected in the consumer's memory. Brand image can be defined as perceptions and opinions made by consumers, which is reflected in the consumer's memory. Brand image can be seen as associations that arise in the minds of consumers when remembering a particular brand (Shimp, 2003). These associations may come from certain thoughts or images associated with the brand as we think about other people. These associations can be conceptualized based on: type, support, strength, and uniqueness.

Brand Image is a collection of brand associations that are formed and attached to the minds of consumers. According to Hoeffler & Keller (2003) brand image indicators are as follows:

1. Strength

How information enters consumer memory and how information persists as part of the brand image.

2. Uniqueness

Uniqueness of the association can be based on product attributes, product features or image functions enjoyed by consumers.

3. Favorable

The success of a marketing process often depends on the process of creating profitable brand associations, where consumers can believe that their given attributes can satisfy consumer needs and wants. Competitive advantage is the reason for consumers to choose certain brands.

1.6 Correlation Between Research Variable

1.6.1 The Influence of Brand Ambassador on Brand Image
Royan (2004) explains that a reasonable reason for producers to use celebrities as brand ambassadors is that the personality of the artist or athlete affects the brand's personality (brand image). Brand Image will determine whether the product is superior or more unique than other products. In terms of branding, celebrities can be a reflection of a brand's personality. Celebrity is a tangible manifestation of various images or associations consumers think of a brand. This is also supported by the results of previous research by Budiman & Nurrahmawati (2017) that brand ambassadors have a positive and significant influence on brand image. Based on the description above, the research hypothesis is formulated as follows:

H1: It is predicted that there is a positive and significant influence between brand ambassador to brand image at Whitelab in Semarang.

1.6.2 The Influence of Brand Ambassador on Purchase Decision

Brand ambassadors have a goal to increase sales through their actions in increasing the brand value of the advertised product. Celebrities are indirectly expected to build a process of self-image in consumers. Celebrities can be imaginary users for consumers (Royan, 2004). When buying a brand, consumer products also relate to the image of the brand ambassador. In this case, the Brand Ambassador creates a stimulus or encouragement offered by marketers to influence consumers to take a product purchase decision. This is also supported by the results of previous research by Rozalia et al. (2020) that brand ambassadors have a positive and significant influence on a purchase decision. Based on the description above, the research hypothesis is formulated as follows:

H2: It is predicted that there is a positive and significant influence between brand ambassador on purchase decision at Whitelab in Semarang.

1.6.3 The Influence of Brand Image on Purchase Decision

Consumers more easily recognize positive and negative images, so producers always try to maintain, improve, and enhance the brand image of their products in the eyes of consumers. A positive brand image benefits producers by being better known to consumers. In other words, consumers will determine their choice to buy products with a good image. Likewise, if the brand image is negative, consumers tend to consider it further when buying a product (Sungadji & Sopiah, 2013). Building a strong and positive brand image will help a brand spread its wings and influence consumer purchasing decisions. This is also supported by the results of previous research by Rohmah (2015) that brand image has a positive and significant influence on a purchase decision. Based on the description above, the research

hypothesis is formulated as follows:

H3: It is predicted that there is a positive and significant influence between brand image on purchase decision at Whitelab in Semarang.

1.6.4 Influence Brand Ambassador Toward Purchase Decision Through Brand Image

The purpose of a brand ambassador is to increase sales by increasing the brand value of the advertised product Royan (2004). Celebrities are indirectly expected to build a self-image process among consumers. Celebrities can become imaginary users of consumers. Brand ambassadors carry information about a brand that is then communicated to consumers and can influence consumer attitudes towards the brand image, which influences consumer purchasing decisions. In previous research by Elsanti (2017), brand image as a mediating variable helps prove the celebrity endorser has significant influence on purchase intention. So there is a strong correlation between variables brand ambassadors, brand image, and purchasing decisions. Based on the description above, the research hypothesis is formulated as follows:

H4: It is predicted that there is a positive and significant influence on brand ambassador toward purchase decision through brand image as a mediator.

1.7 Previous Study

The previous study is used as a reference for researchers conducting this research. There are several supporting studies conducted by previous researchers, namely as follows:

Table 1.1 Previous Study

No	Author	Title	Variable	Difference	Result
1.	Simanjuntak & Prihatini (2020)	Pengaruh *Celebrity Brand Ambassador* dan *Brand image* Terhadap Keputusan Pembelian Produk Wardah (Studi Kasus Pada Konsumen Wardah di Kota Semrang)	Celebrity brand ambassador, Brand image, Purchase Decision	• The object studied by previous researchers is different from the researcher. • The year the researchers conducted was 2023, thus allowing for different results from last year.	The results of this study show that brand ambassadors and brand image significantly affect purchasing decisions.
2.	Elsanti (2017)	*Brand Image* Sebagai Variabel Mediasi Pengaruh *Celebrity Endorser* Terhadap *Purchase Intention* (Studi Produk Maybelline di Unisersitas Brawijaya)	Brand image, Celebrity Endorser, Purchase Intention	• The object studied by previous researchers is different from the researcher. • The year the researchers conducted was 2023, thus allowing for different.	The results of this study show that celebrity endorsers significantly influence purchase intention. Celebrity endorser significantly influences brand image. Brand image significantly influences purchase intention. Celebrity endorser significantly influences purchase

No	Author	Title	Variable	Difference	Result
					intention toward Maybelline product in Brawijaya University mediated by brand image.
3.	Dewi et al. (2020)	The Effect of Brand Ambassador, Brand Image, and Brand Awareness on Purchase Decision of Pantene Shampoo in Surabaya, Indonesia	Brand Ambassador, Brand Image, Brand Awareness, Purchase Decision	• Objects and locations that previous researchers have studied are different from the researcher. • The year the researchers conducted was 2023, thus allowing for different results from last year.	Based on the result and analysis, the brand ambassador that Pantene shampoo was using had a significant effect on brand awareness. Pantene's brand ambassador had a significant effect on brand image, brand awareness. Brand ambassador and brand image also significantly affected the consumer's purchase decision.
4.	Lestari & Wahyono (2021)	The Influence of Celebrity Endorsers and Online Promotion on Purchase Decision	Celebrity Endorser, Online Promotion, Purchase Decision	• The year the researchers conducted was 2023, thus allowing	The research result shows that celebrity endorsers, online promotion and brand image

No	Author	Title	Variable	Difference	Result
		Through Brand Image		for different	had positive and significant influence on purchasing decision. Brand image is also able to mediate the effect of celebrity endorsers and online promotion toward purchasing decision.
5.	Fachrudin & Taufiqurahman (2022)	Pengaruh Brand Ambasador dan Brand Image terhadap Keputusan Pembelian Kosmetik MS GLOW di Distributor Karawang tahun 2021	Brand Ambassador, Brand Image, Purchase Decision	• The year of this research is 2021. • The object of research is the product Ms Glow cosmetics.	The results of the study show that there is a partial influence of brand ambassador on purchasing decisions and a partial influence of brand image on purchasing decisions. There is a simultaneous influence of brand ambassador and brand image on purchasing decisions.
6.	Putra et al. (2014)	Pengaruh Brand Ambassador Terhadap Brand Image Serta	Brand Ambassador, Brand Image, Purchase Decision	• The object studied by previous researchers is different	The result shown that brand ambassador significantly influences

No	Author	Title	Variable	Difference	Result
		Dampaknya Terhadap Keputusan Pembelian (Survey pada pengguna LINE di Asia)		from the researcher. • The year the researchers conducted was 2022, thus allowing for different	brand image and purchasing decisions.

1.8 Hypothesis

A hypothesis is a provisional conclusion that is not final; a provisional answer; is a provisional conjecture; which is the researcher's construct of the research problem, which states the relationship between two or more variables. The hypotheses proposed in this study are:

H1: It is predicted that there is a positive and significant influence between brand ambassador to brand image at Whitelab in Semarang.

H2: It is predicted that there is a positive and significant influence between brand ambassador on purchase decision at Whitelab in Semarang.

H3: It is predicted that there is a positive and significant influence between brand image on purchase decision at Whitelab in Semarang.

H4: It is predicted that there is a positive and significant influence on brand ambassador toward purchase decision through brand image as a mediator.
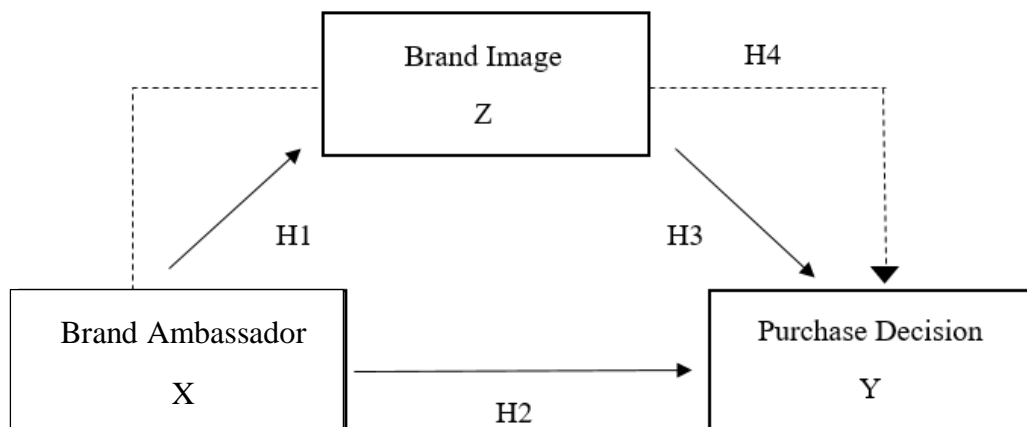
Figure 1.8 Hypothesis Model

1.9 Conceptual Definition

A conceptual definition can be defined as an explanation of the characteristics of a problem.

1.9.1 Brand Ambassador (X)

Brand Ambassadors are individuals selected as icons or identities to represent specific products as the best image depiction of a product, using their expertise and attractiveness to encourage consumers to purchase or utilize the product (Royan, 2004).

1.9.2 Purchase Decision (Y)

According to Kotler & Amstrong (2014), purchasing decisions are actions from consumers to want to buy or not the product driven by awareness of fulfilling needs or desires and realizing there are further problems.

1.9.3 Brand Image (Z)

According to Hoeffler & Keller (2003), brand image is the perception and belief made by consumers, which is reflected in the consumer's memory that can introduce a product or service, then it will turn into a marketing strategy to survive among competitors and maintain company resilience.

1.10 Operational Definition

The operational definition contains a more detailed description of indicators regarding research variables.

1.10.1 Brand Ambassador (X)
The indicators used in measuring Brand Ambassadors based on (Royan, 2004) are as follows:

1. Visibility, can be measured by how popular the celebrity is known to the public.

2. Credibility, someone's expertise refers to the knowledge, experience, or skills related to the topic it represents. The level of credibility, trust, and dependability, can be measured by how someone can be trusted.

3. Attraction, can be measured in self-support: intelligence, personality traits, lifestyle, skin health, and so on.

4. Power, this is the ability of a celebrity to persuade customers to use or buy a product.

1.10.2 Purchase Decision (Y)
According to Kotler & Amstrong (2014), purchasing decisions have the following indicators:

1. Product selection, consumers decide to buy a product or use their money for other purposes. In this case, the company should focus on people interested in buying their products.

2. Brand selection, a consumer must decide which brand to buy because each brand has its differences. In this case, companies need to know how consumers acquire a brand.

3. Timing, each consumer's purchase time is different, for example, some people buy it every day, once a week, or even once a month. So the company must prepare products according to consumer needs.

4. Payment method, the method payment for the products purchased must be selected by the consumer. To increase sales through pricing strategies, producers must understand how consumers pay.

1.10.3 Brand Image (Z)
According to Hoeffler & Keller (2003) brand image indicators are as follows:

1. Strength, refers to an advantage that does not exist on the competitor's brand. In this group of strengths is the physical appearance of the product, the functioning of all the production facilities, the product price, and the emergence of supporting facilities of that product.

2. Uniqueness, is the ability to distinguish a brand from other brands.

3. Favorable, allows the brand to be easily remembered by consumers. In this favorable category, among other things, the ease of the product brand to be pronounced, the ability of the brand to remain remembered by the consumer, the facility of using the product, the suitability of consumers with products,

as well as the compatibility between the brand impact in the mind of customers with the image desired by the company on the brand concerned.

Table 1.2 Concept Matrix

No.	Concept	Variable	Indicator	Item
1.	Brand Ambassadors are individuals selected as icons or identities to represent specific products as the best image depiction of a product, using their expertise and attractiveness to encourage consumers to purchase or utilize the product (Royan, 2004).	Brand ambassador	Visibility	I believe that the brand ambassador of Whitelab (Oh Sehun) popular among the community
			Credibility	I believe that the brand ambassador of Whitelab (Oh Sehun) has a good image
				I believe that Oh Sehun is capable of being a brand ambassador for Whitelab
			Attraction	I believe that the brand ambassador of Whitelab (Oh Sehun) has an attractive physical appearance and personality
			Power	I believe that brand ambassadors (Oh Sehun) have the power to persuade consumers to consider products because they can attract consumers' attention
2.	According to Kotler & Amstrong (2014),			I believe confident in making

No.	Concept	Variable	Indicator	Item
	purchasing decisions are actions from consumers to want to buy or not the product driven by awareness of fulfilling needs or desires and realizing there are further problems.	Purchase Decision	Product selection	decisions when buying Whitelab products
				I believe that Whitelab offers products according to my needs
			Brand selection	I believe that Whitelab is a suitable brand compared to other skincare alternatives
			Timing	I believe that Whitelab released the product at the right time according to my needs and desires
			Payment method	I believe that Whitelab has an easy and effective transaction method
3.	Brand image, according to Hoeffler & Keller (2003) is the perception and belief made by consumers, which is reflected in the consumer's memory that can introduce a product or service	Brand Image	Strength	I believe Whitelab brand is easy to remembered
				I believe the Whitelab brand is easy to recognized
			Uniqueness	I believe Whitelab has a unique packaging
			Favorable	I believe that Whitelab can be trusted as the most popular skincare today
				I believe that Whitelab has a

No.	Concept	Variable	Indicator	Item
				more varied range of products

1.11   Research Method
1.11.1 Research Type

The type of research used by the researcher is a quantitative approach, which is a method that objectively measures social phenomena. Quantitative data can be measured or calculated directly in the form of information or explanation expressed in numbers or the form of numbers. They will be processed with the SmartPLS program as a data calculation tool.

1.11.2 Population and Sample

1.11.2.1 Population

According to Sugiyono (2012), the population is a generalization area consisting of objects/subjects with certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population for this research is all customers that buy and use Whitelab products in Semarang city within the age range of 15-50 years old. The number of the existing population is unidentified.

1.11.2.2 Sample
According to Sugiyono (2012) the sample is part of the number and characteristics possessed by the population. Sampling was done by non-probability sampling technique, namely by purposive sampling method. Nonprobability sampling with the purposive sampling method is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a

sample. The author used sampling techniques from (Hair et al., 2010) to choose the sample of Whitelab customer for this study, which requires populations to be at least five times as numerous as the study's indicators and up to ten times as numerous.

The formula for determining the sample for this research as follows;

Minimum   n = indicators x 5

              n = 12 x 5

              n = 60

Maximum   n = indicators x 10

              n = 12 x 10

              n = 120

After calculating the minimum and a maximum number of samples, it was determined that 100 customer who use Whitelab product in Semarang City respondents could be collected on average. The 100 respondents will be collected by distributing questionnaires directly or through the Google form at stores that sell Whitelab products such as KKV, Najmia, and Watson in Semarang City.

1.11.3 Sampling Technique
This study uses a non-probability sampling technique. According to Sugiyono (2012), Nonprobability sampling with the purposive sampling method is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. There are several criteria for respondents as research samples:

- Customers Whitelab who live in Semarang

- Whitelab customers with an age range of 15-50 years

- Have purchased and used Whitelab products

- Willing to fill out this research questionnaire

1.11.4 Type and Source Data

1.11.4.1 Type of Data

1.   Quantitative

Quantitative research is objective, the researcher is free from what he is researching. The language is formal based on theory and quantitative words. The process is deductive and the design is static from beginning to end.

1.11.4.2 Source Data
1.   Primary Data

According to Sugiyono (2012), primary data is a data source that directly provides data to data collectors. The data were collected by the researcher directly from the first source or the place where the research object was carried out. Researchers used the results of interviews obtained from informants regarding the research topic as primary data. Researchers get information by distributing questionnaires to customers of Whitelab in Semarang.

2.   Secondary Data

According to Sugiyono (2012) secondary data are data sources that do not directly provide data to data collectors, for example through other people or documents. Secondary data is data that supports primary data obtained from company

documents, literature and parties related to this research problem which is complementary to primary data.

1.11.5 Measuring Scale

The researcher in carrying out the measurement scale is measured using a Likert scale. According to Sugiyono (2012) the Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. With a Likert scale, the variables to be measured are translated into variable indicators. Then the indicator is used as a starting point for compiling instrument items which can be in the form of statements or questions. The answer to each instrument item using a Likert scale has a gradation from very positive to very negative.

Table 1.3 Likert Scale Measure

NO	ANSWERS	SCORE
1	Strongly Agree	5
2	Agree	4
3	Neutral	3
4	Disagree	2
5	Strongly Disagree	1

1.11.6 Data Collection Technique

    a. Questionnaire Technique

The questionnaire technique is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. And is an efficient data collection technique if the researcher knows with certainty the variables to be measured and knows what is expected of the respondents. Questionnaires are also suitable if the number of respondents is large enough and spread over a wide area.

b. Literature study

A literature study is carried out to enrich knowledge about various concepts that will be used as a basis or guide in the research process. Literature study in this data collection technique is a type of secondary data used to assist the research process, namely by collecting information contained in newspaper articles, books, and scientific works in previous studies. The purpose of this literature study is to find facts and find out the concept of the method used.

1.11.7 Data Processing

The data processing method is carried out in 4 stages, namely:

1. First Stage Data Tabulation

   The first stage of data tabulation is to group answers from respondents and is carried out on all types of questionnaires.

2. Code Giving Stage

   This stage is done by giving the initial letters to the SmartPLS data input from the question variables in questionnaire parts 1 and 2.

3. Data Calculation

   Calculation of data using SmartPLS software on the questionnaire data sections 2 and 3 to find the value of the correlation coefficient. While the questionnaire sections 1 and 4 are not counted, because the data is not in the form of numbers.

4. Second Data Tabulation

Data tabulation 2 is grouping the calculated data or output from SmartPLS

for the questionnaire parts 2 and 3.

1.11.8 Data Analysis Technique

The data analysis technique used in this research is the Partial Least Square (PLS)

Analysis method with SmartPLS version 3.0 application. Partial Least Squares

(PLS), which is a powerful set of analytical methods, commonly referred to as Soft

Modeling because it eliminates the assumptions of OLS (Ordinary Least Squares)

regression, such as data must be normally distributed in a multivariate manner and

there are no multicollinearities problems between exogenous variables (Ghozali &

Latan, 2015).

- **Evaluation of Measurement Model (Outer Model)**

  This method is used to determine the validity and reliability by specifying the

  relationship between the latent variables and the indicators, or it can be said that

  the Outer Model defines how each indicator relates to its latent variable, which

  connects the indicator with its latent variable.

  a. **Convergent Validity**

     Convergent validity uses reflexive indicators seen from the correlation

     between the score of the item/indicator and the construct score. Individual

     indicators are considered reliable if they have a correlation value above 0.70.

     However, in scale development research, loading is 0.50 to 0.60. still

     acceptable (Ghozali & Latan, 2015).

  b. **Discriminant Validity**

Discriminant validity is to find out whether the construct has adequate discriminant, by comparing the Loading Factor value in the intended construct must be greater than the loading factor value with other constructs. This measurement method is seen from the Cross Loading Factor (Ghozali & Latan, 2015).

c. **Reliability Test**

According to Ghozali & Latan (2015) reliability test is a questionnaire evaluation method that functions as a measure of a variable or construct. Reliability test aims to prove the accuracy, consistency and accuracy of the instrument in measuring constructs. In determining composite reliability, it can be seen that if the composite reliability value is > 0.7 then it has high reliability.

- **Evaluation of Structural Model (Inner Model)**

Tests on the structural model were carried out to examine the relationship between latent constructs. There are several tests for the structural model, namely:

a. **R-Square**

In order to measure the structural model, we must first calculate the intrinsic latent variable of type R-squared, which represents the predictive power of the structural model. Structural model testing was carried out with the R-squared score as a test for model fit. Changes in the R-squared score can be used to account for net effects between certain extrinsic and intrinsic latent variables (Ghozali & Latan, 2015).

b. Path Coefficient

Estimate for Path Coefficients, is the value of the path coefficient or the magnitude of the relationship or influence of latent constructs. Done with bootstrapping procedure (Ghozali & Latan, 2015).

Table 1.4 Inner Model Evaluation Criteria

Criteria	Description
R-Square	R-Square value on the range 0-1 with interpretation: • ≥0,75: strong • ≥0,50 - <0,75 moderate • ≥0,25 – <0,5 weak • <0,25 very weak
Goodness of Fit (GoF)	GoF value on the range 0-1 with interpretation: • >0,36: strong • >0,25 – 0,36: moderate • >0,36: strong
Significant	t-value 1,65 (significant level = 10%); 1,96 (significant level = 5%); and 2,58 (significant level = 1%)

Source: (Ghozali & Latan, 2015)