

The Influence of Exo as Brand Ambassador and Scarlett's Brand Image on Scarlett Brand Purchasing Decisions

Surianto^{1*}, Gracia Johana²

Universitas Bunda Mulia, Indonesia^{1*2}

Email: suriantoacunk@gmail.com^{1*}, graciajohana1616@gmail.com²

Abstract

Technological developments have had a significant impact on various sectors, including economics, politics and business competition in this era of globalization. The internet, as an example of rapid technological development, is a major driver of progress in various aspects of human life. Competition in the business environment is increasing along with developments in technology and knowledge, so entrepreneurs need to continue to design effective marketing strategies. One of the key aspects of marketing strategy is the ability to understand and adapt to constantly changing market trends. In the context of social media marketing, the use of Brand Ambassadors is a tactic often used by e-commerce to increase the popularity of their platforms. This research aims to evaluate the influence of EXO as a Brand Ambassador and the Scarlett brand image on consumer purchasing decisions. The research method used is quantitative with survey techniques using questionnaires. The research results show that both EXO as a Brand Ambassador and the Scarlett brand image have a significant positive influence on consumer purchasing decisions.

Keywords: Brand Ambassador, Brand Image, Purchase Decision

INTRODUCTION

Technological updates have created a significant impact on various sectors, including economics, politics and business competition in this era of globalization (Sanderu, 2022). The internet, as an example of rapid technological development, has become the main driver of progress in various aspects of human life (Ramadhani & Nadya, 2021). Competition in the business environment is increasing in line, with developments in technology and knowledge, and the motivation that comes from human needs to get something, learn something, or to achieve their goals (Halawa & Fensi, 2020). This motivation remains people to strive their goals. To remain competitive, entrepreneurs need to continue designing effective marketing strategies. One of the key aspects of marketing strategy is the ability to understand and adapt to constantly changing market trends. Entrepreneurs need to be able to observe and take advantage of the latest trends and phenomena to continue to compete in a dynamic market (Waluyan et al., 2023).

Marketing via social media has now become a very crucial strategy for entrepreneurs. Social media provides opportunities to reach a larger audience at an affordable cost (Luthfiana, 2023). However, the success of marketing via social media

does not only depend on the frequency or amount of content uploaded, but also on the quality of the content that is relevant and interesting to consumers (Ningrum & Hayuningtias, 2022). It is important for entrepreneurs to understand that to be successful in marketing via social media, they must be able to create content that is interesting and useful to consumers. Apart from that, they also need to continue to update their knowledge and skills in using social media as an effective marketing tool (Waluyan et al., 2023).

The large numbers of *e-commerce* in Indonesia have caused competition between platforms to become increasingly fierce, encouraging *e-commerce owners* to look for ways to make their platforms more popular. One marketing tactic that is often implemented by *e-commerce* is the use of *Brand Ambassadors*. *Brand Ambassadors* are very important because they are able to attract the attention of potential buyers to the brand they represent, as well as invite consumers to choose and buy the products they represent, and strengthen brand awareness. Currently, the interesting thing is that *e-commerce* in Indonesia is starting to collaborate with South Korean celebrities as *brand ambassadors*. This is driven by the popularity of *Korean Wave* in Indonesia, which makes many individuals interested in learning everything related to Korea (Edrin & Fhatiyah, 2022).

Korean Wave or *hallyu* is a global phenomenon that is presented through various forms, such as drama series (K-Drama), popular music (K-Pop), skin care (K-Beauty), culinary (K-Food), fashion style (K-Fashion), animation, movies and games (Amelia et al., 2023). Advances in information technology caused by globalization are the main key in increasing public enthusiasm for *the Korean Wave* in Indonesia (Maulida & Kamila, 2021). The large and loyal fans in Indonesia are a very promising market in terms of *the Korean Wave*. In addition, fans usually form even communities in various regions in Indonesia, who often buy products promoted by their idols to show loyalty (Waluyan et al., 2023).

Several companies in Indonesia operating in the beauty products industry have chosen brand ambassadors from South Korea as an element in their marketing strategy. South Korean artists are considered to be able to meet the beauty standards desired by Indonesian consumers, which may be because their skin is white, clean and bright (Abdullah et al., 2022). When choosing a famous figure to market goods, this has a big impact on consumer purchasing interest (Sepilla & Purworini, 2022). The success of *the Korean wave's* popularity and *brand ambassadors* has been proven to have a positive influence on purchasing decisions (Siskhawati & Maulana, 2021).

A *brand ambassador* is a person who is appointed as a product representative of an industry with the aim of showing a positive image of the product so that potential customers are interested and enticed to buy the product. *The brand ambassador* chosen by the industry for this product is the famous music group, EXO. This South Korean music group is very famous and has a big impact on its fans (Safitri & Rahmat, 2024).

To overcome this situation, *Scarlett Whitening* chose to implement a marketing strategy involving *Brand Ambassadors* as the solution. The chosen *brand ambassador* is EXO, a famous music group with great popularity and strong influence among their fans. *Scarlett Whitening* collaborated with EXO in order to expand brand awareness and attract

consumer interest, involving them in various promotional activities including *Live* TikTok on Monday (28/08/2023) (Safitri & Rahmat, 2024).

In 2017, Felicya Angelista introduced *Scarlett Whitening*, a skincare brand that was initially only known for its face masks. However, as time went by, the brand expanded into a range of skincare items that included *serums*, *body lotions*, and soaps. This brand has gained popularity in Indonesia thanks to its combination of affordable prices, superior quality and the wide selection of products offered. Marketing strategies involving famous *influencers* and celebrities also help increase *Scarlett Whitening brand awareness* among consumers (Rejeki & Sabardini, 2023).

The use of brand ambassadors such as *Scarlett Whitening* X EXO has become a popular trend in marketing local beauty products. This is not only driven by the image of South Korean artists known for their beautiful skin, but also by consumers' emotional attachment to their idols. For example, EXO, who are known for their positive image especially in terms of skin health and beauty, are considered capable of increasing brand awareness of the products they represent in the Indonesian market (Aprianti & Tjiptodjojo, 2023).

Consumer behavior in choosing a product is also very much driven by *brand image*. The better *the brand image* associated with the product in the eyes of consumers, the higher the likelihood that they will buy the product (Suhud & Surianto, 2018). Therefore, marketing strategies related to *the Korean Wave* and the use of *Brand Ambassadors* from South Korea have opened up new opportunities for companies to win competition in a dynamic market (Ashariyanti et al., 2023).

To market its products, Scarlett's *brand image* must also be strengthened. *Brand image* is the level of consumer trust in a brand (Arianty & Andira, 2021). There are several factors that influence the level of customer satisfaction such as product quality, brand equity that comes from the good service (Yulita & Wijaya, 2020). The importance of a positive brand image is not only in increasing company profits, but also in introducing products to consumers and attracting their interest in buying them. A solid brand image facilitates product recognition by consumers and gives a positive impression in society, which is an important first step in introducing and building a good impression about the product to consumers (Wjaya & Yulita, 2022).

This research was conducted to evaluate the influence of EXO as a brand ambassador and Scarlett's brand image on purchasing decisions for the Scarlett brand. From the description of the background, the main problem formulated is: how does EXO as a brand ambassador influence the decision to purchase the Scarlett brand, how does the Scarlett brand image influence the decision to purchase the Scarlett brand, and what is the influence of EXO as a brand ambassador and the Scarlett brand image on the decision to purchase the Scarlett brand. The purpose of this research is to determine the influence of EXO as a Scarlett brand ambassador on purchasing decisions for the Scarlett brand, to determine the influence of the Scarlett brand image on purchasing decisions for Scarlett products, and to determine the influence of EXO as a brand ambassador and the Scarlett brand image simultaneously on purchasing decisions for Scarlett products. This research provides academic benefits in the hope that it can contribute to the development of communication science, especially in expanding understanding of the

impact of Brand Ambassadors and Brand Image on product purchasing decisions, as well as providing new perspectives and deeper understanding of modern marketing strategies. The practical benefit of this research is as a guide for readers in understanding the concept and application of marketing strategies such as the use of Brand Ambassadors and Brand Image in real contexts, which can increase understanding of how these variables encourage consumers to reach purchasing decisions.

RESEARCH METHODS

This research uses a positivistic paradigm which believes that reality can be measured objectively and empirically, allowing measurement and analysis of numerical data as well as testing formulated hypotheses (Ghozali, 2021). Positivism, according to August Comte, emphasizes that human knowledge must be based on empirical data that can be directly observed (Kholifah, 2019). This paradigm considers that scientific knowledge can only be obtained through observing objective facts, with the subject as a tool for producing these facts, so that knowledge is considered scientific if it is based on positive facts collected through scientific methodology (Ghozali, 2021). This research uses quantitative methods which include experiments and surveys (Syahrizal & Jailani, 2023). The technique used is a survey with a questionnaire as a tool to describe and verify the sample and research population, with the data analyzed using statistical techniques (Nadirah et al., 2022). Quantitative research focuses on testing theory through measuring variables using questionnaires and statistical analysis, aiming to provide detailed insight into research phenomena and produce findings that can be applied generally (Ardiansyah & Jailani, 2023).

This research was conducted in the Jabodetabek area with a research period from February to June 2024, using a non-probability sampling technique with a purposive sampling method (Abdulah et al., 2022), and involving a population of people who are familiar with the Scarlett Whitening brand. The minimum sample required was calculated using the Lemeshow formula, producing 97 valid respondents from a total of 106 respondents collected. The data collection technique chosen was a closed questionnaire, and a Likert scale was used to measure individual opinions and perceptions (Santika et al., 2023). Tests of validity, reliability, heteroscedasticity, multicollinearity, coefficient of determination, multiple linear regression, t test, and F test are used in data analysis to ensure the accuracy and reliability of research results. The pilot study was carried out with a questionnaire distributed to 30 respondents to verify the clarity of the questions, with the results showing all indicators were valid (Pratiwi et al., 2023).

Table 1. Operational Variable of Research

Dimention	Indicator
X1: Brand Ambassador (Iswanto & Sanaji, 2021)	
Popularity	XYZ has good popularity from the citizens' perspective.
	XYZ is adored by people.
	XYZ often shown in social media.
Credibility	XYZ has good image.

	XYZ is a good role-model.
	XYZ is a honest individual.
	XYZ is a credible individual.
	XYZ is clever when promoting the products.
	Supported product by XYZ is trustable.
Appeal	XYZ is a polite individual/group.
	XYZ has strong appeal.
	XYZ has appealing personality.
Strength	XYZ has strengths as Brand Ambassador.
	XYZ could support the brand.
	XYZ could raise brand awareness.
X2: Brand Image (Ramadhani & Nadya, 2021)	
Strengthness	Product is well-known.
	Commercial promotion is appealing.
	Price of product is affordable.
Uniqueness	Product has differentiation with competitors.
	Product has uniqueness in the commercials.
	Product has various appealing appearance.
Favorable	I could easily pronounce the brand.
	I could easily remember the brand.
	I could easily recognize the brand.
Y: Purchase Decision (Iskandar, 2021)	
Product Selection	Product is various.
	Product is qualified.
Brand Selection	Product has uniqueness.
	I have interest to the brand.
	I have confidence in the brand.
Distributor Selection	Product is well-distributed.
	I could comfortably buy the product.
Number of Purchasing	I decide to buy high amount of the products.
	Affordable price to buy high quantity of the products.
Time of visitation	I intensively visit to buy the products.
	I have clear objective during my visitation.
Payment Method	Payment method of the transaction is convenient.
	It is easy to do the product transaction

Source: Processed by Researchers (2024)

RESULTS AND DISCUSSION

A. Description of Validity & Reliability Test

1. Validity test

The validity test this time was carried out on a large scale, namely 97 respondents, so $n = 97$, $df = 95$, and the sig level. 5% (two-way test), it is known that the r table is 0.199. Validity testing of *the brand ambassador* (X1), *brand image* (X2), and purchasing decision (Y) factors is shown in the table below.

Table 2. Validity Test Analysis of Variable X1

Variable X1			
Indicator	R	Hinmg	R Table Information
XI.1	0.441	0.199	Valid
XI.2	0.671	0.199	Valid
XI.3	0.710	0.199	Valid
XI.4	0.772	0.199	Valid
XI.5	0.785	0.199	Valid
XI.6	0.748	0.199	Valid
XI.7	0.669	0.199	Valid
XI.8	0.662	0.199	Valid
XI.9	0.683	0.199	Valid
XI.10	0.718	0.199	Valid
XI.11	0.672	0.199	Valid
XI.12	0.702	0.199	Valid
XI.13	0.728	0.199	Valid
XI.14	0.761	0.199	Valid
XI. 15	0.588	0.199	Valid

Source: Results Processed by Researchers (2024)

From the test results table, we can see that the 15 indicators belonging to the *Brand Ambassador variable* (X1) achieved a calculated r value that exceeds ($>$) the preset table r value, namely 0.199. This implies that each indicator is recognized as valid because it exceeds a predetermined threshold value. Thus, these indicators can be trusted to measure the things to be investigated in this research, thus the conclusions that can be drawn.

Table 3. Validity Test Analysis of Variable X2

Variabcl X2			
Jndikaio	R	Hinmg	R Table
X2.1	0.586	0.199	Valid
X2.2	0.642	0.199	Valid
X2.3	0.516	0.199	Valid
X2.4	0.667	0.199	Valid
X2.5	0.693	0.199	Valid
X2.6	0.526	0.199	Valid
X2.7	0.616	0.199	Valid
X2.8	0.593	0.199	Valid
X2.9	0.635	0.199	Valid

Source: Results Processed by Researchers (2024)

From the test results listed in the table, it is known that the nine indicators related to the *Brand Image variable* (X2) achieved a calculated r value that exceeded (>) the predetermined r table value, namely 0.199. This shows that each indicator is valid because its value exceeds the predetermined limit. Thus, these indicators can be trusted to measure the things to be investigated in this research, thus the conclusions that can be drawn.

Table 4. Variable Y Validity Test Analysis

Y variable			
indicators	R Count	R Tabei	Information
Y.1	0.405	0.199	Valid
Y.2	0.735	0.199	Valid
Y.3	0.727	0.199	Valid
Y.4	0.735	0.199	Valid
Y.5	0.714	0.199	Valid
Y.6	0.719	0.199	Valid
Y.7	0.578	0.199	Valid
Y.8	0.738	0.199	Valid
Y.9	0.485	0.199	Valid
Y.10	0.679	0.199	Valid
Y.11	0.678	0.199	Valid
Y.12	0.554	0.199	Valid
Y.13	0.617	0.199	Valid

Source: Results Processed by Researchers (2024)

From the test data listed in the table, it can be seen that the 13 indicators related to the Purchasing Decision (Y) variable have a calculated r value that exceeds (>) the predetermined r table value, namely 0.199. This shows that each indicator is valid because its value exceeds the predetermined threshold. Thus, these indicators can be trusted to measure the things to be investigated in this research, thus the conclusions that can be drawn.

2. Reliability Test

Table 5. Reliability Test Analysis for Variables X1, X2, and Y

Variable	Cronbach's Alpha	R Tabet	No. of Items	Information
X1	0.919	0.6	15	Reliable
X2	0.769	0.6	9	Reliable
y	0.881	0.6	13	Reliable

Source: Results Processed by Researchers (2024)

From the data recorded in the table, it can be concluded that all aspects of these three variables are considered reliable. This can be recognized from the *Cronbach's Alpha value* which exceeds the specified r table threshold, namely 0.6.

B. Test results

1. Heteroscedasticity Test

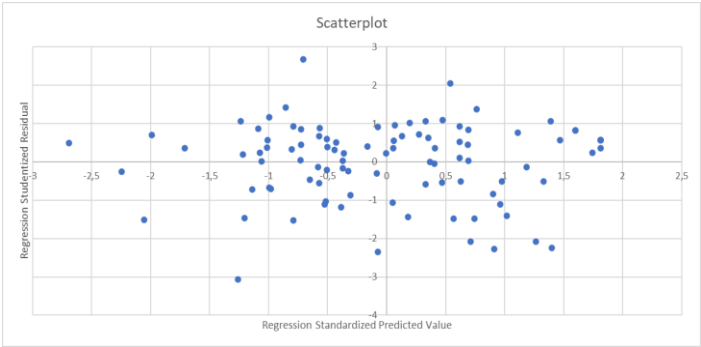


Figure 1. Heteroscedasticity Test Analysis
 Source: Results Processed by Researchers (2024)

From the test results above, there are points circulating above and below 0. Even though many points are close to 0, the distribution of these points' remains evenly distributed above and below the 0 axis. This shows that the points are not stuck together each other, some far above, below, to the right, and to the left. In this way, it can be concluded that there is no heteroscedasticity in the data.

2. Multicollinearity Test

Table 6. Multicollinearity Test Analysis
 Coeffieients ^a

					Collinearity Statistics		
		Unstandardize	standardized	t	Sig.	Tolerance	VIF
Model	d B	Coefficients Std. Error	Coefficients Beta				
1 (Constant)	-3,666	4,968		-,738	,462		
Sum_x1	410	0.081	416	5,070	<.001	674	1,484
sum_x2	792	.1 46	0.439	5,361	<.001	674	1,484

a. Dependent Variable: number_y
 Source: Results Processed by Researchers (2024)

Coefficients table, it appears that *Brand Ambassador* (X1) has a tolerance of 0.674 and VIF 1.484, while *Brand Image* (X2) also has the same tolerance, namely 0.674, and VIF 1.484. With a *tolerance value* exceeding 0.10 and a *Variance Inflation Factor (VIF) value* below 10.0 for both variables, it can be concluded that there is no indication of a multicollinearity problem between the two.

3. Coefficient of Determination Test

Table 7. Analysis of the Determination Coefficient Test
 Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.758,	.574	.565	4 ,936
a. Predictors: (Constant),sum_x2, sum_x1				
b. Dependent Variable: total ah_y				

Source: Results Processed by Researchers (2024)

From the *Model Summary table*, it is found that the *R Square* value is 0.574, indicating that 57.4% of the Purchase Decision variable (Y) is influenced by *Brand Ambassador* (X1) and *Brand Image* (X2), the independent variables. Meanwhile, the remaining 42.6% were affected by other factors that were not investigated in this study.

4. Multiple Linear Regression Test

Table 8. Multiple Linear Regression Test Analysis

Model	Unstandardized Coefficients	Std. Error	Coefficients ^a		Collinearity Statistics	
			Standardized Coefficients	Beta	Sig.	Tolerance VIF
(Constant)	-3,666	4,968			.738	.462
amount_x1	.410	.081			.4165,070	<.001
Total ah_xi	.782	.146			.4395,361	<.001

a. Dependent Variable:
number_y

Source: Results Processed by Researchers (2024)

So, a multiple linear regression equation model is obtained as shown in table 7:

$$Y = -3.666 + 0.410X_1 + 0.782 X_2$$

From the regression equation that has been presented, the following conclusions can be drawn:

- The constant value is -3.666. So, if *the Brand Ambassador* (X1) and *Brand Image* (X2) variables are 0, then the Purchase Decision (Y) variable value is -3,666.
- The Brand Ambassador* variable (X1) achieved a positive (+) regression coefficient of 0.410. That way, if the value of *the Brand Ambassador variable* (X1) increases by one unit, assuming the value of *the Brand Image variable* (X2) is 0, then the Purchase Decision variable (Y) will increase by the value of the regression coefficient for the *Brand Ambassador variable* (X1), namely 0.410.
- The Brand Image* variable (X2) obtained a positive (+) regression coefficient of 0.782. Thus, if the value of *the Brand Image variable* (X2) increases by one unit, assuming *the Brand Ambassador variable* (X1) is 0, then the Purchase Decision variable (Y) will increase by the value of the regression coefficient on the *Brand Image variable* (X2), namely, 0.782.

5. T Test (Partial)

Table 9. Test Analysis (Partial)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-3,666	4,968		-.738	.462		
	total_x1	.410	.081	.416	5,070	<.001	.674	1,484
	total_x2	.782	.146	.439	5,361	<.001	.674	1,484

a. Dependent Variable: total_y

From the analysis of the partial T test results, it was found that the t value for the *Brand Ambassador variable* (X1) was 5,070, exceeding the t value listed in the table of 1,985. These results confirm that *the Brand Ambassador variable* (X1) has a significant impact on the Purchase Decision variable (Y). Apart from that, *the Brand Ambassador variable* (X1) has a Sig value. Probabilities that are less than 0.001, indicate significance lower than the threshold (0.05). This implies a significant influence of *the Brand Ambassador variable* (X1) on the Purchase Decision variable (Y).

By obtaining the results of the partial t test calculation, it was revealed that the *Brand Image variable* (X2) had a t value of 5,361, exceeding the t table value of only 1,985. This indicates that *Brand Image* (X2) significantly influences Purchasing Decisions (Y). In addition, with a Sig value. The probability for *the Brand Image variable* (X2) is less than 0.001, indicating a probability significance that is smaller than the standard value (0.05). Therefore, the conclusion is that *Brand Image* (X2) shows a significant influence on Purchasing Decisions (Y).

6. F Test (Simultaneous)

Table 10. F Test Analysis (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3092,262	2	1546,131	63,452	<,001 ^b
	Residual	2290,480	94	24,367		
	Total	5382,742	96			

a. Dependent Variable: total_y

b. Predictors: (Constant), total_x2, total_x1

Source: Results Processed by Researchers (2024)

It can be seen from table 9 that the F value for *the Brand Ambassador variable* (X1) and *the Brand Image variable* (X2) is 63,452, exceeding the table F value of 3,093. This shows that both *Brand Ambassador* (X1) and *Brand Image* (X2) simultaneously show a significant influence on Purchasing Decisions (Y). In addition, the Sig value. Probability < 0.001, indicating higher significance than the probability significance value (0.05). In this way, it can be concluded that simultaneously, *the Brand Ambassador* (X1) and *Brand Image* (X2) factors have a significant influence on Purchasing Decisions (Y).

Discussion

In this study, as many as 97 respondents were involved using a quantitative approach that selected based on certain criteria. The variables studied include EXO as *Brand Ambassador* (X1), *Scarlett Brand Image* (X2), and Purchase Decision (Y). There were 37 statements distributed through a questionnaire with a five-point *Likert scale*, namely Strongly Disagree (1), Disagree (2), Indifferent (3), Agree (4), and Strongly Agree (5).

It can be concluded that this research, in terms of its alignment with the *Stimulus - Response theory* (SR Theory), is quite high. *Stimulus - Response* theory basically

emphasizes that every response produced by an individual is a result of the stimulus received. In the context of this research, EXO as *brand ambassador* (X1) and Scarlett's *brand image* (X2) function as stimuli, while purchasing decisions (Y) are a response resulting from this stimulus.

The influence of EXO as *Brand Ambassador* on Purchase Decisions for the *Scarlett brand*

The research results show that the EXO variable as *brand ambassador* (X1) has a significant positive influence on purchasing decisions (Y). Within the framework of *Stimulus - Response* (SR) theory, EXO as *brand ambassadors* acts as a stimulus that influences consumer perceptions and behavior. EXO as a *brand ambassador* who is credible, well-known and liked by the target market can strengthen the charm of a brand, thereby positively influencing consumer purchasing decisions. When consumers are exposed to a stimulus in the form of EXO as a *brand ambassador* they trust or idolize, they are more likely to respond by purchasing products advertised by EXO as the brand ambassador. This shows that EXO as a *brand ambassador* as a stimulus succeeded in triggering the desired response, namely an increase in purchasing decisions for the *Scarlett brand*.

Empirical data supports this, with the t value for the EXO variable as *brand ambassador* being 5.070, which exceeds the t table value of 1.985, with a Sig value. Probability <0.001. This implies that EXO's role as *brand ambassador* is very significant in influencing consumer purchasing decisions. In other words, EXO's existence as an effective *brand ambassador can trigger a positive response from consumers, namely the decision to buy the product*.

The following is the regression equation obtained:

$$Y = -3.666 + 0.410X_1 + 0.782X_2$$

The regression coefficient of 0.410 indicates that for every one unit increase in the EXO variable as *brand ambassador* (assuming the brand image variable has a fixed value), purchasing decisions will increase by 0.410 units. This fact strengthens that purchasing decisions are significantly impacted by EXO as *brand ambassadors*.

The results of the multicollinearity test show that the tolerance value for the EXO variable as brand ambassador is 0.674 and the *VIF value* is 1.484. Both values are within the acceptable range (tolerance > 0.10 and VIF < 10), indicating there is no significant multicollinearity problem. Therefore, the influence of EXO as *brand ambassadors* on purchasing decisions for the *Scarlett brand* can be considered valid and reliable. Besides that.

The Influence of Scarlett's *Brand Image* on Purchasing Decisions

The research found that the Scarlett *brand image* (X2) had a significant positive influence on purchasing decisions (Y) for the *Scarlett brand*. Within the framework of *Stimulus - Response* (SR) theory, Scarlett's *brand image* acts as a stimulus that creates positive perceptions of the brand in the minds of consumers. Scarlett's strong *brand image includes product quality, company reputation, and other positive associations, all of which build consumer trust and preference for the brand*. When consumers are exposed to a stimulus in the form of a positive Scarlett *brand image*, they tend to respond by purchasing products from that brand.

The following is the regression equation obtained:

$$Y = -3.666 + 0.410X_1 + 0.782X_2$$

The regression coefficient for Scarlett's *brand image* (X_2) is 0.782, indicating that for every one unit increase in the Scarlett *brand image variable* (assuming the EXO variable as *a brand ambassador* has a fixed value), it will increase purchasing decisions by 0.782 units. This indicates that Scarlett's *brand image* has a stronger influence than EXO as *a brand ambassador* on purchasing decisions.

Brand image variable has been tested for multicollinearity, showing a tolerance of 0.674 and a *VIF* of 1.484, both values are within the acceptable range (tolerance > 0.10 and *VIF* < 10). This confirms that there is no multicollinearity problem, validating and strengthening the reliability of the influence of Scarlett's brand image on purchasing decisions.

From the results of this research, it can be concluded that both EXO as *brand ambassador* and Scarlett's *brand image* function as effective stimuli in the *Stimulus - Response theory*. Both succeeded in influencing consumer purchasing decisions positively. EXO as *a brand ambassador* and Scarlett's *brand image*, as a stimulus, succeeded in triggering the desired response (purchase decision) through increasing attractiveness and trust in the brand. Therefore, the findings of this research match SR theory, where stimuli (X_1 and X_2) produce the expected response (Y), namely an increase in purchasing decisions.

From this analysis, it can be concluded that both EXO's brand ambassador and Scarlett's *brand image* have a significant positive impact on purchasing decisions. This is in accordance with the *Stimulus - Response theory*, where the stimulus (EXO as *a brand ambassador* and *brand image* Scarlett) succeeded in triggering the desired response (purchase decision). Evidence from the F test results shows that with an F value of 63,452 (exceeding the F table value of 3,093) and a Probability value of Sig. <0.001, these two variables simultaneously have a significant effect on purchasing decisions.

It can be concluded that around 57.4% of changes in purchasing decisions can be attributed to EXO as brand ambassadors and Scarlett's brand image, with *R Square* reaching 0.574. At the same time, about 42.6% were affected by other variables not included in this study. This confirms that although EXO and Scarlett's *brand image* influence the majority of purchasing decisions, there are still other elements that also stimulate consumers.

CONCLUSION

Based on the results of research regarding the influence of Brand Ambassador and Brand Image on purchasing decisions for the Scarlett Whitening brand, it can be concluded that, first, the variable EXO as Brand Ambassador (X_1) has a significant positive effect on purchasing decisions (Y). This shows that the higher the value or presence of EXO as a brand ambassador, the higher the decision to purchase the Scarlett brand, with alternative hypothesis 1 (H_{a1}) accepted and null hypothesis 1 (H_{01}) rejected. Second, the Scarlett Brand Image variable (X_2) also has a significant positive influence on purchasing decisions (Y), indicating that the higher the Scarlett brand

reputation or image, the more likely people are to choose to buy the product, with alternative hypothesis 2 (Ha2) being accepted and null hypothesis 2 (H02) is rejected. Third, the results of the F test (simultaneous) show that the variables EXO as Brand Ambassador (X1) and Brand Image Scarlett (X2) simultaneously have a positive and significant effect on purchasing decisions (Y), supporting alternative hypothesis 3 (Ha3) and rejecting null hypothesis 3 (H03). Based on these conclusions, it is recommended that the Scarlett Whitening Company continue to invest in effective brand ambassadors and improve its strong brand image, develop more effective marketing methods, maintain product quality, provide the best customer service, and continue to innovate according to market trends and needs. Consumer. For future research, it is recommended to expand the scope of respondents, include additional elements to obtain a deeper understanding, and extend the duration of the research to collect more representative and precise data.

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First publication right:

Journal of Social Science

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