

# The Influence of Brand Ambassadors in Building Brand Image and Their Impact on Purchasing Decisions for Scarlett Whitening Products

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## Abstract

The Indonesian cosmetic industry is experiencing significant growth, driven by high consumer demand and an expanding market. This burgeoning industry has attracted several Indonesian celebrities to venture into the cosmetic business. The advancement of technology has subtly transformed the lifestyle of society, especially with the advent of social networks, which have provided business players with numerous marketing strategies that capture public attention. One such strategy is the use of brand ambassadors, who have become increasingly prominent in helping businesses introduce their products. The aim of this research is to understand the impact of brand ambassadors on building brand image and their subsequent effect on purchasing decisions of Scarlett Whitening products. This study utilizes the Elaboration Likelihood Model theory and employs a descriptive quantitative method. The population of the study consists of women aged 18-28 who use Scarlett Whitening products and follow the Instagram account @scarlett\_whitening, totaling 100 respondents. The analysis techniques employed in the study include instrument testing, descriptive analysis, classical assumption testing, multiple regression analysis, correlation testing, and the Sobel test. The findings of the research reveal a positive and significant influence of brand ambassadors on both brand image and the purchasing decisions of Scarlett Whitening products. The researcher hopes that Scarlett Whitening will consider this study as a valuable reference in selecting brand ambassadors with similar criteria to enhance their brand image and its impacts. By strategically choosing brand ambassadors who resonate well with the target audience, Scarlett Whitening can strengthen its market position and drive consumer purchase decisions more effectively.

**Keywords:** *Brand Ambassador, Brand Image, Scarlett Whitening, Purchase Decision.*



## A. INTRODUCTION

Industry cosmetics in Indonesia experienced enhancement by 21.9% in 2023 , initially there are 913 companies cosmetics and now increase become a 1010 company Limanseto (2024). Enhancement This happen Because increasing amount generation young and conscious society to appearance and health skin . Conscious Indonesian society will importance nurse yourself and take care of yourself appearance This covers woman and man so it's a beauty brand produce product For female and/ or man . Increasing awareness public Indonesia will matter the led to a beauty brand local the more increasing , especially beauty brands owned by celebrity such as Scarlet,

NAMA Beauty, Madame Gie, EMK Beverly Hills, and others . Amount company continued cosmetics increase This cause competition between company the more tight , so required activity communication marketing For persuade consumer buy marketed products . It's in tune with opinion Iswari (2020)that state that activity communication marketing with convey information related product can influence consumer in choose product What will purchased .

In many times utilizing social media , especially in field business , a lot possible methods used by business people For do marketing products that can seize public attention, such as for example is a Brand Ambassador who becomes highlight for businessman For offer product so can known public wide . According to Lukitaningsih & Lestari (2023)brand ambassadors are individuals selected by the company For convey information positive related product with objective For promote product or service . Use of Brand Ambassadors by businesses aim For direct customer to purchase product . The ideal Brand Ambassador, directing product company and emerge as a trend setter. According to Hutter et al. (2013), " Buying decision consumers are highly influenced by ambassadors brand .", brand ambassadors play a role as one of the influence Mainly on desire consumer For buy .

At the moment various product beauty using Brand Ambassadors in promote the product , one of them is Scarlett Whitening. Scarlett Whitening is product local areas focused product beauty founded by Felicya Angelista in 2017. PT. Opto Lumbung Sejahtera owns and manages product This . The product Already registered with BPOM. Apart from that, Scarlett is whitening already there is the MUI Halal logo. Scarlett Whitening products complete beauty focus on product lighter skin . Scarlett Whitening products offer benefit For body like case remove dirt on the surface skin and lift cell skin die , which consists from a series of body care, face care, and also other Scarlett products is a series of hair care offered by Scarlett. Product The first launched by Scarlett was her well - known body lotion as product bleach skin with various customized variant For the needs of each consumer .

Brand ambassador of this brand is Song Joong Ki and TWICE girl group . Work The same international This started from desire owner of the Scarlett Whitening brand, Felicya Angelista, for Can Work The same with as much Possible Korean star . Felicya Angelista stated , " With joining TWICE, Scarlett Whitening wants invite Scarlett's friends to #RevealYourBeauty for more believe yourself and show version best from self they myself ," at the celebration event repeat year fourth Scarlett Whitening. Because Scarlett believes will the charm that the person has own and proper proud of with what you have moment This Fairy (2021). Is known that in the second quarter of 2022, Brand Scarlet will become product beauty the most popular body in e-commerce such as Shopee and Tokopedia with opinion sale amounting to 23.8 million (Joan (2023). Apart from that , for facial skincare Scarlet in 2022 in June - August is in position second with amount sale product amounting to 228,7000 pieces in E-commerce Ahdiat (2022). Not only That from beginning launching Scarlett already has the product dominate moreover when Scarlett collaborated with Song

Joong Ki and TWICE as her brand ambassadors so that the Scarlett brand is growing famous and also existing interest consumer For try the product .

However , when This increasingly many brands are releasing it product a kind of Scarlett who has similarity benefits offered so Scarlett needs to maintain trust consumer will brand . With so Scarlett had to maintain the existing Brand Image built with good for consumers No turn away with other brands. Due image from A brand is very valuable assets and not priceless For A company . According to Lukitaningsih & Lestari (2023), image positive to A brand can profitable company Because consumer can give recommendation brand to others, vice versa if image customer to something brand is bad so consumer can give review negative . Brand image is element crucial that can be influence consumer buy product because the brand image depicts identity product Nurasmi & Andriana (2024). It's in tune with opinion Lukitaningsih & Lestari (2023)that state that image brand is factor main thing that can be done influence decision purchase consumer . When the decision purchase consumer to product the increase so can increase turnover sales and convincing people to believe quality from marketed products . This is the background research this , which is aimed at For determine is purchase Scarlett Whitening products are influenced by the Brand Ambassador's efforts to improve the Brand Image so that happen an eventual Purchase Decision public more tend For do purchase .

## **B. LITERATURE REVIEW**

### **1. Brand Ambassadors**

Internal brand ambassador industry marketing used For support A brand Firmansyah (2023). According to Sadrabadi et al. (2018), Representative individual A brand through his reputation is a brand ambassador. So you can concluded , a brand ambassador is representative from A reputable brand reflect reputation from A brand . In Kertamukti (2015), Brand Ambassador Metrics / Indicators according to Rossiter and Percy are as following : visible with the VisCAP model . VisCAP consists from four parts : strength , credibility , power drag , and visibility . Four VisCAP model components explained as following :

1. Popularity (visibility) , namely image attached self in self celebrity .
2. Credibility (Credibility) Credibility is knowledge stars and can trusted .
3. Similarity (Similarity), familiarity (familiarity), and relatedness (liking) are three aspects (Attraction) to the stars .
4. Power ( Strength ) is strength or ability celebrity in convincing consumers to buy advertised product

### **2. Brand Image**

Brand Image is perception somebody to brand something company which is one of the factors considered buyer moment do purchases , usually buyer already has its own brand is in the mind they For select a specific item . It's in tune with statement Ramadhan & Daulay (2024)that state that brand image is perception formed

consumers Because exists experience individual use something product . According to P. Kotler (2012) image brand depicted as unique properties or Strange from something service or brand, including how the brand fulfills need sociological or psychological consumer .

According to Kotler (2016), There is three method For measure image brand based on characteristics :

1. Strength (Strength of brand associate)

Profit in matter This brand give superiority real ones that don't owned brand other . Superiority brand This can depicted as excess compared to other brands because characteristics his physical . Including in strength organization is use all features , appearance , and cost products and centers help product show besides own wide market reach .

2. Advantages ( Favorable of brand associate)

Convenience brand something product , capacity brand For can remembered or recorded in perspective customers and found harmony between message to consumer to brand and popularity product , consumer and image brand that has desired by the company .

3. Uniqueness ( Uniqueness of brand associate)

Ability something brand For stand out from product other . This impression created by features product that differentiates it from product other . Group This covers variation appearance product That yourself , as well variation Name easy branding remembered and spoken

### 3. Purchase Decisions

According to Amstrong (2018), decision purchase is when individual has decide which product to buy . This is also in harmony with opinion Haudi (2021), that is decision purchase is moment individual has do assessment and determination choice will be purchased . So you can concluded that decision purchase is a retrieval process decision For determine What should bought and what not . Determination Purchase be marked as shown byKotler (2016) i.e. , as following :

1. Brand decision

Brands have their own differences, therefore create consumer must choose and create decision about which brand it will be purchased .

2. Dealer's decision

Every consumer in shop something product must There is the elements that make it up clean including strategic , price affordable , complete supplies , comfort in shop , scale location etc .

3. Quantity decisions

In how much Lots product that will spent , consumers can too make choice about How many Lots product that will purchased For his needs .

4. Decision Time

In deciding time purchase , choice consumer decide time For shop something product and take it with you after That buy Again .

5. Payment method

In shopping product or customer service make choice about approach costs will be made .

**C. METHOD**

Research study This use Positivistic paradigm . The approach used is approach quantitative . Approach quantitative need data or information For answer formulation problems and hypotheses Hardani & Helmina (2020). Next , method research used in research This that is survey explanatory meaning For detail information that has been There is . Population from study This is an Instagram follower @scarlet\_whitening with the number of followers is 5.4 million . Before questionnaire spread to actual sample , questionnaire spread to 30 respondents who were not sample actually in study . After that, a validity test, reliability test and normality test were carried out using SPSS software. After that, the research questionnaire statement was distributed to 100 female respondents aged 18-28 years, who were followers of @scarlet\_whitening, lived in Jakarta, Bogor, Depok, Tangerang and Bekasi, and had purchased and used Scarlet products. Study This use deep non-probability sampling technique taking sample . Purposive sampling was also used in the collection process sample For ensure that the data is received precise and appropriate with criteria that have been set . Next , technique research data analysis This are the t test, f test, correlation test , and sobel test .

**D. RESULTS AND DISCUSSION**

**1. Respondent Characteristics**

Study This classify characteristics respondents based on three aspect Main : profession , domicile and income . In research This time , there were 100 respondents involved . Before they fill in questionnaire , conducted filtering beginning with includes two questions criteria is You are active followers from account Instagram @scarlett\_whitening and what You is user or Once wear one product from Scarlett . With Thus , 100 respondents were selected has fulfil established criteria .

**Table 1**  
**Characteristics Respondent**

Table above show that all over respondents totaling 100 respondents has fulfil criteria that is , they are active followers account scarlett whitening, user or Once use scarlett and the majority respondents profession as resident student lives in Jakarta with income per month amounting to Rp. 500,000 - Rp. 2,000,000.

- 2. Classic assumption test
- 3. Normality test

**Table 2**  
**Normality Test Results**

<i>One-Sample Kolmogorov-Smirnov Test</i>		
		Unstandardized Residual
N		100
Normal Parameters	Mean	0E-7
	Std. Deviation	.84666977
Most Extreme Differences	Absolute	.161
	Positive	.161
	Negative	-.141
Kolmogorov-Smirnov Z		1.609
Asymp. Sig. (2-tailed)		.011

For test hypothesis research , carried out various method testing , for one is a normality test kolmogorov-smirnov which is part from the assumption test purposeful classic For know is residual values are normally distributed or No Ghozali (2011). From the table above the significance value of Asymp.Sig. (2 tailed) is 0.011 which is greater than the threshold of 0.05. This shows that the data is normally distributed or valid.

**4. Multiple Regression Analysis Test**

**Table 3**  
**Analysis Results Regression Multiple**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(constant)	-1.646	3.105		-530	.597
	Brand Ambassador	.101	.040	.184	2.516	.014
	Brand Image	.883	.092	.699	9.554	.000

Study This using multiple linear regression models with formula as in table 3. For understand and model connection between One variable dependent and two or variable independent .

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_n X_n + e$$

$$Y = -1.646 + 0.101X_1 + 0.883X_2 + e$$

In the regression equation above, it can be explained as follows:

- The constant value (  $\beta_0$  ) of -1.646 indicates that if the brand ambassador and brand image variables have a value of zero, then the public opinion value is assumed to be -1.646 by considering other constant factors.
- The brand ambassador regression coefficient (  $\beta_1$  ) 0.101 indicates that if the brand ambassador variable increases by one unit, then the public opinion value will increase by 0.101, assuming other factors remain constant.
- Coefficient brand image regression (  $\beta_2$  ) worth 0.883 shows that If brand image variables experienced enhancement One units , then mark opinion public will increase worth 0.883, with assumption other factors remain constant constant .

Through use equality mentioned regression above , we Can estimate or predict influence brand ambassador and brand image variables opinion public . Coefficient value regression show the extent of the expected change in opinion public when There is change in variable independent , with assumption variables others are constant Ghozali (2011).

**Table 4**  
**Coefficient Test Results Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.826a	.683	.677	3.78465

Based on The output results above are available a number of possible explanation given :

1. The R Square value of 0.683 shows that 68.3% variability from variable dependent can explained by variables existing independent in this model . This is size from how much data with a regression model . In other words, about 68.3% change or variation in decision purchase can attributed to variation in variables - variables free who has entered to in the model, namely brand ambassador and brand image. However , it is worth 31.7% (100% - 68.3%) of the variation in decision purchase Still No can explained by variables the .
2. Correlation between variable independent and and variable dependent , which is measured with correlation coefficient with value 0.826. This value show exists connection positive between variable independent with variable dependent including in category currently matter This means that brand ambassador and brand image variables have influence currently to variable decision purchase .

With so , in fact whole show that the regression model used own strong and significant relationship between variable independent and dependent , with part big variability from variable dependent can explained by the model. Adjusted R Square is more that just A little more low of R Square which shows that model stable and incremental variable independent No causing significant overfitting .

### 5. Partial T Test

$$T \text{ table} = T (0.05/2 ) ; 100- 2-1 = (0.025;97) = 1.985$$

In hypothesis testing, a t test is carried out to determine whether there is a significant difference between the averages of two groups of data or between the average of a sample and the average of the population. The results of the research carried out in testing the first hypothesis, namely H1 and H2, using the t test showed that the Sig. The influence of brand ambassadors on purchasing decisions is  $0.014 > 0.05$  and the calculated t value is  $2.516 > 1.985$ . With So , you can concluded that H1 is accepted which is meaningful there is the influence of brand ambassadors on decision purchase . Next , on to testing hypothesis second is known that Sig value . For the influence of brand image on decision purchase is of  $0.000 < 0.05$  and the calculated t value is  $9.554 > 1.985$ . With So , you can concluded that H2 is accepted , which means there is the influence of brand image on decision purchase .

### 6. Simultaneous F Test

$$F_{table} = F(2; 100-2) = F(2; 98) = 3.089$$

**Table 5**  
**Simultaneous Test Results**

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2994.326	2	1497.163	104.525	.000b
	Residual	1389.384	97	14.324		
	Total	4383.710	99			

Based on the output results above are known that mark significance For influence of X and Y simultaneous with respect to Z is of  $0.000 < 0.05$  and the calculated F value is  $104.525 > F_{table} 3.089$ . With So , you can concluded that H3 is accepted , which means there is influence of X and Y simultaneous against Z.

## 7. Correlation Test

**Table 6**  
**Correlation Test Results**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.826a	.683	.677	3.78465	.683	104.525	2	97	.000

Correlation test was carried out multiple with use formula purposeful pearson product moment correlation For know closeness relationship ( simultaneous ) between two or more variable free X against variable bound Y. from the output above , is known Sig value . F Change is  $0.000 < 0.05$  so can concluded that between brand ambassador and brand image variables simultaneous relate with variable decision purchase . For know level closeness connection is obtained R value , ie coefficient correlation of 0.826. This value in accordance with guidelines degrees relationship to value pearson correlation 0.81 to 1.00 Ghozali (2011)which is significant degrees connection between brand ambassador and brand image variables decision purchase is at in category correlation perfect .

## 8. Sobel Test

**Table 7**  
**SPSS Output Results & Interpretation (H1)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.616	3.281		2.626	.010
Brand Ambassador	.271	.034	.624	7.908	.000

For test through relationships A variable mediation in a way significance capable as an internal mediator connection the capable or whether or not , research This carry out sobel tests and calculations So you can test it use calculator sobel by online. In this test carried out two tests for adapt existing variables namely 3 variables study with two hypotheses study . If seen from table above , it is known mark significance the brand ambassador variable is 0.000 (<0.05) then can concluded that brand ambassadors are influential significance on brand image. (H1 Accepted ).

**Table 8**  
**SPSS Output Results & Interpretation (H2)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1,646	3,105		-.530	,597
Brand Ambassadors	.101	,040	,184	2,516	.014
Brand Image	,883	,092	,699	9,554	,000

**Table 9**  
**Reference Results Sobel Test Calculation**

Variable	Unstandardized	Std. Error
Brand Ambassador to Brand Image	0.271(a)	0.034 ( sa )
Brand Image on Purchasing Decisions	0.883 (b)	0.092 ( sb )

$$\frac{\alpha b}{\sqrt{(b^2 SE_{\alpha}^2) + (a^2 SE_b^2)}}$$

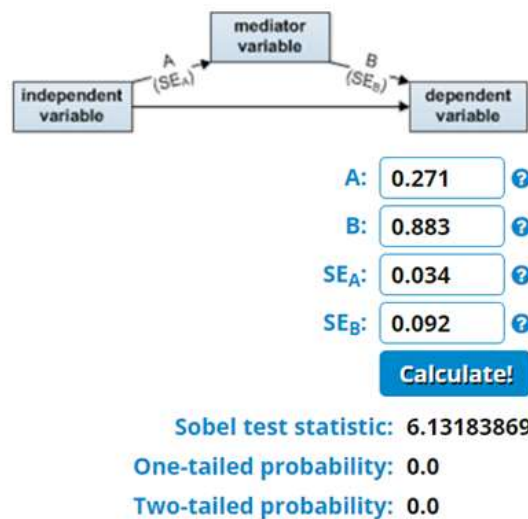
$$z = \frac{0,271 \times 0,883}{\sqrt{(0,883^2 \times 0,034^2) + (0,271^2 \times 0,092^2)}}$$

$$z = \frac{0,2392}{\sqrt{0,00152}}$$

$$z = \frac{0,2392}{0,389}$$

$$z = 6,131$$

**Figure 2**  
**Online Calculator Sobel**



From the results of the Sobel test calculation above, we get a Z value of 6.131, because the Z value obtained is  $6.131 > 1.96$  with a significance level of 5%, it can be concluded that the brand ambassador variable through brand image has a significant effect on purchasing decisions, which means (H2 is accepted).

## E. CONCLUSIONS

Study This confirm that effective use of brand ambassadors in improve Scarlett Whitening's brand image as well drive purchasing decisions . Analysis results show that the use of brand ambassadors plays a role significant in strengthen image brand , which is then impact positive on the decision purchase consumer . With mark very strong significance and the Sobel test results show z value of 6.131, research This confirm that brand ambassadors are effective in improving brand image as well push decision purchase . Findings This give outlook strategic for company in selection and use of brand ambassadors for strengthen image brand and influence decision purchase consumer in a way effective .

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