

**Purchase Decisions for Users of Scarlett Whitening Products Viewed
from Brand Ambassador, Product Innovation, and Word of Mouth
(Study on Students of the Surakarta Batik Islamic University)**

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ABSTRACT

The purpose of this study is to understand how brand ambassadors, product innovation, and word-of-mouth influence how Scarlett Whitening is used in the Universitas Islam Batik Surakarta community of master's students. The methodology being used is a quantitative methodology. Around 1814 were surveyed, around 182 participated in the sample, and the sampling technique used purposive sampling. Utilized data include preliminary and secondary data obtained by observation, documentation, questionnaires, interviews, and literary studies. Data analysis techniques used in this study include the classic assumptions of normality, multicollinearity, and heteroskedasticity, regression line analysis, simultaneous and partial analysis, and coefficient determination (R^2). The findings of this study indicate that word of mouth advertising, product innovation, and brand ambassadorship have a positive and significant impact on customer perception.

Keywords: Purchase Decision, Brand Ambassador, Product Innovation and Word of Mouth

INTRODUCTION

The business world is becoming globalized in the current period experiencing intense competition, especially in the field of beauty. The development of the beauty industry is increasing so that there is a lot of very tight competition in various beauty industries and there are also more and more businesses from various types of skincare and body care products.

Choosing between two or more different options for purchasing selections is what is meant when selling skincare and body care goods. In other words, before letting someone make a choice, they should have access to a range of possibilities. A customer is said to be at the purchase choice stage when they choose to acquire a product they enjoy (Sigar *et al.*, 2021).

Brand ambassadors have a significant role in influencing consumers' purchase decisions. Companies frequently employ the marketing tactic of brand ambassadors to promote their goods. Brand ambassadors are employed to persuade customers to buy the merchandise being sold (Yunasetiani *et al.*, 2020).

Apart from brand ambassadors, purchasing decisions are also influenced by product innovation. Product innovation has a very important role in creating excellence in the market. (Harahap *et al.*, 2022) explains that an innovation is a good or service that buyers perceive as being novel.

Word of mouth has a very important role for purchasing decisions. When marketing products by word of mouth, sales don't just share and spread the benefits that consumers get from using the product. The three major pillars for the successful operation of this word-of-mouth marketing strategy are the high quality of the product itself, exceptional customer service, and brand recognition. (Herawati, 2019).

One of the skincare and body care that has been spread in various cities, namely Scarlett Whitening. Scarlett Whitening products are skincare and body care products that are most in demand by the people of Indonesia. Scarlett Whitening collaborated with South Korean artists, namely Twice and Song Joong Ki as brand ambassadors. According to Scarlett Whitening's sales data, this brand is firmly at the top of sales with a market share of 11.32%. Scarlett Whitening is a local face and body care brand that was just founded in 2017 and is able to beat its competitors with international brands. Sales revenue for Scarlett Whitening products alone reached more than IDR 23.8 billion during the second quarter of 2022. Meanwhile, far from Scarlett Whitening, which is still relatively new, other brands are in the top 10 best selling based on the number of products sold. (Joan, 2022).

This study will further investigate whether brand ambassadors, product innovation, and word of mouth have a significant impact on purchasing decisions for users of Scarlett Whitening products among students at the Islamic University of Batik Surakarta based on the context of the problem and the explanation provided above.

METHOD

A descriptive quantitative research design was used for this investigation. Descriptive quantitative research, according to Sugiyono (2019: 16), is study that quantifies the magnitude of a link or influence between variables. This research was conducted at the Surakarta Batik Islamic University which is located at Jl. Agus Salim No. 10, Sondakan, Kec. Laweyan, Surakarta City, Central Java 57147. This research was conducted for 3 months, starting November 1 2022 - January 30 2023. 1814 students from the Surakarta Batik Islamic University made up the study's sample. A sample of 182 Batik Islamic University students who were enrolled full-time and had purchased Scarlett Whitening products served as the basis for this study. Purposive sampling techniques, observational techniques, interviews with a number of students who have used and purchased Scarlett Whitening products, documentation, distribution of questionnaires to students, and literature study were all used in the sampling technique at the Batik Islamic University of Surakarta. The traditional assumption test (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, F test, t test, and coefficient of determination (R^2) were employed to analyze the data in this study.

RESULTS AND DISCUSSION

1. Results

Instrument Test

Validity test

Table 1
Validity Test Results

Items	r_{count}	r_{table}	Information
Y.1	0,689	0,444	Valid
Y.2	0,741	0,444	Valid
Y.3	0,734	0,444	Valid
Y.4	0,832	0,444	Valid
Y.5	0,651	0,444	Valid
X ₁ _1	0,913	0,444	Valid
X ₁ _2	0,859	0,444	Valid
X ₁ _3	0,913	0,444	Valid
X ₁ _4	0,825	0,444	Valid
X ₁ _5	0,884	0,444	Valid
X ₂ _1	0,924	0,444	Valid
X ₂ _2	0,813	0,444	Valid
X ₂ _3	0,943	0,444	Valid
X ₂ _4	0,911	0,444	Valid
X ₂ _5	0,952	0,444	Valid
X ₃ _1	0,814	0,444	Valid
X ₃ _2	0,821	0,444	Valid
X ₃ _3	0,788	0,444	Valid
X ₃ _4	0,805	0,444	Valid
X ₃ _5	0,757	0,444	Valid

Source: Primary data processed, 2023

The desk above shows that the variables of purchasing decisions, brand ambassadors, product innovation and word of mouth each contain 5 statement items with $r_{count} > r_{table}$ of 0.444, this means that all of these variable statements are valid.

Reliability Test

Table 2
Reliability Test Results

Variable	Cronbach's Alpha	Criteria	Information
Y	0,743	0,60	Reliable
X ₁	0,925	0,60	Reliable
X ₂	0,948	0,60	Reliable
X ₃	0,853	0,60	Reliable

Source: Primary data processed, 2023

Since Cronbach's Alpha is more than 0.60 according to the data above, it can be said that all of the statements in this questionnaire are deemed credible.

Classic Assumption Test

Normality test

Table 3
Normality Test Results

	<i>Unstandardized Residual</i>	Information
N	182	Normally Distributed Data
<i>Test Statistic</i>	0,054	
<i>Asymp.sig. (2-Tailed)</i>	0,200	

Source: Primary data processed, 2023

The Kolmogorov-Smirnov test findings indicate that the Asymp.sig. (2-Tailed) of 0.200 or greater than 0.05. This demonstrates that the regression equation's residuals have a normal distribution. The histogram and graph below showing the normal P-P plot also demonstrate the normality test:

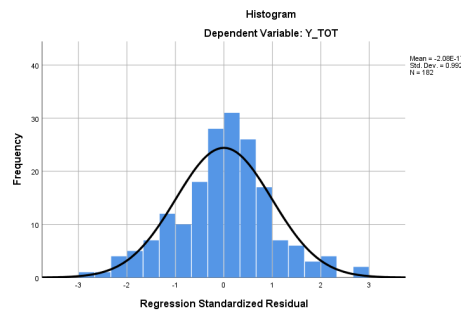


Figure 1
Normality Test Histogram

As can be seen in Figure 1 above, the histogram graph of the normality test gives a normal distribution pattern because it forms a concave curve like a bell.

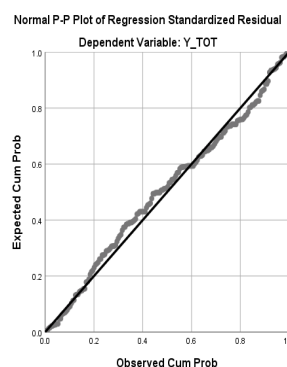


Figure 2
Normal P-P Plot Graph

The results of Figure 2 normality test using the Normal P-Plot show that the study's data are normally distributed. It can be stated to be typical because the

existing points are dispersed along the current axis lines and do not radiate too far from those lines.

Multicollinearity Test

Table 4
Multicollinearity Test Results

Variable	Tolerance	VIF	Information
<i>Brand Ambassador</i>	0,569	1,759	There is no multicollinearity
Product Innovation	0,486	2,060	There is no multicollinearity
<i>Word Of Mouth</i>	0,588	1,701	There is no multicollinearity

Source: Primary data processed, 2023

It is clear from the following table that not all variables exhibit multicollinearity. This is because all variables have a VIF value of less than 10,00 and a tolerance value greater than 0,10.

Heteroscedasticity Test

Table 5
Heteroscedasticity Test Results

Variable	Sig.	Limit	Information
<i>Brand Ambassador</i>	0,186	0,05	There is no heteroscedasticity
Product Innovation	0,917	0,05	There is no heteroscedasticity
<i>Word Of Mouth</i>	0,115	0,05	There is no heteroscedasticity

Source: Primary data processed, 2023

According to the aforementioned table, it is clear that none of the three variables with sig values greater than 0.05 are heteroscedastic. The test results above indicate that the sig value is more than 0.05. This demonstrates that there was no heteroscedasticity in this investigation.

Multiple linear regression analysis

Table 6
Multiple Linear Regression Test Results

Model	B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	2,764	1,092		2,532	0,012
$X_1 = \text{Brand Ambassador}$	0,245	0,061	0,263	4,021	0,000
$X_2 = \text{Product Innovation}$	0,226	0,068	0,237	3,338	0,001
$X_3 = \text{Word Of Mouth}$	0,386	0,062	0,381	5,911	0,000

Source: Primary data processed, 2023

The equation for multiple linear regression has the following meaning:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 2,764 + 0,245X_1 + 0,2261X_2 + 0,386X_3 + e$$

- a. The enduring value (a) is 2.764, this shows in which case the variables brand ambassador (X_1), product innovation (X_2), word of mouth (X_3) are seen as constant (0), next comes the buying choice. (Y) increases by 2.764.
- b. If product innovation (X_2) and word of mouth (X_3) are held constant, the regression coefficient for brand ambassadors (X_1) is positive at 0.245, meaning that for every unit increase in brand ambassador (X_1) of 0.245, purchasing decisions will also increase by 0.373.
- c. With a coefficient (b_2) of 0.226 and a positive regression coefficient for product innovation (X_2), purchasing decisions will increase by 0.226 for every unit increase in product innovation (X_2), assuming that word of mouth (X_3) and brand ambassadors (X_1) remain constant.
- d. The word-of-mouth regression coefficient (X_3) has a positive value of 0.386, meaning that while brand ambassadors (X_1) and product innovation (X_2) are held constant, an increase in word of mouth (X_3) will lead to an increase in purchase decisions of 0.386 as well.

Testing Hypotheses

Simultaneous Significant Test (F Test)

Table 7
Significant Test Results (Test F)

Variable	F_{count}	F_{table}	Sig (Probabilitas)	Information
(Constant)				
<i>Brand Ambassador</i>				H_0 rejected
Product innovation	77,377	2,66	0,000	H_a accepted
<i>Word Of Mouth</i>				

Source: Primary data processed, 2023

It is evident from the F test findings that the value of $F_{count} \geq F_{table}$ is $77.377 \geq 2.66$ with a substantial level of $0.000 \leq 0.05$. Therefore, it may be said that H_a is accepted and H_0 is refused, which means brand ambassador (X_1), Product innovation (X_2) and word of mouth (X_3) have a simultaneous and considerable impact on students at the Islamic University of Batik Surakarta's purchasing decision variable (Y).

Partial Test (t test)

Table 8
Partial Test Results (t test)

Variable	F_{count}	t_{table}	Sig (Probabilitas)	Information
<i>Brand Ambassador</i>	4,021	1,973	0,000	H_0 rejected H_a accepted
Product Innovation	3,338	1,973	0,001	H_0 rejected H_a accepted
<i>Word Of Mouth</i>	5,911	1,973	0,000	H_0 rejected H_a accepted

Source: Primary data processed, 2023

1. Regarding the brand ambassador component, the results are $t_{count} (4.021) \geq t_{table} (1.973)$ having the significance $0.000 \leq 0.05$. As a result, it can be said that H_0 is rejected and H_a is accepted, indicating that brand ambassadors do, to some extent, have a positive and significant impact on consumers' decisions to buy Scarlett Whitening products.
2. The outcome of the product innovation variable is $t_{count} (3.338) \geq t_{table} (1.973)$ having the significance $0.001 \leq 0.05$. Therefore, it can be inferred that H_0 is refused and H_a is accepted, meaning that product innovation has a favorable and significant impact on students at the Islamic University of Batik Surakarta's decision to purchase Scarlett Whitening products..
3. The outcomes for the word of mouth variable are $t_{count} (5.911) \geq t_{table} (1.973)$ that is significant for $0.000 \leq 0.05$. Therefore, it may be inferred that H_0 is rejected and H_a is accepted, indicating that word-of-mouth has a favorable and considerable impact on students at the Islamic University of Batik Surakarta's decision to purchase Scarlett Whitening goods.

Test the coefficient of determination

Table 9
Test Results for the Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.752 ^a	.566	.559	1.953

Source: Primary data processed, 2023

According to the table above, the adjusted R square value for this study is 0.559, or 55.9%. This demonstrates that the purchase decision variable is influenced by the brand ambassador (X_1), product innovation (X_2), and word of mouth (X_3) variables by 55.9%. While other unmeasured factors in this study have an impact on the remaining 44.1%.

2. Discussion

Influence of Brand Ambassador (X_1) on Purchase Decision (Y)

The study's findings show that the brand ambassador variable received t_{count} of $4.021 \geq t_{table}$ of 1.973 having the significance $0.000 \leq 0.05$. Therefore, it can be said that brand ambassadors have a good and considerable impact on Scarlett Whitening product customers' purchasing decisions.

The results of this investigation are consistent with previous research (Yunasetiani *et al.*, 2020) and (Sigar *et al.*, 2021) with the results stating that brand ambassadors have a positive and significant effect on purchasing decisions. According to the findings of the study, brand ambassadors can positively affect the buying decisions of Scarlett Whitening product users because of the products' widespread advertising, which makes it easy for people to learn about them, the messages

delivered by Scarlett Whitening advertisement stars, which are very simple for consumers to understand, and the use of advertising stars on Scarlett Whitening products to pique consumers' interest in purchasing.

Product Innovation's (X₂) Impact on Purchase Decision's (Y)

The findings revealed that the variable for product innovation received t_{count} of 3.338 $\geq t_{table}$ of 1.973 at a 0.001 to 0.05 level of significance. Therefore, it can be said that product innovation positively and significantly affects customers' decisions to buy Scarlett Whitening products.

The results of this investigation are consistent with studies done by (Wulandari, 2021) and (Harahap *et al.*, 2022) It asserts that product innovation significantly and favorably affects consumers' purchasing decisions.

According to the findings of the study, product innovation can significantly and favorably influence consumers' purchase decisions of Scarlett Whitening product users because the products offered by Scarlett Whitening have a variety of skincare and body care products, sales of Scarlett Whitening products have expanded and are spread across various cities, Scarlett Whitening products have their own characteristics. There are certain differences from other skincare, Scarlett Whitening continues to develop skincare and body care products to maintain product superiority with competitors, Scarlett Whitening products always create new product innovations that other skincare and body care do not have.

Word of Mouth (X₃)'s impact on Purchase Decision (Y)

The findings indicated that the word-of-mouth variable had t_{count} of 5.911 $\geq t_{table}$ of 1.973 having the significance $0.000 \leq 0.05$. Thus, it can be said that word-of-mouth influences Scarlett Whitening product consumers' purchasing decisions in a favorable and important way.

These results' conclusions are consistent with studies done by (Herawati, 2019) and (Purwaningsih & Rachman, 2020) states that word of mouth has a positive and significant effect on purchasing decisions.

According to research findings, word-of-mouth influences consumers' purchases in a favorable and significant way due to the high quality of Scarlett Whitening products is very good, innovations regarding Scarlett Whitening products are easy to understand, consumers buy Scarlett Whitening products after seeing advertising promotions on television and social media, are willing to recommend Scarlett Whitening products to other people On the other hand, consumers purchase Scarlett Whitening products to support their skincare and body care needs.

CONCLUSION

It can be concluded as follows based on the outcomes of the discussion that has been described:

1. Brand ambassador have a positive and considerable impact on Scarlett Whitening product customers' purchasing decisions.

2. Product innovation influences Scarlett Whitening product consumers' purchase decisions in a favorable and meaningful way.
3. Word-of-mouth influences Scarlett Whitening purchasers in a favorable and important way product users.
4. With a value of, the coefficient of determination (R^2) test results can be displayed 0.559, It can be deduced that the purchasing decision variable is influenced by independent variables brand ambassadors, product innovation, and word of mouth to the extent of 55.9%, with other factors beyond the scope of the research variables influencing the remaining 44.1%.
5. The following interpretation can be made from the regression equation above:
 - a. The fixed amount (a) is 2.764, article demonstrates that the purchase decision (Y) increases by 2.764 if the variables brand ambassador (X_1), product innovation (X_2), and word of mouth (X_3) are treated as constants (zero).
 - b. The coefficient (b_1) is 0.245, brand ambassadors' (X_1) regression coefficient is positive, indicating that if product innovation (X_2) and word of mouth (X_3) are considered constant, then every increase in brand ambassador (X_1) of 0.245 will result in purchasing decisions also increasing by 0.373.
 - c. The coefficient (b_2) is 0.226, the product innovation regression coefficient (X_2) is favorable, indicating that if brand ambassadors (X_1) and word of mouth (X_3) if they are viewed as constant, then each rise in product innovation (X_2) 0.226 will result in purchasing decisions also increasing by 0.226.
 - d. The coefficient (b_3) is 0.386, If brand ambassadors (X_1) and product innovation (X_2) are held constant, then any rise in word of mouth (X_3) 0.386 will result in an increase in purchasing decisions of 0.386. This is because the word-of-mouth regression coefficient (X_3) is positive.

SUGGESTION

Based on the foregoing observations, the authors of this study make several helpful recommendations, such as:

1. Scarlett Whitening should be able to maintain in selecting brand ambassadors who want to use first by considering whether the public figure has compatibility with the information that the brand wants to convey so that marketing communications can run effectively.
2. Scarlett Whitening should continue to innovate its products consistently by raising the caliber of its ingredients and offerings in order to draw customers and increase product sales.
3. Scarlett Whitening is expected to maintain product quality and increase promotions. Because word of mouth is created and widespread, one of which is with the brand ambassadors it has.

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