



THE INFLUENCE OF BRAND AMBASSADORS, BRAND IMAGE, PRODUCT QUALITY, AND PRICE PERCEPTIONS ON PURCHASING DECISIONS FOR MADAME GIE COSMETIC PRODUCTS ON STUDENTS AT DUTA WACANA CHRISTIAN UNIVERSITY

Isabella Elsa Ratnasari

Faculty of Business, Master of Management Study Program, Duta Wacana Christian University, Yogyakarta, Indonesia

*E-mail correspondence: isabellaelsaratnasari77@gmail.com

ABSTRACT

The purpose of this research: (1) Determine whether brand ambassadors influence the decision to purchase Madame Gie cosmetic products among Duta Wacana Christian University students, (2) find out whether brand image influences the decision to purchase Madame Gie cosmetic products among Duta Wacana Christian University students, (3) find out whether product quality influences the decision to purchase Madame Gie cosmetic products among Duta Wacana Christian University students, (4) find out whether price perceptions influence the decision to purchase Madame Gie cosmetic products among Duta Wacana Christian University students. This study uses a quantitative approach. This study makes use of both primary and secondary data. A purposive sampling method was employed to distribute questionnaires to 150 Kristen Duta Wacana University students who had purchased or used Madame Gie's cosmetic items as the study's sample. Multiple linear analysis, R² test, F test, and t-test are all used in the study methodology. The findings show that the variables brand ambassador, product quality, and price perceptions significantly influence buying behaviour, while the variable brand image has no significant impact.

Keywords: brand ambassador, brand image, product quality, price perception, purchase decision.

ABSTRAK

Penelitian ini memiliki tujuan: (1) mengidentifikasi apakah brand ambassador berpengaruh pada keputusan pembelian produk kosmetik Madame Gie terhadap mahasiswa Universitas Kristen Duta Wacana, (2) mengetahui apakah brand image memiliki pengaruh pada keputusan pembelian produk kosmetik Madame Gie terhadap mahasiswa Universitas Kristen Duta Wacana, (3) mengetahui apakah kualitas produk memiliki pengaruh pada keputusan pembelian produk kosmetik Madame Gie terhadap mahasiswa Universitas Kristen Duta Wacana, (4) mengetahui apakah persepsi harga memiliki pengaruh pada keputusan pembelian produk kosmetik Madame Gie terhadap mahasiswa Universitas Kristen Duta Wacana. Penelitian ini merupakan penelitian kuantitatif yang menggunakan data primer dan sekunder. Sampel pada penelitian ini ialah 150 mahasiswa Universitas Kristen Duta Wacana pengguna dan pembeli produk kosmetik Madame Gie. Pengumpulan data dilakukan dengan memberi kuesioner menggunakan teknik purposive sampling. Metode penelitian yang digunakan ialah Analisis Linier Berganda, Uji R², Uji nilai F dan Uji nilai t. Hasil penelitian

menunjukkan variabel brand ambassador, kualitas produk, dan persepsi harga memiliki pengaruh signifikan pada keputusan pembelian, sedangkan variabel brand image tidak memberi pengaruh signifikan pada keputusan pembelian.

Kata kunci: Brand Ambassador, Brand Image, Kualitas Produk, Persepsi Harga, Keputusan Pembelian.

INTRODUCTION

The increasingly intense level of competition characterizing the current state of affairs in the business world is also felt in the cosmetics industry sector in Indonesia. Companies strive to increase creativity and innovation in their product development to attract consumer attention. Indonesia has great potential in business, especially in the beauty and cosmetics industry. Currently, the beauty business is an up-and-coming industry. If a marketer can properly understand consumer needs, design quality products, be precise in pricing, and carry out effective marketing strategies, customers will buy these products. Behaviour in making purchasing decisions is related to how consumers, including households and individuals, make purchases of both goods and services for their use (Kotler & Armstrong, 2012).

Brand ambassadors, also known as brand ambassadors, are often used to advertise goods and services. Brand ambassadors are individuals chosen by companies because they have a passion or expertise for the brand, and they can invite or influence consumers to use or buy the product (Firmansyah, 2019). These motivate business companies to strengthen their brand position to build good brand perception. Because consumers can recognize a product based on its brand image, assess its quality, minimize risk in purchasing, and feel experience and satisfaction through particular product differences, In an increasingly complex business environment, companies today are expected to provide quality products that can provide added value with reliable quality. In addition to product quality, companies must also pay close attention to price perceptions so that consumers feel comfortable making purchasing decisions.

This research was conducted in response to the inconsistencies found in previous studies, which include differences in research years and variations in research objects. This research focuses on Madame Gie cosmetic products. In 2018, Madame Gie cosmetic products by Gisella Anastasia were launched. The company is PT.Tjhindatama Mulia, and Teddy Thjin owns the brand. The use of Gisel as Madame Gie's brand ambassador was intended to enhance the brand's reputation and form a positive consumer view of Madame Gie's products.

However, towards the end of 2020, Gisel was involved in a controversy that was in the media

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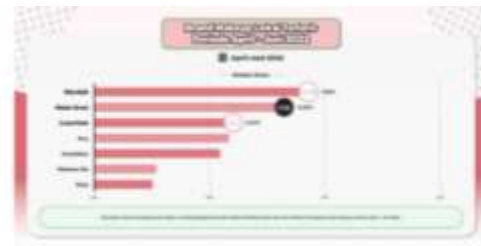
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spotlight, which resulted in a decline in her image. This situation not only affected Gisel's image but also harmed Madame Gie's image. The existence of these problems can affect the brand image that the company has established. In response, the Madame Gie company collaborated with Amanda Manopo as a brand ambassador. The company did this to maintain the company's image (www.wowkeren.com). Then, to strengthen the brand image, they also collaborated with celebrity Erika Carlina as a brand ambassador for the latest lip cream product (www.suara.com). Using a good brand ambassador is expected to boost the positive brand image of a product.

Figure 1 Top Selling Local Make-Up Brands April-June 2022 Period



(source: www.compas.co.id).

The reason why Madame Gie products have yet to become the first best-selling products on several e-commerce platforms is suspected to lie in the difference in product quality compared to its competitors. Some Madame Gie products, such as Madame Gie's BB Cushion products, have insufficient coverage, making them ineffective in covering blemishes or acne scars. This condition may be the reason why Indonesians have yet to choose Madame Gie products as their first choice (Wolipop.detik.com).

The price factor is also a consideration for people when making purchasing decisions. The prices applied to Madame Gie products are below the prices set by competitors of similar products. Based on observations from the Kompas Team, Madame Gie products observed in August 2022 were sold at prices ranging from Rp4,425 to Rp69,950. However, this fact does not guarantee that people will choose Madame Gie products as their first choice (www.compas.co.id).

Madame Gie is an ideal choice for students and college students because it is affordable, and students from Duta Wacana Christian University are known to have an attractive appearance. Therefore, the research subjects in this study were students of Duta Wacana Christian University. Based on this explanation, the author chose the title “The Effect of Brand Ambassador, Brand Image, Product Quality, and Price Perception on Purchasing Decisions for Madame Gie Cosmetic Products for Students at Duta Wacana Christian University”.

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THE LITERATURE REVIEW

1. Marketing

Kotler and Keller (2016: 5) explain marketing, namely the social process when a person and community groups satisfy their wants and needs through the formation, supply, and exchange of goods and services that have value for others.

2. Definition of Purchase Decision

Kotler and Keller (2016: 181) explain purchasing decisions as an evaluation stage, where consumers choose a product brand from a series of alternatives. Customers will develop a desire to buy goods from brands they like.

3. Brand Ambassador on Purchasing Decisions

Firmansyah (2019) explains that a brand ambassador is an individual chosen by the company because they have a passion or expertise for the brand. Increasing the quality of a brand ambassador can influence purchase decisions positively by customers (Pintubatu and Saputri, 2021).

4. Brand Image in Purchasing Decisions

Kotler and Keller (2016: 330) explain that brand image describes extrinsic properties that can be seen or assessed before consumers use a particular product or service. The brand image allows consumers to identify products, assess their quality, and reduce shopping risks. The more powerful the brand image, the more likely consumers will be driven to make purchases., as found by Pintubatu and Saputri (2021).

5. Product Quality in Purchasing Decisions

Kotler and Keller (2016: 37) define product quality as the functional capabilities of a product, including overall product accuracy, dependability, and durability. Companies must strive to raise the standard of their products because this can increase consumer satisfaction, thereby influencing the buyer's choice in the decision to repurchase the product. The level of purchasing decisions will be higher, along with an boost in the perception of product quality by consumers, and this will have a positive impact on product sales, as found by Aurelia, Thalib, and Hubbansyah (2022).

6. Price Perception in Purchasing Decisions

Price perception, according to the definition of Schiffmann and Kanuk (2008: 42), reflects the consumer's point of view in determining whether a product is reasonably priced, high, and affordable. This price perception can then affect the assessment of product value and the extent to which consumers want to buy the product. Price perception includes an individual's



perspective on the relationship between the price the product's price, and the product's worth, and their financial ability to obtain the product. The more positive the price perception is for consumers, the more likely they are to make positive purchasing decisions, as highlighted by Kamila and Khasanah (2022).

RESEARCH METHOD

This research uses an observation or empirical study. The research subjects or population in this study are all students of Duta Wacana Christian University who use Madame Gie's cosmetic products. In this study, the purposive sampling method is used. The total number of samples was rounded to 150 people because it anticipated the possibility of outliers or extreme data. The formula proposed by Lemeshow et al. is used to calculate the number of samples in this study (1997).

RESULTS & DISCUSSION

Result

1. Multiple Linear Regression Analysis

Table 1. Multiple Linear Regression Test Results

| Model | Unstandardized Coefficients | | T | Sig. |
|------------------------------------|-----------------------------|------------|--------|------|
| | B | Std. Error | | |
| (constant) | -6.794 | 2.129 | -3.191 | .002 |
| Brand_Ambassador (X ₁) | .219 | .068 | 3.231 | .002 |
| Brand_Image (X ₂) | .297 | .160 | 1.856 | .065 |
| Kualitas_Produk (X ₃) | .337 | .056 | 6.040 | .000 |
| Persepsi_Harga (X ₄) | .266 | .068 | 3.929 | .000 |

Source: Primary data that has been processed, 2023.

Based on the data listed in Table 4.11, the regression formula is:

$$Y = (-6.794) + 0.219 (X_1) + 0.297 (X_2) + 0.337 (X_3) + 0.266 (X_4) + \varepsilon$$

The regression equation's constant value (α) of -6.794 explains why brand ambassadors, brand image, product quality, and price perceptions all have zero values, there is a decrease of about -6.794 in purchasing decisions. The brand ambassador variable's regression coefficient value, worth 0.219, explains that the stronger the brand ambassador of a product, the more likely consumers is to increase their purchasing decisions. The brand image variable has a regression coefficient of 0.297, explaining that the stronger the brand image of a product, the



faster consumers will make purchasing choices. The product quality variable has a regression coefficient of 0.337, explaining that the higher the product quality, the stronger the impetus for consumers to make higher purchases. The price perception variable has a regression coefficient of 0.266, indicating that the price set by Madame Gie can compete with other cosmetic products.

2. Coefficient of Determination (R^2)

Table 2. Test Results of the Coefficient of Determination (R^2)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .910 ^a | .828 | .824 | 4.00066 | 1.895 |

Source: Primary data that has been processed, 2023.

The coefficient of determination value of 0.824 explains that the variables of brand ambassador, brand image, product quality, and price perception in influencing purchasing decisions explain about 82.4% of the variation in purchasing decisions. Other factors that are not analyzed can affect the remaining 17.6% (100%–82.4%), such as lifestyle, advertising, promotions, online customer reviews, and others.

3. F-value test

Table 3. F value test results

| Model | Sum of Squares | Df | Mean Square | F | Sig. |
|------------|----------------|-----|-------------|---------|-------------------|
| Regression | 11202.625 | 4 | 2800.656 | 174.983 | .000 ^b |
| Residual | 2320.768 | 145 | 16.005 | | |
| Total | 13523.393 | 149 | | | |

Source: Primary data that has been processed, 2023.

The probability (p) value of 0.000 indicates that the probability value < the significance level (typically set to 0.05 or 5%). Therefore, H_0 is rejected while H_a is accepted.. The calculation results with the F table show that H_0 is rejected, That is, the brand ambassador variable, brand image, product quality, and price perception all have a significant influence on purchasing decisions for Madame Gie's cosmetic products at the same time among Duta Wacana Christian University students.

4. Test the t value

Table 4. Test Results t value

| Model | B | T | Sig. | Keterangan |
|------------------|--------|--------|------|------------------|
| (Constant) | -6.794 | -3.191 | .002 | - |
| Brand Ambassador | .219 | 3.231 | .002 | Signifikan |
| Brand Image | .297 | 1.856 | .065 | Tidak Signifikan |
| Kualitas Produk | .337 | 6.040 | .000 | Signifikan |
| Persepsi Harga | .266 | 3.929 | .000 | Signifikan |

Source: Primary data that has been proceed, 2023.

a. Test the Effect of Brand Ambassadors on Purchasing Decisions

Analysis using SPSS 25 software obtained the Standardized Coefficients Beta value of the brand ambassador variable (X_1), which is 0.219, and the significance level is 0.002. Because of the significance level of $0.002 < \alpha$, H_0 is rejected, and H_a is accepted.

b. Test the Effect of Brand Image on Purchasing Decisions

In the analysis, the standardized coefficient beta value of the brand image variable (X_2) is 0.297, and the significance level is 0.065. Since the significance level is $0.065 > \alpha$, H_0 is accepted, and H_a is rejected.

c. Test the Effect of Product Quality on Purchasing Decisions

Based on the analysis, the standardized coefficient beta value of the product quality variable (X_3) is 0.337, and the significance is 0.000. Because the significance level of $0.000 < \alpha$, H_0 is rejected, and H_a is accepted.

d. Test the effect of price perception on purchasing decisions.

Based on the analysis, the standardized coefficient beta value of the price perception variable (X_4) is 0.266, and the significance is 0.000. Since the significance level of $0.000 < \alpha$, H_0 is rejected and H_a is accepted.

DISCUSSION

According to the findings of the descriptive analysis, it was found that the highest percentage of respondents were female, reaching 100.0% of the total respondents. In addition, the highest percentage of respondents is in the age range of 20–23 years, which reaches 63.3%

of the total respondents. Here, the last education of respondents at the highest percentage level is high school or vocational high school, as much as 64.7%, and the monthly expenditure of respondents at the highest percentage level is < Rp2,000,000, as much as 43.3%. In the intensity of purchasing Madame Gie cosmetic products, the highest percentage is 1x monthly, as much as 82.0%. For the reasons for purchasing Madame Gie cosmetic products, most respondents chose the affordable price 58.7%. It can be concluded that when choosing cosmetics, students tend to choose relatively cheap cosmetics.

1. The Effect of Brand Ambassadors on Purchasing Decisions

Hypothesis testing produces a probability value of $0.002 < 0.05$ significance level, This means that brand ambassadors have a significant influence on Duta Wacana Christian University students' purchasing decisions for Madame Gie cosmetic products. The popularity of brand ambassadors positively influences purchasing decisions. According to the average answers to the questionnaire, respondents recognize that Madame Gie's brand ambassador, Gisella Anastasia, is a celebrity. The study's result are consistent with those of Pintubatu and Saputri (2021) and Paramitha (2022). Therefore, this finding confirms the consistency of the important role of brand ambassadors in influencing buyers to make purchasing decisions.

2. The Effect of Brand Image on Purchasing Decisions

Based on the hypothesis test results, the probability value is 0.065, which is higher than the significance level of 0.05. Hence, The conclusion is that brand image has no significant effect on Duta Wacana Christian University students' purchasing decisions for Madame Gie's cosmetic products. The results of the tests show that brand image has a positive but insignificant impact on Duta Wacana Christian University students' purchasing decisions for Madame Gie cosmetic products. Due to the diversity of brands that produce cosmetic products, brand image is not the main focus for buyers when making purchasing decisions. The findings of this study differ from those of previous studies conducted by Pintubatu and Saputri (2021) and Paramitha (2022).

3. The Effect of Product Quality on Purchasing Decisions

According to the findings of hypothesis testing, a probability value of $0.000 < 0.05$ at a significant level is obtained. So, It means that the product quality of Madame Gie's cosmetic products has a significant impact on purchasing decisions for students at Duta Wacana Christian University. Product quality is a consideration for a consumer before making a purchase decision. Of course, consumer purchase decision will be influenced by good product quality. However, if the quality of a product is not good, the buyer can think again before



making a purchase decision. It is under the research of Aurelia, Thalib, and Hubbansyah (2022), Kamila and Khasanah (2022), and Putra and Pudjoprastyono (2023).

4. The Effect of Price Perception on Purchasing Decisions

According to the findings of hypothesis testing, a probability value of $0.000 < 0.05$ at a significant level is obtained. So, it means that price perception shows a significant influence on purchasing decisions for Madame Gie cosmetic products for students of Duta Wacana Christian University. A customer will make a decision to buy a product if the product's price corresponds to their expectations. The price of Madame Gie for cosmetic products is considered affordable to compete with other competitors. It is under the research of Aurelia, Thalib, and Hubbansyah (2022), Kamila and Khasanah (2022), and Putra and Pudjoprastyono (2023).

CONCLUSIONS AND SUGGESTIONS

Conclusion

1. This study is devoted to female students, mostly 20-23 years old. The respondents in this study's average monthly income is less than Rp 2,000,000, and their most recent education is SMA or SMK. The most common purchase is once a month, and the reason is because the price is affordable.
2. The brand ambassador variable significantly influences purchasing decisions for Madame Gie's cosmetic products for students at Duta Wacana Christian University.
3. The influence of brand image factors on purchasing decisions for Madame Gie's cosmetic products for students at Duta Wacana Christian University is not significant.
4. The variable of product quality has a significant impact on purchasing decisions for Madame Gie's cosmetic products by students of Duta Wacana Christian University.
5. The price perception variable shows a significant impact on purchasing decisions for Madame Gie's cosmetic products by students at Duta Wacana Christian University.

Suggestions

1. For the company
 - a. The results state that the variables X_1 (brand ambassador), X_3 (product quality), and X_4 (price perception) have high significance on purchasing decisions. The results of this study provide valuable insight for Madame Gie to increase the number of



customers by considering efforts to improve the quality of brand ambassadors, maintain competitive prices, and continue to improve product quality.

- b. Although brand image (X_2) shows a positive impact, this impact needs to reach the significance level. This information can be used as a basis for Madame Gie to improve brand image development and make it a significant factor in purchasing decisions.

2. For Further Researchers

For other researchers who have an interest in similar research, it is recommended that they consider adding additional variables that are relevant to purchasing decisions. This step will help gain a more comprehensive understanding of the issue under study. It is also advised to increase the sample size in order to improve the accuracy of the research findings.

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