The influence of brand image, brand ambassador, and content marketing on purchasing decisions on wardah lipstick exclusive matte lipcream products

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Article Information	Abstract
	Research aim : *The goal of this study that to determine the influence of brand image, brand ambassador, and content marketing on the purchase decision of Wardah Lipstick Exclusive Matte Lipcream product* ***Design/Methode/Approach :*** *The model of the methodology employed in this study is quantitative causal strategy, which is a research approach that seeks causal relationships between variables. The sampling method uses simple random sampling of 40 respondents. The data analysis technique used is Assumption testklasik, regresi linear berganda, uji T (parsial), dan uji F (uji simultan).* ***Research Finding :*** *The findings indicated that the brand image variable had a partial did not have a considerable bearing on the purchase decision, while the brand ambassador and content marketing variables partially had significant positive determinant of customer choice. However, simultaneously, these three variables had market positive influence on, demonstrably linked to contribution of 81.1%.* ***Theoretical contribution/Originality :*** *Research will be an additional experience and help the author to understand more deeply the theory obtained by comparing theoretical concepts with the realization in the field. The analysis sheds light on also be used as supplementary source in the field of management studies, especially marketing management and provides a basis for future research.* ***Practitionel/Policy implication :*** *The data from this study can be used by users of Wardah Lipstick Exclusive Matte Lipcream products to find out marketing strategies and consumer attraction.* ***Research limitation :*** *This research only focuses on three main variables, namely brand image, brand ambassador, and content marketing, as well as how they relate to consumer purchase decisions both partially and simultaneously. The researcher also limited the research respondents to all users of wardah lipstick exclusive matte **lipcream.*** ***Keywords : brand image, brand ambassador, content marketing***

1. Introduction

According to [1] the era of globalization is a demand for businessmen and consumers to keep up along whit the evolution of scientific and technical expertise, with the emergence of many media that can be used as a means by stakeholders [1]. Because of the improvement in of science and techtonological advancements, it is evident that has a positive and negative impact on the economic field, especially on the business world. Advances in science and information technology have given birth to business models, one of which is transactions through e-commerce.1.1. Statement of Problem

According to [2] advances in digital technology have brought great changes in various aspects of life, including in the world of commerce. One of the sectors that is growing rapidly in Indonesia is e-commerce, in line with the increase in internet access and the use of mobile devices. The ministry of reports that Trade, the number among online shoppers in Indonesia continues to increase significantly from 2020 to 2029. In 2020, the number of e-commerce users was recorded at 38.72 million and continues to increase every year. In 2021, this number rose to 44.43 million users, then increased to 50.89 million in 2022, and reached 58.63 million users in 2023

According to [3] the beauty industry in Indonesia, especially in local cosmetic products, has experienced rapid growth in recent years. One of the product categories that attracts the attention of consumers is lipstick. Based on data from Compas Market Insight, Wardah is the market leader in the regional lipstick category with a market share percentage of 10.6%.

According to [4] Wardah's brand image as a leader in the local lipstick market shows that strong brand representation plays an important role in consumers' purchasing decisions. According to [5], a purchase decision is understood as a commitment to of a prospective purchase's confidence in the assurance of whether to buy or the lack thereof. A purchase decision is driven by factors that make consumers think and consider everything about the product and finally buy the product they like the most. According to [6] indicators of purchase decisions include: Problem Recognition The purchase process begins when consumers realize that there is a problem or need, where consumers feel the difference between the existing conditions and the desired conditions. At this stage, consumers are encouraged to search for more information. The relatively light process of searching for information is often referred to as peak attention. Alternative Evaluation At this stage, consumers try to reduce uncertainty by reading various advertisements as alternative options to meet their needs. Purchase Decision This process involves making a decision by the consumer to make a purchase, which can sometimes lead to the selection or abandonment of one of the available alternatives. Post-Purchase Behavior After a purchase, consumers will feel satisfaction or dissatisfaction, which in turn will influence future purchase decisions, whether they will buy again or not.

According to [7] Brand image is defined as a representation or memory that appears towards a brand. The geater the brand image, with increasing purchase decision rate will also increase. According to [8] brand image indicators include the following: Strength refers to the perception of how brand information is received by many consumers, which then builds the popularity of the brand through various marketing communication methods such as promotion, personal marketing, word of mouth, or other media. Favorability is an overview of the advantages of a brand as seen from the aspects and benefits of its products. If a brand is able to satisfy consumer demand, then this will create and strengthen a positive attitude towards the brand. Uniqueness Refers to an opinion about uniqueness or distinctive characteristics of a product that distinguish it from other similar products. This uniqueness is an attraction that is difficult for competitors to imitate.

According to [5] Brand Ambassador is a mechanism used by companies convey products

while building relationships with consumers, which can ultimately increase the company's sales. According to [5] the indicators used to evaluate the effectiveness of a Brand Ambassador include: Visibility Brand Ambassador is expected to have a high level of popularity to attract consumers' attention to the product being promoted. Credibility Trust in a Brand Ambassador is determined by his knowledge of the brand he represents, so that he can convey information accurately and convincingly. Attraction Attractive appearance is one of the important criteria for Brand Ambassadors to give a positive visual impression to the product or advertisement being promoted. Power The ability of a Brand Ambassador to influence consumers is a key factor, thus encouraging them to buy or use the products they represent

According to [9] Since sales are done online, a marketing strategy through engaging content is required. According to [10] distributing content (content marketing) on social media makes it easier for audiences or consumers with features, stories, websites, in the form of images, audio, and embedded videos. In addition to content marketing influencing purchase decisions, it also means experiential marketing, which is how we make customers feel, think, and act by creating unique experiences. According to [11] there are four main indicators for creating effective content marketing. Content creation, which is interesting content, is an important element in marketing strategies on social media. Engaging content will attract consumers' attention to see and read messages, and can build their trust. Content sharing is the dissemination of content into social groups that can help expand business networks. This process can support sales either directly or indirectly, depending on the type of content being shared. Connection is social media that provides opportunities for consumers to interact with others who have the same interests. These interactions can form relationships that have the potential to create significant business opportunities. Building a Community, namely Social groups that interact through technology and have common interests can create a solid community.

1.1. Statemen of Problem

Previous research that discussed the influence of brand image, brand ambassador, and content marketing on the purchase decision of Garnier Sakura Glow merchandise was researched by [12] that this study showed that brand image was not significant to purchase decisions, brand ambassadors did not have a substantial impact on purchase decisions, and grade had a favorable or notable impact in purchase decisions. However, this study still focuses on Wardah's cosmetic product category in general and has not explored more deeply the influence of these factors on certain products. Meanwhile, another study by [13] has discussed the influence of brand image and brand ambassadors on Wardah product purchase decisions, especially for the Wardah Lipstick Exclusive Matte Lipcream category. However, this study does not incorporate content marketing variables that are increasingly relevant in the digital era. In fact, in today's digital era, brand ambassadors and content marketing through social media are increasingly playing a big role in shaping the perception and buying interest of consumers, especially the younger generation.

1.2. Research Objectives

According to Structure of the problems it have wich raised, this exploration aims to identify several aspects that influence the buying decision of Wardah Lipstick Exclusive Matte Lipcream. First, this study endeavors to discover the influence Role of brand reputation in consumer decisions. Second, this study will examine effect of brand advocates on customer choices decision of the product. Third, this study also seeks to understand the impact of content

marketing on purchase determination. Finally, this study will analyze the simultaneous influence of brand image, brand ambassador, and content marketing in the process of acquiring decision of Wardah Lipstick Exclusive Matte Lipcream
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2. Method

This study uses a quantitative approach with a causal quantitative examination type. The causal quantitative approach is a research approach that seeks causal relationships between variables. This study examines whether there is an influence of Brand Image (X1), Brand Ambassador (X2), and Content Marketing (X3) variables on Purchase Decision (Y) on exclusive lip matte cream products both partially and simultaneously. The driving forces behind the outcomes in this study are Brand Image (X1), Brand Ambassador (X2), and Content Marketing (X3). While the bound variable is the purchase decision (Y).

The study's sample frame is all users of Wardah Lipstick exclusive lip matte cream products in Indonesia. The data selection approach chosen in this study is a non-probability sampling technique using a method. Purposive sampling itself is an approach for identifying samples that meet particular requirements [14]. The sampling paramaters or respondents chosen by the researcher are users of the exclusive lip matte cream product in Indonesia. This study uses original data and existing data. The primary data in this study is derived directly from a questionnaire using a google form given to respondents. According to [15] the measurement scale used is the Likert scale, with a value of 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), 5 (Strongly Agree). In addition to using primary data, this study also uses secondary data obtained from various references such e- books, scientific journals, articles on the internet, and other media related to the problems discussed in this study.

After obtaining the questionnaire data, the data interpretation method in this research, employs classical assumption tests, multiple regression with multiple predictors, determination coefficient analysis, T test (partial test), and F test (simultaneous test) using the SPSSv23 application. .The regression assumption check using the normality test is useful to find ascertain whether the data obtained is normally distributed or not. The determination coefficient analysis itself serves to measure how significant influence exerted by the independent variable on the bound variable. The T test (partial test) is useful to find out whether the independent variables have a partial or individual influence on the bound variables, while the F test (simultaneous test) it is is essential to determine whether the independent variables collectively exert an effect on the bound variables.

3. Results and Discussion

3.1. Results

3.1.1. Normality Test

To find out whether independent and dependent variables have a normal distribution or not, it is necessary to conduct a normality test, namely by looking at the normal probability plot graph. From the data processing that has been carried out, the following results are obtained

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Keputusan Pembelian
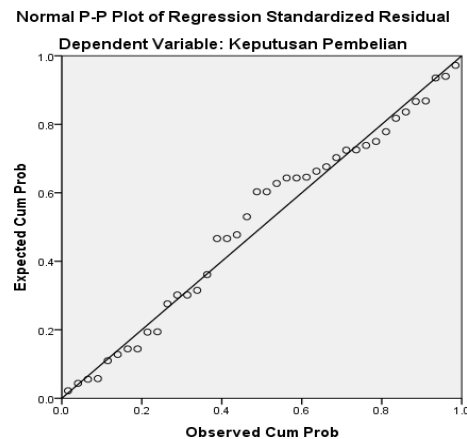
Source : Data processed SPSSv23

Figure 1. Distribution of P-Plot data

The findings from the normality test obtained from the output of SPSSv23 show that the data is distributed diagonally and the points the alignment of the data points with the diagonal line suggest a positive correlation between brand image and brand ambassador residual (ei) is normally distributed.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		40
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.66298941
Most Extreme Differences	Absolute	.132
	Positive	.066
	Negative	-.132
Test Statistic		.132
Asymp. Sig. (2-tailed)		.076[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Figure 2. Kolmogorov-Smirnov Table

Source : Data processed using SPSSv23

The data criteria for normal is if the significanc value > 0.05. Through the tests that have been carried out, it is found that the level of significance is 0.076 or more significant than 0.05, then the distribution of data can be said to be normal.

3.1.2. Non – Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.654	3.731		.711	.481		
	Brand Image	.339	.259	.169	1.308	.199	.315	3.174
	Brand Ambassador	.469	.124	.417	3.782	.001	.432	2.315
	Content Marketing	.599	.159	.419	3.759	.001	.424	2.358

a. Dependent Variable: Keputusan Pembelian

Figure 3. Non – Multicollinearity Test

Source : Data processed using SPSSv23

As indicated by the data presented in the table above, by looking at the Collinearity Tolerance

and VIP Statistics sections, the results were obtained that there were no symptoms of multicollinearity and there was no relationship between independent variables so that the assumption of multicollinearity was met. This is shown by the collinearity tolerance value of >0.10 and the statistical value of VIF <10.00.

3.1.3. Non – Heterokedastisitas Test

To determine the variance difference from the residual from one other observation, it is necessary to conduct a test for heteroscedasticity, in particular by considering the scattered points on the scatterplot image. And from the data processing perfomed, the result is acquired that there is no heteroscedasticity because the dots spread above and below the Y axis at 0 and do not form a pattern as below.
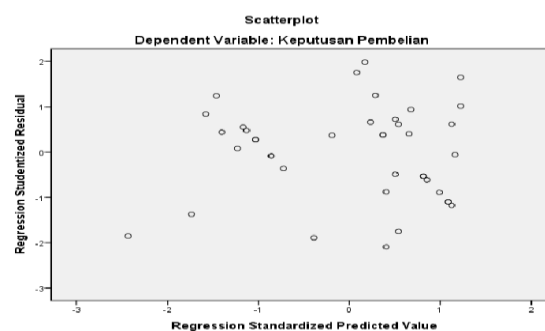

Figure 4. Non Heteroskedastisitas Test
Source : Data processed using SPSSv23

3.1.4. Autocorrelation Test

Table 1. Autocorrelation Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.900^a	.811	.795	1.731	1.834

Source : Data processed using SPSSv23

The data in the table above suggest that concluded that the research indicates tht autocorrelation test in this study did not occur autocorrelation because the value of Durbin Watson showed 1,834 where the value was located between du (1,650) and 4-du (2,350)

3.1.5. Multiple Linear Regression

To determine the relationship of influence between free and bound variables, it is a = 2,654 can be interpreted if Brand Image (X1), Brand Ambassador (X2), and Content Marketing (X3) have no influence at all, then the Purchase Decision is 3,990.following results were obtained.

Coefficients^a

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	2.654	3.731		.711	.481		
	Brand Image	.339	.259	.169	1.308	.199	.315	3.174
	Brand Ambassador	.469	.124	.417	3.782	.001	.432	2.315
	Content Marketing	.599	.159	.419	3.759	.001	.424	2.358

a. Dependent Variable: Keputusan Pembelian

Figure 5. Regression Equation

Source : Data processed using SPSSv23

The results of the regression the analys reveals that constant value (a) is 2.654, while the value of b1 is 0.339, the value of b2 is 0.469, and the value of b3 is 0.599. If it is put into the formula $Y = a + b1X1 + b2X2 + b3X3$ then it can be interpreted as:

- a = 2,654 can be interpreted if Brand Image (X1), Brand Ambassador (X2), and Content Marketing (X3) have no influence at all, then the Purchase Decision is 3,990.
- b1 = 0.399 means that if Brand Image (X1) increases by a single unit but Brand Ambassador (X2) and Content Marketing (X3) remain the same, the odds of making a purchase will improve by 0.399.
- b2 = 0.469 means that if Brand Ambassador (X2) increases by one unit but Brand Image (X1) and Content Marketing (X3) remain the same, the Purchase Decision will increase by 0.469.
- b3 = 0.599 means that if Content Marketing (X3) increases by one unit but Brand Image (X1) and Brand Ambassador (X2) remain the same, the Purchase Decision will increase by 0.599.

From the results of this interpretation, therefore it is evident that if the three independent variables, namely Brand Image (X1), Brand Ambassador (X2), and Content Marketing (X3), all have a positive influence on the variable bound to the purchase decision (Y). The variable that has the most influence is the Content Marketing variable (X3), and the variable that has the least influence is the Brand Image variable (X1).

3.1.6. Coefficient Determination Analysis

Table 2. Equation of Determination Coefficient

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.900^a	.811	.795	1.731	1.834

Source : Data processed using SPSSv23

The R Square value shows that the variables Brand Image (X1), Brand Ambassador (X2), and Content Marketing (X3) together have an influence on Purchase Decisions (Y) of 81.1%, or in other words, more than half of the changes in Purchase Decisions are influence by these three variable. However, there are still other variables that affect Purchase Decisions of 18.9% that were not examined in this study.

3.1.7. Hypothesis Test

3.1.7.1. Test T (Simultaneous)

Table 3. T Test Results

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.654	3.731		.711	.481
	Brand Image	.339	.259	.169	1.308	.199
	Brand Ambassador	.469	.124	.417	3.782	.001
	Content Marketing	.599	.159	.419	3.759	.001

a. Dependent Variable: Keputusan Pembelian

Source : Data processed using SPSSv23

From the partial T test results indicate that in the magnitude of sig. for the Brand Image variable of 0.199, the Brand Ambassador element of 0.001, and the Content Marketing variable of 0.01. If the condition for an independent variable to partially affect the bound variable is the value of sig. smaller than 0.05. In the Brand Image variable, the value of sig. by 0.199 or greater than 0.05 then the null hypothesis (H0) is accepted. This indicates that the Brand Image variable does not have a strong correlation with purchase behavior decision. Then for the Brand Ambassador variable because of the p - value is 0.001, wich is statistically significant at the 0.05 level then the null hypothesis (H0) is rejected. So it can be interpreted that the Brand Ambassador variable significantly influences the purchase decision. For the Content Marketing variable, because the value of sig. is 0.001 or less than 0.05 consequently, the null hypothesis is not supported which indicates that the user interaction variable has an effect on the purchase decision.Uni F (Parsial)

4. Conclusio

The purpose of this study is to assess the influence of Brand Image (X1), Brand Ambassador (X2), and Content Marketing (X3) on Purchase Decisions (Y) of Wardah Lipstick Exclusive Matte Lipcream products. The data exhibited a normal distribution pattern, as confirmed by the normality test of 0.076, greater than 0.05. In addition, the multicollinearity test revealed that showed the absence of symptoms of multicollinearity, where the collinearity tolerance value > 0.10 and the VIF < 10.00, so that the relationship between independent variables could be ignored. In the heteroscedasticity test, no specific pattern was found in the data distribution, which indicates that this assumption is met. The results of the autocorrelation test also showed that there was no autocorrelation in the model, with a Durbin-Watson value of 1.834 which was between dududu (1.650) and $4-du4 - du4-du$ (2.350).

Regression analysis yielded the equation Y = 2.654 + 0.399 + 0.469 + 0.599. Y = 2.654 + 0.399 +0.469 + 0.599 where the constant 2.654 indicates that if the Brand Image, Brand Ambassador, and Content Marketing variables have no influence, the Purchase Decision is at that level. In detail, Brand Image has a coefficient of 0.399, Brand Ambassador of 0.469, and Content Marketing of 0.599, indicating that Content Marketing has the greatest influence over Customer Choice. A determination coefficient (R^2) value of 0.811 indicates that 81.1% of the variation in purchase decisions can be explained by these three variables together, while the remaining 18.9% is influenced by other factors outside the model.

Partially, the brand image variable was not a significant predictor of the Purchase Decision because the significance value was 0.199 (greater than 0.05). In contrast, Brand Ambassador and Content Marketing have a significant impact, with a significance value of 0.001 each (less than 0.05). Simultaneously, the variables Brand Image, Brand Ambassador, and Content Marketing had a significant influence with a p – value of 0.000, indicating no significant effect on purchase decisions . Thus, this study concludes that although together these three variables significantly influence Purchase Decisions, only Brand Ambassador and Content Marketing partially exert significant influence, with Content Marketing as the variable having the most dominant influence.

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