Analysis of The Influence of Brand Ambassador in Building Brand Image on The Purchase Decision of Samsung Smartphone Products Customers

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Abstract:

The rapid development of technology makes communication even easier. Communication can be done through many devices, one of which is a smartphone. Nearly 70% of people in Indonesia already use smartphones from various brands. This study attempts to examine how brand ambassadors contribute to brand image development and how they affect consumer choices. The route analysis method was utilized to process the data from the 100 respondents who participated in this study. The findings of this study demonstrate that brand ambassadors have a direct impact on brand perception. Purchase decisions are directly influenced by brand ambassadors and brand perception. Through their representation of the company, brand ambassadors indirectly influence consumer purchasing decisions.

Keywords: technology, communication, smartphone, brand ambassador, brand image.

Introduction

Communication is very important among Indonesians at this time. Of course, communication is made easier by the existence of communication tools. Nowadays, there are many types of communication tools, such as electronic mail (e-mail), landline phones, internet chatting, and smartphones (Belch & Belch, 2003). Initially, smartphones were considered luxury items because they were quite expensive, but as time progressed, manufacturers were able to produce smartphones with advanced features at relatively inexpensive prices so that people could easily own smartphones. Smartphones are people's choice in communication tools because they are easy to carry anywhere and have a variety of features. Smartphone users in Indonesia continue to increase from year to year. In 2015, there

were 28.6% of the Indonesian population using smartphones (Lumingkewas, 2016). With advances in technology, the features offered by smartphone products are also becoming increasingly diverse, such as chatting, sending e-mails, and other online communications. Smartphones are becoming increasingly popular due to their small size, portability, and variety of features (Lumingkewas et al., 2019). In 2018, smartphone users in Indonesia increased rapidly to 56.2%. In 2019, smartphone users also increased to 63.3%, and it is estimated that by 2025, there will be another increase to 89.2% (Satyaninrum, 2019).

In Indonesia, there are already many different smartphone brands on the market, such as Vivo, Oppo, Samsung, Xiaomi, Realme, and others. From the data taken from the International Data Corporation above, it can be seen that the largest market share in 2019 is owned by Samsung, with a percentage of 27%. In 2020, Samsung's position as the holder of the most market share decreased to 19.6% and was shifted by Vivo, with a percentage of 21.2%, which increased by 13.4% from 7.8% in 2019 (Meisarah et al., 2023). According to Deputy Director of Counterpoint, Tarun Pathak, in a press release on September 4, 2020, the main cause for the increase in Vivo's market share was motivated by a pricing strategy to meet high demand in the middle-class segment with a price range of 1 to 5 million rupiah. This causes Vivo to have a good brand image in society through product images that are considered cheap and no less competitive by smartphone consumers, which has an impact on consumers who buy Vivo smartphones (Satyaninrum, 2021). Vivo Indonesia's Senior Brand Director, Edy Kusuma, also stated that Vivo's supporters were able to occupy the top market share in 2020 because of the delivery service provided by Vivo due to the COVID-19 pandemic (Kurniawati et al., 2021).

Apart from releasing products at competitive prices, Samsung also needs to think about how to reach consumers. The promotion strategy is one of the ways that company can attract the attention of consumers. Companies can carry out sales promotions by creating advertisements (advertising) using brand ambassadors or celebrity endorsements. The company realizes that a brand can stay in the minds of consumers through recall and advertising (Iswantiningtyas & Raharjo, 2016). If the advertisement is delivered by an interesting source (a popular celebrity), it can attract great attention and be easily embedded in the minds of the public. Previously, the company had local brand ambassadors in several destination countries to enhance its brand image, such as in 2008 when it selected local actor Aamir Khan as a brand ambassador in India (Raharjo et al., 2023). In addition to local brand ambassadors, they also had global brand ambassadors, like in 2011, when they chose David Becham, a soccer player who is very famous throughout the world, to be their global brand ambassador. In contrast to other companies that build brand images at relatively low prices, companies want to build a brand image for their new products that emphasizes good quality and attractive features. Using the slogan "awesome screen, awesome camera, long-lasting battery life" and a well-known girl group, Blackpink, as the brand ambassador (Harahap et al., 2023).

Literature Review

Brand image can be built through the emotional relationship that brand ambassadors have with consumers. Brand image needs to be built because it plays an important role in forming a good product perception in the eyes of consumers as a buying decision factor. The brand image consists of three parts: the image formed by the product, the company, and the consumer (Tannady et al., 2022). If the three images are well formed, the product will be more easily accepted by the public, and consumers will not hesitate to make a purchase. Consumer purchases are always the result of curiosity about a need, which may be for either goods or services (Purba et al., 2022). There are certain elements that influence purchases that the seller can influence, and there are those that the seller cannot influence. The psychology of a person has a significant impact on their purchasing behavior. Before choosing a product to purchase, consumers will undoubtedly consider what is desirable and good. They will make their decision based on later character assessments and feelings of inner fulfillment. In other words, consumer behavior encompasses both the feelings and acts that people have (Tanjung et al., 2022). Thoughts and feelings felt by consumers can be influenced by their own environment (Sutrisno et al., 2023). Stimuli such as advertisements, family, relatives, products, and reference groups can change the thoughts, feelings, and actions of consumers. Based on this, consumers will thoroughly consider their options before making purchases by comparing goods that meet their wants and preferences (Oetomo et al., 2022). Additionally, consumers base their purchasing choices on the qualities they possess, one of which is the need to be respected, valued, and fulfilled.

Based on earlier research of a similar nature, such as that published in a journal titled "The Effect of Brand Ambassador, Brand Image, Product Quality, and Price on Purchase Decisions for Samsung Smartphones," the findings of Brand Ambassador and Brand Image for purchasing decisions were obtained (Bakri et al., 2023). Another study's findings are that brand ambassadors have a significant impact on brand image, brand image has a significant impact on purchasing decisions, and brand ambassador and brand image both have a simultaneous impact on purchasing decisions (Nugraha et al., 2023). This study was titled "The Influence of Brand Ambassador on Brand Image and Consumer Purchasing Decision: A Case of Tous les Dimanches in Indonesia." (Oetomo & Ramdani, 2021)

Brand ambassadors are crucial in developing a brand's reputation (Violin et al., 2022). Brand ambassadors have characteristics in the form of attractiveness and trustworthiness, which, if built properly, will give a good impression in the minds of consumers receiving information related to a product brought by the brand ambassador and create a good image related to the brand they are selling. digest the information (Banjarmahor et al., 2023). A brand will last a long time in the minds of consumers if there is an emotional connection between the characteristics of the brand and its consumers (Violin, 2019). With an emotional bond, a sense of product compatibility will arise in the minds of consumers, and they tend to be able to make repeated purchases (Ramdani et al., 2023). On this basis, brand ambassadors are considered to be one of the most important factors in purchasing decisions. If the brand ambassador is chosen according to the characteristics of the consumers, there will be a special interest that arises as a result of the brand ambassador due to the emotional bond between the brand ambassador and the consumers, so that the potential for purchases can increase (Yuniarti & Muhtamar, 2022). The purchasing decision of a product by consumers has many factors, one of which is how good the circulating image of the brand represented by the product is (Muktamar, 2019). The likelihood that a product will be accepted and bought by people will rise with a stronger brand image (Kardini et al., 2023). It is on this basis that a company must build its brand image so that the impression created regarding the brand in question is able to guide the public to make product purchases (Andi et al., 2022).

Methodology

The population in this study includes an infinite population because the population is composed of smartphone consumers whose purchase charts are unpredictable. In this study, purposive sampling was used. People who have purchased smartphone devices and are between the ages of 15 and 50 make up the sample population for this study. This research was conducted through the Google Forms application by distributing the questionnaire via direct messages and personal chat to respondents who met the criteria. After finding the results of calculating the collected questionnaires, processing the quantitative data obtained regarding CSR, brand image, and purchasing decisions can be carried out by testing regression statistics and analyzing the correlation coefficient using the SPSS for Windows program. Path analysis is an analysis used by researchers to examine causal relationships that occur in extended multiple regression to test the alignment between the correlation matrices. Correlation analysis is an analysis used to find out how much correlation is generated between variables. In this study, there is an intervening variable, namely brand image. Testing the intervening hypothesis can be carried out using a procedure that was developed by Sobel, now known as the Sobel test.

Case studies

Based on the data obtained from the questionnaires that have been distributed, it can be seen that the majority of respondents are aged 15–25 years, totaling 67 people, or, when percentage, as much as 67% of the total 100 respondents. The majority of respondents have jobs as students, with a total of 49 people, or if the percentage is as high as 49% of the total 100 respondents. The majority of respondents were female, with a total of 69 people, or if it were percentage, as much as 69% of the total 100 respondents. A descriptive analysis of respondents' answers shows that the majority of respondents answered "strongly agree (SS)" with a percentage of 62.5%. Out of a total of 7 statements given, the statement that received the most positive results was statement number 6, with a "strongly

agree (SS)" percentage of 78%, indicating that respondents strongly agreed that they were more interested in reading information related to smartphones when Blackpink presented it. On the variable Y (brand image), the majority of respondents answered "SS (strongly agree)" with a percentage of 47.1%. Of the 8 statement items distributed to 100 respondents, the statement that received the most positive response was statement number 1, with an answer of "SS (strongly agree)" of 71%. This indicates that the respondents strongly agreed that they received information regarding smartphone products and decided to use the product because they had experience with the product before. variable purchase decision, the majority of respondents answered "SS (strongly agree)" with a percentage of 44.8%. Of the 13 statement items distributed to 100 respondents, the statement that received the most positive response was statement number 6, with a percentage of 64%. This means that the respondents strongly agreed that they decided to buy a product based on information from the experiences of other users.

The brand image variable is influenced by the brand ambassador variable by 84.7%, while other variables not included in this study model, such as CSR (corporate social responsibility), product prices, and product advertising, influence the remaining 15.3% (100%-84.7%). According to a study titled "The Effect of Blackpink Brand Ambassadors on Shopee's E-Commerce Brand Image," brand ambassadors have a significant impact on how a company's or product's brand image develops. This demonstrates how picking the ideal brand ambassador may help a company develop a positive reputation. 95.3% of purchase decisions are influenced by the variables brand ambassador and brand image together, whereas the remaining 4.7% are influenced by factors outside the scope of this study, such as brand trust, brand awareness, product quality, and consumer behavior. In a study named "The Influence of Brand Ambassadors on Brand Image and its Impact on Purchasing Decisions (a Survey of LINE Users in Asia)," similar F-test findings were also made, and it was concluded that brand ambassadors and brand image have a significant impact on consumer purchase decisions. In order to demonstrate how choosing the ideal brand ambassador and fostering a positive perception of the company among the public may lead to a rise in consumer sales.

The correlation value obtained by brand ambassadors with brand image is 0.920. The correlation value of 0.920 indicates that the correlation between brand ambassador and brand image variables is very strong and unidirectional (because the results are positive). In line with the intention that if the selection of brand ambassadors is done well, then the brand image that is built will also be good. The correlation created by these two variables is significant because the significant number created between brand image and brand ambassador is 0.00 (smaller than 0.05), which means that the correlation between these two variables is significant. The correlation value obtained by the brand ambassador with the purchase decision is 0.929. Given that the results are positive, the correlation value of 0.929 shows that there is a very strong and unidirectional association between the brand ambassador variable and the purchasing decision. In line with the intention that if the selection of brand ambassadors is done well and liked by consumers, then consumers will be more confident in deciding to buy products. The correlation created by these two variables is significant because the significant number created between the brand ambassador and the purchase decision is 0.00 (smaller than 0.05), which means the correlation between these two variables is significant.

The correlation value obtained by the brand ambassador with the purchase decision is 0.973. The correlation value of 0.973 indicates that the correlation between brand image and purchasing decisions is very strong and unidirectional (because the results are positive). In line with the intention, if the brand image that is built produces a good image in the eyes of the public, then people who become potential consumers will be more confident in deciding to buy the product. The correlation created by these two variables is significant because the significant number created between brand image and purchase decision is 0.00 (smaller than 0.05), which means that the correlation between these two variables is significant. A study titled "The Influence of Brand Ambassadors and the Korean Wave on Brand Image and Their Impact on Purchasing Decisions (Online Survey on Innisfree Consumers in Indonesia and China)" also found the results of the influence calculation test related to direct effects, indirect effects, and total effects regarding brand ambassadors on purchasing decisions through a similar brand image. Ho is rejected while Ha is allowed because the estimated t-value, which was 11.88301, was higher than the value in the t-table (1.98). In other words, brand ambassadors indirectly affect consumer purchasing behavior through brand perception.

Conclusion

Brand image is directly influenced by brand ambassadors. Purchase decisions are directly influenced by brand advocates. Purchase decisions are directly influenced by brand image. Purchase decisions are influenced jointly (simultaneously) by brand ambassadors and brand image. Through the brand's image, brand ambassadors have indirect purchasing power. As a result of the results drawn above, it is possible to understand how brand ambassadors can directly affect purchases as well as indirectly through brand image. The findings of this study are anticipated to assist businesses in making good brand ambassador selections that will enhance their company's reputation and boost sales of related goods. Companies need to improve the information provided regarding products that will be advertised to brand ambassadors so that brand ambassadors can better convey product values, such as more in-depth feature explanations, hardware and software information, and so on, so that consumers are increasingly interested in the completeness of the information submitted. Companies must increase the differentiation of features that are useful for consumers so that consumers have more specific reasons to choose products. Companies need to optimize the features that are already in their products so that they can meet all the needs of their consumers, such as holding weekly maintenance for applications that are highly used by consumers. In addition, the company also needs to make its software able to run important applications so that consumers can freely use their smart phones. Companies need to increase their online sales efforts because, in the digital marketing era like now, many consumers prefer to shop online rather than having to go to the store.

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