The Influence Of Brand Ambassadors On Purchase Decisions With Price Mediation Moderated By The Quality Of Kahf Face Wash Soap Products

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Abstract

The purpose of this study is to determine the influence of brand ambassadors on purchase decisions with price mediation moderated by the quality of face wash soap. The research design used in this study is quantitative. The subject of the study is consumers who use Kahf face soap products and the objects in this study are Brand Ambassador, to purchase decisions with price mediation that moderates product quality. The sample in this study amounted to 102 respondents. Data were collected using questionnaires and expressed on the Likert scale. The results of the study showed that: that brand ambassador (X) had a negative and insignificant effect on the purchase decision (Y), price (Z) had a positive and significant effect on the purchase decision (Y), product quality (M) had a positive effect on the purchase decision (Y).

Keywords: Brand ambassador, Price, Product Quality.

Introduction

Over time, a person's physical appearance has enormous significance, as it is often a major factor in the judgment of others. A good appearance, whether consciously or unconsciously, often triggers a certain reaction from the surrounding environment. Appearance is the key to confidence, and taking care of your skin is an important first step. Cosmetics and skincare products are not only used to enhance appearance, but they also offer additional benefits such as intensively moisturizing the skin, brightening, making facial skin softer, and protecting against the adverse effects of sun exposure. In this modern era, skin care products are no longer the exclusive domain of women, but they are also increasingly in demand by men. As said by Bertrand Antolin (2018), the concept of beauty is no longer only related to gender, but also a thing that men pay attention to. According to (Oktavia et al., 2022) deep (Journal & Mea, 2024) The demands of the increasingly modern times make it important for every individual to perform perfectly at every opportunity.

One of the face soaps that are in demand by the public is kahf face soap, this soap is one of the leading products in the skincare industry that has gained a strong reputation in the market. Known for its high quality and effectiveness in cleansing and caring for facial skin, this product is the first choice for many individuals who care about the health of their skin. Formulated with quality ingredients and a careful production process, Kahf facial soap offers a refreshing and healthy cleansing experience for facial skin.

The main advantage of Kahf Face Wash Soap is its effectiveness in removing dirt, excess oil, and pollution that adheres to the skin. With its special formula, this soap is able to

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remove dead skin cells and keep the skin fresh and clean after use. This makes this product very reliable in daily skincare routines. Not only cleansing, Kahf Face Wash Soap also provides comprehensive care for facial skin. With its essential nutrient content and ability to maintain skin moisture, this product helps maintain healthy skin and prevent various skin problems such as dryness and irritation.

In the era of globalization and increasingly fierce market competition, marketing has become one of the key elements in the success of a brand. One of the increasingly popular marketing strategies is the use of brand ambassadors. A brand ambassador is an individual chosen by a brand to represent and communicate the brand's values to consumers. According to (Christian, 2022 A brand ambassador is a figure or symbol that represents cultural values, acting as a means of marketing that reflects individual human achievements and the transformation of products into marketed commodities. Based on this definition, it can be concluded that a brand ambassador is an individual or group that conveys a message or represents a product or service with the aim of influencing consumers or customers. Meanwhile, according to (Tasya Yulisnaini1, 2024) Brand ambassadors are living objects or figures of a population that have a good influence, so it is hoped that it can influence consumer tastes to be interested in a product produced or service offered and attract their consumers to buy or consume a product or service offered by the company. In the context of the beauty and skincare industry, the use of brand ambassadors has become a common strategy to increase brand awareness and influence consumer purchasing decisions. According to (Lailiya, 2020) There are 4 indicators of Brand Ambassdor (1) Visibility. (2) Credibility (3) Attraction (4) Power.

Purchase decisions are a crucial step in the consumption process carried out by individuals or groups. It involves a complex set of considerations, which include factors such as needs, personal preferences, previous experience, and economic and cultural conditions. According to (Sutisna (2002, p.15) deep (Aragao De Carvalho & Boyanovsky, 1993) The decision by consumers to purchase a product begins with an awareness of the fulfillment of needs and desires. After consumers are aware of these needs and desires, consumers will follow up to meet these needs and desires. Meanwhile, according to Buchari Alma (2013, p.96) deep (Varreldiazka et al., 2022) Purchase decisions are influenced by various factors such as the economic and financial situation, technological developments, political conditions, product characteristics, cultural values, sales locations, promotional strategies, prices, physical evidence of products, services, and transaction processes. In managing all this information, consumers form attitudes and make conclusions that affect their response to the product to be purchased. According to (Thompson & Peteraf, 2016) deep (Winasis et al., 2022) There are 4 indicators in the purchase decision, namely: (1) According to the needs of the customer to make a purchase because the products offered are as needed and easy to find the goods needed, (2) Having benefits The product purchased is very meaningful and beneficial for consumers, (3) Accuracy in buying products The price of the product is according to the quality of the product and in accordance with the wishes of the consumer. (4) Repeat purchase A situation where consumers feel satisfied with previous transactions so that they intend to always make transactions in the future.

Price is the monetary value set for a product or service offered for sale. It reflects an exchange made between the seller and the buyer, where the buyer gives a certain amount of
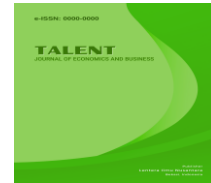
money or other value in exchange for acquiring the desired product or service. According to Fandy Tjiptono (2007: 468) deep   Hendra Poerwanto, 2000), the price has a flexible nature, which means it can be adjusted quickly. In the four elements of the traditional marketing mix, price is the easiest component to adjust and adapt to changes in the market. This can be clearly seen through frequent price competition, such as (discount wars), within the retail industry. According to Amilia (2017) in (Meutia et al., 2021), price has several important aspects, namely: (1) affordability, where consumers want a price that matches the funds they have before they make a purchase decision. (2) price alignment, where consumers may be willing to pay more for products that have good quality, but still tend to choose products with good quality and still affordable prices. (3) price wars, where information about the price of competitors' products is used to determine the price of products in order to compete in the market. (4), the alignment of price with usability, where sometimes consumers are willing to pay a high price to get certain benefits or uses of the product.

Product quality According to (Kotler and Amstrong: 2012) in (Latour, 2018) is the ability of a product to demonstrate its effectiveness in carrying out its functions, including the overall aspects of the product's durability, reliability, accuracy, ease of use, and improvement, as well as other attributes associated with the product. Meanwhile, according to

Kotler (2014) in (Zulkarnain et al., 2020) states that product quality is the overall characteristics and of a product or service in the ability to satisfy stated or implied needs. As for product quality indicators, according to Budiyanto (2016: 490) in (Ariella, 2018), product quality indicators include (1) Durability, which reflects the service life or durability of an item in the economy, as a measure to assess its economic life. (2) Reliability, which indicates the likelihood of an item to consistently perform its function every time it is used. (3) Product conformity, which refers to the extent to which the product meets pre-established specifications. (4) Ease of use and repair, which includes characteristics that make it easier and more accurate to provide goods repair services and use products.

Based on the description of the phenomenon above, the author is interested in conducting an analysis related to the factors that affect purchase decisions with the research title "The Influence of Brand Ambassadors on Purchase Decisions with Price Mediation Moderated by the Quality of Kahf Face Soap Products". This study was conducted to analyze the Influence of Brand Ambassadors on Purchase Decisions with Price Mediation Moderated by the quality of Kahf Face Soap Products.

Methods

This research is a research that uses quantitative methods using primary and secondary data types. The data source of this study uses primary data, namely data obtained directly from respondents through the distribution of questionnaires through google forms with a population that is non-probability sampling, so the technique of taking respondents is incidental. The incidental technique is a technique to determine the sample by chance or anyone who happens to be a user of Kahf Face Wash soap. The data management carried out in this study is as for data analysis techniques, the research used is validity test, reality test and t test (hypothesis). The data was analyzed using Smart software (PLS).
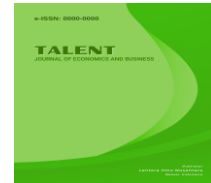
Results and Discussion
Respondent Profile

**Table 1. Individual characteristics of Respondents**

Characteristics of Respondents	Person	Proportion
Male	49	48%
Woman	53	52%
Sum	102	100%
Age		
17 – 25	92	90%
25 – 35	9	9%
35 – 45	1	1%
Sum	102	100%
Last Education		
High School/Vocational School/MA	81	79%
S1	19	19%
D3	1	1%
Junior	1	1%
Sum	102	100%
Have you seen or used Kahf face wash before?		
Yes	85	83%
Not	17	17%
Sum	102	100%

Source : Google From (2024)

Validity Test

Table 2. Validity Test Results

Variable	Statement	Outer Loadings	Information
	BA1	0,897	Valid
	BA2	0,914	Valid
	BA3	0,900	Valid
X	BA4	0,914	Valid
	BA5	0,887	Valid
	BA6	0,851	Valid
	KB1	0,861	Valid
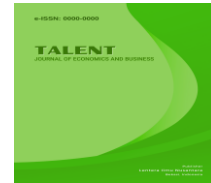
	KB2	0,914	Valid
Y	KB3	0,898	Valid
	KB4	0,876	Valid
	KB5	0,864	Valid
	KB6	0,878	Valid
	HR1	0,889	Valid
	HR2	0,877	Valid
Z	HR3	0,816	Valid
	HR4	0,897	Valid
	HR5	0,872	Valid
	HR6	0,905	Valid
	KP1	0,908	Valid
	KP2	0,872	Valid
M	KP3	0,861	Valid
	KP4	0,940	Valid
	KP5	0,907	Valid
	KP6	0,915	Valid

Source : SmartPLS 3 Output

The results of the validity test show that all statement items in each variable are declared valid with a value above 0.6 and a positive value.

Reality Test

Table 3. Reality Test Results

Variable	Cronbach's Alpha	Information
X	0,950	Reliable
Y	0,943	Reliable
Z	0,939	Reliable
M	0,953	Reliable

Source : SmartPLS 3 Output

The reliability test gave the result that the 4 variables used had been tested to be reliable and consistent because Cronbach's Alpha was above > 0.60.
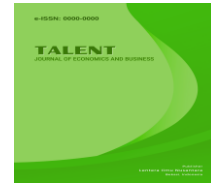
Table 4. R square result

	R Square	R Square Adjusted
HR	0,848	0,846
KB	0,904	0,900

Source : SmartPLS 3 Output

The R Square value of the simultaneous influence of X on Y is 0.904 with an adjusted r square value of 0.900. Thus, it can be explained that all exogen constructs X affect Y by 0.900 or 90%. Since the Adjusted R Square is more than 33%, the influence of all exogenous constructs X on Y is moderate.

The R Square value of the simultaneous influence of X and Y on Z is 0.848 with an adjusted r square value of 0.846. Thus, it can be explained that all exogen constructs (X and Y) simultaneously affect Z by 0.846 or 85%. Since the Adjusted R Square is more than 33% but more than 67%, the influence of all exogenous constructs X and Y on Z is significant.

Test t (Hypothesis)

The significance of the relationship can be obtained by performing a Bootstrap test. The value generated from the Bootstraping test is in the form of a t-count value which will then be compared with the t-table value. If the t-calculation is greater than the t-table (1.96) at the alpha value level of 5%, the estimated value of the path can be made significant.

Table 5. Path Coefficients Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
BA -> HR	0,921	0,923	0,024	39,094	0,000
BA -> KB	0,054	0,078	0,128	0,422	0,674
HR -> KB	0,836	0,776	0,235	3,555	0,000
KP -> KB	0,104	0,144	0,219	0,473	0,637

Source : SmartPLS 3 Output

The test results for the variable ba (x) were obtained from the original sample of 0.0921 and the t-value calculated > t table (39.094 < t table) with a significance level of 0.000 > 0.05. This proves that the Brand Ambassador variable has a negative and insignificant effect on the price. The test results for the variable Ba (X) were obtained from the original sample of 0.054 and the t-value calculated > t table (0.422 < t table) with a significance level of 0.674 > 0.05. This shows that the Brand Ambassador quality variable has a negative and insignificant effect on purchase decisions. The test results for the HR (z) variable were obtained from the original sample of 0.836 and the t-value of the > t table (3.555 > t table) with a significance level of 0.000 < 0.05. This proves that price variables have a positive and significant effect on purchase decisions. And the test results for the KP (m) variable were obtained from the original sample

of 0.104 and the t-value calculated > t table (0.473 > t table) with a significance level of 0.637 < 0.05. This proves that the product quality variable has a positive and significant effect on purchasing decisions.

Table 6. Specific Indirect Test Results

|	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
BA -> HR -> KB	0,770	0,715	0,216	3,569	0,000

Source : SmartPLS 3 Output

Discussion

In this study, there are four variables that are the object of research, namely the Brand Ambassador variable as an independent variable and the Purchase Decision variable as a dependent variable and there is a Price variable as a moderation variable and a Product Quality variable as a mediation variable. This study used a total of 102 respondents. Based on the results of the hypothesis, it shows that the influence of Brand ambassador (X) on Purchase Decision (Y) has a statistical t-value of 0.422 and a p-value of 0.674 < 0.05. The results of this study show that Brand ambassadors have a negative and significant influence on Purchase Decisions. The price (Z) against the purchase decision (Y) has a statistical t-value of 3.555 and a p-value of 0.000 > 0.05. The results of this study show that price has a positive and significant effect on purchase decisions. Product Quality (M) against Purchasing Decision (Y) has a statistical t-value of 0.473 and a p-value of 0.637 > 0.05. This proves that the Product Quality variable has a positive and significant effect on purchasing decisions. This illustrates that Brand ambassadors are not a very important factor for purchasing decisions while price and product quality are important factors to improve purchasing decisions.

Conclusion

Based on research that has been conducted on all Kahf Face Wash Soap users, regarding the influence of Brand Ambassador on purchase decisions with Price Mediation Moderated by the quality of Kahf Face Wash Soap Products, conclusions can be drawn based on the results of the hypothesis test analysis that Brand Ambassador (X) has a negative and insignificant effect on purchase decisions (Y). Price (Z) has a positive and significant effect on the purchase decision (Y). Price has a considerable influence on purchasing decisions. Meanwhile, Product Quality (M) has a positive effect on Purchase Decision (Y) So it can be said that every purchase decision made by a consumer is determined by the amount of price and Product Quality, the suitability with the consumer's purchasing power in accordance with the standard price and the consumer chooses the quality of the product. Brand Ambassadors do not influence consumers' purchasing decisions too much. So it can be said that every decision in determining the purchase made by consumers, Brand Ambassador is not so important because each consumer weighs the price of one product with another product.
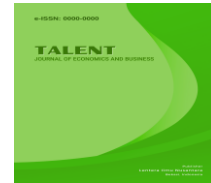
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