THE INFLUENCE OF BRAND AMBASSADORS, LIFESTYLE AND CUSTOMER SATISFACTION ON CONSUMER BUYING INTEREST IN SCARLETT WHITENING PRODUCTS IN BATAM CITY

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ABSTRACT

Through digital-based marketing such as marketing through Instagram media or online sales platforms such as Shopee and Sociolla, customers can easily buy products, see, review usage and companies can also take advantage of digital-based marketing to attract customers. This research was conducted for this purpose of knowing the effect of brand ambassadors, lifestyle and customer satisfaction on consumer purchase intention in Scarlett Whitening products in Batam City. The sample used in this study used the Jacob Cohen formula, the number of respondents was 204 respondents and applied non-probability sampling techniques. The comes aproximately of the bear in mind seem that patron achievement has an effect of twenty-5 factor 0 percentage on purchase puposefulin. In the interim, the comes about of theory testing appear that brand ministers, lifestyle and customer satisfaction partially and collectively exert a good and prominent impact on consumer purchase intention in Scarlett Whitening products in Batam City.

ABSTRAK

Melalui pemasaran berbasis digital seperti pemasaran melalui media Instagram atau platform penjualan online seperti Shopee dan Sociolla, pelanggan dapat dengan mudah membeli produk, melihat, meninjau penggunaan dan perusahaan juga dapat memanfaatkan pemasaran berbasis digital untuk menarik pelanggan. Penelitian ini dilakukan untuk mengetahui pengaruh brand ambassador, gaya hidup dan kepuasan pelanggan terhadap niat pembelian konsumen pada produk Scarlett Whitening di Kota Batam. Sampel yang digunakan dalam penelitian ini menggunakan rumus Jacob Cohen, jumlah responden sebanyak 204 responden dan menerapkan teknik non-probability sampling. Tampaknya tampaknya pencapaian pelindung memiliki efek dua puluh 5 persen faktor 0 pada pembelian puposefulin. Untuk sementara, munculnya pengujian teori muncul bahwa menteri merek, gaya hidup dan kepuasan pelanggan sebagian dan kolektif memberikan dampak yang baik dan menonjol pada niat pembelian konsumen pada produk Scarlett Whitening di Kota Batam.

Introduction

Having a clean body and face indicates that a person is good at taking good care of the body and has a clean personality. To get clean body skin and a glowing face, the body needs a series of skincare steps that are appropriate for the skin type to help protect the skin from all damage caused by the sun, dust and the body's natural hormones. Scarlett Whitening is a well-known skin lightening brand among the public, especially women. It focuses on products that aim to brighten the skin and care for skin health, both for the body, face, and hair. Scarlett Whitening products are divided into three categories, namely facial care, body care and hair care and have obtained a license from the agency responsible for overseeing drugs and food in Indonesia.

By focusing on its priority of brightening and maintaining healthy skin, the founder of Scarlett Whitening uses South Korean idols as brand ambassadors as its marketing strategy because idols from the gingseng country are trusted to have good skin and charming faces. The fierce competition in the skincare field makes this skincare brand choose a marketing strategy that cooperates with big South Korean artists as a form of their trade symbol or product in order to increase sales and consumer buying interest.
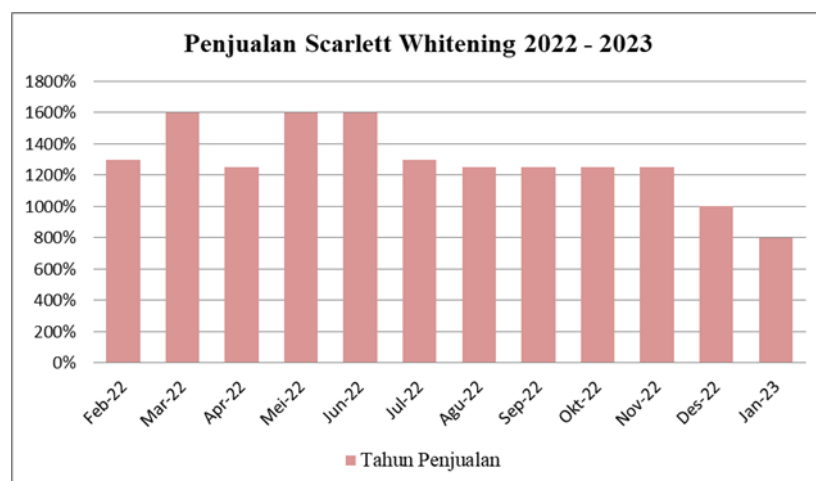
Pict 1 Sales Data of Scarlett Whitening Skincare in 2022-2023

Based on the comparison of the sales data above, in February 2022 there was a significant increase in sales at that time TWICE became the brand ambassador of Scarlett Whitening, then began to decline in December 2022 - July 2023 which indicates a decrease in buying interest in buying Scarlett Whitening products. Scarlett's declining sales can be interpreted that Scarlett is not perfect in terms of attracting customers, then in August 2023 Scarlett introduced a new brand ambassador artist and at that time Scarlett Whitening's sales

increased starting from August 2023 and peaked in November 2023 even though it decreased again in December 2023.

The founder of Scarlet Whitening uses Korean artists as brand ambassadors to stimulate the purchasing power of young people. The selection of brand ambassadors also needs to be done carefully because if the brand ambassador has a bad reputation, it can also have a bad impact on the company that collaborates with the artist. Scarlett provides attractive offers in each bundling package with artists who are used as brand ambassadors.

The partnership with Song Joong Ki, Scarlett released a free exclusive photocard and exclusive box for every purchase of Song Joong Ki bundled products on Shopee. For her partnership with Twice, Scarlett released a free all member photocard, postcard, letter from and elite box for every purchase of Twice bundling products at Shopee. However, for her partnership with Exo, Scarlett released a free photocut, greeting card and envelope. Based on the online assessment, customers were disappointed because of the absence of the exclusive photocard and the perfunctory packaging. The disappointment that comes is because young people with their usual lifestyle are easily influenced and have high expectations of a well-known brand. Millennials' lives tend to encourage them to look for companies that are able to fulfill the desires and needs of the lifestyle and pleasure patterns they desire. This also results in reduced customer satisfaction. Customer dissatisfaction can have an impact on decreasing buying interest in the product.

Based on this evidence, trust in the appointed brand ambassador causes enthusiasm for buying interest from fans but there are still increases and decreases in sales between brand ambassadors. And with the appointment of the fans' idols as brand ambassadors, as fans who really love the idolized artists encourage fans to immediately buy the product without thinking just because they want to get an exclusive brand that works with their idols without knowing whether the brand and product are suitable and can be used properly or not. It is this kind of lifestyle action that causes teenagers not to fully use the purchased product, but only for momentary pleasure and shopping habits that will only spend the money they have just to get a product issued by a brand. This is what makes customers feel dissatisfied with the products they receive just because the products they need do not match their expectations. Dissatisfied consumers will affect the company and reduce buying interest.

Literature Review

Brand Ambassador

A brand enovy could be a cultural icon or identity of an individual or group where the person can act as a marketing tool that reflects individual achievement and commodifies the product commercially (Isnan & Rubiyanti, 2021). Brand ambassadors according to (Lailiya, 2020) that artists are considered a supporting factor from a psychological point of view which can build a customer view and give customers confidence in a product. The indicators of a brand ambassador include of visibility, credibility, fascination, and power.

Lifestyle

Lifestyle is an activity that can be measured by the way a person carries out his activities to meet his needs and how the life he chooses to fulfill his needs, as well as how he wants a person's life and his opinion on the products he will buy (Anggraini, 2022). Lifestyle as a marketing perspective that recognizes that people tend to group based on the activities they want to enjoy, how they spend their leisure time, and their choices in choosing to use their additional income (Anisa & Widjatmiko, 2020). The benchmark for lifestyle is of activity, interest, opinion.

Customer Satisfaction

Customer satisfaction is an evaluation that compares consumer expectations of an item or offer before purchase with an experience or event they feel after using the item or offer (Yusuf & Prayogo, 2021). It is an emotional response in the form agree if you feel fulfilled result is achieved. But it is also an emotional response in the form of approval. (Febrian & Fadly, 2021). The marker comparise of repeat purchases, creating word of mouth, creating purchases from the same company.

Purchase Intention

Purchase intention is the possibility that consumers will buy a product in the future, influenced by their need for the product, knowledge about the product, their opinion about the product, and the reputation of the manufacturing company or brand (Hutabarat & Malau, 2021). Purchase interest can also occur spontaneously after someone feels attracted to the product they see, which then encourages them to consider buying it (Sudaryana, 2023).

Methods

Quantitative methods, to be specific, make reasonable decisions based on the best ideas to look at specific areas or situations, linking data using questions about the material. The methods used in quantitative research it typically entails gathering data, analyzing and interpreting it, and then generating research findings (Anggraini, 2022). Based on the formula from Jacob Cohen, a sample of 204 was obtained. In collecting data, the author apply the collected data directly by distributing it through a question form using the goggle form. The questionnaire was designed using a Likert scale and then scored for each response. Evaluative criteria, known as problem components, used to evaluate the behavior, beliefs, and judgments of any individual or organization regarding the social situation the analyst finds. (Sugiyono, 2019). After the data is collected, testing is then carried out using SPSS software to determine the effect between variables.

Result and Discussion

Based on the information, it can be seen that the overall number of respondents in this ponder were 204 people who were divided into two genders. Most of the participants in this research were female with 161 respondents (78.9%). The minority of male respondents were 43 respondents (21.1%). It is clear that female respondents are more dominant than male respondents. The results of the data obtained show that out of a total of respondents, it is concluded that the lion's share of respondents in this study have an age range of 23-28 years.

Validity test

Brand Ambassador (X1), Lifestyle (X2), Customer Satisfaction (X3), Purchase Intention (Y)

Table 1 Validity test

Statement	R Count	R Table	Description
X1.1	0,670	0,138	Valid
X1.2	0,559	0,138	Valid
X1.3	0,586	0,138	Valid
X1.4	0,623	0,138	Valid
X1.5	0,457	0,138	Valid
X1.6	0,586	0,138	Valid
X1.7	0,551	0,138	Valid
X1.8	0,538	0,138	Valid
X2.1	0,592	0,138	Valid
X2.2	0,535	0,138	Valid
X2.3	0,581	0,138	Valid

Statement	R Count	R Table	Description
X2.4	0,592	0,138	Valid
X2.5	0,535	0,138	Valid
X2.6	0,596	0,138	Valid
X3.1	0,637	0,138	Valid
X3.2	0,545	0,138	Valid
X3.3	0,634	0,138	Valid
X3.4	0,637	0,138	Valid
X3.5	0,578	0,138	Valid
X3.6	0,634	0,138	Valid
Y.1	0,575	0,138	Valid
Y.2	0,554	0,138	Valid
Y.3	0,584	0,138	Valid
Y.4	0,511	0,138	Valid
Y.5	0,578	0,138	Valid
Y.6	0,586	0,138	Valid
Y.7	0,623	0,138	Valid
Y.8	0,457	0,138	Valid

From all statements, it shows that the value of the statement is valid because r count> 0.138. Therefore, all statements relating to brand ambassadors, lifestyle, customer satisfaction, and purchase intention are considered valid and worth calculating because r count> r table.

Reliability Test

Table 2 Reliability test

No	Variable	Cronbach's Alpha	Limit	Description
1	*Brand Ambassador* (X1)	0,802		
2	Lifestyle (X2)	0,754	0,60	Reliabel
3	Customer satisfaction (X3)	0,841		
4	Purchase Intention (Y)	0,771		

As can be considered based on the outcome of Cronbach's alpha, all the statements given by the respondents contain reliable details as it is above 0.60. So the items of all statements from this variable can be considered as reliable.

Normality test

<div align="center">Table 3. Normality test</div>

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		204
Normal Parameters a,b	Mean	.0000000
	Std. Deviation	1.76840212
Most Extreme Differences	Absolute	.053
	Positive	.053
	Negative	-.029
Test Statistic		.053
Asymp. Sig. (2-tailed)		.200 c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Based on the outcome of the One-Sample Kolmogorov-Smirnov Test within the table underneath, it Conclusions can be drawn from the information considered to bear the standard spread in the event that the Asymp. Sig. (2-tailed) is more noteworthy than (0.05), specifically 0.200.

Multicollinearity Test

<div align="center">Table 4 Multicollinearity Test</div>

Coefficients a			
No	Model	Colinearity Statistic	
		Tolerence	VIF
1	*Brand Ambassador* (X1)	0,923	1,083
2	Lifestyle (X2)	0,629	1,590
3	Consumer satisfaction (X3)	0,623	1,605
a. Dependent Variabel: Purchase Intention			

The results of the multicollinearity test in table 4.16 above, show the data results that the VIF value of each of three independent elements are brand ambassadors, lifestyle and customer satisfaction, is below 10 and the tolerance value exceeds 0.10, which means that the results of this test are invisible or do not show any symptoms of multicollinearity.

Heteroscedasticity Test

Tabel 5 Heteroscedasticity Test

Model	Unstandardized B	Coefficients Std. Error	Unstandardized Coefficients Beta	Sig
1 (Constant)	4.105	0,732		0,000
Brand Ambassador	-0,018	0,023	-0,069	0,434
Lifestyle	-0,045	0,033	0,119	0,183
Customer satisfaction	-0,044	0,034	-0,119	0,205
a. Dependent Variable : ABS_RES				

From the information in the Glejser test analysis table, it shows that the values associated with brand ambassadors with a value of 0.434, lifestyle with a value of 0.183, and customer satisfaction with a value of 0.205> 0.05. Therefore, we can conclude that there is no heteroskedasticity.

Multiple Linear Regression Analysis Test Results

Table 6 Multiple Linear Regression Analysis Test Results

Model	Unstandardized Coefficients		Unstandardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	8,133	1,293		6,288	0,000
Brand Ambassador	0,398	0,191	0,085	2,088	0,038
Lifestyle	0,770	0,057	0,658	13,409	0,000
Customer satisfaction	0,250	0,056	0,218	4,429	0,000
a. Dependent Variable : purchase intention					

The formula for multiple linear regression equations so that the results are obtained as below:

$Y = 8.133 + 0,398X1 + 0,770X2 + 0,250X3 + e$

1. The constant value (α) of 8.133 can be interpreted as the value of Y before the influence of other variables. If there are no independent variables that affect, the Y value will remain stable and not change.

2. The brand ambassador variable shows a positive beta value of 0.398. This means that if the use of Scarlett Whitening products on the brand ambassador variable increases by 1 unit, it is estimated that there will be an increase of around 0.398, provided that the other independent variables remain constant.

3. The lifestyle variable shows a positive beta value of 0.770. This means that if the use of Scarlett Whitening products on the lifestyle variable increases by 1 unit, it is estimated that there will be an increase of around 0.770, provided that the other independent variables remain constant.

4. The customer satisfaction variable shows a positive beta value of 0.250. This means that if the use of Scarlett Whitening products on the satisfaction variable increases by 1 unit, an increase of about 0.250 is expected, provided that the other independent variables remain constant.

Test Coefficient of Determination (R2)

Table 7 Test Coefficient of Determination (R2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,835[a]	0,697	0,693	1.782

a. Predictors: (Constant), Customer satisfaction, *Brand Ambassador*, Lifestyle
b. Dependent Variable : Purchase intention

Based on by information in the table, it can be seen that the R2 coefficient has a value of 0.697 or equivalent to 69.7%. Then it can be concluded that the brand ambassador, lifestyle and customer satisfaction elements together have an influence of 69.7% on buying interest. Moreover, within the context of this study, other variables influence the remaining 30.3%.

T test

Table 8. T test

Model	Unstandardized Coefficients		Unstandardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	8,133	1,293		6,288	0,000
Brand Ambassador	0,398	0,191	0,085	2,088	0,038
Lifestyle	0,770	0,057	0,658	13,409	0,000

Customer satisfaction	0,250	0,056	0,218	4,429	0,000

a. Dependent Variable : purchase intention

The conclusions drawn from the hypothesis tests for each autonomous variable are as takes after:

1. The level of statistical significance on the brand ambassador variable appears that the t esteem is 2.088, significantly greater than the t table value of 1.971. This finding indicates that the alternative hypothesis (Ha1) can be accepted, which shows that brand ministers have a positive and noteworthy impact on buy deliberate.

2. The level of statistical significance on the lifestyle variable appears that the calculated t esteem is 13.409, altogether more prominent than the t table esteem of 1.971. This finding indicates that the alternative hypothesis (Ha2) can be accepted, which indicates that lifestyle features a positive and noteworthy impact on buy purposeful.

3. The level of statistical significance on the customer satisfaction variable appears that the calculated t esteem is 4.429, altogether more prominent than the t table esteem of 1.971. This finding indicates that the alternative hypothesis (Ha3) is acceptable, which indicates that customer satisfaction has a positive and noteworthy impact on purchase intention.

F test

Table 9. F test

ANOVAª

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1,461,458	3	487,153	153,475	0,000ᵇ
	Residual	634,831	200	3,174		
	Total	2,096,289	203			

a. Dependent Variable : purchase intention
b. Predictors: (Constant), customer satisfaction, *Brand Ambassador*, Lifestyle

Conclusion a The f table value obtained is 2.65. The comes about of the investigation appear that the comparison between the value of f count and f table produces a number 153.475, which is more prominent than the value of f table which reaches 2.65. Therefore, brand ambassadors, lifestyle, customer satisfaction have a positive and noteworthy impact on buying interest and recommendation.

Conclusion

From The discoveries and talk within the past chapter lead to the taking after: 1)Based on the investigate conducted, it is found that the brand envoy variable has a positive and has a prominent influence on customer purchase intention for goods Scarlett Whitening products in Batam City. 2)   Based on the research conducted, the results show that the lifestyle variable has a positive and significant influence on consumer buying interest in Scarlett Whitening products in Batam City. 3)Based on the research conducted, it is found that the customer satisfaction variable has a positive and has a prominent influence on customer purchase intention for goods Scarlett Whitening products in Batam City. 4)Based on the research conducted, it is found that the brand ambassador, lifestyle and customer satisfaction variables have a positive and critical impact on customer buying intrigued in Scarlett Whitening products in Batam City.

There are several suggestions that researchers would like to convey to further researchers and companies related to the results and discussion in this study, namely: 1) The company must pay attention to the artist who will be used as the face of a brand, must assess the reputation, level of popularity and good image of an artist will also provide positive things for the company. 2) Companies need to improve the quality of benefits provided to consumers and provide more attractive and unique benefits to consumers so as not to cause customer disappointment and dissatisfaction with a product or brand. 3) This study only uses three independent variables that influence purchase intention. For future research, it is recommended to be able to add variables that have an influence on purchase intention. Thus, it is hoped that the research can provide more comprehensive information and produce more accurate findings. 4) For future researchers, to be able to expand the scope by involving a larger population and sample. In addition, it is expected to look for more references for further research.

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