The Influence of Brand Ambassador Yuki Kato on the Purchase Decision of Senka Perfect Whip

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Abstract

A brand ambassador is a celebrity who promotes commercial commercials to promote a product's image and encourage people to use it. A brand ambassador promotes a company's brand and boosts sales. This study aims to determine the effect of Yuki Kato's brand ambassador on the purchasing decision of Senka Perfect Whip. This study uses stimulus-response theory and quantitative methods by distributing questionnaires to 400 respondents to followers of the @yukikt Instagram account. This study indicates the influence of brand ambassadors from four indicators: visibility, credibility, attractiveness, and strength. In addition, purchasing decisions consist of two indicators: attitude change and behaviour change.

Keywords: brand ambassador; purchasing decisions; stimulus-response theory.

INTRODUCTION

Brand ambassadors are necessary for brand and company marketing to promote the product, upgrade brand awareness, and drive sales (Lianne Lim, Rosales, Salazar, & Pantoja, 2022). Unfortunately, every company permanently attempted to forget a brand ambassador best. Because need will continue to be brand ambassadors develop with many social media users (Weinländer, 2021).

Along with running time, the internet in such a business market-wide is one factor that causes the emergence of an advertising model-new via internet media platforms or online later regular called digital marketing. Nasrullah (2015) defines digital marketing as something businesses do to do marketing a brand or product through the digital world or the internet. The goal is to reach the consumer or candidate consumer quickly and precisely.

Advertisement is considered one thing to do attention to, especially currently (Munsch, 2021). So, every company should select who will convey message advertisements to promote the product as a means of promotion (Das, 2021). So, using a brand ambassador, the right one could be one step alternative for realising thing this because a brand ambassador could help attract the attention of candidate consumers for aware of will

existing brand after consumers the start to understand what the differentiator Between one brand and another is, then satisfied will give quality. Faithful customers will follow (Abbaszadeh, Vazifehdoost, Vazifehdoost, & Nasimi, 2021).

The Zap Beauty Index survey results in January 2020 stated that Indonesian women could not separate by trend beauty. This trend continues to move from generation to generation to generation following the development of the times. In this modern era, manufacturers' beauty pampers their customers with various beauty products and everything the advantage. In the middle of the rush of current information in the digital age, sources of inspiration and reference become easier for accessed whenever and wherever. In looking for information and reproducing references related to product care beauty, 77.2 per cent of Indonesian women choose Instagram as their source (Zap Beauty Index, 2020).

One company that uses its promotional strategies via social media, Instagram, to choose a brand ambassador is Shiseido Group or above, known for company beauty origin Japan with the product brand Senka Perfect Whip (Senka, 2021). A company needs a brand ambassador to advertise products for Upgrade purchases to promote alone (Ismaila & Oziohu, 2021). A brand ambassador should own power and good pull, so the candidate consumer wants to see the product being promoted. The attraction could be beauty, style talk, life daily, an image influencer, or something else. Skills possessed an influencer for influencing candidate consumers to buy recommended products, such as Senka Perfect Whip, who chose Yuki Kato as brand ambassador (Instagram, 2021b). Yuki Kato has popularity, especially on social media and Instagram. Yuki Kato's Instagram Account has 7.6 million followers. The video ad promoted by Yuki Kato is 20 seconds long and has already watched more than 166.765 impressions on Instagram and got 29.8 thousand likes (Instagram, 2021b).

Senka Perfect Whip offers various product types for care for faces with various conditions of women 's skin. Make skin brighter and healthier. With carry draft prone or bare skin (no makeup skin) that is draft unique beauty Minimalist Japanese, not only facial foam, Senka also has Suite product as a cleanser, makeup remover, and sunscreen.

As a new company in Indonesia and moving into the world of online business, especially on Instagram, it is essential for Senka Perfect Whip to know if there is the influence of a Brand Ambassador to buy the product it promotes (Senka, 2021). Yuki Kato plays as a brand ambassador to convey a message advertisement Senka Perfect Whip products whose goal is to build an impression positive (Herrando & Martín-De Hoyos, 2022) and affect his Instagram followers to Senka Perfect Whip products that will cause decision purchase (Instagram, 2021b). The credibility of a brand ambassador is one factor considered by followers for believing in truth contents message delivered to use Upgrade decision purchase Senka Perfect Whip product. A purchase decision could be interpreted as the election of two or more alternatives to purchase. Before purchasing, several possible choices are selected, so consumers should choose one of the—consumer decisions to buy a product influenced by appraisal quality given product. Demands

customers must produce their own more quality tall make companies in various fields compete for Upgrade quality products, maintain the brand image of their products, and increase their total consumers (Laroche, Li, Richard, & Zhou, 2022). So a candidate buyer needs a Brand Ambassador inside to determine the decision to purchase something the products they want (Dinh & Lee, 2021). Therefore, researchers are interested in research titled "The Effect of Brand Ambassador Yuki Kato on Senka Perfect Whip Purchase Decisions." Furthermore, the researcher wants to know how much influence Yuki Kato's brand ambassador has on purchasing decisions for @yukikt Instagram followers.

The stimulus-response theory is the most fundamental theory of communication science. This theory is called many names, such as the hypodermic needle and bullet theories. Sending a message is the same as injecting a drug or shooting a bullet at the recipient. This theory describes how sending messages from the source (communicator) of the message to the recipient (communicant), the process of conveying the message, is unidirectional or linear. According to this theory, the influence of the mass media is considerable and can affect the communicant. Two essential elements of this theory are mass media and message recipients. First, the mass media provide a stimulus then the communicant will accept the stimulus and respond (Morissan, 2013).

This theory is objective, functional, and focuses on empirical research. This theory interprets how a causal relationship can occur in individuals. Furthermore, this stimulus-response model assumes that human responses are predictable. In short, communication is considered static. Therefore, the response is seen not based on the will or free will of the individual (Mulyana, 2015).

This model is communication as a direct-action reaction process. This theory assumes that words (verbal and written), nonverbal cues, pictures, and specific actions can stimulate others to respond in certain ways. This process can be reciprocal with many effects, changing the next act of communication (Delliana & Arisandi, 2020). This process is the process of exchanging or sending information and ideas. This process is reciprocal and has many effects. Each effect can change the next communication act (Mulyana, 2015).

According to Kriyantono (2018), SR theory is widely used to research the influence of media effects on media audiences, considered to have an infinite or powerful influence. The stimulus-response theory itself has a significant influence on influencing and changing behaviour and audiences.

According to Firmansyah (2020), communication marketing is the company's means to inform, persuade, and remind consumers of goods by selling products and brands directly or indirectly. The word "Communication" Marketing "has two element trees, i.e., communication, through which thoughts are conveyed between individuals. Communication as a delivery process message has communicated through a medium to understand the message's meaning. At the same time, Marketing is a bunch activity

company or organisation that conveys about the information their products, services, and ideas to customers.

Communication marketing is a business for conveying a message to the public about a company's product, specifically to the consumer. Frequent concept _ conveys the message, also known as mix promotion (promotional mix). They are called mixed promotion because marketing uses various promotion types, including advertising, personal selling, sales promotion, public relations, and direct marketing. For example, the company conveys the message through the media in the following process.

According to Firmansyah (2020), communication process marketing could do with use elements as follows: use advertisement as a means of promoting the sale; braid connection with the consumer as buyer product; marketing straight away; marketing interactive that is online marketing and; word of mouth marketing.

Building process trust in consumers to product needs various promotion methods. Every company should create a promotion strategy marketing the product or the direct services so consumers can accept the strategy used well. The usage of Brand Ambassador is meant to realise the identity company in terms of appearance, attitude, values, and ethics.

According to Kotler & Keller (2009, p. 181), Brand Ambassador is a supporter who selects ads from famous people or people not known to have an appearance interesting for riveting attention and memory consumer. Usually, Brand ambassadors are used by a from circles celebrity or other famous people who get support advertisement advertised product; Companies can use a public figure or known with a famous artist who can make exciting attention public with thorough. Then from that, the presence of celebrities is essential, for Becomes interpreter talk brand advertised products to be fast attached in mind and memory consumers, so consumer wants to buy brand that. Besides, celebrities are used as the right tool to represent the market segment that is the company's target got new consumers and include wider.

According to Shimp in Yusiana & Maulida (2015), Brand Ambassadors support something brand from various public figures. Besides figures, public fame can also be supported by ordinary people or, more often, called regular endorsers.

From the explanation, one could conclude that the Brand ambassador is one of the efforts made by the company to convey information or promote the brand the product through a celebrity famous with method present image best from something product, the goal is that the advertised brand could with well accepted by consumers and invites consumer other for using the same product.

Characteristics of Celebrity Brand Ambassadors used attractive interest and attention public to be advertised product, so product they could accept well by the community.

According to Kotler & Keller (2009), there are three characteristics required by a brand ambassador: (1) Attraction is a powerful pull celebrity good in the form of sincerity, humour, and naturalness that make celebrity they could preferred by consumers. (2) Trust connects how effective and honest a person is in the eyes public or the level of trust, and dependence, such as someone who can be trusted. (3) Skills, knowledge such as experience or skills possessed by a communicator or celebrity to support the advertisement of the product it represents.

Someone who becomes a brand ambassador could see from several characteristics four characteristics in using brand ambassador: visibility, credibility, attraction, and power. Characteristics this called with VisCAP Model, visibility could interpret how famous or how far popular celebrities become brand ambassadors by the target. Visibility is central to upgrading brand awareness, recognition, and recall. If celebrities could know directly by audience or target, then could ensure advertisements would get more attention. Credibility In characteristics, credibility could be seen in the ability of celebrities made brand ambassadors. It could be said that characteristics this see knowledge possessed by celebrities. Attraction focuses more on power pull celebrities and similarity Among celebrities with targets. Where attractions are shared Becomes two: (a) Likability Attractiveness from physical appearance displayed by celebrities who can help target celebrities who became brand ambassadors. When the target likes the appearance physique brand ambassador, then more targets easy persuaded. (b) Ideal similarity means the ideal similarity between the target and celebrities who became brand ambassadors— because of that, and it is needed to identify the target audience with emotional depiction so that it could show how to style life from the target. With its similarity so communication will intertwine with good. Power could Upgrade the intention purchase brand, though no attitude, to instruct viewers on the act. Power as a characteristic presenter is only occasionally relevant in advertising. These celebrities became a brand ambassador because of how much power he has.

Purchasing decisions are a series of processes that start from the consumer recognising the problem, seeking information about a particular product or brand, and evaluating the product or brand and how well each alternative can solve the problem, which then a series of processes that lead to a purchase decision (Tjiptono, 2011). Consumers make purchasing decisions to purchase a product, beginning with an awareness of the fulfilment of needs and desires. The purchase decision is a consumer's decision to buy a product after thinking about whether it is appropriate to buy it by considering the information known realistically about the product after experiencing it.

The buying decision-making process requires seeking or receiving different information. The purchase decision is how consumers decide which brand to buy. Consumers will buy the most preferred brand, but it can be influenced by two factors that lie between purchase intentions and purchase decisions: the attitude of others and unexpected situations. Purchase intentions could change if the situation faced by consumers inhibits or forces them to cancel the purchase or switch to other choices. Therefore, purchase

preferences and intentions do not always result in an actual purchase (Kotler & Keller, 2009).

Consumer decision-making on a product varies depending on the type of purchase decision. Complex and expensive purchases may involve more buyer consideration and more participants in specific buying processes. As a result, the consumer must pass through several stages known as the "level model." This model shows that consumers must go through 5 (five) stages in buying a product: problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behaviour.

It can be concluded that purchasing decisions are actual actions of someone in deciding to buy or not a product that has been selected through various alternative information obtained. There are three indicators in the purchasing decision-making process, namely: The pre-purchase phase includes all consumer activities or activities that occur before the product or service purchase process. At this stage, three processes occur identification of needs, information search, and evaluation of alternatives. The consumption phase is the decision-making process carried out by consumers when consumers are sure and interested in making purchases and utilising a product or service. The evaluation phase is the process where consumers have used the products or services they have purchased.

Instagram is an application used to share photos or videos. Own Instagram is still part of Facebook that allows friends on Facebook to follow our Instagram account. The growing popularity of Instagram as the application used for photo sharing makes many plunges into online business to join and promote their products through Instagram (Nisrina, 2015).

Instagram is one social networking media that can be utilised as a marketing medium immediately. Through Instagram, product goods or services offered by uploading photos or a short video, the candidate's consumer could see the types of goods or services offered. Instagram is one media that users active reach 400 million users globally. Indonesia is recorded as a country that contributes to the number of most Instagram users. Users on Instagram doubled per month from year to year based on data as of March 2021 (Instagram, 2021a). Indonesia is one of the countries with a total user the most, and 89 per cent of users of Instagram service originates from circles 18-34 years old who access Instagram at least a week once. In September 2015, Instagram opened its platform to businesses, big or small, worldwide and offered solution advertising (Instagram, 2021a). This becomes an opportunity that the perpetrator's business can exploit to promote service via Instagram.

Paradigm research on things could be said as patterns in thinking that show existing connections. Among the variables that will be researched and described types and variety the amount stated in the formula problem to be answered from the study—theories used for formulating hypothesis research. Engineering analysis studies statistics to be used on research that has been determined (Sugiyono, 2019). In research, this paradigm used is paradigm positivistic. Positivistic looks at reality, symptoms, and phenomena. They could

be classified as relationships because of their consequence (Sugiyono, 2014). Wherefrom the study, the researcher wants to know the results existing fundamental and no existing engineering that happened, with a look for because consequence from how much big Yuki's brand ambassador influences Kato to purchase Senka Perfect Whip.

METHOD

Based on the study's problem, the researcher uses a method survey. The survey method is a research method that uses a questionnaire as an instrument for future data collection spread to the amount of selected sample from a population-specific (Kriyantono, 2018). In research, this survey uses quantitative and manifold explanative approaches. Study explanative aims to look for a connection that exists because of the consequences Among two variables.

Overall, this research took place for four months, from September 2021 to January 2022. The location that was focused on this research was Yuki Kato's Instagram account to carry out the process of filling out the questionnaire.

A population is a bunch group consisting of from object or subject with quality and characteristics certain who have understood and drawn the conclusion. Population not only people but also objects and things object other. As well as population, the number of objects and subjects, and the fundamental characteristics/traits possessed by the subject or object (Sugiyono, 2019). To research this, the population used is followers of Yuki Kato's Instagram account, totalling 7.9 million followers or followers.

The sample is part of the population's number and characteristics (Sugiyono, 2019). The selection technique for the sample used in the study is the non-probability sampling technique purposive sampling, which is a technique determining sample with to do consideration certainly. This way was chosen because the sample in the study was determined by specific criteria, such as followers on the Yuki Kato's Instagram. For example, the amount of population required to determine the sample in the study is a follower of Yuki Kato's Instagram account, 7.9 million or 7.900,000. Therefore, the results obtained for the sise sample in the study are 400 respondents.

The data collection technique is the most strategic step in research because the objective main of the study is to get data. The researcher will not get data that meets defined data standards without knowing the data collection technique. Data collection techniques used in the quantitative approach collect data with reality and can be held accountable later. The researcher uses data collection with a method questionnaire and then processing data using SPSS. Researchers use questionnaires to collect data. The questionnaire is a technique for collecting performed data, giving set questions or statements written to the respondent for answers. The questionnaire is a technique for efficient data collection when the researcher knows certain variables to be measured and what respondents can expect. The researcher used a questionnaire closed so that respondents no can free to choose answers but has determined answer by the researcher.

The scale used in the study is the Likert Scale, used to measure attitude to the object. Object attitude has determined by Specific and systematic. The variable attitude to object indicator is point reject in make question—the connected answer statement attitude with the use of words.

Research this correlation. The coefficient will be used using Pearson's correlation or product moment. The reason to use The product-moment correlation is to look for now coefficient correlation or level strength connection to prove the hypothesis between variables (Kriyantono, 2018).

A simple linear regression test is used when data from two variables, variable X and Variable Y, have determined the researcher. The second variable each other bonded and connected to the same another. So the value of variable Y can be predictable and calculated based on the mark from variable X. For the research, variable Y is the influence of the brand ambassador. In contrast, the X variable is decision purchase. So get interpreted that variable dependent could influence variable independent (Kriyantono, 2018).

The T-test is used to test significant connections. For example, among variables X and Y, are variable X influential to variable Y byte separate. If t count > from t table, then H0 is rejected, and variable free could explain the variable tied up. No influence Among two of the variables tested (Kriyantono, 2018).

RESULTS AND DISCUSSION
Senka Perfect Whip is a company that offers various product-focused beauty products to brighten and protect health leather. Senka Perfect Whip is a brand from the original Shiseido Group Japan founded in 2002, which was launched to give care best for skin women Asian.

Senka Perfect Whip has been Becoming cleaner face number one in Japan for 11 years. With Micro Dense Foam innovation, making cleaner face this own foam capable solid clean face with perfect until to pores, make a face clean and damp. Blend Among Micro Dense Foam innovation and technology Nomitsu is a secret process mixing technology from Shiseido Group, making the resulting whip own advantages that do not own product similar, namely more significant, more prosperous, and denser.

The Senka Perfect Whip product is suitable for all skin types and contains Double Hyaluronic Acid, which maintains moisture and hydrates the skin. Not to forget, there is a White Cocoon Essence formula to create a large foam texture, five times denser and gentle on the skin surface. So removing dirt and residual makeup on the face is more effective.

In this study, researchers emphasise three aspects: the influence of brand ambassadors, purchasing decisions, and social judgment theory. In variable X, there are four indicators:

visibility, credibility, attraction, and power. After getting the results of the indicator variable X through a questionnaire, it can be continued for the variable Y with two indicators, namely changes in attitudes and behaviour. Each indicator with questions in the questionnaire was then distributed to Yuki Kato's Instagram followers.

Yuki Kato's Instagram followers have reached 6.7 million followers. In this study, the researcher used the Slovin formula. After calculating the total population with a margin of error of 5%, the researcher had to find as many as 400 respondents to fill out this research questionnaire. Researchers conducted a pre-test for 30 respondents and got valid results so that questions could spread to Yuki Kato's Instagram followers. Variable X consists of 14 questions, and Variable Y consists of 6 questions, each of which must be filled out by @yukikt followers. This questionnaire was distributed to determine whether the questions from each variable were valid and reliable.

In research, this researcher uses regression and correlation tests to show a strong relationship between influencing brand ambassadors with purchasing decisions. It means that Yuki Kato's brand ambassador has a powerful influence. The advertisements promoted by Yuki Kato can influence his followers to make purchasing decisions for Senka Perfect Whip products.

The regression test results stated a positive influence between the X and Y variables, which means there is a connection because of the consequence in the second variable. So that could be interpreted that influence brand ambassadors influencing purchasing decisions. The brand ambassador has a significant role because the brand ambassador is a celebrity who provides information about product advertising through social media. The brand ambassador is a bridge between companies and consumers. So, it can be concluded that the theory of social justice influences the X and Y variables.

CONCLUSION

In this study, the problem formulation is "is there any influence of brand ambassadors on purchasing decisions?". Based on the formulation of the existing problems, it can be concluded that there is a strong influence between brand ambassadors and purchasing decisions. Therefore, this study aimed to determine the influence of brand ambassador Yuki Kato on the purchase decision of Senka Perfect Whip. After conducting research by conducting several tests, there is a strong influence between variable X and Variable Y so that it can be concluded that the researcher's objectives are in line with expectations.

After conducting some analysis of the data collected by the researchers, the influence of brand ambassadors on purchasing decisions can be concluded that the influence of Yuki Kato's brand ambassador on purchasing decisions is proven to have an effect.

Of the 400 female respondents, the most willing to spend their time filling out the questionnaire were 262 respondents. With data that has been processed and described, this study has influenced brand ambassador Yuki Kato on the purchase decision of Senka Perfect Whip on Instagram followers @yukikt. In the T-test where the sig value is 0.00 <

0.05 and the t value is 23,192 > t table 1,966. So, the alternative hypothesis in this study is accepted so that it can be concluded that the independent and dependent variables have a significant influence.

The simple linear regression equation obtained is 3.775 + 1.080X. Therefore, so that every increase in the Yuki Kato brand ambassador variable will always be followed by a purchase decision variable value of 1.080 in a positive direction with a constant value of 3.775, it can be concluded from the formulation of the problem, this research has an influence between brand ambassador Yuki Kato on the purchasing decision of Senka Perfect Whip.

Researchers experienced limitations in the Thing method data collection because of the difficulty of the deployment questionnaire because of limited service hours, so no researcher forgot the results questionnaire in a short time. So that study next recommended could do the study with a deployment questionnaire more the sise of the media so that could make it easy researcher forgot the results questionnaire by fast.

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