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The Effect of "Han So Hee" Brand Ambassador and E-Wom on Customer Loyalty with Purchase Decision as an Intervening Variable (Study on Consumers of Beauty Products Somethinc)

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Abstract

The purpose of this study was to determine the effect of Brand Ambassador, E-Wom on Customer loyalty through Purchase Decisions for consumers of Somethinc beauty products who make purchases using online marketplaces. This research is quantitative research using SEM-PLS. Survey data was collected online and found 246 respondents. Brand Ambassador and E-Wom have a positive and significant effect on the Purchase Decision, H1 and H2 are accepted. Brand Ambassador, E-Wom and Purchase Decision have a positive and significant direct effect on Customer loyalty, H3, H4, and H5 are accepted. Meanwhile, Purchase Decision has a positive and significant effect mediating Brand Ambassador and E-Wom on Customer loyalty, H6, and H7 as mediating variables are accepted. Theoretical implications in this study can contribute to the study of digital marketing literacy.

Key words: Brand Ambassador, E-Wom, Customer loyalty, Purchase Decision, Han So Hee.

INTRODUCTION

The rapid development of science and technology has contributed to the renewal of the mindset and behavior of people who tend to think modernly, so business owners are required to develop various effective marketing strategies to attract attention and keep consumers loyal to the products offered. Maintaining customer loyalty is an important thing for entrepreneurs to pay attention to because if a company has loyal

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customers, it can become an asset for the company (Ahmaddien & Widati, 2019). Customer loyalty is an achievement of the main goal of a company or business because loyal customers will generate dividends throughout the business (Sangadji & Sopiah, 2013). Customer loyalty is often associated with consumers or customers who purchase products repeatedly. That way, the better the customer purchasing decisions, the better customer loyalty will be (Ratnasih & Nurjanah, 2019). Marketing factors that can influence purchasing decisions and customer loyalty can use the role of brand ambassadors and electronic word of mouth (E-Wom) as a means to promote their products.

E-Wom is a marketing tool that is used by a brand as a forum for sharing information in online mode which can save time, be faster, be effective, and be cost-efficient in doing business. The existence of good E-Wom on social media is a marketing strategy tool that can attract consumers in making purchasing decisions (Handi et al., 2018). Using social media such as Facebook, Twitter, Instagram, and so on can quickly disseminate information to various groups of people who have internet networks so word-of-mouth marketing is expanding rapidly through social media.

In addition to using E-Wom as a marketing tool to communicate the brand of a product to the general public, companies can also use brand ambassadors as a marketing strategy that can also influence customer decisions and loyalty. Where research (Nurhasanah et al., 2021) that the better E-Wom and the more trusted Brand ambassadors are, the higher consumers are interested in making product purchasing decisions. Brand ambassadors can be said to be brand speakers, so through brand ambassadors, it is hoped that it will be easier for consumers to receive and understand information or messages from a product (Kotler & Armstrong, 2018). Celebrities will behave or act as dealers, speakers, and liaisons in an advertisement to introduce a product or service to consumers so that the use of celebrities, athletes, and or public figures is considered as a representation (representation) of product identity (Amin & Rafiqah, 2021).

Several brands or products or service brands have begun to use Korean artists and idols as brand ambassadors, including beauty brands in the form of skincare and cosmetics. In 2021, based on data from the Central Statistics Agency (BPS), cosmetics, which includes the pharmaceutical, chemical, and traditional medicine industries, will experience growth of up to 9.61%. Apart from that, BPOM also noted that the cosmetic industry experienced an increase in the number of companies by up to 20.6 percent. A total of 819 cosmetic industries have increased to 913 industries from 2021 to July 2022.

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Based on research data from the Compass team, the Somethinc beauty product brand is included in the 10 skincare brands category, the best-selling facial serum category in Indonesia, as evidenced from June to August 2022. Positive reviews from consumers can be used as an E-Wom marketing strategy tool for the Somethinc beauty product brand.

Somethinc uses a brand ambassador, namely an artist from Korea named Han So Hee who was busy among Korean drama lovers and some Indonesian people. Consumers of Somethinc beauty products admit that they decided to buy Somethinc beauty products because of their brand ambassador, Han So Hee. Consumers also said that they liked and matched the Something brand product and said they would not switch to another product because the quality of the product could not be doubted, so a feeling of loyalty towards Something's product had arisen. Whereas in the research results (Amin & Rafiqah, 2021) the role of brand ambassadors and E-Wom does not affect purchasing decisions for cosmetic products. Based on the description and the existence of the research gap above, the researcher is interested in conducting research with the title "The Influence of Brand Ambassador "Han So Hee" and E-Wom on Customer Loyalty with Consumer Purchase Decisions as Intervening Variables (Studies on Consumers of Beauty Products Somethinc).

LITERATURE ANALYSIS AND METHODOLOGY

Customer Loyalty

According to (Griffin, 2005) consumer loyalty is a deeply held customer commitment to re-subscribe or re-purchase selected products or services consistently in the future, even though situational influences and marketing efforts have the potential to cause behavior change. Customer loyalty is a deeply held commitment to purchase or subscribe to selected products or services in the future even though situational influences and marketing efforts have the potential to cause consumers to switch to other products (Kotler & Keller, 2012).

Purchase Decisions

(Sangadji & Sopiah, 2013) defines a decision as choosing one action from two or more choices. (Priansa, 2017) said that consumer buying behavior is a series of physical and mental behaviors experienced by consumers when they are about to purchase certain products. Based on some of the definitions above, it can be concluded that purchasing decision-making is a process or stage of integrating knowledge about

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consumer behavior in determining and evaluating two or more choices of goods or services that ultimately decide on meeting or buying consumer needs.

Brand Ambassadors

A brand ambassador is defined as someone who likes a brand, is willing to introduce the brand, and voluntarily conveys information related to a brand (Firmansyah, 2019). Brand ambassadors are instruments used by companies to communicate and relate to consumers, as well as strategies to increase sales. (Kotler & Keller, 2009) brand ambassadors are advertising advocates or also called product spokespersons who come from various backgrounds and look attractive to encourage consumer attention and memory. The use of brand ambassadors is carried out by companies to invite and influence consumers to use a product (Royan, 2004).

Electronic word of mouth (E-WOM)

The development of the internet world today has provided a new paradigm shift in Word of Mouth (WoM). In the past, the Word of Mouth (WoM) communication process was carried out face to face face to face, but the presence of the internet today has dramatically facilitated consumer interconnection and given birth to a new form known as Electronic word of mouth (e-WoM). (Schiffman et al., 2010) stated that evolving technologies allow people to collect and transmit attention-grabbing information and share consumption experiences with others on social networks, blogs, brand communities, and consumer messengers called e-WoM. Electronic word of mouth is a statement made by actual, potential, or previous consumers about a product or company where this information is available to people or institutions via the Internet (Wijaya & Paramita, 2014).

METHODOLOGY

This type of research is descriptive and explanatory research, with a quantitative approach. Descriptive research is used to explain problems related to brand ambassadors, e-wom, purchase decisions, and customer loyalty, among consumers of the Somethink beauty product brand. While explanatory research is used to determine the relationship between variables regarding brand ambassadors, e-wom, purchase decisions, and customer loyalty. In this research design, the analysis used is SEM-PLS analysis. The instrument used was a questionnaire conducted via Google Forms with a 5-

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point Likert scale. The research instrument was tested for validity and reliability. The research design model in this study is described in the following figure.

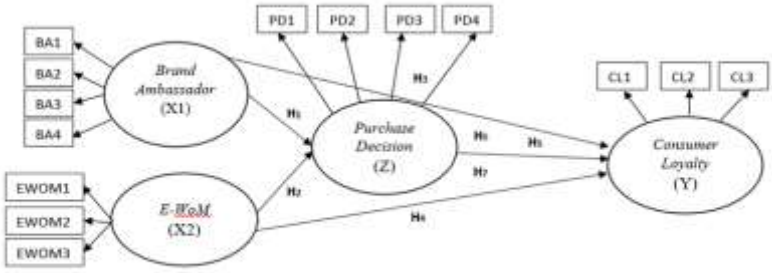


Figure 1. Research Design Model

The population of this study is infinite where the population studied is unknown, that is, all consumers of the Something beauty product brand through an online marketplace in Malang City. The sample in this study was taken from an unknown population (infinite population), therefore it is necessary to estimate the proportion of the population. The sampling technique used in this study is one of the non-probability sampling techniques, namely purposive sampling. Based on the initial survey data processing, it was found that the estimated proportion of consumers buying Something beauty products in the online marketplace was 80%, so the sample size was calculated using the Sample Size Calculator. Thus, from the data collection results that have been obtained, it can be determined that the sample is 246 respondents.

RESEARCH AND RESULTS

Descriptive Analysis

1) Brand Ambassadors

Brand ambassadors in this study have 4 indicators, namely Visibility, Credibility, Attraction, and Power. The position of the Somethinc beauty product brand ambassador is included in the effective/high category. So it can be concluded that the popularity and performance of a Korean actress named Han So Hee who is the brand ambassador of Something products in the world of celebrities and business activities is good so that it can increase purchasing decisions and consumer loyalty.

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2) Electronic word of mouth (E-WoM)

Electronic word of mouth (X1) in this study has 3 indicators, namely Intensity, Valence of Opinion, and Content. The position of E-WoM in Somethinc beauty products is included in the effective/high category. So it can be concluded that there are more reviews or reviews of beauty products for the Somethinc brand which have a positive meaning to increase purchasing decisions and consumer loyalty.

3) Customer loyalty

Customer loyalty in this study was measured by 3 indicators, namely repeat purchases, saying positive things, and recommending. The position of customer loyalty to Somethink beauty products is included in the effective/high category. So it can be concluded that Somethinc's beauty products have products with good benefits and quality that make consumers confident to repurchase products from Somethink to increase purchasing decisions and consumer loyalty.

4) Purchase decisions

Purchase Decision in this study is measured by 4 indicators, namely Product Choice, Brand Choice, Distribution Choice, and Purchase Time. The position of Purchase Decision on Somethinc beauty products is included in the effective/high category. So it can be concluded that the diversity of Somethinc beauty product variants is good so that it can increase purchasing decisions and consumer loyalty.

Outer Model Analysis

Analysis of the measurement model (outer model) is carried out to ensure that the measurement used is feasible to be used as a measurement.

Table 1. Result of the analysis of each variable

Variable	Indicator	Outer Loading	P-Value	Outer VIF	Explana-tion
Brand ambassa-dor	**BA1**	0.837	0.000	1.944	Valid
	BA2	0.878	0.000	2.621	Valid
	BA3	0.866	0.000	2.444	Valid
	BA4	0.893	0.000	2.901	Valid
E-WOM	**E-WOM1**	0.844	0.000	1.726	Valid

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	E-WOM2	0.851	0.000	1.792	Valid
	E-WOM3	0.869	0.000	1.944	Valid
Customer loyalty	**CL1**	0.884	0.000	2.272	Valid
	CL2	0.909	0.000	2.646	Valid
	CL3	0.910	0.000	2.705	Valid
Purchase decision	**PD1**	0.871	0.000	2.520	Valid
	PD2	0.833	0.000	2.072	Valid
	PD3	0.835	0.000	2.300	Valid
	PD4	0.863	0.000	2.285	Valid

The variables in this study met the criteria, namely the loading factor value > 0.7 which proved that the entire instrument was valid. The overall significance value indicated by a p-value <0.05 proves that the research instrument is significant. Next is the formative measurement model (outer VIF) where the estimation results for the entire instrument show outer VIF values <5 which proves that there is no multicollinearity between measurement items. This proves that each variable has been able to be explained by its indicators because it has met the requirements of convergent validity.

Determinant Coefficient (R^2) and (Q^2)

The inner model aims to examine the relationship between latent variables by seeing how much variance can be explained. The R Square and Q Square values in this study are to determine the predictive power of the structural model of each endogenous latent variable.

Table 2. Determinant Coefficient (R2) and (Q2)

Variable	**R-square**	**Q^2 predict**	
Customer loyalty	0.672	0.572	
Purchase decision	0.607	0.602	

The R-squares value of the customer loyalty variable is 67.2%. This shows that the variable customer loyalty can be explained by the brand ambassador, e-wom, and purchase decision variables of 67.2%. Meanwhile, the remaining 32.8% is explained by other variables not discussed in this study. Furthermore, the influence of brand ambassadors and e-wom on purchase decisions is 60.7%. The remaining 39.3% is explained by other constructs that are not explained in this study. It can be concluded

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that the value of R square on the variable customer loyalty and purchase decision <0.75. This shows that the variables of customer loyalty and purchase decision have a moderate relationship.

The Q square predicts a value > 0 in this study which indicates that the variable customer loyalty with a value of 0.572 and purchase decision with a value of 0.602 have predictive relevance. This states that the variable in this study has a high level of predictive accuracy. So every change in the brand ambassador, e-wom, and purchase decision variables can predict every change in the customer loyalty variable.

Hypothesis testing

Hypothesis testing was carried out to find out whether a hypothesis can be accepted or rejected by looking at the t-statistic value > 1.96 and p-value < 0.05, it is stated that the relationship between variables is significant. The hypothesis analysis test was carried out with smartPLS 4.0 software**.**

Table 3. Path Coefficient

Hypothesis	***Path Coefficient***	**P-*value***	**F-*Square***	**Explanation**
Brand ambassador -> Purchase decision	0.235	0.000	0.097	Accepted
E-WOM -> *Purchase decision*	0.623	0.000	0.682	Accepted
Brand ambassador -> Customer loyalty	0.157	0.009	0.047	Accepted
E-WOM -> *Customer loyalty*	0.270	0.000	0.091	Accepted
Purchase decision -> Customer loyalty	0.489	0.000	0.286	Accepted

Table 4. Mediation Analysis

Hypothesis	***Path Coefficient***	**P-*value***	**Upsilon**	**Explanation**
Brand ambassador -> Purchase decision -> Customer loyalty	0.115	0.000	0,0132054572	Accepted
E-WOM -> *Purchase decision -> Customer loyalty*	0.305	0.000	0.0928097946	Accepted

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DISCUSSION

Based on the results of testing the hypothesis above, the influence between variables can be explained as follows.

H1: The influence of Brand ambassador (X1) on Purchase Decision (Z) on Somethinc Beauty Products

There is a positive and significant influence between Brand ambassadors on Purchase decisions for consumers of Somethinc beauty products. Based on the table it is explained that if the path coefficient is 0.235 with a p-value of 0.000, then H1 is accepted. Thus, the results of this study are supported by research studies (Abigel et al., 2022), (Kok et al., 2021), (Chinedu Chukwu, 2021), (Nurhasanah et al., 2021), (Korompis et al., 2022), (Situmorang & Herdiansyah, 2022), (Sari & Hasyim, 2022), and (Lestari & Ticoalu, 2022), which states that the presence of brand ambassadors has a positive and significant effect on purchasing decisions. In addition, research by (Handayani, 2022) and (Rahayu & Sutedjo, 2022) also proves that brand ambassadors have a positive and significant effect on purchasing decisions for beauty or cosmetic products. The use of brand ambassadors is carried out by companies to invite and influence consumers so that consumers are interested in using these products. Han So Hee has been known as a professional actress in several Korean films and dramas so she has a considerable influence on her followers. So it can be concluded that the popularity and performance of a Korean actress named Han So Hee who is the brand ambassador of Somethinc's product in the world of celebrities and business activities is good so that it can increase purchasing decisions.

H2: Effect of E-WoM (X2) on Purchase Decision (Z) in Somethinc Beauty Products

There is a positive and significant influence between E-WOM on Purchase decisions among consumers of Something beauty products. Based on the table above, it is explained that if the path coefficient is 0.623 with a P value of 0.000, then H2 is accepted. In research in Iran, results were obtained showing that E-WoM influenced buying behavior (Farzin & Fattahi, 2018). The results of this study can be a first step for research on E-WoM on buying behavior in Indonesia. The results of this study are also supported by research (Nurhasanah et al., 2021), (Handi et al., 2018) and (Perera et al., 2019) which state that the presence of E-Wom has a positive and significant effect on purchasing decisions. In addition, research by (Putri & Patrikha, 2021), (Mulia & Sudarita, 2020), and (Yulindasari & Fikriyah, 2022) also proves that E-Wom has a positive and significant effect on the decision to buy beauty or cosmetics products. In this case, the

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better the E-WoM, the better the consumer's purchase decision for Somethinc beauty products. With positive reviews from other people about products from Something, it will increase consumer trust and confidence in deciding to buy a product.

H3: The influence of Brand ambassadors (X1) on Customer Loyalty (Y) in Somethinc Beauty Products

There is a positive and significant influence between Brand ambassadors on Customer loyalty in consumers of Somethinc beauty products. Based on the table above, it is explained that if the path coefficient is 0.157 with a P value of 0.009, then H3 is accepted. Thus, the results of this study are supported by research by (Maulida & Kamila, 2021), (Sutomo et al., 2022), and (Indrasari et al., 2019) which state that the presence of brand ambassadors has a positive and significant effect on customer loyalty. In addition, research (Nafis & Marasabessy, 2022) also proves that brand ambassadors have a positive and significant effect on consumer loyalty to beauty or cosmetic products. This is following the opinion (Nalita et al., 2022) that brand ambassadors are individuals selected from celebrities or public figures with the power to convince someone psychologically with the products or services presented so that they can stick and create loyalty to consumers.

H4: Effect of E-wom (X2) on Customer Loyalty (Y) in Somethinc Beauty Products

There is a positive and significant influence between E-WOM on customer loyalty among consumers of Somethinc beauty products. Based on the table above, it is explained that if the path coefficient is 0.270 with a P value of 0.000, then H4 is accepted. Thus, the results of this study are supported by research (Month & Chandra, 2021) which states that the presence of E-Wom has a positive and significant effect on customer loyalty. In addition, research (Dewi & Putri, 2018) also proves that E-Wom has a positive and significant effect on consumer loyalty to beauty or cosmetic products. According to the results of the respondents' assessment of the E-WoM variable, consumers of Somethinc beauty products will write positive comments after feeling comfortable with the product and then start to recommend the product to those closest to them. Based on this explanation, it can be interpreted that the more often people use electronic word of mouth, the more it can affect their loyalty (Ningsih et al., 2019).

H5: Effect of Purchase Decision (Z) on Customer Loyalty (Y) in Somethinc Beauty Products

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There is a positive and significant influence between Purchase decisions on Customer loyalty in consumers of Somethinc beauty products. Based on the table it can be explained if the path coefficient is 0.489 with a P value of 0.000, thus H5 is accepted. Thus, the results of this study are supported by research by (Gunawan, 2021), (Ahmaddien & Widati, 2019), and (Ratnasih & Nurjanah, 2019) which state that the existence of a purchase decision has a positive and significant effect on customer loyalty. In addition, research by (Rahmayanti et al., 2019) and (Fatmasari & Indriyatni, 2020) also proves that purchase decisions have a positive and significant influence on customer loyalty to beauty or cosmetic products. Consumers think that beauty products with the Something brand name are beauty products that have a wide variety of complete variants, from skincare to make-up, so consumers have many diverse choices in their purchasing decisions. In this case, business people are required to always improve product quality and always have the latest innovations that can attract consumers to keep repurchasing products at the Somethinc brand.

H6: The influence of Brand ambassador (X1) on Customer loyalty (Y) through Purchase Decision (Z) on Somethinc Beauty Products

Based on the table, there is an indirect effect between Brand ambassadors on Customer loyalty through Purchase decisions on consumers of beauty products Somethinc can be explained if the path coefficient of Brand ambassadors on Customer loyalty through Purchase decisions is 0.115 with a P value of 0.000, thus H6 is accepted. Thus, the results of this study are supported by research (Sari & Hasyim, 2022) that brand ambassadors positively and significantly influence consumer loyalty through purchasing decisions. The use of brand ambassadors is not only limited to promoting products but aims to increase consumer involvement so that they are closer to the brand and encourage purchases (Wang & Hariandja, 2016). The role of brand ambassadors in influencing consumer decisions to be interested in buying a product can be seen from the credibility of ambassadors who promote brands. The more popular and well-known a brand ambassador is, the more purchasing decisions are taken by consumers. With this decision, consumers may repurchase products from that brand and recommend them to others.

H7: Effect of E-wom (X2) on Customer loyalty (Y) through Purchase Decision (Z) on Somethinc Beauty Products

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Based on the table, there is an indirect effect between E-WOM on customer loyalty through purchase decisions on consumers of beauty products Somethinc based on the table, it can be explained if the path coefficient of the influence of E-WOM on customer loyalty through purchase decisions is 0.305 with a P value of 0.000, thus H7 accepted. This is following the opinion (Semuel & Lianto, 2014) which states that electronic word of mouth becomes a "venue" or a very important place for consumers to give their opinions and is considered more effective than offline word of mouth (WOM), because of the level of accessibility. and wider reach. E-wom is an activity column provided by online marketplaces or social media aimed at potential consumers beforehand which contains negative or positive statements about products sold on these sites which are known as reviews or customer testimonials. Later, new consumers will assess the reputation of the products sold in the marketplace for their purchasing decisions. Then the reputation of the E-Worm history will influence customer repurchase intentions to form consumer loyalty. Thus, the results of this study are supported by research (Simamora & Fauziah, 2019) that E-Wom positively and significantly influences consumer loyalty through purchasing decisions.

CONCLUSION AND RECOMMENDATIONS

Based on the results of the study, shows that there is a positive and significant influence between Brand ambassadors on Purchase decisions for consumers of Somethinc beauty products. That is, the better the Brand ambassador, the higher the consumer purchasing decision on Somethinc products. Second, there is a positive and significant influence between E-WOM on Purchase decisions for consumers of Somethinc beauty products. That is, the higher the E-WOM, the higher the consumer purchasing decision on Somethinc products. Beside that, there is a positive and significant influence between brand ambassadors and customer loyalty in consumers of beauty products Somethink. That is, the higher the Brand ambassador, the higher the Customer loyalty to Somethinc products. a positive and significant influence between E-WOM on customer loyalty in consumers of Somethinc beauty products. That is, the higher the E-WOM, the more customer loyalty will increase. Also shows that there is a positive and significant influence between Purchase Decisions on Customer Loyalty among consumers of Somethinc beauty products. That is, the higher the purchase decision, the more customer loyalty will increase. The next is brand ambassadors have a positive and significant effect on customer loyalty through purchasing decisions for consumers of Somethinc beauty products. That is, the higher the purchase decision on Something beauty products caused by the brand

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ambassador “Han So Hee” the higher the Something product's customer loyalty. In addition, also that E-WOM has a positive and significant effect on customer loyalty through purchasing decisions for consumers of Somethinc beauty products. That is, the higher the purchase decision on the Somethinc beauty product caused by E-Wom, the higher the Something product's customer loyalty.

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