The Influence Of Advertising Media, Brand Ambassadors And Prices On Purchasing Decisions

Pengaruh Media Iklan, *Brand Ambassador,* Dan Harga Terhadap Keputusan Pembelian

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ABSTRACT
Most humans have problems with oily facial skin. Oily facial skin is one of the enemies or also a threat that affects a person's appearance and self-confidence. The presence of facial wash is able to overcome these problems and can reduce pore blockage due to blackheads and acne, rejuvenate facial skin, make facial skin look brighter, fresher, and make you stay young. The purpose of this research is to test the influence of advertising media, brand ambassadors, and prices on purchase decisions. This research uses quantitative methods. The subjects in this study are Advertising Media, Brand Ambassador, Price, and Purchase Decisions. The population used includes Pelita Bangsa University students who have used or purchased Gatsby facial wash products. The number of samples obtained in this study is as many as 76 respondents. The data collection technique carried out in this study uses purposive sampling techniques using primary and secondary data. Data analysis in this study using SmartPLS (Partial Least Square) software. The results of this study show that : 1.) advertising media on purchasing decisions has a positive and significant effect. 2.) brand ambassador to the purchase decision has a positive and significant effect, then 3.) the price on the purchase decision has a positive and significant effect.
Keywords : Advertising Media, Brand Ambassador, Price, and Purchasing Decisions.

1. Introduction

The majority of individuals struggle with greasy face skin. Oily face skin turns into one of a person's foes or a threat that compromises their attractiveness and self-esteem. Those who have oily skin on their faces may find this concerning. Oily facial skin can be caused by a number of issues, such as infrequent face washing, an inconsistent diet, big pores, overuse of skin care products, and more. Facial cleansers and washes can help with these issues by reducing pore blockage caused by blackheads and acne, rejuvenating the skin, and making the face appear younger and more radiant (Arini et al. 2022). But choosing the right face wash for your skin type may be challenging, especially for first-time users. It might be particularly challenging if you don't know what kind of skin you have. Numerous skin issues, like acne and dry skin, might develop if you select the incorrect face wash (Cnnindonesia.com, 2022).

As technology on this planet has progressed in the past, soap has also started to develop and offer cleaning soap in the forms of body scrubs, oils, gels, and creams. (Larassety, 2020) In addition, people are starting to realize how common it is to use face soap, which has led to a rush of businesses producing face-cleaning soap products. The first Gatsby brand was established in Japan by a joint venture between Mandom Coperation Tbk and PT The City Factory, which manufactures cosmetics and beauty products. The Mandom Cooperation Tbk firm then went on to create branches over time, one of which is in Indonesia.

The Gatsby face wash firm was founded in Indonesia in 1969. Initially, the company sold Water Gloss products, but it has since expanded to sell gel, cream, pomade, wax, and other products (Abdi, 2022). Gatsby face washing products have consistently dropped every year, even seeing a sharp reduction from 2022 to 2023, according to the statistics (Top brand index) above. They are placed fifth from 2021 to 2023. Pond's goods are ranked #1 with a percentage of TBI 2021 of 24.80%, TBI 2022 of 24.50%, and TBI 2023 of 25.30% based on data from the Top Brand Index (TBI). Over the last three years, Pond's products have consistently outperformed the competition. Next, Biore products, with a TBI percentage of 16.40%, took second position in 2021, followed by Garnier goods, with a TBI rate of 14.50%, in third place. This is to say, in the end, Garnier goods surpassed Biore products in rank 2 in 2022, with Biore products' percentage dropping to TBI 14.30% and Garnier products' percentage rising to TBI 14.40%. With a percentage of 17.00%, the Garnier product then succeeded in keeping its position in second place in 2023. Wardah products, with a TBI percentage of 9.90%, are ranked fourth in 2021. This proportion rises to 10.10% in 2022 and falls significantly to 6.90% in 2023. Next, with a percentage of TBI of 5.70% in 2021, 5.60% in 2022, and a sharp decline of TBI of 3.50% in 2023, comes the Gatsby product, which comes in fifth place. Given the fierce rivalry for the top face wash brand mentioned above, businesses need to have a precise marketing plan and prioritize market segmentation in order for their promoted goods to survive the onslaught of rivals.

Employing brand ambassadors, pricing, and advertising in media are just a few of the numerous strategies employed by businesses to entice prospective buyers to make purchases. A consumer will decide to acquire a Gatsby brand face wash product when they are drawn to it and ultimately decide to fulfill their desire to own it. consumer decision-making process or phase whereby consumers decide which product or service to purchase based on their own assessment (Malohing, 2021) published in the journal (Herawati and Putra, 2023). If the producer presents the features and attributes of the Gatsby brand face wash products in a way that piques consumers' attention, then they will purchase the items. Similarly, according to the journal's opinion (Tjiptono, 2014) (Intan et al, 2020) Consumers go through a process when making purchases in which they identify the difficulties they have, consider various brands or products, then assess how well each of these options may address those issues before deciding which one to buy. Functional value, quality value, emotional value, and social value are indicators of purchasing decisions based on the opinion (Tjiptono, 2012) in the journal (Rahmawaty et al, 2021). A number of elements, including pricing, brand ambassadors, and advertising medium, affect a consumer's decision to buy.

The Gatsby brand facial wash product uses advertising on Instagram, Facebook, Twitter, campaigns, partnerships, and other platforms to carry out a marketing strategy that aims to identify the Gatsby brand facial wash product to consumers. As a result, the product's use in advertising media also influences a consumer's decision to buy (Attachment). customers must trust advertising as one of the marketing tactics for goods or services, and it must be able to pique customers' interest in the things being promoted (Jefkins 2012) in the journal (Kadek et al, 2021). Similarly, according to the opinion (Tjiptono, 2012) in the journal (Aprilia & Ahmad 2021), advertising is a type of indirect delivery that communicates the benefits of a product in an eye-catching way in an effort to make potential customers feel happy and change their

mind about making a purchase. Advertising can transform a consumer's negative attitude toward a product into a positive attitude, which has a positive impact on purchasing decisions (Kadek et al., 2021). The journal (Devita et al. 2021) has a number of indicators that are based on (Frank Jefkins 1997, 227), including advertising messages, scripts, graphics, models, colors, and music. Purchase decisions are influenced by brand ambassadors in addition to advertising media.

Another precise and successful marketing tactic used by the Gatsby company to influence a purchasing choice is the use of brand ambassadors. Not only has the Gatsby firm been using this brand ambassador to promote its products recently, but it has been doing so for a while—that is, ever since brand ambassadors started actively marketing goods and services to corporations. According to (Buttinger and Vallaster, 2008) in the journal (Hong et al., 2023), brand ambassadors are people who work as representatives of a brand or brands; these people might be consumers, celebrities, or staff members. According to (A Shimp, 2010) in the journal (Anisha et al, 2022), brand ambassadors are those who promote a brand on behalf of a variety of well-known public figures. In order to advertise and promote a good or service and encourage listeners and potential customers to make a purchase, Gatsby himself selected Beckham Putra and Jefri Nichol as Brand Ambassadors. Consumers are drawn to the image of a product as well as the image of a celebrity who endorses it, which increases consumer purchases of a product. Brand ambassadors have a beneficial effect on purchasing decisions (Anisha et al, 2022). The brand ambassador variable has five indicators: trustworthy (trust), expert (ability), physically attractive (physical attractiveness), respectful (respect), and similiraty (similarity). These indicators were proposed by Shimp (2014) in the journal Annisa et al. (2023). Aside from brand advocates, pricing influences consumers' decisions to buy.

Cost is a significant factor in human decision-making when it comes to purchases. Every brand or product must range in price from the cheapest to the priciest. The face wash products under the Gatsby brand are reasonably priced when compared to their rivals in the top brand index lineup for 2021–2023, which include Pond's, Garnier, Biore, and Wardah (attached). Gatsby sells its priciest goods for just IDR 30,000, while its rivals charge between IDR 38,000 and IDR 108,000 for theirs. According to the view expressed by Kotler and Armstrong (2012) in the journal Christania et al. (2021), price is money that belongs to customers and is eventually paid to or exchanged for a brand or product that has been chosen by them. According to Levrini and Santos's (2021) perspective in the journal Julius et al.'s (2023) publication, pricing can serve as a predictor of product quality because higher prices tend to correspond with higher quality. Pricing has a positive and significant influence on customers' decisions to buy Gatsby brand face wash products. This indicates that consumers find Gatsby's price point to be reasonable and that the perceived benefits and quality of the product match the amount paid (Christania et al, 2021).

2. Research Methods

This study takes a quantitative approach, emphasizing knowledge through the application of statistics. Respondents score each component of the instrument on a Likert scale by completing a questionnaire that is provided by the researcher. This process is used for measurement. For this study, primary and secondary data are utilised as information sources.

Using a questionnaire created specifically for data collection, primary data was acquired straight from the research site. In the meantime, secondary data is gathered from a number of sources, including websites, past studies, and Top Brand Awards. Using a questionnaire created specifically for data collection, primary data was acquired straight from the research site. In the meanwhile, secondary data is gathered from a number of sources, including websites, the Top Brand Awards, and earlier studies. Since the study's target group consists of Pelita Bangsa University students who have purchased and used Gatsby face wash products, non-probability sampling combined with the purposive sampling approach is the sample strategy employed. Students at Pelita Bangsa University between the ages of 17 and 40 meet the sampling criteria. A minimum of 50–500 respondents is the suggested number of respondents. There were 106 responders in the sample that this study employed. Inferential statistical techniques are used in this study's data analysis, and Smart PLS software is used for data processing to enable the testing of structural and measurement models. The following is the research model used:

Figure 1. Research Model
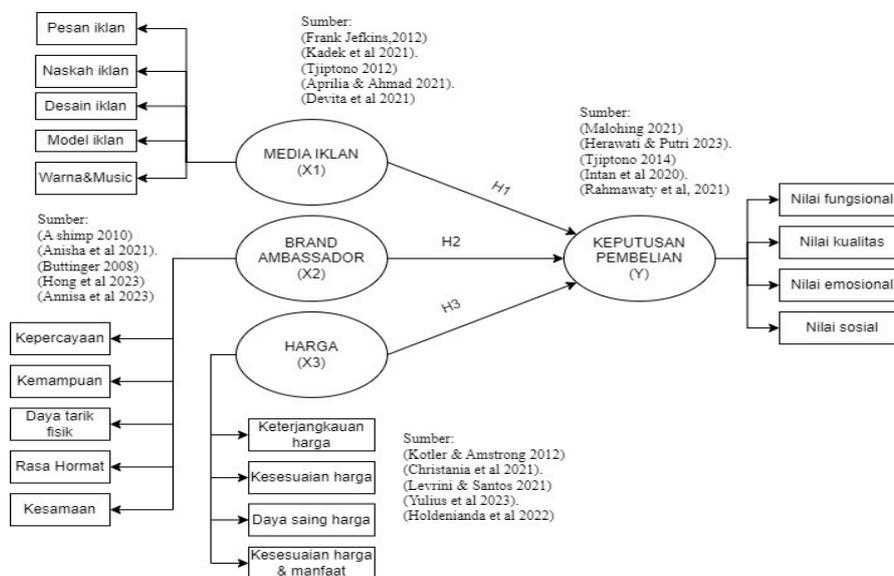
3. Results and Discussions

Results

Results and Discussion is a section that contains all scientific findings obtained as A total of 76 customers who had either purchased or used Gatsby Facial Wash at Pelita Bangsa University completed the questionnaires from which the data used in this study was collected.

Outer Model Evaluation or Measurement Model

Figure 1. Outer Model
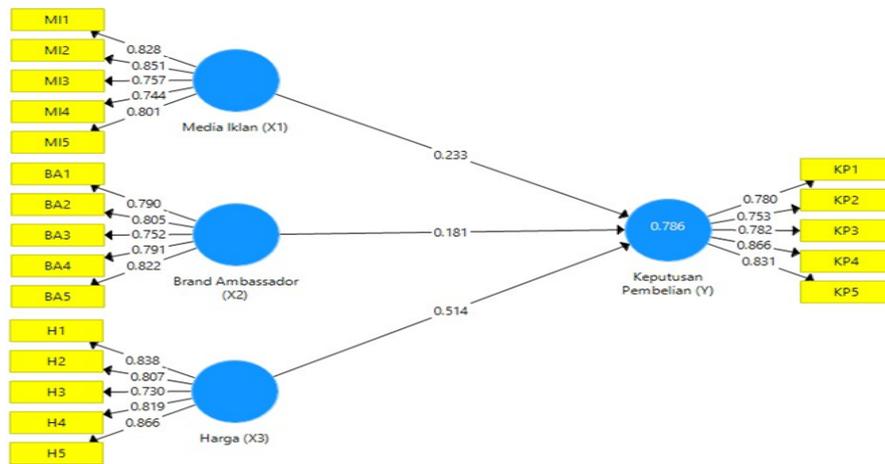
Following a final assessment of the study's completion process, four and five variable indicators, respectively, indicated the orientation variables of advertising media, brand ambassadors, price, and purchase decisions. Four primary criteria are used in the SmartPLS analysis process to evaluate the reflecting model. These criteria include assessing each variable's validity and reliability by calculating its Cronbach's Alpha, Composite Reliability, and Average Variance Extracted.

Convergent Validity Test

Table 1. Outer Loading

Variablr	Indicator	Outer Loading	Description
	MI1	0,828	VALID
	MI2	0,851	VALID
Advertising Media (X1)	MI3	0,757	VALID
	MI4	0,744	VALID
	MI5	0,801	VALID
	BA1	0,790	VALID
	BA2	0,805	VALID
Brand Ambassador (X2)	BA3	0,752	VALID
	BA4	0,791	VALID
	BA5	0,822	VALID
	H1	0,838	VALID
	H2	0,807	VALID
Price (X3)	H3	0,730	VALID
	H4	0,819	VALID
	H5	0,866	VALID
	KP1	0,780	VALID
Purchase Decisions (Y)	KP2	0,753	VALID
	KP3	0,782	VALID
	KP4	0,866	VALID

		KP5	**0,831**	VALID

Based on the results of data processing of the convergent validity analysis test conducted by researchers using SmartPLS seen in table 4.6 above, it shows that the outer loading value of constructs and variables of all indicators is more than the value> 0.70 which indicates that the data above can be said to be valid.

Discriminant Validity Test

Table 2. Cross Loading

Item indicator	Advertising Media (X1)	Brand Ambassador (X2)	Price (X3)	Purchase Decisions (Y)
MI1	**0,777**	0,695	0,643	0,828
MI2	**0,707**	0,784	0,735	0,851
MI3	**0,702**	0,638	0,611	0,757
MI4	**0,671**	0,670	0,588	0,744
MI5	**0,662**	0,585	0,701	0,801
BA1	0,790	**0,717**	0,684	0,644
BA2	0,805	**0,653**	0,705	0,721
BA3	0,752	**0,735**	0,539	0,690
BA4	0,791	**0,696**	0,638	0,718
BA5	0,822	**0,640**	0,694	0,721
H1	0,718	0,838	**0,703**	0,789
H2	0,717	0,807	**0,684**	0,682
H3	0,694	0,730	**0,632**	0,599
H4	0,638	0,819	**0,700**	0,662
H5	0,745	0,866	**0,792**	0,705
KP1	0,745	0,713	0,780	**0,647**
KP2	0,784	0,651	0,753	**0,695**
KP3	0,666	0,669	0,782	**0,667**
KP4	0,730	0,771	0,866	**0,640**
KP5	0,586	0,669	0,831	**0,669**

It is possible to conclude that the correlation between the indicators and the constructs has a value above and beyond 0.60 and 0.70 based on the cross loading data shown above. In other words, the value of each statement in the variables for brand ambassador, price, purchasing decisions, and advertising media indicates that the discriminant validity data is still regarded as excellent and appropriate.

Realibility Test

Table 3. Cronbach's Alpha

Variable	Cronbach's Alpa	Description
Advertising Media (X1)	0,852	Reliability
Brand Ambassador (X2	0,871	Reliability
Price (X3)	0,862	Reliability
Purchase Decisions (Y)	0,856	Reliability

The data presented in Table 4.10 leads to the conclusion that the Advertising Media variable has a Cronbach's Alpha value of more than> 0.70, with a particular value of 0.852. This value likewise holds true for the Price variable (a Cronbach's Alpha of 0.862) and the Brand Ambassador variable (a Cronbach's Alpha of 0.871). Concurrently, the variable representing Purchase Decision displays a value of 0.856, above the threshold of 0.70. Based on these findings, it can be said that all four variables are dependable or reliable because they have all exceeded the stipulated Cronbach's Alpha reliability level (> 0.70).

Average Variance Extracted (AVE) Test

Table 4. Average Variance Extracted

Variable	Average Variance Extracted	Description
Advertising Media (X1)	0,636	Reliability
Brand Ambassador (X2	0,628	Reliability
Price (X3)	0,661	Reliability
Purchase Decisions (Y)	0,645	Reliability

It can be inferred from the data in table 4.10 that the Advertising Media variable has a Cronbach's Alpha value of greater than> 0.70, with a precise value of 0.852. This value is also applicable to the Price variable (with a value of 0.862) and the Brand Ambassador variable (with a Cronbach's Alpha value of 0.871). Concurrently, the Buy Decision variable displays a value of 0.856, which above the threshold of 0.70. According to these findings, all four variables are deemed to be trustworthy or dependable as they have all above the designated Cronbach's Alpha reliability level (> 0.70).

Classical Assumption Test

Multicollinearity Test

Table 5. Multicollinearity Test

Inner VIT Values	VIT	Description
Advertising Media (X1) -> Purchase Decisions (Y)	5,102	Multicollinearity
Brand Ambassador (X2) -> Purchase Decisions (Y)	0,628	Reliability
Price (X3) -> Purchase Decisions (Y)	5,689	Multicollinearity

The brand ambassador variable on purchasing decisions amounted to 5,689, the price variable on purchasing decisions to 4,512, and the findings of the multicollinearity test of the advertising media variable on purchasing decisions to 5,102. It can be seen from the Advertising Media and Brand Ambassador variables that these variables have values that surpass 0.5, indicating a collinearity issue. When a pricing variable's value is less than 0.5, it indicates that collinearity is not an issue (Ghozali, 2021b).

Coefficient Determinan Test

Table 6. Coefficient Determinan

	Inner VIT Values	R Square	R Square Adjusted
Purchase Decisions (Y)		0,786	0,778

The R-Square table, which has a value of 0.786 and falls into the good or strong category, is used to assess the degree to which the variables of Advertising Media, Brand Ambassador, and Price influence Purchasing Decisions.

Goodness Of Fit Test

Table 7. Goodness of Fit Test

	Saturated Model	Estimated Model
SRMR	0,081	0,081

The SRMR value is known to be 0.081 based on the data in table 4.11 above. According to this outcome, the model satisfies the requirement for an SRMR value of less than 0.010, hence it is deemed an acceptable fit model.

Discussion

The Advertising Media variable on Purchasing Decisions has a t-statistic value of 1.876, which is more than the t-table of 0.195, and a p value of 0.065, which is greater than 0.05. Thus, it may be concluded that there is a positive but negligible direct impact of advertising media on purchasing decisions. This is consistent with the assertion that there is a positive impact of the variable advertising media on purchasing decisions, supporting the acceptance of H1. The study's findings align with those of Kadek et al.'s (2021) research, which indicates that advertising media has a positive impact on consumer purchasing decisions. This suggests that the advertising media variable is a useful tool for influencing purchasing decisions because it can affect consumer decisions through the use of facial wash Gatsby.

The Brand Ambassador variable on Purchasing Decisions has a t-statistic value of 0.773, which is larger than the t-table of 0.195, and a p value of 0.442, which is greater than 0.05. In line with the following statement: the Brand Ambassador variable has a favorable effect on purchase decisions such that H2 is accepted, it may be concluded that the direct influence of the Brand Ambassador variable on purchasing decisions has a positive but not substantial influence. These findings are consistent with research (Anisha et al., 2022) that shows brand ambassadors positively influence consumers' purchasing decisions. One of the factors influencing consumers' decisions to buy Gatsby Facial Wash is the product image, which is supported by the image of a well-liked celebrity who endorses the product, piqueing their interest.

Price on Purchasing Decisions, variable X3, has a t-statistic value above that is more than the t-table (0.195), which is 2.249, and the p value is smaller than 0.05, which is 0.027. Thus, it can be concluded that the Brand Ambassador variable directly influences purchase

decisions in a positive and then substantial way. This is consistent with the claim that the Brand Ambassador variable positively influences purchasing decisions, so H3 is accepted. Research by Julius and Pangaribuan (2023) that indicates pricing has a favorable and significant influence on purchase decisions further supports these findings. This indicates that consumers base their decision on which good or service to use on factors like quality and cost.

4. Conclusion

In order to save readers from having to read the entire thesis, the scientific writing that the researchers conducted on the effects of Price, Brand Ambassador, and Advertising Media on Purchasing Decisions (Case Study on Gatsby Facial Wash Consumers at Pelita Bangsa University) can be condensed once more through the conclusions. The findings of the conclusions are as follows: 1) The study's findings indicate that the Advertising Media variable (X1), either partially or individually, has a positive but negligible impact on Purchasing Decisions (Y) Facial Wash Gatsby. 2) According to the study's findings, either in part or separately, the Brand Ambassador variable (X2) influences Purchasing Decisions (Y) Facial Wash Gatsby in a way that is favorable but not statistically significant. 3) According to the study's findings, either in part or alone, the Price variable (X3) significantly and favorably influences the Purchasing Decisions (Y) Facial Wash Gatsby.

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