THE INFLUENCE OF SOCIAL MEDIA AND BRAND AMBASSADORS ON THE INTEREST IN BUYING GLAD2GLOW PRODUCTS AT MISSGLAM

Heni Anjelica Silalahi[1], Juliana Sagala[2], Septiana Lumbangaol[3]

[1,2,3]Management Study Program, Faculty of Economics and Business, Universitas HKBP Nommensen, Medan

A R T I C L E   I N F O

ABSTRACT

This study aims to analyze the influence of social media marketing and brand ambassadors on the purchase interest of Glad2Glow products on MissGlam. The development of digital technology has influenced the way companies market their products, especially through social media platforms. This study uses a quantitative approach with a survey method, where data is collected through questionnaires distributed to 100 respondents who are active social media users and MissGlam customers. Data analysis was carried out using multiple linear regression to test the influence of each independent variable on product purchase interest. The results of the study indicate that both social media marketing and brand ambassadors have a positive and significant influence on the purchase interest of Glad2Glow products. Social media marketing, with interesting content and promotion through digital platforms, has a strong impact on building awareness and purchase interest. In addition, the presence of brand ambassadors who have influence on the audience also plays an important role in increasing consumer purchasing decisions. These findings provide implications for companies to further maximize digital marketing strategies and choose the right brand ambassadors to increase product purchase interest in a competitive market.

Corresponding Author:

*Heni Anjelica Silalahi
Management Study Program, Faculty of Economics and Business, Universitas HKBP Nommensen, Medan, Indonesia
Email: heni.silalahi@student.uhn.ac.id

1. INTRODUCTION

Social media has changed the way people communicate and search for information about customized product/service services. Especially social media on the Instagram application which has recently become a social media platform that provides various services or marketplaces and can be easily accessed by the general public. In the era of globalization, the development of communication technology has helped business people to market their products to excel in business competition. Proven by the existence of marketplace platforms on various social media helping them significantly

in introducing their products to the wider public. Proven by the emergence of various kinds of Instagram social media sales platforms, which are currently an option when prospective customers want to search for products/services. Skincare is currently a necessity for anyone. Various brands are offered by manufacturers with their respective advantages.

One of the Glad2Glow Skincare brands that is currently attractive to consumers is the Glad2Glow Skincare Product, the food and beverage business has experienced quite rapid development, especially for the Glad2Glow Skincare company. The existence of social media makes business people, organizations, and governments look for ways to achieve the greatest things by spending efficiently. The impact of social media is considered the most effective form of marketing in the digital era in bridging the relationship between customers and brands (Neti, 2011). Brand ambassador is the ability of prospective buyers to recognize or remember that a brand is part of a particular brand category. Part of a product category needs to be emphasized because there is a strong relationship between the product category and the brand involved. Brand Ambassador measures how many consumers in the market are able to recognize or remember the existence of a brand in a particular category and the more aware consumers are of a particular brand or brand, the easier it is to make decisions. In order for a company to be successful in facing competition, its intangible assets, such as Purchase Interest, need to be managed properly.

Based on the background that has been described above, the formulation of the problem is: First, how does Social Media Marketing affect Purchase Interest in Glad2Glow skincare products. Second, how does Brand Ambassador affect Purchase Interest in Glad2Glow Skincare products. Third, how do Social Media Marketing and Brand Ambassadors together affect Purchase Interest in Glad2Glow skincare products. The purpose of this study is to determine and analyze: First, the influence of Social Media Marketing on Purchase Interest in Glad2Glow skincare products. Second, the influence of Brand Ambassador on Purchase Interest in Glad2Glow Skincare products. Third, the influence of Social Media Marketing and Brand Ambassador together on Purchase Interest in Glad2Glow skincare products.

According to Zulfikar & Mikhriani (2017), social media marketing is a form of marketing that allows marketers to engage, collaborate, interact with customers by using social media as a means to market (products/services, brands or issues by utilizing the audience participating in the social media. Social media allows marketers to develop interactive marketing communication activities, customers as the main target which will indirectly or directly have an impact on increasing awareness, providing a good image and even increasing product sales.
Ratana (2018) states that social media marketing is a form of platforms or applications used to build awareness, recognition, memory, and action for brands, businesses, products, people or other entities and is carried out using tools from social webs such as blogging, microblogging, social networking, social bookmarking, and content sharing.

According to Situmorang et al, (2018) stated that social media marketing is a form of online marketing via the internet that is used to achieve brand marketing goals and participation in various social media networks. The use of social media can help companies to see various opinions and analyze a shift in attitudes from their customers. This provides insight to companies to maintain their products or services amidst business competition. From the definitions of these experts, it can be concluded that social media marketing is a marketing strategy through social media that is used to market products or services by utilizing people who participate in it to achieve a marketing goal.

According to Sitinjak. (2007) a brand ambassador is the ability of a prospective buyer to recognize, recall a brand as part of a product category. A brand ambassador is the extent to which a prospective consumer can remember and recognize a particular brand compared to competing brands. The function of a brand ambassador for purchasing interest is by understanding how high awareness of a brand will create value in a product.

According to Sujani & Harjoko (2014) purchase interest is a set of brand assets and liabilities related to a brand, name, symbol that can add or reduce the value given by a product or service to both customers and companies. Purchase interest of a product will attract customers to show preference for a product that has a strong brand rather than a product that does not have a brand, even though both products have the same characteristics (identical). The measure of purchase

interest is the extent to which customers are willing to pay more for a particular brand. Therefore, brands can also be used as a characteristic to distinguish a product from similar products. Brands have the power to captivate customers to be interested in making a purchase. A company also benefits its products from customers, meaning that the company will be meaningless without customers so that every company (brand holder) must focus and be consistent with its customers. Purchase interest that has a basis on customers is a differential influence that has knowledge of a brand on the response that customers have to brand marketing. Purchase interest can be reflected in the way customers think, feel, and act in relation to the brand, price, market share, and profitability that the brand provides to the company. According to Nigam, A (2011) A brand is said to have equity, with the consideration that customers will first know or only hear from the media or friends.

Purchase interest provides value to consumers that can influence self-confidence in making decisions. If the name or symbol of a brand is changed, then some or even all assets can change or even disappear, although some of them switch to a new name or symbol. Strong purchase interest allows companies to retain better customers, serve their needs more effectively, and increase company profits. From the definitions of these experts, it can be concluded that purchase interest is all the wealth in a brand, both name, symbol, which overall has a multidimensional concept, consisting of brand ambassadors, perceived quality, brand associations, loyalty to the value given by a product so that it can increase company profits in the present and also in the future.

The influence of Influencers and Brand Ambassadors on product purchase interest, which uses the population of Surakarta and its surroundings as respondents. The influence of Social Media Marketing, Brand Awareness, and Purchase Interest on purchasing decisions, which shows a significant relationship between these variables. The influence of Social Media Marketing and Product Quality on purchase interest with brand image as an intervening variable, which uses a case study on prospective consumers of Naruna Ceramic. The influence of Brand Ambassador and Viral Marketing on purchase interest of MS Glow skincare products, which shows a significant influence of 28%. The influence of Brand Ambassador and Brand Image on purchase interest and its impact on purchasing decisions on Scarlett consumers.

2.   RESEARCH METHOD (10 PT)

The type of research used in this study is quantitative research. In this study, the researcher wants to test the relationship between brand ambassadors, social media marketing on the interest in buying Glad2Glow products at MissGlam. With this study, a theory will be built that can function to explain, predict and control a symptom. The sampling technique in this study is to use the non-probability sampling method. Purposive sampling is a sampling determination technique with certain considerations in Sugiyono, (2016: 85). The questionnaire is part of the research data collection technique. Structured questionnaires are given to respondents and are designed to produce specific information.

A questionnaire is a list of questions that includes all questions and questions that will be used to obtain data, either face-to-face, distributing letters and by telephone (Sugiyono, 2013). The data collection technique in this study was by distributing a list of questions that had been prepared in 100 questionnaires and shown to respondents. The answers to a questionnaire were in the form of respondent identities and responses regarding research on factors that influence the process of buying interest in Glad2Glow products in the city of Medan.

3.   RESULTS AND DISCUSSIONS

Descriptive variable analysis is used to identify how consumers assess each research variable asked based on the results of respondents' answers on the questionnaire sheets distributed. Social media marketing or marketing via social media is measured using 5 indicators with the results of descriptive analysis. Descriptive analysis of social media marketing measured through the indicators of entertainment, interaction, trendiness, customization and forward information obtained a total

average value of 4.53 so that it is included in the high criteria assessment. This means that the pamphlet or marketing brochure of Glad2Glow products promoted through social media is proven to be designed attractively (entertaining) and is able to entertain consumers and potential consumers. Advertisements for skincare products promoted through social media are also able to be interactive or easily understood by consumers and potential consumers of Glad2Glow products (interaction). Promotion of Glad 2Glow products carried out through social media is proven to be designed in accordance with the latest product advertising design trends or are trending in society (trendiness).

Descriptive analysis of brand awareness measured using indicators of consumers understanding the brand, being able to recognize the brand among competitors, being aware of the existence of the brand, consumers knowing the characteristics of the brand and consumers recognizing the brand logo obtained a total average value of 4.38 so that it is included in the high criteria assessment. This means that consumers of Glad2Glow products understand the Glad2Glow product brand as a quality skincare product brand in terms of taste and ingredients used. Consumers of Glad2Glow products can also recognize this skincare product brand among other similar competitor bread products. Consumers are also aware of the existence of the brand in their minds which means consumers will immediately know Glad2Glow products easily. Consumers also know the characteristics of skincare products with the Glad2Glow brand that distinguishes this product from competitors. Consumers also easily recognize the logo or symbol that symbolizes the Glad2Glow product brand.

Descriptive analysis of purchase interest measured using indicators of product purchase intention, repeat order intention, preferential intention and referential intention obtained a total average value of 4.23 so that it is included in the high criteria assessment. This means that Glad2Glow product consumers have a strong desire to buy Glad2Glow products. Product consumers also have repeat order intention or interest in repurchasing Glad2Glow products on an ongoing basis. Consumers have a strong preferential interest where consumers make Glad2Glow skincare products their main choice. Consumers also have a high referential interest where consumers refer Glad2Glow products to others because they have felt the benefits of Glad2Glow products which are proven to be of high quality.

Instrument Test

Instrument test is a test conducted on a research instrument in the form of a questionnaire to prove whether the questionnaire used to obtain data from respondents is proven valid (accurate) and reliable (consistent).

Validity Test

The validity test analysis is intended to determine whether the questionnaire instrument is proven valid (accurate) or not in explaining the research variables being analyzed. The r-table value with 100 respondents is 0.196. The following is a table of the results of the validity test analysis:

Table 1. Instrument Validation Test Results

No.	Instrument Variable	R-calculated coefficient	R-table	Description
1	Social media Marketing (SMM)	Instrument 1.1	0,608	valid
		Instrument.2	0,716	
		Instrument 1,3	0,560	
		Instrument 1.4	0,460	
		Instrument 1.5	0,623	
2	Brand Ambasador (BA)	Instrument 2.1	0,623	valid
		Instrument 2.2	0,658	
		Instrument 2.3	0,654	
		Instrument 2.4	0,508	
		Instrument 2.5	0,578	
3	Purchase Interest (MB)	Instrument 3.1	0,433	valid
		Instrument 3.2	0,658	
		Instrument 3.3	0,744	
		Instrument 3.4	0,738	

The calculated r-coefficient on each variable instrument has a higher value than the r-table coefficient (0.196) so that it is concluded that all variable instruments are proven valid or accurate in explaining the research variables asked.

Reliability Test

The reliability test analysis is intended to determine whether the questionnaire instrument is proven reliable or reliable and consistent in producing answer values from research respondents. The Cronbach alpha limit value set is 0.60. The following is a table of the results of the reliability test analysis

Table 2. Results of Instrument Reliability Test

Coefficient

No	Variabel	Cronbach alpha	Description
1	Social Media Marketing (SMM)	0,729	Reliable instrument
2	Brand Ambasador (BA)	0,735	Reliable instrument
3	Purchase Interest (MB)	0,751	Reliable instrument

Based on the table of instrument reliability test results, it was identified that the cronbach alpha coefficient on each variable was higher than the cronbach alpha limit value set at 0.60, so it was concluded that all variable instruments were proven to be reliable and consistent in producing respondent answer values.

Classical Assumption Test

The classical assumption test analysis is intended to determine whether quantitative data in the form of respondent answers have good data quality values or vice versa. The classical assumption test analysis used includes 3 test stages as follows:

Normality Test

The normality test analysis is used to identify whether quantitative research data is proven to be normally distributed or not. The Kolmoroov-Smirnov normality test significance limit value set is 0.05. The following is a table of the results of the normality test analysis on regression models 1 and 2

Based on the table of the results of the regression model normality test, the Sobel test significance value is obtained which is written in the asymp sig value. (2-tailed) of 0.686 and 0.422 which are higher than 0.05. This indicates that the quantitative data in regression model 1 and regression model 2 are distributed or spread normally so that they are able to produce better accuracy values of the analysis results.

Multicollinearity Test

Multicollinearity test analysis is used to identify whether the research regression model is proven to be free or whether there is a correlation symptom between the independent variables. The maximum limit value for freedom from multicollinearity symptoms is 10.00. The following table shows the results of the multicollinearity test analysis of regression models 1 and 2.

Table 3. Multicollinearity Test Results of Regression Model

No	Regression Model	Koefisien VIF	Description
1.	Model 1		
	Independent Variabel:		
	Social Media Marketing (SMM)	1,406	Free
	Brand Ambasador (BA)	1,406	Multicollinearity
	Variabel Dependent:		
	Purchase Interest (MB)		
2.	Model 2		
	Independent Variabel:		
	Social Media Marketing (SMM)	1,736	Free
	Brand Ambasador (BA)	1,660	Multicollinearity
	Purchase Interest (MB)	1,896	

Based on the table of results of the multicollinearity test analysis of the regression model, the variance inflation factor (VIF) coefficient for each independent variable in the research regression model is less than 10.00. This indicates that both research regression models are free from symptoms of multicollinearity or correlation between independent variables.

Heteroscedasticity Test

Heteroscedasticity test analysis is used to identify whether the research regression model is proven to be free or whether there are symptoms of heteroscedasticity. The minimum limit value for being free from symptoms of heteroscedasticity is 0.05. The following is a table of results of the heteroscedasticity test analysis

Table 4. Results of Path Analysis of Regression Model 1

		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.661	1.895		-.349	.728
	Social media Marketing (SMM)	.438	.092	.418	4.778	.000

Brand Ambasador (BA)	.348	.083	.366	4.187	.000

a.   Dependent Variable: Purchase Interest (MB)

Based on the results table of the path analysis of regression model 1, the regression equation value is as follows: MB = 0.418 SMM + 0.366 BA

Further information on the results of the regression model path analysis 1: The coefficient value of the social media marketing path analysis is 0.418 positive. This means that the higher the value of social media marketing carried out, the greater the impact on increasing the value of consumer purchasing interest. The lower the value of social media marketing carried out, the greater the impact on decreasing the value of purchasing interest.

The coefficient value of the brand ambassador path analysis is 0.366 positive. This means that the higher the value of the brand ambassador owned, the greater the impact on increasing the value of consumer purchasing interest. The lower the value of the brand ambassador has an impact on decreasing the value of purchasing interest.

Direct influence value: The magnitude of the direct influence value of social media marketing on purchasing interest can be seen from the standardized coefficient value, which is 0.418. The magnitude of the direct influence value of the brand ambassador on purchasing interest can be seen from the standardized coefficient value, which is 0.366.

Table 5 Results of Path Analysis of Regression Model 2

		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.542	.945		-.574	.567
	Social media Marketing	.343	.051	.494	6.752	.000
	Brand Ambasador	.135	.045	.215	3.004	.003
	Purchase Interest	.176	.051	.266	3.483	.001

Based on the table of results of the regression model path analysis 2, the regression equation value is obtained as follows:

KP = 0.494 SMM + 0.215 BA + 0.266 MB

Further information on the results of the regression model path analysis 2: The coefficient value of the social media marketing path analysis is 0.494 positive. This means that the higher the value of social media marketing carried out, the more it has an impact on increasing the value of purchasing decisions. The lower the value of social media marketing carried out, the more it has an impact on decreasing the value of purchasing decisions.

The coefficient value of the brand ambassador path analysis is 0.215 positive. This means that the higher the value of the brand ambassador owned, the more it has an impact on increasing the value of purchasing decisions. The lower the value of the brand ambassador, the more it has an impact on decreasing the value of purchasing decisions. The coefficient value of the purchase interest path analysis is 0.266 positive. This means that the higher the value of the purchase interest owned, the more it has an impact on increasing the value of purchasing decisions. The lower the value of the purchase interest has an impact on decreasing the value of purchasing decisions.

Direct influence value: The magnitude of the direct influence value of social media marketing on purchasing decisions can be seen from the standardized coefficient value, which is 0.494. The magnitude of the influence value of brand ambassadors on purchasing decisions can be seen from the standardized coefficient value, which is 0.215. The magnitude of the influence value of purchasing interest on purchasing decisions can be seen from the standardized coefficient value, which is 0.266.

Table 6. Results of the Determination Coefficient Test of the Research Regression Model

Model	R	R. Square	Adjusted R. Square	Std. Error of Estimate
Model Regression 1	.687	.473	.462	1.385
Model Regression 2	.839	.704	.695	.691

Based on the Table of Results of the Determination Coefficient Test of the Research Regression Model, the results obtained in regression model 1 identified an Adjusted R-Square value of 0.462 or 46.2%. This indicates that the variables of social media marketing and brand ambassadors are able to explain and predict the value of the purchase interest variable by 46.2% while the other 53.8% are explained and predicted by various other variables outside the research conducted. In regression model 2, the Adjusted R-Square value was identified as 0.695 or 69.5%. This indicates that the variables of social media marketing, brand ambassadors and purchase interest are able to explain and predict the value of the purchase decision variable by 69.5% while the other 30.5% are explained and predicted by various other variables outside the research conducted.

The hypothesis test conducted in this study proves that social media marketing has a significant positive effect on purchase interest. The implementation of high social media marketing and continuous implementation on Glad2Glow products has an impact on increasing consumer purchase interest in Glad2Glow products. Marketing Glad2Glow products through social media by posting various Glad2Glow products with interesting and entertaining posts has an impact on increasing consumer desire to buy products. Promotion of Glad2Glow products through social media with interactive Glad2Glow product posts and adjusting to current trends has an impact on increasing interest in buying products again (repeat orders).

4. CONCLUSION

Referring to the results of the analysis and discussion of the study, it was concluded that social media marketing has a significant positive effect on Glad2Glow purchasing interest in Medan City. Brand ambassadors have a significant positive effect on Glad2Glow consumer purchasing interest in Medan City. Purchase interest has a significant positive effect on Glad2Glow product purchasing decisions. However, social media marketing partially has a significant positive effect on purchasing decisions. Brand ambassadors partially have a significant positive effect on purchasing decisions. Social media marketing and brand ambassadors significantly influence purchasing decisions. On this occasion, the author analyzed the brand ambassador variable which gave a lower influence value on purchasing interest.

Therefore, it is better for Glad2Glow product marketers who sell their products through social media to add various more detailed information related to the products being sold in order to increase the value of the social media marketing variable. The brand ambassador variable gives a lower influence value on purchasing decisions compared to other variables. Therefore, it is better for Glad2Glow product marketers who sell their products through social media to increase the intensity of product promotion through social media accompanied by various attractive promos so that the brand ambassador value can be even higher so that the value of product purchasing decisions increases.

REFERENCES

Arikunto, S. (2013). Prosedur Penelitian Suatu Pendekatan Praktis. Jakarta: Rineka Cipta.

Ghozali, I. (2016). Aplikasi Analisis Multivariate Dengan Program SPSS. In Aplikasi Analisis Multivariate Dengan Program SPSS

Durianto, D., Sugiarto, & Sitinjak, T. 2004. Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek. Jakarta: PT. Gramedia Pustaka Utama.

Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. Journal of business research, 69(12), 5833-5841

Nigam, Ashutosh. Dan R. Kaushik, 2011, "Impact of Brand Equity on Customer Purchase Decisions: An Empirical Investigation with Special Reference to Hatchback Car Owners in Central Haryana", International Journal of Computational Engineering & Management, Vol. 12.

Ratana, M. (2018). Pengaruh Social Media Marketing Terhadap Ekuitas Merek (Program Crowdscourcing Foto Periode 18 Juli 2016 – 2 April 2017 di Instagram) The Effect Of Social Media Marketing On Brand Equity (Photo Crowdsourcing Program from July 18 , 2016 until April 2 , . Jurnal Studi Komunikasi Dan Media, 3(2017), 13–28.

Situmorang, S. H., Mulyono, H., & Berampu, L. T. (2018). Peran dan Manfaat Sosial Media Marketing bagi Usaha Kecil. AJEFB, 1(2), 77–84.

Sterne, Jim, Social Media Metrics, (2010), John Wiley & Sons, Inc, United States of America.

Sugiyono. (2013). Metode Penelitian Manajemen. Alfabeta.

Sujani, S., & Harjoko, I. E. (2014). Pengaruh Brand Equity Dan Customer Value Terhadap Customer Satisfaction Rumah Sakit. Ekuitas: Jurnal Ekonomi dan Keuangan, 18(4), 470-486.

Tambunan, Toman Sony. 2021. Prinsip-Prinsip Penanaman Model di Indonesia. Penerbit Graha Ilmu, Yogyakarta.

Tambunan, Toman Sony. 2021. Kumpulan Risalah Perspektif Teoritis. Penerbit Yayasan Pusaka Thamrin Dahlan, Jakarta.

Tambunan, Toman Sony. 2021. Pemberdayaan Masyarakat Menuju Masyarakat Cerdas. Penerbit Graha Ilmu, Yogyakarta.

Tambunan, Toman Sony. 2021. Berdaya Melalui Konsep Pemberdayaan Masyarakat . Penerbit Yayasan Pusaka Thamrin Dahlan, Jakarta.

Tambunan , Toman Sony. 2023. Pengantar Bisnis. Penerbit Graha Ilmu, Yogyakarta.

Tambunan , Toman Sony. 2023. Pengantar Manajemen. Penerbit Prenada Media, Jakarta.

Tambunan , Toman Sony. 2020. SWOT Analysis for Tourism Developm ent Strategy of Samosir Regency. The International Journal of Applied Business, Volume 4, Issue 2, pp.90-150.

Tambunan , Toman Sony. 2020. Analysis of Tourism Development Strategy in North Tapanuli District as City of Tourism. Proceedings of the 1 Unimed International Conference on Economics Education and Social Science, SCITEPRESS-Science and Technology Publications, Lda, pp. 202-207.

Zulfikar, A. R., & Mikhriani, M. (2017). Pengaruh Social Media Marketing Terhadap Brand Trust Pada Followers Instagram Dompet Dhuafa Cabang Yogyakarta. Al-Idarah: Jurnal Manajemen Dan Administrasi Islam Pengaruh, 1(2), 279–294.