

## The Influence Of Brand Ambassador And Instagram Advertising On Zoya Cosmetic Product Purchase Decisions (Case Study On Follower Instagram @Zoyacosmetics)

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*direvisi*: 20/06/2021 *dipublikasikan*: 30/06/2021

**Abstrak.** Merek merupakan benda mati sehingga diperlukan makhluk hidup yang dapat merepresentasikannya, atas dasar hal tersebut maka merek diasosiasikan dalam bentuk brand ambassador (BA). BA seringkali dipublikasikan secara masif dalam platform sosial media instagram dan mayoritas merek menggunakan pola kemitraan berbayar dengan instagram. Pola pengaruh ini akan menjadi menarik apabila dihubungkan dengan keputusan pembelian produk dengan obyek zoya cosmetic. Penelitian ini bertujuan untuk menganalisa pengaruh BA dan iklan instagram terhadap keputusan pembelian produk zoya cosmetic. Metode yang digunakan dalam penelitian ini adalah kuantitatif, serta menggunakan sampel sebanyak 115 responden. Untuk menguji hasil dari penyebaran kuesioner peneliti menggunakan uji validitas dengan hasil signifikansi 5% atau 0,005 serta uji reliabilitas dengan hasil *alpha cronbach* 0,968 untuk brand ambassador, 0,964 untuk iklan instagram, dan 0,895 untuk keputusan pembelian. Pada penelitian ini terdapat hasil dari uji hipotesis dengan nilai signifikansi sebesar 0,000. Dari hasil yang telah didapat memperlihatkan bahwa BA dan iklan instagram berpengaruh signifikan dan positif secara simultan kepada keputusan pembelian produk zoya cosmetic.

**Kata kunci :** Brand ambassador, Iklan Instagram, Keputusan Pembelian.

**Abstract.** A brand is an inanimate object so that a living being is needed to represent it, on the basis of this, the brand is associated in the form of a brand ambassador (BA). BA is often massively published on the social media platform Instagram and the majority of brands use paid partnerships with Instagram. This pattern of influence will be interesting if it is associated with product purchase decisions with zoya cosmetic objects. This study aims to analyze the influence of Brand Ambassador and Instagram Ads on purchasing decisions for Zoya cosmetic products (Case study on @zoyacosmetics Instagram follower). This study uses quantitative methods, and uses a sample of 115 respondents. To test the results of the questionnaires, the researchers used a validity test with a significance result of 5% or 0.005 and a reliability test with a Cronbach alpha result of 0.968 for brand ambassadors, 0.964 for Instagram ads, and 0.895 for purchasing decisions. belong to this study there are results from hypothesis testing with a significance value of 0.000. From the results that have been obtained, it shows that BA and Instagram ads have a significant and positive effect simultaneously on purchasing decisions for Zoya cosmetic products.

**Keyword :** Brand Ambassador, Instagram Ads, Purchasing Decisions

### Introduction

The development of the business world, especially in the Muslim sector, is currently starting to increase quite rapidly, as seen from the food, medicine, beauty industry, and so on. This is of course influenced by many factors, one of which is the Muslim sector, which has become a lifestyle for young people in Indonesia today. The development of fashion in the Muslim world is now heavily demanded by young people especially those who start to *hijrah* (in appearance of wearing hijab) in Indonesia. Some public figures who choose the *hijrah* path begin to appear and deepened their knowledge of Islam. This is indirectly make the business in Muslim sector

increasing as well. Several brands that engaged in muslim sector are currently appeared and have been launching some of their products.

One of the Muslim industry that has a major impact is beauty industry. This industry is quite unique and has high challenges because they are required to be able to provide the existing of beauty law but still maintain its aesthetic elements. The market segment for Muslim women is increasing because they also don't want to be outdated in this fashion . Muslim women today have a big concern in beauty, but they also still obey the *sharia* rules so that the brands must be able to provide these interests. The women will feel more confident if they had been dressed up before doing activities outside the home . Therefore, many companies produced various existing beauty products to satisfy the need of Muslim who choose to hijrah. With the wide variety of brands that are expanding in the world, buyers are becoming more careful in finding fish beauty products that appropriate themselves and their needs. This potency can stimulate economic growth by increasing the value of exports and foreign exchange reserves. On the other hand, Indonesia also has challenges in developing this halal industry. The challenges facing Indonesia come from external and internal ones (Anwar Fathoni, 2020).

Companies or business people have many ways to attract potential customers through marketing. One of the current trends in marketing is the use of brand ambassadors. The use of brand ambassadors can be done by companies to encourage consumers to use products promoted by brand ambassadors. The selection of brand ambassadors is usually a well-known celebrity (Regista Fabunga, 2021). One of the big brands that has enlivened the Muslim cosmetics market is Zoya. Initially this company was engaged in Muslim fashion by becoming a hijab supplier to the young Muslim segment. Along with the time and encouraged innovation of the company eventually appear new line segments, namely Zoya Beauty Cosmetic . Products that are created with full consideration are aimed at Muslim women of all ages in Indonesia who have an active and dynamic tendency. Zoya cosmetic is highly committed to maintaining the halal side of a product and which can still maintain the condition of the beauty of Indonesian Muslim women.

Brand ambassadors (BA) are very important to convey messages in today's concept, many companies have used BA to introduce their products to consumers in order to achieve the desired sales targets . One of the methods used by the company is to use a BA in accordance with the characteristics of the product as an advertisement for the product. BA, which is currently very influential for a company that is promoting its products and BA is in demand by millennials, are celebrities or celebrities whose names are familiar to the public's ears. This is evidenced by the existence of fans or groups of people who idolize celebrities or celebrities who can be used to promote these products.

One place that is used to market a product today that is booming is social media . Products that attract consumers' attention are definitely looking for a variety of other information, they will look for information related to the product they need. There are various - kinds of social media that can be used as a tool for running a business that is suitable to inform the detail of the product perfectly , such as Instagram that are in demand today's society .

It can be deduced that social media is now necessary for interaction with someone far away or strangers , taking an online business can be me widen market share . So it can be said that the share of the market in social media , especially Instagram also be in use to gain prospective

consumers , it is used by the entrepreneurs in order to market their product through the pages of Instagram so that consumers can easily more connected to them, because seeing the many users instagram for entertainment, information an looking to buy goods needs. Furthermore instagram has some figures (filter video and *instastory*) which makes the merchant or the owner of the store can be more effectively promotes and describe the items they offered through videos or photos in instagram page . The short video duration on Instagram is a challenge for business actors, business actors are required to be able to convey and describe the products it offers in detail and effectively so that it can be accepted by the public. The more perfectly they create content, the more numbers of followers will increase, and also more easily for the products to move up the selling strategy and create a good concept of the products on the site online.

Buyers begin to carry out the buying process when they begin to recognize a problem or need for themselves . Therefore the merchant's owner try to inform the products in detail to the consumer so that they would interesting on the product and decide to purchase after they acknowledge what they need. The purchase decision starts from the consumer's interest in a product and the product can meet their needs.

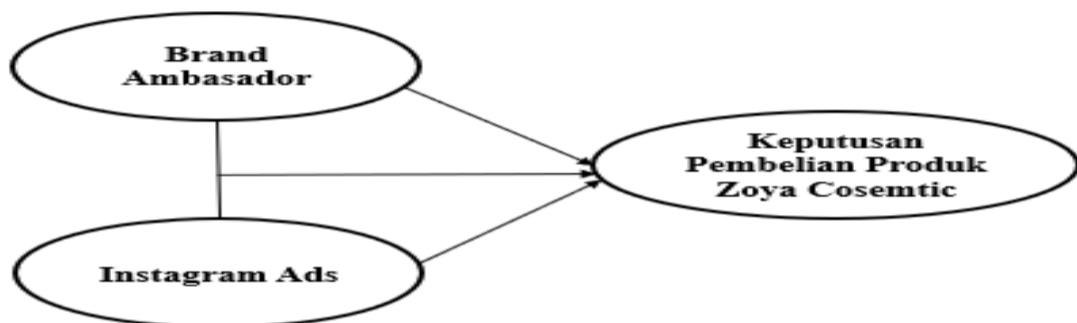
From the description above, the researcher need to conduct research related to the influence of Brand Ambassadors and Instagram Advertising on Purchase Decisions on Zoya Cosmetic Products. This is an interesting study because currently there are many popular brands with the use of Brand Ambassador more than one person, which means that Brand Ambassador urgently needed by the brand itself. Not only that, Brand Ambassador even make the popularity of brands come alive and get closer to their customers. On the other hand, the brand can also be immediately well received by individuals or groups who have idolized the BA. BA without being supported by Instagram advertising seems to make the effectiveness of using BA not dominant so that currently, companies always use Instagram advertising as an effective medium to get new customers. After this research is completed, the company that oversees the brand can be more observant in using BA and Instagram advertising so that customers will still make their choice on the brand.

## Research Methods

The methods that used to answer the statements of the problem are: (1) Does Ambassador Brand influences the decision to purchase Zoya Cosmetic products ? (2) Does Instagram Ads affect the purchase decision of Zoya Cosmetic products ? (3) Do Ambassador Brands and Instagram ads have a simultaneous influence on purchasing decisions for Zoya Cosmetic products ?

Previous research has the result entitled "The Influence of Celebrity Endorser, Brand Image, Brand Trust on Purchasing Decisions for Clear Shampoo in the City of Denpasar. "It shows that Celebrity endorsers positively have a significant influence on purchasing decisions for clear shampoos , this research was researched by Nurcahya (2015). Meanwhile, the research conducted by Widiyanti (2017) with the theme "The effect of product quality, brand image, and Instagram advertising media on purchasing decisions for ninebox products (a case study on Instagram followers @tempattasdotcom) shows that positive Instagram ads have a significant effect on product purchase decisions. ninebox .

The quantitative method is used in this study. There are three variables contained in this study: Brand Ambassador (X 1) and Instagram advertising (X 2 ) are independent variables while the purchase decision (Y) is the dependent variable. This research was conducted on Instagram @zoyacosmetics. The population in this study were the followers of Instagram @zoyacosmetics. The number of the respondents are 115 people using the formula of Ferdinand which is indicators times 5 to 10 (A Ferdinand, 2014: 55). The researcher used nonprobability sampling techniques and purposive sampling techniques. The technique used in this study is using the dissemination of questionnaires in the form of online questionnaires using google form. The type of data which were used are primary data and secondary data. The primary data is the distribution of questionnaires using a Likert scale. The secondary data were obtained from other sources that could support this research. The analysis technique used is multiple linear regression assisted by SPSS version 25.



**Picture 1. Conceptual Framework**

## Results and Discussion

Based on the previous research that has been done, it was proven that the Ambassador Brand and Instagram Ads had a significant influence on purchasing decisions on a product it offers. One of the research conducted by Kuspriyono (2017) with the title "The Effect of Online Promotion and Packaging on Purchasing Decisions of Sariayu Martha Tilaar Cosmetics Brand" in the results of the research conducted, it was written that online promotion has a positive effect on purchasing decisions. This online promotion can be done by using any application that uses the internet. In addition, in research conducted by Soepono (2019) with the title the influence of brand ambassadors and brand image on product purchasing decisions of PT Telesindo shop as the main distributor telkomsel declared all variables affect simultaneously.

Instagram Celebrity (well known as *Selebgram*) or any other celebrities will certainly help consumers to be closer to the product (Susanti, Dyatmika, 2020). Like Zoya cosmetic, it uses a beautiful and elegant BA which aims to introduce the products it offers. Well credited celebrities is one of the main factor that affect the product can be accepted, trusted, and liked by the community. In the message that will be notified in an advertisement , it is hoped that a celebrity in brand awareness and brand recognition can have a positive impact as expected (Royan, 2005). Therefore, a person who owns a business or a marketer is expected to be more careful in choosing

a celebrity or celebrity to become a BA . In the previous research, it can be concluded that BA has a considerable influence in purchasing decisions for a product.

Meanwhile, online promotion is a promotional activity that is carried out using digital tools and internet networks that are supported by a variety of applications that are currently popular. The results of the study (Kuspriyono, 2017) that online promotion has a positive effect on purchasing decisions. Based on the result of the research and done to 115 respondents of zoyacosmetics's instagram follower by disseminated the online questionnaires google form, there are some tests that will be used as follows:

### Validity Test

**Table 1. Results of The Brand Ambassador Validity Test (X1 ) and Instagram advertising (X2) purchasing decisions (Y)**

Item	Indicator	r-count	r-table
<i>Brand Ambassador (X1)</i>			
A01	X <sub>1,1</sub>	.815	0.2
B02	X <sub>1,2</sub>	.717	0.2
C03	X <sub>1,3</sub>	.842	0.2
D01	X <sub>1,4</sub>	.826	0.2
E02	X <sub>1,5</sub>	.838	0.2
F03	X <sub>1,6</sub>	.794	0.2
G01	X <sub>1,7</sub>	.827	0.2
H02	X <sub>1,8</sub>	.655	0.2
I03	X <sub>1,9</sub>	.762	0.2
J01	X <sub>1,10</sub>	.801	0.2
K02	X <sub>1,11</sub>	.798	0.2
L03	X <sub>1,12</sub>	.806	0.2
<i>Instagram Ads (X2)</i>			
A01	X <sub>2,1</sub>	.917	0.2
B02	X <sub>2,2</sub>	.846	0.2
C03	X <sub>2,3</sub>	.769	0.2
D01	X <sub>2,4</sub>	.810	0.2
E02	X <sub>2,5</sub>	.711	0.2
F03	X <sub>2,6</sub>	.892	0.2
G01	X <sub>2,7</sub>	.871	0.2
H02	X <sub>2,8</sub>	.937	0.2
I03	X <sub>2,9</sub>	.965	0.2
<i>Purchase Decision (Y)</i>			
A01	Y <sub>1,1</sub>	.844	0.2
B02	Y <sub>1,2</sub>	.856	0.2
C03	Y <sub>1,3</sub>	.813	0.2
D01	Y <sub>1,4</sub>	.594	0.2
E02	Y <sub>1,5</sub>	.814	0.2
F03	Y <sub>1,6</sub>	.807	0.2
G01	Y <sub>1,7</sub>	.892	0.2
H02	Y <sub>1,8</sub>	.720	0.2
I03	Y <sub>1,9</sub>	.945	0.2
J01	Y <sub>1,10</sub>	.869	0.2
K02	Y <sub>1,11</sub>	.887	0.2
L03	Y <sub>1,12</sub>	.786	0.2

Source: SPSS 25 Validity Test output .

The table above shows the validity of obtaining all statements or questions to measure a variable Brand Ambassador (X1), Instagram advertising (X2) and purchase decisions (Y) are valid because the sig results are 5% or  $0.05 > 0.2$  which has the meaning of r table below from r count.

### Reliability Test

Reliability test is used to measure whether the research instrument is able to be used as a tool to make the datas collected. This is the flollowing result of reliability test:

**Table 2. Reliability Test Results**

Variabel	r-tabel	Alpha Cronbach	Explanation
<i>Brand Ambassador (X<sub>1</sub>)</i>	0,6	.948	Reliabel
Instagram Ads (X <sub>2</sub> )	0,6	.964	Reliabel
Purchase Decision (Y)	0,6	.895	Reliabel

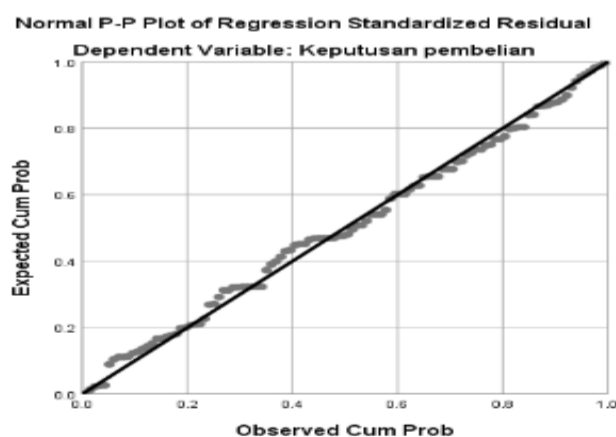
*Source : SPSS 25 Output Reliability Test.*

It can be seen in the table above that the reliability test results show that the data that has been obtained are all reliable with the results of the Coronbach's alpha Brand Ambassador value, namely 0.948 Instagram advertisement, 0.964 and the purchase decision  $0.895 > 0.6$ . It can be concluded that the data obtained is reliable.

### Data Normality Test

The data normality test is used to determine the distribution of data on the research variables that are being used (Anwar Hidayat, 2013). Good data is data that has a normal distribution and the results of the significance are  $> 0.05$ .

Below are the results of the normality test using the P-plot chart analysis in this study:



**Picture 2. Norality Test**

In the plot results above, there are points that follow the diagonal line straight and approaching the diagonal line. It can be concluded that the regression model has really fulfilled the assumption of normality, so that the next stage can be carried out, namely data analysis.

### Multiple Linear Regression

Multiple linear regression aims to determine whether the independent variable Brand Ambassador and Instagram advertising have a simultaneous influence on the dependent variable on purchasing decisions.. (Padilah & Adam, 2019).

**Table 3. Multiple Linear Regression Tester**

Variabel	UnstandardizedD Coefficients (b)	t-count	sig
Constant	7.388	2.983	.004
<i>Brand Ambassador</i> (X <sub>1</sub> )	.684	9.060	.000
Instagram Ads (X <sub>2</sub> )	.0251	3.131	.002

Source : SPSS 25 Output Multiple Linear Regression Tester

The table above shows the results of the multiple linear equation as below:

$$Y = 7,388 + 0,684X_1 + 0,0251X_2 + E$$

a) The constant value of 7.388 means that if Brand Ambassador (X<sub>1</sub>) and Instagram Ads (X<sub>2</sub>) are zero (0), then the value of Purchase Decision (Y) is 7.388. b) The regression value for Brand Ambassador coefficient is 0.684, this shows the amount of influence that Brand Ambassador (X<sub>1</sub>) has on purchasing decisions. If the Brand Ambassador has increased by one unit, it can make the value of the purchase decision increase by 0.684. c) The regression value of the Instagram advertising coefficient (X<sub>2</sub>) is 0.0251, the Instagram advertising variable shows a variable that has a very large influence. If Instagram advertising has increased by one unit, it can make the value of the purchase decision increase by as much as 0.0251.

### Hypothesis Test

#### Test - t

The t - test is used in order to see how significant the independent variable affects the dependent variable.

**Table 4. Test Results - t**

Standardized Coefficients	t	Sig.
(Constant)	2.983	.004
<i>Brand Ambassador</i> (X <sub>1</sub> )	9.060	.000
Instagram Ads (X <sub>2</sub> )	3.131	.002

Source : SPSS 25 Output Test Result-t

From the results of the table above, namely Brand Ambassador (X<sub>1</sub>) has an effect on purchasing decisions (Y), so that you can find out the relationship partially or simultaneously, this hypothesis test uses the t-test. Based on the table above, BA has been obtained with a t-value of 2.983 and a significance of 0.004 < 0.05, from the test results, which means that BA has an effect on purchasing decisions. While Instagram advertising (X<sub>2</sub>) has an effect on purchasing decisions

(Y), it can be seen that the t-count value of the Instagram advertising variable is 9.060 and the significance result is  $0.000 < 0.05$ , with the result that the value obtained means that the hypothesis is accepted.

The results of the t-test above show that the role of Brand Ambassador (BA) has an influence on purchasing decisions on Zoya Cosmetic products made by consumers, this can increase the purchase intention of Zoya Cosmetic consumers after seeing BA promoting Zoya Cosmetic products. Meanwhile, Instagram Advertising also shows its influence on purchasing decisions on Zoya Cosmetic products made by consumers, this means that consumers are interested in buying Zoya Cosmetic products when they see advertisements on the Zoya Cosmetics page in the Instagram application.

**Test-F**

The F test is used to determine how much the independent variable can simultaneously influence the dependent variable.

**Table 5. Test-F**

Modell	F	Signifikan
Regression	154,094	.000 <sup>b</sup>
Residual		
Total		

Source : SPSS 25 Output Test Result-F

Dependent Variable: Purchase Decision. Judging from the above table have been obtained value of F count equal to 154.094 and magnitude of significant results sinya amounted to  $0.000 < 0.05$ . From these results mean Brand ambassador and instagram ads simultaneously influence on purchasing decisions .

In the results of the F test above, it shows that the Brand Ambassador (BA) and Instagram Ads simultaneously have a significant influence on purchasing decisions on Zoya Cosmetic products made by consumers. This means that BA and Instagram Advertising are currently very influential for Zoya Cosmetic consumers to buy the product, because they have seen some artists who become BA on Zoya Cosmetic products on Instagram. So that it can affect consumer purchasing decisions Zoya Cosmetic.

**Conclusion**

From the existing explanations, several conclusions can be drawn in this study, namely as follows: 1) Brand ambassadors have a positive and significant impact on purchasing decisions for Zoya cosmetic products. By testing the hypothesis using the t-test, the significance obtained is  $< 0.05$ . These results indicate the value obtained is significant. The hypothesis is accepted and proven. 2) Instagram ads have a significant effect on purchasing decisions for Zoya cosmetic products. By testing the hypothesis using the t-test, the results obtained a significance value of  $< 0.05$ . These results indicate the value obtained is significant. The hypothesis is accepted and proven. 3) Brand Ambassador and Instagram ads simultaneously influence purchasing decisions



for Zoya cosmetic products. By testing the F-test hypothesis, the significance is  $<0.05$ . These results indicate the value obtained is significant. The hypothesis is accepted and proven.

### Thank-you note

We thank Allah SWT for the smooth running of this journal, and thanks to the followers of the Instagram account @zoyacosmetic who had the pleasure to fill out an online questionnaire which was very helpful for completing this research. Our gratitude also goes to the leaders of the PGRI Adi Buana University Surabaya who always support young lecturers to continue to innovate in conducting research and participate in positively contributing to the progress of the nation.

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