



The Influence of Brand Ambassador and Brand Image on Mobile Purchase Decisions (Case Study in Medan City)

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ABSTRACT

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Oppo is a Smartphone Manufacturer originating from China, and including a new brand in Indonesia. Oppo Smartphone can be said to be a product that is quite successful in making a history of success and is listed as the second best-selling smartphone manufacturer from China in Indonesia because the Oppo brand ambassador is easily attached to the Indonesian people. Brand ambassadors can be thought of as a type of association that arises in the minds of consumers when remembering a particular brand. If the brand image and company image in the eyes of consumers is bad, then the products produced by the company are also considered not good and the company's sales will be hampered and vice versa. This research uses quantitative descriptive research. The population in this study were visitors to four super markets in Medan City who sold the Oppo mobile brand for at least one year. The number of samples for this research is 538 respondents. Determination of the research sample using purposive sampling. The data analysis technique uses multiple linear regression with the SPSS 23 software tool. The results of this study indicate that the brand ambassador variable has a positive and significant effect on brand awareness directly. Brand ambassador has a significant effect on purchasing decisions, brand image has a positive and significant effect on purchasing decisions directly. Brand Ambassador and brand image have a positive and significant effect on purchasing decisions for Oppo mobile phones, a case study of Super Market visitors in Medan City.

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1. Introduction

The need for communication is growing rapidly, making communication equipment manufacturers compete to be able to attract consumers' interest by offering superior features of their products. Smartphone manufacturers compete with each other to provide innovations that potential consumers need and want (Muhammad and Hendrati, 2017). The diversity of smartphone manufacturers is increasing, including the number of smartphone users in Indonesia.

Just look at the last few years, we definitely feel that smartphones have experienced a tremendous leap in every aspect. along with the development of modern technology. The digital era triggers the public's need for excellent data-based services. In Indonesia, there are many internet data providers for smart phones. To be able to compete in the midst of many internet providers, marketers must be able to determine the right marketing strategy.

Oppo is a Smartphone Manufacturer originating from China, China and including a new brand in Indonesia. Oppo Smartphone can be said to be a product that is quite successful in making a history of success and is listed as the second best-selling smartphone manufacturer from China in Indonesia. This can be seen from the company's belief when it first presented its products in the country, which was different from its competitors.



Likewise with oppo products that are brand ambassadors in their advertisements. The brand ambassadors used in Oppo advertisements in recent years have changed, for example in 2016 their brand ambassador was Rio Haryanto who is a racer, Oppo appointed Chelsea Islan who is an artist in 2017, and then in 2018 Oppo chose Raisa as a brand. his ambassador. Because in accordance with the core of the Oppo company itself, namely young, meticulous, and trendsetter. In addition, the figure is considered to represent the character of the Oppo smartphone and can also be the attraction of the performance of the brand ambassador in order to be able to attract the attention of the audience who saw the Oppo advertisement.

However, all of that is meaningless without a positive and strong brand image. Because if the brand image and image of the company in the eyes of consumers is bad, then the products produced by the company are also considered not good and the company's sales will be hampered (Latif, 2018). So the brand image is very important for the sustainability of the product in society. To strengthen the brand image, it must be built by conveying the brand image through symbols, media or visuals and an event. Without a strong and positive brand image, companies will find it difficult to make sales and influence consumers to make purchasing decisions (Heriyati and Septi, 2015).

Based on the description of the background above, the researchers conducted a study with the title "The Influence of Brand Ambassadors and Brand Image on Mobile Purchase Decisions".

The formulation of the problem in this study is as follows:

How is the influence of the brand ambassador on the decision to purchase cellphones in Medan City, How is the influence of Brand image on the decision to purchase cellphones in Medan City and how is the influence of brand ambassadors and brand image on the decision to purchase mobile phones in the city of Medan.

The aims of this research are as follows:

This study aims to determine the influence of brand ambassadors on purchasing decisions for mobile phones in Medan City, to determine the effect of brand image on the decision to purchase mobile phones in Medan City and to determine the influence of brand ambassadors and brand image on the decision to purchase mobile phones in Medan City

2. Methods

2.1 Types of Research

This type of research uses quantitative descriptive methods, namely to analyze The Influence of Brand Ambassador and Brand Image on Mobile Phone Purchase Decisions in Medan City by using quantitative analysis..

2.2 Research sites

Research on visitors to four super markets located in the city of Medan, namely; Sun Plaza on Zainul Arifin Street, Center Point Mall on Java Street, Podomoro Mall on Putri Hijau Street, and Carrefour on Jend. Gatoto Subroto Street.

2.3 Population and Sample

The population in this study were visitors to four super markets in Medan City for a period of one month for four super markets in 2021.

Table 1
Super Market Visitor Data in Medan City

No	Time period	Supermarket	Number of visitors
1	week 1	Center Point Mall	148
2	week 2	Sun Plaza	132
3	week 3	Podomoro Mall	113
4	week 4	Carrefour	145
Amount			538

Source: Survey Results

In this study, the search for the influence of Brand Ambassador and Brand Image on Purchase Decisions on Mobile Oppo Study on visitors to four super markets located in Medan City, as many as 538 respondents.

Table 2
Sample of Super Market Visitors

No	Time period	Supermarket	Super Market Visitors	Number of Samples (10% Of Population)
1	week 1	Center Point Mall	148	15
2	week 2	Sun Plaza	132	13
3	week 3	Podomoro Mall	113	11
4	week 4	Carrefour	145	15
Amount			538	54

Source: Survey results

The technique used in this research is purposive sampling. The sampling criteria used in this study are Super Market Visitors who have used Oppo cellphones for at least one year. And Super Market Visitors who are using Oppo Mobile. Furthermore, the number of respondents is divided from each existing super market so that the respondents are represented.

2.4 Data Analysis Technique

One of the activities in this research is data collection techniques according to the problem being studied. The analytical tools used.

a. Multiple Linear Regression Analysis

Multiple linear regression analysis was used to analyze whether the independent variables (brand ambassador and brand image) jointly influence the dependent variable, namely the purchase decision of Oppo handphone. The dependent variable is assumed to be random/stochastic, which means it has a probabilistic distribution. The dependent variable is assumed to have a fixed value (in repeated sampling). The form of the multiple linear regression equation used in this study is as follows: $A = \pi r^2$

$$Y = a + \beta 1 X_1 + \beta 2 X_2 + e$$

Information :

Y = Purchase Decision

a = Constant

$\beta 1$ = coefficient X_1

X_1 = Brand Ambassador

$\beta 2$ = coefficient X_2

X_2 = Brand Image

e = Standard Error

3. Analysis and Discussion

3.1 Data Analysis

a. Multiple Linear Regression

Based on the data processing that has been done, it can be seen that the relationship model of this multiple linear regression analysis can be seen from the following table:

Table 3
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,898	2,085		,431	,668
1 TOTALBA (X1)	,268	,098	,274	2,724	,009
TOTALBY(X2)	,649	,109	,601	5,967	,000

a. Dependent Variable: Y

This table shows the multiple linear regression equations of this study are as follows:

Buying decision = 0.898 + 0.268 Brand Ambassador + 0.649 Brand Image + ε

The multiple linear regression equation is defined as follows:



- a) If the constant is (0.898), it means that if the Brand Ambassador, Brand Image, 0, then the Purchase Decision value is (0.898) unit.
- b) The regression coefficient for the Brand Ambassador variable (X1) is 0.268, which means that if the other independent variables have a fixed value and the Brand Ambassador has an increase of 1%, then the purchase decision will increase by 0.268 units.
- c) Brand Image variable regression coefficient (X2) is 0.649 it means that if the value of other independent variables and Brand Image has increased by 1%, then the purchase decision will increase by 0.649 units.

b. Hypothesis Test

1) Partial Test (t-Test)

a) Influence of Brand Ambassador on Purchase Decision

To find out partially the effect of *Brand Ambassador* on the Purchase Decision, can be seen in the table below

Table 4
Influence of Brand Ambassador on Purchase Decision
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,898	2.085		,431	,668
1 TOTALBA	,268	,098	,274	2,724	,009
TOTALBI	,649	,109	,601	5,967	,000

a. Dependent Variable: Y

Based on the table above, it is known that the t-count of Brand Ambassador (X1) is 2.724 and the significance value is 0.009. Meanwhile, the t-table value at the 95% confidence level (0.05) is 2.006. The significant value for the effect of X1 on Y is 0.009 < 0.05 and the value of t-count > t-table (2.724 > 2.006), so it can be concluded that Hadi Accept H0 is rejected or the hypothesis in this study is that Brand Ambassador has a positive and insignificant effect on purchasing decisions. .

b) Brand Image to Purchase Decision

To find out partially the effect of *Brand Image* on the Purchase Decision, it can be seen in the t-test table, it is known that the t-count of compensation is 5.967 and the significance value is 0.000. While the t-table value at the 95% confidence level (0.05) is 2,006. The significant value for the effect of X2 on Y is 0.000 > 0.05 and the value of t-count > t-table (5.967 > 2.006), so it can be concluded that Hadi Accept H0 is accepted or the hypothesis in this study is that Brand Image has a positive and significant effect on purchasing decisions.

c) Simultaneous Test (F-test)

The results of the f test show that the independent variables jointly affect the dependent variable, if *p-value* (in column sig) is smaller than the specified og significant level (by 5%), or F count (in column F) is greater than F table. The results of the F test can be seen in the table below:

Table 5
F Uji Test Table
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	568,571	2	284,285	25,995	,000b
Residual	557,744	51	10.936		
Total	1126,315	53			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

From the table above, it is known that the p-value (in column Sig.) 0.000 < 0.05 means significant. This means that the calculated F value is 25.995, which is greater than the F table value of 3.17, which means that it is significant. This means that Brand Ambassador and Brand Image simultaneously have a positive and significant influence on Purchase Decisions, because the calculated F value > F table is 25.995 > 3.17. This means that the Brand Ambassador and Brand Image together have an increase, it will have an impact on the Purchase Decision, and vice versa if the Brand Ambassador and Brand Image together experience a decrease, it will have an impact on the decrease in the Purchase Decision.



c. Test R^2 (Coefficient of Determination)

The determinant coefficient test was carried out to see the magnitude of the influence of the variable on the purchasing decision of the Oppo mobile phone. The determinants obtained can be seen in the table below:

Table 6
Test Table R^2
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.710 ^a	.505	.485	3,307

a. Predictors: (Constant), Brand Image, Brand Ambassador

b. Dependent Variable: Purchase Decision

3.2 Discussion

Based on the statistical test results, it can be seen partially that Brand Ambassador has a positive and insignificant effect on purchasing decisions, and brand image has a positive and significant effect on purchasing decisions. The explanation of each variable is as follows:

a. Influence of Brand Ambassador on Purchase Decision

Based on the results of the t-test, it shows that the Brand Ambassador variable has a positive effect on purchasing decisions and has a non-significance probability value above 0.05, which is 0.009 and a t-value of 2.724, so that the Brand Ambassador does not affect purchasing decisions on the study oppo cellphone on Super Market visitors in Medan City. *Brand ambassador* is someone who has fashion towards the brand and can influence or invite consumers to buy or use a product, according to Doucett (2008) a brand ambassador is someone who has fashion towards the brand. Willing to introduce it, and even volunteering to provide information about the brand. The use of brand ambassadors is carried out by companies to influence or invite consumers to use products, the use of brand ambassadors usually uses well-known celebrities. This study disagrees with the research conducted by Magdalena (2015) with the research title "The Influence of Brand Ambassadors on international brand image and its Impact on Purchase Decisions (study on Samsung smartphone users)" showing the results of brand ambassadors having a significant positive effect on the purchasing decision variables of Samsung mobile phones. . Research conducted by Magdalena (2015) was taken into consideration by researchers because it has similarities in Variable X1, namely Brand Ambassador. Likewise with the research conducted by Fitri and Ruzikna (2015), that brand ambassadors influence the decisions of buyers or consumers. because a good brand can attract consumers to buy products.

b. The Influence of Brand Image on Purchase Decisions

Based on the results of the t test, it shows that the Brand Image variable has a positive effect on Purchase Decisions and has a significance probability value below 0.05, which is 0.000 and the t value is 5.967, which means that Brand Image has a positive and significant effect on Purchase Decisions on Oppo cellphones, studies on Super Market visitors in Medan City. This study means accepting the hypothesis of 2 studies, namely Brand Image has a positive and significant effect on Purchase Decisions on Oppo cellphones, studies on Super Market visitors in Medan City. Purchase decisions are also influenced by *brand image*. *Brand* A brand in the eyes of consumers is one of the important elements in the process of determining the purchase decision. Because the image is one source of information that is used as a reference for the good or bad of a product. Dewi and Rah Utami (2010) in their research concluded that Brand Ambassadors have a significant influence on purchasing decisions. This can be interpreted that a good brand image of a product will influence consumers to buy the product, and vice versa. A bad brand image of a product will affect consumers so that consumers do not buy the product. The results of this study support previous research conducted Magdalena (2015) with the research title "The Influence of Brand Ambassadors on International Brand Image and Its Impact on Purchase Decisions (study on Samsung smartphone users)" shows that brand image has a significant positive effect on the purchase decision variable for Samsung mobile phones. Research conducted by Magdalena (2015) was taken into consideration by researchers because it has similarities in Variable X2, namely Brand Image.



4. Conclusion

This study is intended to determine the effect of Brand Ambassador and Brand Image on the Purchase Decision of Oppo cellphone case studies on Super Market visitors in Medan City. Based on the results of research and discussion, conclusions can be drawn from the research as follows:

- a. *Brand* Ambassador has a positive but not significant effect on the purchase decision of the Oppo mobile phone case study on Super Market visitors in Medan City because $0.009 > 0.05$ and $t_{count} > t_{table}$ i.e. $2,724 > 2,006$.
- b. Brand Image positive and significant effect on purchasing decisions for Oppo mobile phone case studies on Super Market visitors in Medan City, because $0.000 < 0.05$ and $t_{count} > t_{table}$ which is $5,967 > 2,006$.
- c. Brand Ambassador and brand image has a positive and significant effect on purchasing decisions for Oppo mobile phones, a case study of Super Market visitors in Medan City, because $F_{count} 25.995 > F_{table} 3.17$ and a significance value of $0.000 < \text{level of significant } 0.05$.

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