

The Influence of Brand Ambassador on Brand Image with Online Customer Review as Moderation Variable

Nurhikmah¹, Retno Dewi Wijastuti², Muhammad Hasan Lubis³, Sriwanti Belani⁴, Rini Hadiyati⁵

IAIN Pare-Pare, Indonesia¹ Universitas Muhammadiyah Sorong, Indonesia²

Politeknik LP3I, Indonesia³ Universitas Muhammadiyah Luwuk, Indonesia⁴

Universitas Muhammadiyah Luwuk, Indonesia⁵

nurhikmah.suardi@gmail.com

ABSTRACT

This research is a quantitative study with an explanatory approach, namely an approach that relies on the four studies mentioned above as the main material to be studied so as to produce novelty and new hypotheses that are slightly different from previous studies. The data used in this study are primary data that researchers obtained from Hokben employees spread throughout Indonesia. The data obtained were analyzed using the smart PLS 4.0 analysis tool. The conclusion in this article show that all hypotheses used in this study, both the first and second, can be accepted and proven. The first hypothesis in this study is that the Brand Ambassador variable can have a positive relationship and a significant influence on Brand Image. This hypothesis can be accepted because the P-Values are positive and below the significance level of 0.05, namely 0.007. These results indicate that the better the Brand Ambassador used by a company in marketing its products, the better the company's Brand Image will be. The second hypothesis used in this study is that the Online Customer Review variable can moderate the influence of the Brand Ambassador variable on the Brand Image variable. From the results of the third table above, it can be shown that the hypothesis can be accepted because the P-Values are positive and are below the significance level of 0.05, namely 0.000, which is more significant than direct testing of 0.007. Thus, it can be concluded that the first and second hypotheses in this study can be accepted and proven.

Keywords: Brand Ambassador, Brand Image, Online Customer Review

ABSTRAK

Penelitian ini merupakan kajian kuantitatif dengan pendekatan eksplanasi yaitu pendekatan yang mengandalkan keempat kajian tersebut di atas sebagai bahan utama yang akan dipelajari sehingga menghasilkan kebaruan dan hipotesis baru yang sedikit berbeda dengan kajian sebelumnya. Data yang digunakan dalam penelitian ini merupakan data primer yang diperoleh peneliti dari karyawan Hokben yang tersebar di seluruh Indonesia. Data yang diperoleh dianalisis menggunakan alat analisis PLS 4.0 yang cerdas. Kesimpulan dalam artikel ini menunjukkan bahwa semua hipotesis yang digunakan dalam penelitian ini, baik yang pertama maupun kedua, dapat diterima dan dibuktikan. Hipotesis pertama dalam penelitian ini adalah bahwa variabel *Brand Ambassador* dapat memiliki hubungan positif dan pengaruh yang signifikan terhadap *Brand Image*. Hipotesis ini dapat diterima karena P-Value positif dan di bawah level signifikansi 0,05 yaitu 0,007. Hasil tersebut menunjukkan bahwa semakin baik *Brand Ambassador* yang digunakan oleh perusahaan dalam memasarkan produknya, semakin baik *Brand Image* perusahaan. Hipotesis kedua yang digunakan dalam penelitian ini adalah

bahwa variabel *Online Customer Review* dapat memoderasi pengaruh variabel *Brand Ambassador* pada variabel *Brand Image*. Dari hasil tabel ketiga di atas, dapat ditunjukkan bahwa hipotesis tersebut dapat diterima karena P-Value positif dan berada di bawah level signifikansi 0,05 yaitu 0,000 yang lebih signifikan dibandingkan pengujian langsung 0,007. Dengan demikian, dapat disimpulkan bahwa hipotesis pertama dan kedua dalam penelitian ini dapat diterima dan dibuktikan.

Kata kunci: Duta Merek, Citra Merek, Ulasan Pelanggan *Online*

INTRODUCTION

According to (Tjiptono, 1997) brand image (Brand Image/brand description), is a description of consumer associations and beliefs towards a particular brand. Brand image can be considered as a type of association that appears in the minds of consumers when remembering a particular brand. The association can simply appear in a certain thought or image related to a brand (Tjiptono, 2008). Brand Image is an impression or picture created in the minds of consumers related to a particular brand, either positive or negative. In forming a brand image, it must be conveyed clearly and display the advantages it has compared to competitors. When the differences and advantages of a brand are faced with other brands, the brand position emerges.

Brands play a very important role because brands are actually a seller's promise that consistently provides certain privileges, benefits, and services to buyers. According to (Kotler, 2009) explains that brands are more than just symbols, brands can have six levels of meaning, namely: a) Attributes: brands remind of certain attributes. b) Benefits: brands are more than just a collection of attributes. Consumers do not buy attributes but buy benefits. Attributes need to be explained in functional benefits or emotional benefits. c) Value: brands also state something about the producer's values. d) Culture: brands represent a certain culture. e) Personality: brands reflect a certain personality. f) Users: brands indicate the type or kind of consumers who buy or use the product.

According to (Keller, 2016) brands have an important function for consumers. Brands identify the source or maker of the product and provide an indication to whom consumers will ask for responsibility for the product if there is damage, and most importantly the brand has a special meaning for consumers due to past experiences with the product. If consumers recognize the brand and have knowledge about the brand, consumers will not be too dependent or will not need a lot of information processed in making product Purchase Decisions (Yulianti.D.R, 2020). From an economic perspective, consumers do not need a lot of money to find information about the product either internally, how much consumers have to think or externally how much consumers have to look for information. Based on what consumers already know about the brand including its quality, product characteristics, and others, consumers can make assumptions according to rational expectations that consumers expect (Venkat, 2007).

According to (Purwati & Cahyanti, 2022a) brands also provide a number of functional values for companies. Basically, brands help with the intention of identifying simply in the handling of products by the company. Operationally, brands

help in organizing inventory and accounting records. Brands also offer companies legal protection such as patents to protect unique features or certain aspects owned, attached to the product. Brands can be used as signals of a certain level of quality so that satisfied consumers can easily choose the product again. This brand loyalty is useful in predicting and guaranteeing demand for the company and can be used as an entry barrier for other companies to enter the market. Although product design is easily imitated by competitors, the experience with the product that is already embedded in the minds of consumers is not easily changed. In this case, the brand has a very strong power in securing competitive advantage (Mutaqqin, 2022).

There are several things that researchers believe can influence Brand Image, including Brand Ambassador. According to (Juliana & Johan, 2020) explains that a reasonable reason for manufacturers to use celebrities as Brand Ambassadors is because the personality of the artist or athlete influences the brand personality (Brand Image). Brand Image will determine whether a product is superior or more unique than other products. In terms of branding, celebrities can indeed be a reflection of a brand's personality. Celebrities are a real manifestation of various images or associations that consumers think about a brand (Royan, 2004). This is also supported by research conducted by Sagala, 2017 which explains that Brand Ambassadors create a stronger emotional connection between a brand/company and consumers so that they indirectly build a product image that has an impact on Purchasing Decisions and product usage.

Several previous studies (Adawiyah, 2018); (Barata, 2021) & (Wang, 2016) showed that the results of the Brand Image variable can be influenced by the Brand Ambassador variable. This means that each of the Brand Ambassador variables above has a positive relationship direction and a significant influence on Brand Image. Unlike the four studies briefly described above, this article adds the Online Customer Review variable as a moderating variable.

RESEARCH METHODS

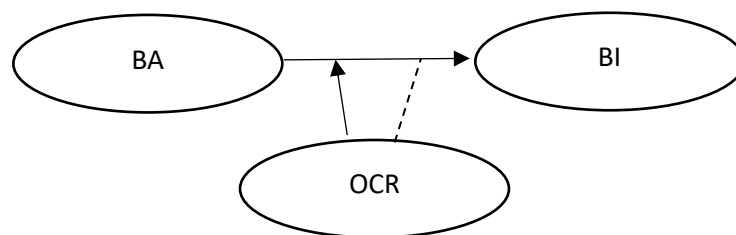


Figure 1. Model

Noted:

BI: Brand Image

BA: Brand Ambassador

OCR: Onlne Customer Review

Hypothesis:

H1: The Influence of Brand Image on Brand Ambassador

H2: Online Customer Review Can Moderates The Influence of Brand Image on Brand Ambassador

Based on the first image of the research model above, it can be concluded that this study aims to analyze the influence of Brand Ambassador on Brand Image. This study is in line with the four previous studies, namely (Adawiyah, 2018); (Barata, 2021); (Wang, 2016) & (Royan, 2004). What distinguishes it from the four studies above, this article adds the Online Customer Review variable as a moderating variable (Apriliani & Hayuningtias, 2023). This research is a quantitative study with an explanatory approach, namely an approach that relies on the four studies mentioned above as the main material to be studied so as to produce novelty and new hypotheses that are slightly different from previous studies (Purwati & Cahyanti, 2022a). The data used in this study are primary data that researchers obtained from Hokben employees spread throughout Indonesia (Purwati & Cahyanti, 2022b). The data obtained were analyzed using the smart PLS 4.0 analysis tool.

RESULT AND DISCUSSION

Background Analysis

According to (Tjiptono, 1997) brand image (Brand Image/brand description), is a description of consumer associations and beliefs towards a particular brand. Brand image can be considered as a type of association that appears in the minds of consumers when remembering a particular brand. The association can simply appear in a certain thought or image related to a brand (Tjiptono, 2008). Brand Image is an impression or picture created in the minds of consumers related to a particular brand, either positive or negative. In forming a brand image, it must be conveyed clearly and display the advantages it has compared to competitors. When the differences and advantages of a brand are faced with other brands, the brand position emerges.

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Validity Test

According to (Hair, 2010) the validity test stage is the first stage that must be passed by researchers if they want to use the smart PLS 4.0 analysis tool. Based on this, the following are the results of the validity test used in this study.

Table 1. Validity Test

Variable	Question Item	Loading Factor
Brand Ambassador (X)	A good Brand Ambassador is important and must be maintained by the company	0.872
	Brand Ambassador can influence Brand Image	0.914
	Brand Ambassador can make the product more famous	0.885
	Brand Ambassador can make more customers	0.925
Brand Image (Y)	Brand Image is important and must be maintained by the company	0.931
	Brand Image can be influenced by Brand Ambassador	0.919
	Brand Image can be influenced by Online Customer Review	0.922
	The better the Brand Image, the better the Company's Performance	0.896
Online Customer Review (Z)	Online Customer Review can influence Brand Image	0.946
	Online Customer Review can influence Brand Ambassador	0.951

Valid > 0.70

Reliability Test

According to (Ghozali, 2016) the next stage that must be passed after passing the validity test stage is the reliability stage. Ten questions that have been validated can be said to be valid because they are above the validity test threshold. Based on this, the following are the results of the validity test in this article.

Table 2. Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Brand Ambassador	0.926	0.885	Reliable

Brand Image	0.952	0.911	Reliable
Online Customer Review	0.958	0.917	Reliable

Reliable > 0.70

Path Coefficients

According to (Sarstedt et al., 2014) the last stage in quantitative research using the smart PLS 4.0 analysis tool is the Path Coefficient stage. This stage can be passed after passing the reliability test stage. Based on this, the following are the results of the Path Coefficient in this article.

Table 3. Path Coefficients

	Variable	P-Values	Noted
Direct Influence	BA->BI	0.007	Accepted
Indirect Influence	OCR* BA->BI	0.000	Accepted

Significant Level < 0.05

Based on the results of the Path Coefficient above, it can be concluded that all hypotheses used in this study, both the first and second, can be accepted and proven. The first hypothesis in this study is that the Brand Ambassador variable can have a positive relationship and a significant influence on Brand Image. This hypothesis can be accepted because the P-Values are positive and below the significance level of 0.05, namely 0.007. The results of the table are in line with a number of previous studies, namely (Adawiyah, 2018); (Barata, 2021) & (Wang, 2016). These results indicate that the better the Brand Ambassador used by a company in marketing its products, the better the company's Brand Image will be. The second hypothesis used in this study is that the Online Customer Review variable can moderate the influence of the Brand Ambassador variable on the Brand Image variable. From the results of the third table above, it can be shown that the hypothesis can be accepted because the P-Values are positive and are below the significance level of 0.05, namely 0.000, which is more significant than direct testing of 0.007. Thus, it can be concluded that the first and second hypotheses in this study can be accepted and proven.

CONCLUSION

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