

## **INFLUENCE OF BRAND AMBASSADORS AND MEDIA SOCIAL TO CONSUMER BUYING INTEREST MS. GLOW ON MS STORE. GLOW BY DEE IN PALOPO CITY**

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### **ABSTRACT**

*Technology in the current era of globalization can have a wide impact on economic, cultural and social aspects. Including personal needs such as health and beauty care products can be considered equal to basic needs. This study aims to determine and analyze the influence of brand ambassadors and social media on consumer buying interest of Ms. Glow products at the Ms. Glow by dee store in Palopo city. The type of research used in this study is quantitative and qualitative. Data collection was carried out by observation, interviews and questionnaires. The number of samples used was 30 respondents. This study was conducted by incidental sampling technique. Data analysis using multiple linear regression analysis with SPSS application. The results showed that brand ambassadors and social media simultaneously had a significant effect on the interest in buying ms glow products in Palopo city. Partially, brand ambassadors have a significant effect on consumer buying interest in MS Glow products. This means that brand ambassadors have an impact on consumer buying interest in ms glow products. The better the brand ambassador used, the more consumer buying interest will increase. In addition, social media also partially affects significantly on consumer buying interest in ms glow products in Palopo city. This means that the more sophisticated the technology used or social media applied, the consumer buying interest in MS Glow products will increase.*

**Keywords:** Brand ambassador; Social media; Buying interest.

### **ABSTRAK**

*Teknologi di era globalisasi saat ini dapat memberikan dampak yang luas pada aspek ekonomi, budaya dan sosial. Termasuk kebutuhan pribadi seperti produk perawatan kesehatan dan kecantikan yang dapat dianggap sama dengan kebutuhan pokok. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh brand ambassador dan media sosial terhadap minat beli konsumen produk Ms Glow pada toko Ms Glow by dee di kota Palopo. Jenis penelitian yang digunakan dalam penelitian ini adalah kuantitatif dan kualitatif. Pengumpulan data dilakukan dengan cara observasi, wawancara dan kuesioner. Jumlah sampel yang digunakan sebanyak 30 responden. Penelitian ini dilakukan dengan teknik pengambilan sampel insidental sampling. Analisis data menggunakan analisis regresi linier berganda dengan aplikasi SPSS. Hasil penelitian menunjukkan bahwa*

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*brand ambassador dan media sosial secara simultan berpengaruh signifikan terhadap minat beli produk ms glow di kota Palopo. Secara parsial, brand ambassador berpengaruh signifikan terhadap minat beli konsumen pada produk MS Glow. Hal ini berarti brand ambassador memberikan dampak terhadap minat beli konsumen pada produk ms glow. Semakin baik brand ambassador yang digunakan, maka minat beli konsumen akan semakin meningkat. Selain itu, media sosial juga secara parsial berpengaruh signifikan terhadap minat beli konsumen pada produk ms glow di kota Palopo. Hal ini berarti semakin canggih teknologi yang digunakan atau media sosial yang diterapkan maka minat beli konsumen terhadap produk MS Glow akan semakin meningkat.*

**Kata kunci:** Duta merek; Media sosial; Minat beli.

## INTRODUCTION

The development of technological advances today has a great influence on the process of communication and receipt of information to society which was originally conventional to become all-digital. This is the main note, especially to business actors and companies who if they are unable to keep up with the development of the digital era, they will not survive in the midst of competitive business competition.

The company's efforts to develop and innovate in producing different products become an effective strategy for the company to compete because thus the company has offered an innovative product. This factor can be influenced by consumer buying interest in a product because the company produces products according to customer interests and needs. Therefore, customer buying interest forms a good company image in the minds of consumers in this competitive marketing environment, social media is one of the effective means of communication to promote a product

Technology in the current era of globalization can have a broad impact on economic, cultural and technological aspects. Including personal needs and not only fixated on basic human needs. In fact, according to some people, these personal needs are as important as basic needs. The personal needs that are often demanded for women and men are to maintain appearance through health and beauty care.

People's lifestyles began to change because they were influenced by trends that occurred in society. One of them is the cosmetic market that is currently growing, where people are increasingly concerned about the appearance, beauty and health of facial skin which has become a necessity to support all daily activities. But every consumer has their own challenges in choosing beauty products that suit the needs of the skin. With the MS GLOW product, it is very helpful to scatter and care for the skin for its users. In promoting a product on social media, there are many ways that a brand or company can do such as implementing an advertising strategy. Advertising is one of the important things because it can have a big influence in influencing audiences to buy products. Brand ambassador is one

and used by companies in communicating and connecting with consumers, brand ambassadors can also increase sales of company products. For companies, the selection of brand ambassadors is very important, because it can affect the level of promotion and the level of buying interest as well as consumer purchase decisions. Research shows that brand ambassadors have a direct impact on consumer buying interest [1][2][3]. Brand ambassadors have a great influence on consumer buying interest, so there are very many products that promote by lifting brand ambassadors from their products. Ms glow as a local cosmic product in Indonesia also applies the same thing. This product attracts many consumers by placing several brand ambassadors on its products. The brand ambassadors used are not ordinary artists but top artists such as Rafi Ahmad, Nagita Slavina, Fuji, Aurel Hermansyah and many other artists.

In addition to brand ambassadors, another factor that also has an impact on consumer buying interest is social media. The availability of social media owned by a product has its own impact on consumer buying interest. Several studies have shown that social media affects buying interest [4] [5] [6]. Social media makes it easier for consumers to see other consumer reviews, make buying and selling transactions and provide ratings of products. Through social media, consumers will feel easier in everything. Along with the development of technology, social media becomes one of the important factors that must be owned by a product. Ms glow as a local product is one of the companies that really utilizes social media in carrying out promotional activities and transactions. Almost all ms glow social media platforms have such as Instagram, WhatsApp, Facebook, TikTok and websites.

Abundant brand ambassadors and technology users through social media are one of the advantages of ms glow companies that are very good to be studied, in order to be able to see how much the influence of these two factors or variables contributes to consumer buying interest.

## **RESEARCH METHODS**

The location and place in this study are Palopo City, South Sulawesi in this study the author will collect the necessary data by making direct observations on the person concerned both through the distribution of questionnaires and interviews. The types of data used in this study are quantitative data and qualitative data, while the data sources used are primary data and secondary data. The methods used are 1) Observation is carried out by making observations directly to the object of research. This observation is carried out to obtain data that supports the results of the

interview from the questionnaire, 2) Interview is a way of collecting data by conducting questions and answers directly to the object under study. With interviews, researchers can find out directly face-to-face between researchers and consumers as objects designated to obtain the data needed. 3) Questionnaire (questionnaire). The data collection method used in this study was using a structured questionnaire or questionnaire which was then given to respondents. Explained by Imasari & Lu in [7] the questionnaire method is a data collection technique by giving a set of written questions to the respondents to fill in, where the researcher does not directly ask the respondents, but by giving written statements to the respondents to answer them.

Population is a generalized area consisting of objects / subjects that have certain qualities and characteristics that are determined by researchers to be studied and then drawn conclusions [8]. The population in this study is all consumers who use MS GLOW. While the samples in this study amounted to 30 samples. So that the sampling technique used is an incidental technique, where anyone encountered at the research location is used as a sample. Data analysis techniques in this study to answer the problems in this peilitian used several techniques, including:

## 1. Validity and Reliability Test

### a. Test validity

The validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the statements on the questionnaire are able to reveal something that the questionnaire will measure. So, validity wants to measure whether the statements in the questionnaire that we have made can actually measure what we want to measure. The validity test is carried out through a comparison between the calculated  $r$  value against the table  $r$ . If  $r$  counts the table  $> r$  by 0.3, then the statement in the questionnaire is valid [8].

### b. Reliability Test

is actually a tool for measuring all questionnaires that are indicators of variables. A questionnaire is said to be reliable if a person's answers to statements are consistent or stable over time. In SPSS there are facilities that can be used to measure reliability, namely through statistical tests cronbach alpha and variables are said to be reliable if the value of cronbach alpha  $> 0.60$  [8]

## 2. Multiple Linear Regression Analysis

Multiple linear regression analysis tests are used to measure the effect between more than one independent variable or independent variable on the dependent variable or dependent variable. This research independent variable is the brand ambassador and social media consumers while the dependent variable is the purchase decision.

### a. F test (simultaneous)

The statistical test f basically shows whether all the independent variables included in the model have an influence together on the dependent variable. This test is performed by comparing the f values according to the table. If the calculated f value is greater than the f value according to the table, then simultaneously the independent variables affect the dependent variable. The decision in carrying out the f test can be seen from its significance. If the significant level is below 5%, then simultaneously the independent variable has an effect on the dependent variable.

### b. Test t (persial)

The t test is used to find out whether in the regression model the independent variable has a significant effect on the dependent variable. The t-test is used to see the effect of each independent variable individually on its dependent variable. In multiple linear regression, this is necessary because each independent variable exerts a different influence on the model.

### c. Coefficient determination

The Coefficient of Determination ( $R^2$ ) is intended to determine the level of determination that is best at conducting regression analysis, which is indicated by the magnitude of the coefficient of termination ( $R^2$ ) between 0 (zero) and 1 (one). The coefficient of determination ( $R^2$ ) of zero of the independent variable has no effect on the independent variable at all. If the coefficient of determination is close to one, then it can be said that the independent variable is dependent on the dependent variable.

## RESULTS AND DISCUSSION

### Results

#### Validity and Reliability Test

##### Validity Test

After collecting questionnaires from respondents, validity tests were then carried out

again on the data obtained. Validity tests are used to get valid data or can be used to measure what should be measured (Sugiyono, 2014). The validity test is performed to compare R count with R table if R count > R table then it is declared valid. The results of the validity test can be seen in the table attachment.

**Table 1. Recapitulation of variable validation test X1 (brand ambassador)**

Statement	R-count	R-table	Information
X1.1	0,747	0,361	Valid
X1.2	0,709	0,361	Valid
X1.3	0,536	0,361	Valid
X1.4	0,503	0,361	Valid
X1.5	0,687	0,361	Valid
X1.6	0,766	0,361	Valid
X1.7	0,691	0,361	Valid
X1.8	0,807	0,361	Valid

Source: data processed 2024

Based on the recapitulation of the data above, it can be explained that the statement presented by the brand ambassador variable (X1) according to the SPSS 24 validity test, there are 8 statements on this variable declared valid, this is because the r-count is greater than the r-table.

**Table 2. Recapitulation of variable validation test X2 (Social media)**

Statement	R-hitung	R-table	Information
X2.1	0,744	0,361	Valid
X2.2	0,733	0,361	Valid
X2.3	0,725	0,361	Valid
X2.4	0,685	0,361	Valid

Source: data processed 2024

Based on the recapitulation of the data above, it can be explained that the statements presented by the social media variable (X2) according to the SPSS 24 validity test then there are 4 statements on this variable declared valid, this is because the r-count is greater than the r-table.

**Table 3. Recapitulation of variable validation test Y (Buying interest)**

Statement	R-count	R-table	Information
X1.1	0,764	0,361	Valid
X1.2	0,797	0,361	Valid
X1.3	0,684	0,361	Valid
X1.4	0,811	0,361	Valid
X1.5	0,719	0,361	Valid
X1.6	0,810	0,361	Valid

X1.7	0,636	0,361	Valid
X1.8	0,647	0,361	Valid

Source: data processed 2024

Based on the recapitulation of the data above, it can be explained that the statement presented by the buying interest variable (X1) according to the SPSS 24 validity test, there are 8 statements on this variable declared valid, this is because the r-count is greater than the r-table.

### Reliability Test

**Table 4. Reliability Test (X1)**

Cronbach's	
Alpha	N of Items
.836	8

Source: data processed 2024

A reliability test is an index that shows the extent to which a measuring instrument is trustworthy or reliable. Reliability tests are intended to see the extent to which the results of an instrument measurement can be trusted. The measurement results must be reliable in the sense that they must have a level of consistency and maturity, if the coefficient is  $>0.60$ . The value of calculating the reliability can be seen in the table below.

Based on the table above, the variable X1 obtained a reliability value of 0.836 with a greater level of reliability *in accordance with the provisions that have been conveyed* that if a reliability level of 0.60 is obtained, it can be concluded that the reliability of the variable is independent of reliability *against the dependent variable*.

**Table 5. Reliability Test (X2)**

### Reliability Statistics

Cronbach's Alpha	N of Items
.687	4

Source: data processed 2024

A reliability test is an index that shows the extent to which a measuring instrument is trustworthy or reliable. Reliability tests are intended to see the extent to which the results of an instrument measurement can be trusted. The measurement results must be reliable in the sense that they must have a level of consistency and maturity, if the coefficient is  $>0.60$ . The value of calculating the reliability can be seen in the table below.

Based on the table above, the variable X2 obtained a reliability value of 0.687 with a greater level of reliability *in accordance with the provisions that have been conveyed* that if a level of reliability of 0.60 is obtained, it can be concluded that the reliability of the variable is independent of reliability *against the dependent variable*.

**Table 6. Reliability Test (Y)**

Reliability Statistics

Cronbach's Alpha	N of Items
.872	8

Source: data processed 2024

Based on the table above, *variable Y obtained a reliability value of 0.872 with a greater level of reliability in accordance with the provisions that have been conveyed that if a level of reliability of 0.60 is obtained, it can be concluded that the reliability of the variable is independent of reliability against the dependent variable.*

### Multiple Linear Regression Results

Multiple linear regression analysis is a method used to determine the predictive determination of the influence that occurs between the independent variable or promotion (X1) and consumer perception (X2) of the dependent variable or purchase decision (Y). Multiple linear regression is based on the functional or causal relationship of two independent variables with one dependent variable. In this study, multiple linear regression was used to answer the hypothesis of whether promotion and consumer perception have a significant effect on purchasing decisions. Statistical calculations in multiple linear regression analysis used in this study used the SPSS 24 application program. The complete results of data processing using the SPSS 24 application program can be seen in the appendix and further summarized as follows:

### Simultaneous Test (F Test)

The F statistical test basically shows whether all the independent variables included in the model have an influence together on the dependent variable to make a decision on whether the hypothesis is accepted or rejected by comparing the significance level of 0.05. The results of SPSS 24 output to see the influence of promotion variables, consumer perception variables and purchase decision variables can be seen in Table 23. Simultaneous tests

**Table.7 simultaneous test F**

Type		ANOVAa				
		Sum Squares	of Df	Mean Square	F	Sig.
1	Regression	477.622	2	238.811	25.722	.000b
	Residuals	250.678	27	9.284		
	Total	728.300	29			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: data processed 2024

The calculated F value for the brand ambassador and social media variables simultaneously affects the buying interest F count of  $25.722 >$  the F value of the table is 3.35 and the significance is  $0.000 < 0.05$ , it can be concluded that brand ambassadors and social media simultaneously have a significant effect on the variable of buying interest. So it can be stated

that in this study the first hypothesis was accepted.

#### Partial Test (T Test)

The T test is used to show whether an independent variable individually affects the dependent variable. The independent variable is known to have an effect on the dependent variable, if the significance level is less than 0.05. The results of SPSS 24 output to see the influence of brand ambassador variables, social media variables and buying interest variables can be seen in the following table:

**Table 8. Partial test (T)**

Coefficients		Unstandardized Coefficients		Standardized Coefficients		
Type		B	Std. Error	Beta	T	Sig.
1	(Constant)	-5.279	4.911		-1.075	.292
	X1	.573	.195	.448	2.941	.007
	X2	1.046	.363	.438	2.877	.008

a. Dependent Variable: TOTALLY

Source: data processed 2024

Based on the results of testing with SPSS shows that:

- Brand ambassador variable affects social media obtained t-count (2.941) > t-table (2.051) with a significance level obtained of 0.007. So that the proposed hypothesis 2 is accepted. This means that brand ambassadors have a significant influence on consumer buying interest in ms glow products.
- Social media variables affect buying interest obtained t-count (2.877) > t-table (2.051) with a significance level obtained of 0.008. So that the proposed hypothesis 3 is accepted. This means that social media has a significant effect on consumer buying interest in MS Glow products. For Regression Coefficient or regression equation can be explained as follows:

$$Y = -5.279 + 0.573X1 + 0.1046X2 + 2.775$$

- 1) A constant of -5.279 means that if X is 0, then the purchase decision is -5.279.
- 2) The regression coefficient of the brand ambassador variable (X1) of 0.573 means that if the brand ambassador increases by 1 unit, then buying interest (Y) will increase by 0.573. The positive coefficient between promotion and purchase decision, the better the promotion assessed, the better the purchase decision.
- 3) The regression coefficient of the social media variable (X<sub>2</sub>) of 0.1046 means that if social media increases by 1 unit, then buying interest (Y) will increase by 0.1046. The positive value coefficient between consumer perception and purchase decision, the better the consumer perception given, the better the purchase decision.

#### Test Coefficient of Determination ( $R^2$ )

The coefficient of determination is one of the statistical values that can be used to find out if there is an influence relationship between two variables. The value of the coefficient of

determination indicates the percentage variation in the value of the dependent variable that can be explained by the resulting regression equation. According to Sugiyono, the value of  $R^2$  that is getting closer to 1 means that the independent variable provides almost all the information needed to predict the dependent variable. The coefficient of determination used is the *Adjusted R square value* because it is more reliable in evaluating regression models. The value of the *Adjusted R square* can go up or down if one independent variable is added to the model.

**Table 9. Test Coefficient of Determination ( $R^2$ )**

Model Summary

Type	R	Adjusted R	Std. Error	of the
	Square	Square	Estimate	
1	.810a	.656	.630	3.04703

a. Predictors: (Constant), X2, X1

Source: data processed 2024

From the results of the analysis of the influence of brand ambassadors and social media on buying interest. From the table above, showing that the value of the coefficient of determination (*R Square*) of 0.630 it can be concluded that the independent variable (brand ambassador, social media) has a contribution or influence on the related variable (buying interest) by 63%, while the remaining 37% is influenced by indicators that are not studied.

## Discussion

Based on the results of research conducted using multiple linear regression analysis, it is known that brand ambassadors and social media have a positive and significant effect on buying interest. This explains that the existence of variable brand ambassadors and social media makes it very easy for consumers to use MS. GLOW in search of MS products. GLOW. and using top artists in promoting MS products. GLOW, for example, Rafi Ahmad and Nagita Slavina, one of the brand ambassadors of M.S GLOW products.

Brand ambassadors are icons or identities, where they act as marketing tools used by one organization or company. Brand ambassadors consist of three indicators, namely attractiveness, trust, and expertise, according to MS Glow consumers, which is very good. Brand ambassadors are able to make consumers interested in ms glow products. Where the brand ambassador used by MS Glow is a well-known figure in Indonesia such as Rafi Ahmad and Nagita Slavina along with other top artists. This study is in line with several other studies with similar variables. Yang found that brand ambassadors have a significant effect on consumer buying interest. This means that the more attractive the brand ambassador used by a company, the more consumer buying interest will also increase [1] [2] [3] [10] [11]. Brand

ambassador, not only means physical attractiveness, but includes a number of characteristics that the audience can see in supporters: intelligence, personality traits, lifestyle, body athleticism, and so on.

Social media is a digital courtyard that provides facilities to carry out social media activities, for example selling MS products. GLOW in an online application. where the product will be sold online so that consumers can easily get products from MS. GLOW. While buying interest is where consumers have the desire to buy products, sample products from MS. GLOW when someone is interested in using products from MS. GLOW eating the person will fulfill his desire especially when the person already knows the benefits and content of MS products. GLOW then the product will be purchased. From the results of the study found that social media has a significant effect on consumer buying interest in ms glow products. Social media that consists of convenience and trust according to consumers is very good. MS glow products are very easy to find in stores and online stores. This study is in line with research conducted by [4] [5] [6] [12] [13].

Brand ambassadors and social media are said to be significant to buying interest because of M.S GLOW products choose artists and celebrities to become MS brands. GLOW. In addition to being trusted by the owner of MS products, GLOW may be an artist who becomes a Brand ambassador has a lot of followers so that when uploading stories on social media about the products they trade, people who see the story will be interested and likely will buy products from MS. GLOW.

## **CONCLUSIONS AND SUGGESTIONS**

Based on the results of the analysis and discussion that has been stated in the previous chapter, several conclusions can be drawn as follows:

1. Brand ambassadors and social media have a positive and significant influence on consumer buying interest in MS products. GLOW.on MS store. GLOW BY DEE in Palopo City. This means that the first hypothesis is accepted
2. Brand ambassadors have a positive and significant influence on consumer buying interest in MS products. GLOW on MS store. GLOW BY DEE in Palopo City. This means that the second hypothesis is accepted.
3. Social media has a positive and significant effect on consumer buying interest in MS products. GLOW.on MS store. GLOW BY DEE in Palopo City. This means that the third hypothesis is accepted

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