

THE EFFECT OF ADVERTISING AND BRAND AMBASSADOR ON THE PURCHASE DECISION OF SUNSILK SAMPO (SURVEY ON STUDENTS OF FEB UNPAK MANAGEMENT PROGRAM)**Arie Wibowo Irawan¹, Oktor Kiswati Zaini², Putri Elisa³**^{1,2,3}Manajemen, Universitas Pakuan, Indonesia*Corresponding Author E-mail: ariewibowo.irawan@gmail.com

Abstract: Competition in the shampoo industry in Indonesia is very tight, companies must prepare a good strategy in promoting their products, one of which is by using advertisements and also a brand ambassador. This study aims to analyze the effect of advertising and brand ambassadors on purchasing decisions for Sunsilk shampoo. This study uses quantitative methods with associative research types. With the respondents being students of FEB Unpak management study program. Respondents were selected using a disproportionate stratified random sampling method with a total of 100 respondents based on the calculation of the Slovin formula. Data was collected through questionnaires and the analytical methods used were descriptive analysis, classical assumption test, multiple linear regression, hypothesis testing and coefficient of determination. The results showed that advertising had a significant effect on purchasing decisions for Sunsilk shampoo, while brand ambassadors had no significant effect on purchasing decisions. Based on the F test, advertisements and brand ambassadors simultaneously or jointly have a significant effect on purchasing decisions for Sunsilk shampoo. In addition, advertising and brand ambassadors contributed 48.9% and 51.1% contributed by other variables not examined in this study.

Keywords: Advertising, Brand Ambassador, Purchase Decision**INTRODUCTION**

According to data from Kantar Indonesia through Brand Footprint Indonesia 2021, there are five consumer goods industry sectors that have increased, namely dairy products, food, beverages, home care and personal care (Kontan.co.id, 2021). Shampoo is a personal care product and toiletries product which is highly competitive. The shampoo industry in Indonesia is controlled by two large companies engaged in the consumer goods industry, namely PT Unilever Indonesia Tbk with Clear, Sunsilk, Dove and Lifebuoy shampoo products. PT Procter & Gamble (P&G) with Pantene, Head & Shoulder, and Rejoice shampoo products (Kalangi et al., 2019).

Sunsilk shampoo is a brand that has long dominated the Indonesian shampoo market. Sunsilk was marketed in Indonesia in 1952 by PT Unilever Indonesia Tbk. There are two categories of shampoo variants, including hijab and non-hijab shampoo. The hijab variants include hijab recharge refresh & volume shampoo, hijab recharge refresh & anti dandruff shampoo, and hijab recharge refresh & hairfall solution shampoo while non hijab shampoo includes black shine.

This year Sunsilk is included in the global most popular FMCG brand in the Global Footprint 2021 research conducted by Kantar Global (Databoks, 2021), although it is included in the global most popular brand in the shampoo top brand index, Sunsilk is ranked third, which

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means Sunsilk has not been able to win the ranking. top brand shampoo so that Sunsilk is still not able to win the shampoo market. The shampoo's top brand index is as follows:

Tabel 1.
Top Brand Index Sampo 2016-2020

Product name	Top brand index				
	2016	2017	2018	2019	2020
Pantene	22.0%	22.6%	24.1%	22.9%	28.1%
Clear	18.2%	17.4%	17.2%	19.8%	18.7%
Sunsilk	21.9%	22.4%	20.3%	18.3%	13.3%
Lifebuoy	13.1%	13.1%	8.1%	14.1%	11.9%
Dove	8.2%	7.6%	10.1%	6.1 %	7.6 %

Source: Secondary data, <https://www.topbrand-award.com>, 2020

Table 1. shows that there has been a decrease in the ranking of the top brand index for Sunsilk shampoo over the last three years, namely in 2018 by 20.3%, in 2019 it fell to 18.3% and in 2020 it fell to 13.3%, this decrease could be due to consumers being less interested in Sunsilk shampoo so that consumers prefer other shampoo products.

Marketing promotion strategies using advertising are used by almost all companies as promotional media because of the wide reach of advertisements so that they are easily conveyed to the public. Sunsilk uses advertisements as well as a celebrity as a brand ambassador to help promote its products.

Students are a potential market for marketers. According to Lau (2021) students are accustomed to using technology such as the internet where the media in advertising today is very diverse, such as advertisements on social media and television, so students are quite aware of the advertisements and brand ambassadors used by these shampoos. Exposure to these advertisements can make them aware of the product so that it has an impact on purchasing decisions.

Based on the explanation above, researchers are interested in conducting research on "The Influence of Advertising and Brand Ambassadors on Sunsilk Shampoo Purchase Decisions (Survey of Management Study Program Students FEB Unpak)".

Research purposes

The objectives to be achieved in this research are as follows.

1. To explain and analyze the effect of advertising on the purchasing decision of Sunsilk shampoo for students of FEB Unpak management study program.
2. To explain and analyze the influence of brand ambassadors on purchasing decisions for Sunsilk shampoo for students of FEB Unpak management study program.
3. To explain and analyze the effect of advertising and brand ambassadors on purchasing decisions for Sunsilk shampoo for students of FEB Unpak management study program.

LITERATURE REVIEW

1. Advertising is defined as non-personal presentation media and promotional ideas, goods or services identified by sponsors in various media such as print media, broadcast media, network media, electronic media, and display media (Kotler & Keller, 2016). According to Suwarman & Tjiptono (2019), advertising indicators are attention, interest, desire, and action.
2. A brand ambassador is someone who has more interest in a brand and can invite and influence consumers to buy or use a product (Firmansyah, 2019). Advertising indicators according to Lea-Greenwood (2013) are transference, congruence, credibility, attractiveness, and power.

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- The purchase decision is the stage of consumer evaluation in ranking a brand and forming purchase intentions. Generally, the consumer's purchase decision is to buy the most preferred brand, but two factors emerge between purchase intention and purchase decision (Kotler & Keller, 2016). The indicators for purchasing decisions according to Kotler & Keller (2016) are product choice, brand choice, dealer choice, purchase amount, purchase time and payment method.

RESEARCH METHODOLOGY

The type of research used in this study is an associative research type with quantitative data types. The sampling method in this study used the slovin formula as many as 100 respondents who were students of the FEB management study program at Pakuan University Force 2017-2021, with the sampling technique using probability sampling with the disproportionate stratified random sampling method. Data retrieval using questionnaires and data processed using SPSS.22

RESULTS AND ANALYSIS

Validity Test and Reliability Test

In this study, all variables were declared valid because the significance value was > 0.360 and also all variables were declared reliable because the cronch alpha value was more than > 0.70 .

Respondent Data

Table 2 Respondent Data

Characteristics of Respondents		Total	Percentage
Gender	Laki-laki	20	20
	Perempuan	80	80
Age	17-20	42	42
	20-25	57	57
	>25	1	1
Generation	2017	8	8
	2018	29	29
	2019	23	23
	2020	27	27
	2021	13	13
Domicile	Kota Bogor	31	31
	Kabupaten Bogor	44	44
	Di luar Bogor	25	25
Parental/Personal Income	< Rp. 3 juta	26	26
	Rp 3-5 juta	46	46
	>Rp 5 juta	28	28
Purchased packaging	Kemasan Sachet	39	39
	70 ml	13	13
	170 ml	28	28
	340 ml	17	17
	680 ml	3	43
Frequency of Purchases in 3 Months	1 kali	25	25
	2-3 kali	46	46
	>3 kali	29	29

Source: Primary data processed, 2022

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Table 2 shows that the majority of respondents are women with 55%, based on the age of the majority aged 20-25 years as much as 57%, based on the year the majority of the 2018 generation as much as 29%, based on the majority domicile in Bogor district as much as 44%, based on parental/personal income the majority earn IDR 3-5 million, based on the packaging purchased the majority buy sachets as much as 39% and based on the frequency of purchase the majority buy 2-3 times in three months.

Normality test

Table 3
Normality Test Results

One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
Test Statistic	.088
Asymp. Sig. (2-tailed)	.056 ^c

Source: Primary data processed, 2022

Table 3 shows that the significance value of Asymp.Sig. (2-tailed) of 0.056 which means that the significance value is greater than 0.05 and it can be concluded that the data is normally distributed.

Multicollinearity Test

Table 1
Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Iklan (X1)	.576	1.738
Brand ambassador (X2)	.576	1.738

Sumber: Data primer diolah, 2022

Table 4 shows that the tolerance value of the advertising and brand ambassador variables is 0.576, which is greater than 0.10. While the VIF value of the advertising and brand ambassador variables is 1.738, which is smaller than 10.0, it can be concluded that there is no multicollinearity symptom in the regression model.

Heteroscedasticity Test

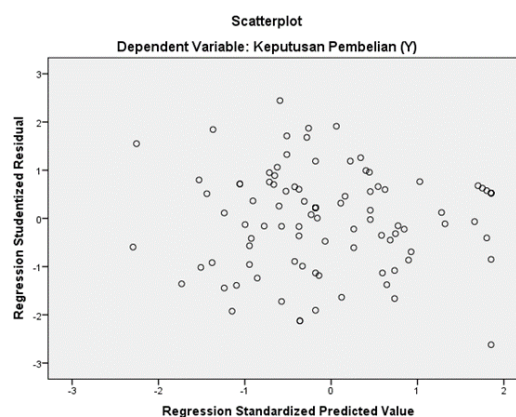


Figure 1. Heteroscedasticity Test

Source: Primary Data processed, 2022

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Figure 1 shows that the points spread randomly, do not form a certain clear pattern and spread above and below the number 0 on the Y axis. This shows that there is no heteroscedasticity.

Multiple linear regression

Table 5
Multiple Linear Regression Test Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.993	4.728		1.056	.294
Iklan (X1)	.984	.160	.581	6.139	.000
Brand ambassador (X2)	.259	.142	.174	1.833	.070

a. Dependent Variable: Keputusan Pembelian (Y)

Sumber: Data primer diolah, 2022

Based on the results of data analysis using SPSS 22, the results of the regression equation are as follows:

$$Y = a + bX_1 + bX_2 + e$$

$$Y = 4.993 + 0.984X_1 + 0.259X_2 + e$$

The regression equation above shows the relationship between the independent variable and the dependent variable partially. So the results of these equations can be concluded that:

1. The value of the advertising regression coefficient is positive (0.984), indicating that Sunsilk shampoo advertisements contribute positively to the purchasing decisions of Sunsilk shampoo products for Management students of FEB Unpak. This means that if the advertising variable increases, the purchase decision variable will increase.
2. The regression coefficient value of the brand ambassador is positive (0.259), indicating that the brand ambassador of Sunsilk shampoo contributes positively to the purchasing decisions of Sunsilk shampoo products for management students of FEB Unpak. This means that if the brand ambassador variable increases, the purchasing decision variable will increase.

Partial Significance Test (T Test)

Table 6
T . Test Results

Model	t	Sig.
1 (Constant)	1.056	.294
Iklan (X1)	6.139	.000
Brand ambassador (X2)	1.833	.070

Sumber: Data primer diolah, 2022

Based on the results of the t test above, the significance value of the influence of advertising (X1), brand ambassadors (X2) on purchasing decisions (Y) is as follows:

1. Based on the table above, the t-count value is 6.139, which means t-count > t-table (6.139 > 1.98472) with a significance value of 0.000 because the significance value is less than

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0.05 ($0.000 < 0.05$) so H_0 is rejected and H_1 is accepted, so it can be concluded that partially the advertising variable (X1) has a significant effect on purchasing decisions (Y).

- Based on the table above, the t-count value is 1.833, which means that $t\text{-count} < t\text{-table}$ ($1.833 < 1.98472$) with a significance value of 0.070, because the significance value is greater than 0.05 ($0.070 > 0.05$) then H_0 is accepted and H_2 is rejected, so it can be concluded that partially the brand ambassador variable has no significant effect on purchasing decisions (Y).

Simultaneous Significance Test (F Test)

Table 7

F . Test Results

	Model	F	Sig.
1	Regression	48.403	.000 ^b
	Residual		
	Total		

Source: Primary data processed, 2022

Based on the test results above, it can be seen that the calculated F is 48.403 with the f table value is 3.09 so that the calculated f value $>$ f table or $48.403 > 3.09$, and the significance level is $0.000 < 0.05$ then H_0 is rejected and H_3 is accepted, it can be concluded that the advertising and brand variables ambassadors jointly have a significant effect on the purchasing decision process for Sunsilk shampoo products for students of FEB Unpak management study program.

Coefficient of Determination Test (R2)

Table 8

Coefficient of Determination Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.707 ^a	.500	.489	5.205

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

b. Dependent Variable: Keputusan Pembelian

Table 8 shows that the value of the coefficient of determination is found in the Adjust R Square value of 0.489 or the value of the coefficient of determination of 48.9%. This shows that advertising and brand ambassador variables contribute to purchasing decisions by 48.9%, while the remaining 51.1% is contributed by other variables not examined in this study.

Discussion

- Effect of Advertising on Purchase Decisions

Based on the results of hypothesis testing shows that the value of t count is 6.139 which means $t\text{ count} > t\text{ table}$ ($6.139 > 1.98472$) with a significance value of 0.000 because the sinification value is smaller than 0.05 ($0.000 < 0.05$) so H_0 is rejected and H_1 is accepted, so it can be concluded that partially the advertising variable (X1) has a significant effect on purchasing decisions (Y). In this case, it shows that advertising is able to improve the purchasing decisions of Sunsilk shampoo on management students of FEB Unpak. According

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to Melati (2021) one of the functions of advertising is persuading and influencing consumer purchasing decisions where advertising itself is not only informing, but also persuading and encouraging consumers to buy these products compared to other products. The results of this study are in line with research conducted by Agustina & Heriyanto (2021), concluding that advertising has a significant effect on purchasing decisions and is also in line with Az-zahra & Sudrajat (2021) advertising has an effect on purchasing decisions.

2. The Influence of Brand Ambassadors on Purchase Decisions

Based on the results of the hypothesis test, it shows that the t-count value is 1.833, which means that $t\text{-count} < t\text{ table}$ ($1.833 < 1.98472$) with a significance value of 0.070, because the significance value is greater than 0.05 ($0.070 > 0.05$) then H_0 is accepted and H_2 is rejected, so it can be concluded that partially the brand ambassador variable (X_2) has no significant effect on purchasing decisions (Y). According to Firmansyah (2019) a brand ambassador is someone who is able to influence consumers to use and use a product. In this case, it shows that the brand ambassador has not been able to improve consumer purchasing decisions for students of FEB Unpak management study program. The results of this study are in line with research conducted by Ramdhani and Masitoh (2019) which states that brand ambassadors have no effect on purchasing decisions and are also in line with Fauzana's research (2020) which says that brand ambassadors have no significant effect on purchasing decisions.

3. The Influence of Advertising and Brand Ambassadors on Purchase Decisions

Based on the results of the F test, it can be seen that the calculated F is 48.403 with the F table value is 3.09 so that the calculated F value is $> F\text{ table}$ or $48.403 > 3.09$, and the significance level is $0.000 < 0.05$ then H_0 is rejected and H_3 is accepted, it can be concluded that the advertising and brand ambassador variables jointly have a significant effect on the purchasing decision process for Sunsilk shampoo products for Management students of FEB Unpak. In addition, the value of the coefficient of determination is 70 at the Adjust R Square value of 0.489 or the coefficient of determination value of 48.9%. This shows that advertising and brand ambassador variables contribute to purchasing decisions by 48.9%, while the remaining 51.1% is contributed by other variables not examined in this study. This is in line with research conducted by Az-Zahra & Sudrajat (2021) which states that brand ambassadors and advertisements have a significant effect on purchasing decisions.

CONCLUSION

Based on the results of the study, it was stated that 1) advertising had a significant effect on purchasing decisions for Sunsilk shampoo for FEB Unpak management study study students, 2) Brand ambassadors had no significant effect on Sunsilk shampoo purchasing decisions for FEB Unpak management study study students, 3) Advertising and brand ambassadors simultaneously had an effect. on the purchasing decision of Sunsilk shampoo for students of FEB Unpak management study program. The value of the coefficient of determination shows that the advertising and brand ambassador variables contribute to purchasing decisions of 48.9%, while the remaining 51.1% is contributed by other variables not examined in this study.

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