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The Influence of ITZY Brand Ambassador on The Purchase Intention of Ultra Milk Products Through Brand Image as a Mediating Variable

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ABSTRACT
This study aims to determine the influence of brand ambassadors on purchase intention. Determine the influence of brand ambassadors on purchase intention. Determine the effect of brand image on purchase intention. Knowing the role of mediating brand image on the relationship between brand ambassadors and purchasing intention. This study uses a quantitative method with a descriptive approach. The analytical method used is path analysis using SPSS 25. This study used 110 respondents using non-probability sampling with a purposive sampling approach. From this research, the results obtained from brand ambassadors have a significant positive effect on purchase intention. Brand ambassadors have a significant positive effect on brand image. Brand image has a significant positive effect on purchase intention. Brand image mediates the relationship between brand ambassadors and purchase intention.

Keywords: Brand Ambassador, brand image, purchase intention

ABSTRAK
Penelitian ini bertujuan untuk mengetahui pengaruh brand duta terhadap minat beli. Mengetahui pengaruh brand duta terhadap minat beli. Mengetahui pengaruh citra merek terhadap minat beli. Mengetahui peran mediasi citra merek terhadap hubungan duta merek dengan keputusan pembelian. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif. Metode analisis yang digunakan adalah analisis jalur dengan alat SPSS 25. Penelitian ini menggunakan 110 responden dengan menggunakan non-probability sampling dengan pendekatan purposive sampling. Dari penelitian ini diperoleh hasil Brand Ambassador berpengaruh positif signifikan terhadap Minat Beli. Brand Ambassador berpengaruh positif signifikan terhadap Brand Image. Citra Merek berpengaruh positif signifikan terhadap Minat Beli. Citra merek memediasi hubungan antara duta merek dengan minat beli.

Kata Kunci: Brand Ambassadors, Citra Merek, Minat Beli

INTRODUCTION
The rapid development of the times makes marketing competition very tight. It can be seen from the many new products that are present which cause market competition to be more competitive. A marketer or marketer is required to be able to know how to communicate his product to cause purchase interest in consumers. Marketing is useful as a process of compiling integrated communication that aims to make information related to goods or services useful to satisfy human wants and needs (Kotler


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&; Keller, 2016). According to the Central Statistics Agency (BPS) in 2019 Indonesia's milk consumption was 16.23 liters/per ca/a per/year. This number has increased from the previous year to 0.20 /ers / capita/year. Milk consumption in Indonesia is said to increase every year, but it is still relatively low in Southeast Asia (Anggraeni et al., 2021). Most Indonesians assume that milk is a product for consumption by children and toddlers. As a result, people feel that drinking milk is not a top priority, so it can be ignored.

PT. Ultrajaya is the largest and first company in Indonesia that produces dairy products and packaged beverages. Ultra Milk is marketed to various regions of Indonesia and abroad. In product marketing, Ultra Milk strives to always maintain quality until Ultra Milk is well received by consumers and gets many customers. In outperforming its competitors, the company tries to highlight something different that can influence consumer perception in choosing Ultra Milk to meet the needs of liquid milk drinks.

Table 1. Ultra Milk takes first place in the Top Brand Award

Brand	TBI
Ultra Milk	36.00%
Bear Brand	18.20%
Frisian Flag	15.50%
Indomilk	11.00%
Milo	5.20%

Source: Top Brand Award Data

From Table 1 above, the Top Brand Award 2022 report shows that Ultra Milk is the most favorite dairy product in Indonesia. The product's Top Brand Index (TBI) score reached 36.00%. The second-ranked dairy product in the country is Bear Brand, with a TBI of 18.20% and Frisian Flag TBI of 15.50%. The data shows ultra milk remains number one among competing companies. The success in 2022 is inseparable from Ultra Milk's marketing strategy which invited ITZY to become a *brand ambassador*. After being proven by several large companies, PT. Ultra Milk uses K-POP which is currently a trending topic in its marketing strategy. ITZY is a 5-member girl group that debuted on February 12, 2019, from South Korea. According to data revealed by Twitter, ITZY ranked 10th in the fastest-rising K-Pop group in 2020.

Fans will be loyal to their idols and even brands that work with their idols. Ultra Milk offers bonus photo cards with pictures of ITZY members randomly. In this case, Ultra Milk conducts promotions to influence the purchase intention of ITZY fans who like to collect photo cards with pictures of ITZY members. The purchase of products with these bonuses is expected to attract the attention of ITZY fans and increase consumer purchase intention. Based on the above phenomena and background, researchers are interested in conducting a study entitled "The Influence of Brand Ambassadors on Purchase Intention in Ultra Milk Products through Brand Image as a Mediation Variable" to be researched.

LITERATURE REVIEW

Consumer decision-making is the process of feeling and evaluating brand information, considering how brand alternatives meet consumer needs, and deciding on a brand. The view of consumer behavior can be seen from two sides, namely the management side and the consumer side (Assael, 2005). From the management side, consumer behavior is a very important ingredient to understand related to their activities on a product and is an indicator of how far the product is successful in the market by looking at the response shown by consumers to the product.

Purchase intention is a model of a person's attitude toward objects or goods that is very suitable for measuring attitudes toward certain classes of products, services, or brands. Based on the definition of purchase intention according to experts, it can be concluded that purchase intention is a consumer behavior that shows the drive to belong. Sale and purchase are defined as an agreement to exchange

objects or goods that have value voluntarily between two parties, one receives goods, and the other party accesses them by the agreed agreement.

Brand ambassadors are ambassadors of a brand or related to celebrities commonly called public figures who influence a country or even on a larger scale (Kotler 2016). Where this public figure itself is believed to be one of the supporting factors on the psychological side that can influence the behavior, attitude, and confidence of a consumer in a product. According to Doucett (2008), a brand ambassador is someone who has a passion for the brand, wants to introduce it, and even voluntarily provides information about the brand.

3 Brand image is a consumer's perception of the brand of a product that is formed from information obtained by consumers through the experience of using the product. According to Keller & Kevin (2013), brand image is a consumer response to a brand based on the good and bad of the brand that consumers remember. Brand image is a belief formed in the mind of consumers about the object of the product that has been felt. Brand image can form positive perceptions and consumer trust in products or services that will strengthen brand loyalty. In this study, it can be seen that thinking shells are visualized as follows. Therefore, the hypotheses for this research are:

1 H1: There is an influence of the ITZY brand ambassador on purchase intention Ultra Milk products

1 H2: There is an influence of the ITZY brand ambassador on the brand image of the Ultra Milk product

1 H3: There is an influence of brand image on purchase intention Ultra Milk products

1 H4: There is an influence of the ITZY brand ambassador on purchase intention Ultra Milk products through brand image as a mediating variable

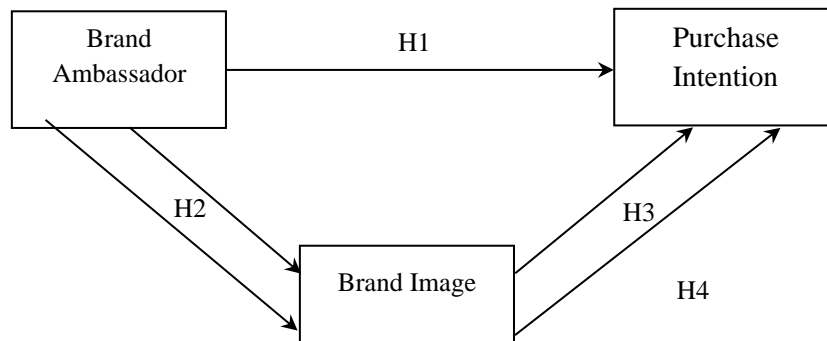


Figure 1. Conceptual Framework

RESEARCH METHODS

This research is quantitative research using statistical formulas and mathematical calculations in its testing. Where this study uses non-probability sampling techniques, with a purposive sampling approach. This study used 110 respondents. In this case, researchers distributed questionnaires in the form of Gform to consumers who want to buy Ultra Milk products with ITZY as a brand ambassador, consumers who know the existence of ITZY as an Ultra Milk brand ambassador, and consumers who have consumed Ultra Milk products at least once. In this study, researchers used SPSS 22 as a data analysis tool they used.

RESULTS AND DISCUSSION

4 After distributing questionnaires for instrument tests to 30 respondents which were declared valid and reliable. Next, researchers conduct testing to prove existing hypotheses. The following are the results of the classical assumption test, data analysis, and also hypotheses in this study. From the results of the distribution of questionnaires conducted by researchers on 110 respondents.

Table 2. Characteristics of Respondents

Characteristics of Respondents	Variant	Respondents	Percentage
Gender	Male	54	43,2%
	Woman	71	56,8%
	Student	18	14,4%
Work	Student	57	45,6%
	Private Workers	26	20,8%
	Civil Servants	15	12%
	Self-employed	9	7,2%

Source: Processing questionnaire data (2023)

The normality test is used to be able to find out whether the data used in this study is normally distributed or not. The data used can be declared normal if the Kolmogorov-Smirnov significance value shows a significance value of > 0.05 . Here are the normality test data in this study:

Table 3. Normality Test Results

Number of Respondents	Asymp value. Sig	Information
125	0.086	Usual

Source: Data processed (2023)

From the results of the normality test performed, it can be seen that the value of Asymp. The resulting sig is greater than 0.05 which indicates that the data used in this study are normally distributed. The multicollinearity test aims to test whether, in the regression model, there is a correlation between independent variables or not.

Table 4. Multicolonicity Test Results

Variable	Tolerance	VIF	Conclusion
Brand Ambassador	0.955	1.047	Non-Multicholinerity
Brand Image	0.955	1.047	Non-Multicholinerity

Source: Data processed (2023)

From Table 4, we can find out the results of the multicollinearity test that show the absence of symptoms of multicollinearity. This is indicated by a tolerance value of more than 0.1 and a VIF value below 10. In data analysis testing, researchers conduct path analysis testing that aims to determine the direct and indirect influence between variables. In this test, this researcher knows the relationship that occurs in the variables Brand ambassador to purchase intention, brand ambassador to brand image, and brand image to purchase intention with the following data in Table 5.

Table 5. Recapitulation of Direct influence path analysis results

Variable	Standardized Coefficient Beta	t_{hitung}	t_{tabel}	Sig	Constant	R ²
BA → PI	0,238	2,397	1,658	0,001	13,666	0,038
BA → BI	0,212	2,259	1,658	0,001	13,613	0,045
BI → PI	0,204	2,064	1,658	0,001	11,145	0,023

Source: Data processed (2023)

From the test results in Table 5, it can be stated that the value of the influence of brand ambassadors on purchase intention is 0.238, the value of the influence of brand ambassadors on brand image is 0.212 and the value of the influence of brand image on purchase intention is 0.204. In this test, this researcher knows the value of the influence of brand ambassadors on purchase intention mediated by brand image with the following data in Table 6

Table 6. Recapitulation of indirect influence path analysis results

Influence of Variables	Casual Influence		Total
	Immediately	Indirect	
BA to PI	0.238	-	0.238
BA to BI	0.212	-	0.212
BI to PI	0.204	-	0.204
BA to PI via BI	-	0,238 + (0.212 x 0.204)	0.281

Source: Data processed (2023)

5 From the test results in Table 6, it can be seen that the value of indirect influence on the influence of brand ambassadors on purchase intention through brand image is greater than the influence of brand ambassadors on direct purchase intention with a value of 0.281 which is greater than the direct influence of 0.28. This test is used to determine the effect of the independent variable on the partially bound variable. The variable can be said to have a positive effect if the value of the count is greater than the t table. The variable can be said to have a significant effect if the significance value is less than 0.05. The t-test data in this study can be seen in Table 7 as follows

Table 7. Recapitulation of t-test results

Variable	t_{hitung}	t_{tabel}	Sig	Information
BA → PI	2,397	1,658	0.001	Significant
BA → BI	2,259	1,658	0.001	Significant
BI → PI	2,064	1,658	0.001	Significant

Source: Data processed (2023)

2
4 From the test results in Table 7, it can be seen that brand ambassadors have a significant positive effect on purchase intention based on a calculated value of 2.397 greater than the table of 1.658 and a significant value of 0.001 which is smaller than 0.05. Brand ambassadors have a significant positive effect on brand image based on a calculated value of 2.259 greater than the ttable of 1.658 and a significant value of 0.001 which is smaller than 0.05. Brand image has a significant positive effect on purchase intention based on a calculated value of 2.064 greater than the table of 1.658 and a significant value of 0.001 which is smaller than 0.05. This test is used to determine the mediating effect of brand image on brand ambassador relationships with purchase intention. The results of the Sobel test can be seen in Table 8 as follows:

Table 8. Recapitulation of Sobel test results

Input	Test Statistics	P-Value
A	0.390	
B	0.424	
S_a	3,530	0.000
S_b	0.078	

Source: Data processed (2023)

1 Idris et al., (2024)

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2 From the results of the calculation of the online Sobel test calculator in Table 8 above, it can
2 be seen that the significance P-Value obtained from the Sobel test obtained a value of 0.000 where the
2 results of the P-Value < 0.05 and $> t_{table}$ the Statistical Test value of 3,530 $>$ of 1,658 t_{table} . So it
can be concluded that the variable brand image proved to be able to mediate the influence between
variable brand ambassadors on variable purchase intention.

6 In hypothesis 1 The Influence of Brand Ambassadors on Purchase Intention. The results in this
study are in line with research conducted by Immaculata & Utami (2021), Jannah (2022), and Fatdilla,
et al., (2022) stating that brand ambassadors play a role in purchase intention. In this study, it is proven
that the existence of brand ambassadors has a significant positive effect on purchase intention in
consumers. A positive sign means having a unidirectional relationship or if the brand ambassador is
getting better at communicating promotions, it will affect the increase in consumer purchase intention
for Ultra Milk products.

4 Second hypothesis The Influence of Brand Ambassadors on Brand Image. The results of this
study are in line with research conducted by Megayani & Erlina (2018), Kusumastuti (2022), and
Anggraeni (2018) where the study states that brand ambassadors play a role in brand image. In this
study, brand ambassadors have a significant positive effect on brand image. The selection of brand
ambassadors carried out by Ultra Milk has an impact on its brand image. A positive sign means having
a unidirectional relationship or if the brand ambassador is getting better at communicating the product,
it will affect the good brand image of Ultra Milk products. The influence of brand ambassadors on brand
image can be seen from the results of the t-test which shows a positive influence. So from the test, it
can be proven that brand *ambassadors* have a significant positive effect on brand image.

2 Next, about The Influence of Brand Image on purchase intention. The results of this study are in
line with research conducted by Rose (2020), Sulaiman, et al., (2022) and Budiantara et al., (2017) in
the study stated that brand image plays a role in purchase intention. This research states that brand
image has a significant positive effect on purchase intention. A positive sign means that it has a
unidirectional relationship or if the consumer's brand image of Ultra Milk products is getting better, it
will affect the increase in consumer purchase intention for Ultra Milk products. The influence of brand
image on purchase intention can be seen from the results of the T-test which shows a positive influence.
So from the test, it can be proven that brand image has a significant positive effect on purchase intention.

5 The Influence of Brand Ambassadors on Purchase Intention through Brand Image as a Mediation
Variable. The results of this study are in line with research conducted by Wulandari, et al., (2021),
Oktaviani & Zainurrossalmia (2021), and Fitriahningsih & Andi (2020) study stated that brand image
can mediate the influence of brand ambassadors on purchase intention. In this study, it is proven that
image has a mediating role in the influence of brand ambassadors on purchase intention. These results
mean that good brand ambassadors can affect brand image, and a good brand image that is in the minds
of consumers can have an impact on purchase intention in consumers.

CONCLUSION

Brand ambassadors have a significant positive influence on purchase intention in Ultra Milk. This
research has proven that ITZY brand ambassadors can increase consumer purchase intention in Ultra
Milk. Brand ambassadors have a significant positive influence on the brand image of Ultra Milk. This
research has proven that ITZY brand ambassadors in supporting promotions can create a brand image
on Ultra Milk products. This shows that Ultra Milk can build a brand image with the support of brand
ambassadors as a girl group that is considered to have appropriate characteristics. Brand image has a
significant positive effect on purchase intention. This research shows that Ultra Milk can create a good
brand image so that it can increase purchase intention for Ultra Milk products. Brand ambassadors
positively and significantly influence purchase intention through brand image as a mediation variable.
This shows that the positive brand image possessed by Ultra Milk can encourage the influence of brand
ambassadors in communicating products to consumers and have an impact on increasing the purchase
intention of Ultra Milk products.

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