



## THE INFLUENCE OF PRODUCT QUALITY, SOCIAL MEDIA MARKETING, AND BRAND AMBASSADOR ON ONLINE BUYING DECISIONS

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**Abstract:** The never-ending pandemic has had a major impact on the world, one of which is the increasing change in consumer behavior to shop online. This makes business people make innovations in leading progress to promote purchase offers including by developing better quality goods, promoting goods that can attract buyers online through social media marketing, and involving a brand ambassador who can do business product marketing in buying decisions. The purpose of this research is to find out how the influence of product quality, social media marketing, and brand ambassadors in determining buying decisions. The approach used on t observation is a purposive sampling approach buying acquiring a sample of one hundred ten respondents and spreading the survey via Google paperwork using a Likert scale. This has a look at uses multiple linear regression tests, t-tests, and F check evaluation, the outcomes received on this take look implying that the product quality variable has a nice and great impact on online buying decisions. even as the social media advertising variables do not affect purchasing choices, the brand ambassador variable indicates a tremendous and giant influence on buying decisions.

**Keywords:** Brand Ambassador; Buying Decisions; Product Quality; Social Media Marketing,

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### INTRODUCTION

At a time when the world is facing an outbreak of the coronavirus disease, or covid-19 as it is now more widely known, including the country of Indonesia which has been heavily affected by the outbreak of the disease. This makes people's lifestyles change drastically, one of which is by increasing consumer behavior in shopping online. By shopping online, people can easily get goods to meet their needs. Changes in consumption patterns that are classified as consumptive with many conveniences for shopping transactions that were previously carried out offline by coming to stores, now moving online by utilizing digital platforms such as e-commerce, social media marketing, and e-payment via smartphone to access online purchases.

From Indonesia's *e-commerce data* which provides various choices about products and services, the number of searches for information about products and services reaches 93%. From the age of 16 years and over, those who make purchases of products or services online reach 88%, while 80% of them use *smartphones to make online purchases*. The behavior of consumers shopping *online shops* through e-commerce (shoppe, tokopedia, Bukalapak, blibli, and lazada) starting in 2020 by using *smartphones to access online purchases* has increased very sharply. With the existence of online buying behavior, entrepreneurs are encouraged to issue every breakthrough and new idea in promoting product sales online because online shopping eliminates direct interaction with products, so the quality of product information influences online purchasing decisions. Along with advances in science and innovation, entrepreneurs must innovate both in terms of goods, advertising, and ease of delivery of goods that can positively attract buyers to decide to buy a product, each good, and service (Sigar et al., 2021).



Purchasing *online* is the reason for entrepreneurs to prioritize product quality to meet customer expectations because when customers buy goods *online* and only see pictures, then there is hope when customers decide to make a purchase. They expect the quality of the products they receive to meet their expectations and desires. The quality of the product by the wishes will be a determining factor that will affect consumers when deciding to purchase online. In step with Kotler & Keller (2016), Product quality is the totality of features and characteristics of service with the buyer's desire to satisfy or their ability to meet their needs following their expectations. In a study Widyaputra & Djawoto (2018), the effects confirmed that product quality had an advantageous and great impact on shopping selections. Product quality has a superb and huge impact on purchasing choices, supported by research conducted by (Nazarduin & Engel, 2020). Research Purwati et al. (2019) shows results wherein product quality has a good impact on buying decisions. When the quality that a product has in sales is better, it becomes one of the reasons consumers buy.

In online purchases, social media marketing is very helpful and influential to promote, persuade and provide product-related information to consumers easily through social media accounts. Promotion through social media marketing examples as Instagram, Facebook, LINE, Tiktok, and Whatsapp, companies can provide information about the latest product promotions, and through various displays that are as attractive as possible, and are continuously updated so that consumers know, with the hope that consumers are interested and willing to buy these products. Promotion using social media can have a significant impact on increasing the sales of a company (Santosa & Rianti, 2021). Marketing using social media is the right action and must be done by entrepreneurs because it is easy to convey information without spending a lot of money in a short time. According to Gunelius (2011), Social media advertising and marketing is a form that is carried out directly or indirectly used to build attention, cognition, memory, and movement for brands, companies, merchandise, people, and other entities, the usage of the gear of the internet-primarily based social internet network. which includes blogs, microblogging, social networking, social bookmarking, and content sharing. The results share shown in the study Prasad et al. (2019) show that social media advertising and marketing have an effective and big impact on buying decisions. Supported by research Upadana & Pramudana (2020) and Arif (2021) which shows that social media advertising has a tremendous and widespread effect on buying decisions.

Furthermore, studies Pertiwi & Sulistyowati (2021) and Santosa & Rianti (2021) display that social media marketing has a fantastic impact on shopping choices. With social media advertising and marketing, attract and provide information to persuade and promote. This can be one of the factors that consumers make purchasing decisions on products and services. *Ambassadors are also a way to increase consumer interest in marketed products. worn by brand ambassadors.* This directly makes consumers believe in the product being promoted and becomes a factor in deciding to buy. One of the local brands that use many celebrity brand ambassadors and influencers in marketing is Erigo. According to Greenwood (2012) Brand ambassador is someone who is contracted by a company to communicate and relate to the public with the hope of increasing sales and who plays a role in sharing information about a product or service voluntarily to consumers. In research Wulandari (2019) and Sriyanto & Kuncoro (2019) and Lailiya (2020) the outcomes display that there's a tremendous and substantial impact on purchasing decisions. The use of brand ambassadors to promote products or services aims to increase consumer confidence in a product or service being promoted.

Erigo is a successful local fashion brand in the fashion industry in Indonesia that focuses on selling *online* such as through social media *platforms*, *web stores*, and *marketplaces* (Yasin 2021). Local fashion brand Erigo has recently been widely



discussed on various social media ranging from Instagram, and Twitter, to TikTok. Because this Erigo ad appeared on the Times Square *billboard*, New York brought at least 10 famous *brand ambassadors* ranging from celebrities to Indonesian *influencers* who were brought to NYFW (New York Fashion Week) and Erigo's sales immediately went up drastically (Lifestyle.kompas.com 2021b). The success of Erigo in selling via online but in terms of the quality that is marketed as something that consumers doubt in online purchases because consumers only see through the advertised image without knowing the quality of the product directly. Consumer expectations want a product with the appropriate quality when received. The number of customer reviews given by consumers through E-commerce regarding product quality is a very important form of input to continuously improve product quality. In the industrial world, brand trust is very important for consumers so that businesses can be in demand and liked by many people. As is the case with Erigo as a local fashion brand it can excel and be able to compete with foreign brands. Erigo was able to prove that local brands also have several product advantages that are not inferior to foreign brands. This makes local brands much in demand and favored by the millennial generation apart from being reliable and having a relaxed yet comfortable design when used.

The purpose of this study is to find out how far the influence of product quality, social media marketing, and brand ambassadors on consumer buying decisions. Then the outcomes of the hypothesis on this observation are known as follows:

H1: Product quality has a positive effect on buying decisions

H2: Social media marketing has a positive effect on buying decisions

H3: brand ambassador has a positive effect on buying decisions

## METHODS

Type research quantitative, the population in this observation are Erigo brand customers. The sampling approach used in this observation is non-probability sampling with a purposive sampling technique, which is a technique for figuring out samples with certain weighings in taking samples for certain purposes (Sugiyono, 2014). The characteristics and criteria of the respondents used in sampling are a minimum age of 17 years who have purchased Erigo products at least once and are domiciled in the city of Semarang. Because the total population is unknown, the determination of sampling using the Lemeshow formula, the results of the sample calculation required a minimum of 96 respondents, then the respondents obtained and according to the criteria were 110 respondents. In this observation, the information used is primary statistics and secondary statistics. primary statistics are statistics this is at once acquired from respondents at the research website The primary data was obtained using a questionnaire containing several questions related to research variables via a *google form*. The analytical technique used in this research is F-test, tested regression multiple test, and t-test. Data processing will be carried out using IBM SPSS Statistics Version 25.

## RESULTS AND DISCUSSION

### Respondent Description

The following is a description of consumer respondents who have decided to purchase an Erigo product at least once. The number of questionnaires that have been filled out via google form obtained 110 respondents who fit the criteria and deserve to be processed.



**Table 1. Characteristics Respondent**

<b>Characteristics</b>	<b>Criteria</b>	<b>Total</b>
<b>Gender</b>	Man	26 people
	Woman	84 people
	<b>Total</b>	<b>110 people</b>
<b>Age</b>	17-20 years old	11 people
	21-25 years old	76 people
	26-30 years old	13 people
	>30 years	10 people
	<b>Total</b>	<b>110 people</b>
<b>Work</b>	Student/Student	48 people
	Self-employed	8 people
	Private employees	33 people
	PNS/TNI/POLRI	0
	Other	21 people
	<b>Total</b>	<b>110 people</b>
<b>Purchase Frequency</b>	1 time	60 people
	2 times	23 people
	3 times	15 people
	>4 times	12 people
	<b>Total</b>	<b>110 people</b>

Source: Data that has been processed by the author (2022)

Primarily based on the description of the respondents in table 1 above, it can be seen that most consumers of Erigo products are young people or millennial women aged 21 to 25 years. The occupations or professions of respondents using Erigo products are dominated by students who have just graduated and students who have purchased Erigo once.

### **Validity Test**

A validity test is used to find out and decide whether the questionnaire in the study is valid or not and processed with the SPSS for sampling (KMO) program and its component matrix, if in the KMO measurement the value is > 0.5 then the validity measurement can be continued. An instrument is said to be valid if the loading factory (component matrix) > 0.4 samples can be said to be fulfilled if KMO > 0.5 with a significant level of 0.05 (Ghozali 2013).



**Table 2. Validity Test**

Variable	KMO	indicator	Component Matrix (Loading Factor)	Information
Product Quality (X <sub>1</sub> )	0.858	X1.1	0.646	Valid
		X1.2	0.709	Valid
		X1.3	0.806	Valid
		X1.4	0.785	Valid
		X1.5	0.711	Valid
		X1.6	0.739	Valid
		X1.7	0.779	Valid
		X1.8	0.764	Valid
Social Media Marketing (X <sub>2</sub> )	0.759	X2.1	0.747	Valid
		X2.2	0.862	Valid
		X2.3	0.848	Valid
		X2.4	0.806	Valid
Brand Ambassadors (X <sub>3</sub> )	0.834	X3.1	0.773	Valid
		X3.2	0.726	Valid
		X3.3	0.837	Valid
		X3.4	0.847	Valid
		X3.5	0.782	Valid
Purchase Decision (Y <sub>1</sub> )	0.844	Y1.1	0.775	Valid
		Y1.2	0.701	Valid
		Y1.3	0.779	Valid
		Y1.4	0.674	Valid
		Y1.5	0.719	Valid
		Y1.6	0.838	Valid

Source: Data that has been processed by the author (2022)

Based totally on desk 2 the values are shown by KMO and loading factor, it can be concluded that all indicators have KMO values > 0.5 and loading factor values > 0.4, so the questions on product quality variables, social media marketing, brand ambassadors, and purchasing decisions are declared legitimate by consumers.

### Reliability Test

A reliability test is a reliable or reliable measuring tool. The data obtained from the reliability test results are as follows:



**Table 3. Test Reliability**

Variable	Cronbach Alpha	Criteria	Status
Product Quality (X <sub>1</sub> )	0.879	> 0.7	Reliable
Social Media Marketing (X <sub>2</sub> )	0.831	> 0.7	Reliable
Brand Ambassador (X <sub>3</sub> )	0.852	>0.7	Reliable
Decision Purchase (Y <sub>1</sub> )	0, 839	>0.7	Reliable

Source: Data that has been processed by the author (2022)

Based on the results received in table 3 above, shows that the value of each of these variables is more than 0.7, which means that the four variables are reliable or reliable, so the four variables are feasible to be used and also proposed in the next test.

### Test Regression multiple

**Table 4. Test Regression Multiple**

models	Adjusted R Square	F Uji test		t-test		Information
		F <sub>count</sub>	Sig	Beta	Sig	
Product Quality→Buying Decisions	0.555	46,257	0.000	0.494	0.000	H1 Accepted
Social Media Marketing→Buying Decisions				0,144	0.276	H2 Rejected
Brand Ambassador→Buying Decisions				0.245	0.014	H3 Accepted

Source: Data that has been processed by the author (2022)

From the results of table 4 above, it can be seen that the beta value of product quality (X<sub>1</sub>) = 0.494, the beta value of the social media marketing variable (X<sub>2</sub>) = 0.144, the beta value of the brand ambassador variable (X<sub>3</sub>) = 0.245, therefore the multiple linear regression equation, namely  $Y = 0.494X_1 + 0.144X_2 + 0.245X_3$

**Table 5. Adjusted R Square**

Model	R	Model Summary		
		R Square	Adjusted R Square	Std. Error of the Estimate
1	.753 <sup>a</sup>	.567	.555	2.30800

a. Predictors: (Constant), Brand ambassador (X<sub>3</sub>), Product Quality (X<sub>1</sub>), Social Media Marketing (X<sub>2</sub>)

Source: Data that has been processed by the author (2022)

We can see that able four above, indicate the value of Adjusted R square is 0.555. This means a value of 55.5% indicates that purchasing decisions can be influenced or explained by using variables of product quality, social media marketing, and brand ambassadors, and the rest of purchasing decisions are motivated by other variables that are not tested or investigated in this observation of 0.445 (44, 5%).



### Simultaneous Test (F)

Table 4 above shows the results of the test calculation (F) with an F value of 46,257 with a probability level of  $0.000 < 0.05$  because the probability is much smaller than 0.00, so it could be said or concluded that the independent variable is the product quality ( $X_1$ ), social media marketing ( $X_2$ ), brand ambassadors ( $X_3$ ) together influence the specified variables, especially buying decisions (Y).

### Hypothesis Test

H1: Product quality has a good effect on buying decisions, **Accepted**. the standard beta value and the importance value of the product quality variable are 0.494 and 0.000. of the two values indicate that product quality has a positive effect on purchasing choices.

H2: social media marketing has no good impact on purchasing decisions, **Rejected**. The standard beta value and the significance value of the social media marketing variable are 0.144 and 0.276, respectively. This shows that the standard beta value is positive and the significance value  $>$  significance (0.05), which means that social media marketing does not affect purchasing decisions.

H3: brand ambassador has a good impact on purchasing decisions, **Accepted**. The standard beta value and the significance value for the brand ambassador variable are 0.245 and 0.014, respectively. These two values indicate that the emblem ambassador has a good and considerable impact on buying selections.

### The Effect of Product Quality on Buying decision

In this study, the outcomes of the multiple regression check confirmed that product quality had an effective and great impact on buying decisions. This shows that Erigo products have an advantage in phrases of product high-quality for purchasers. From materials that can be comfortable to wear, have a trendy and attractive fashion and the Erigo design is always up to date with various sizes and shapes, besides that Erigo also has long-lasting quality and minimal damage. it can be said that if the best of Erigo's products is getting better, the purchaser's reaction will be higher in deciding to buy Erigo products. The outcomes of this observation conducted by way of Hotimah et al. (2022) show that products high-quality have an effective and great effect on purchasing decisions. Likewise, research conducted by (Widyaputra & Djawoto, 2018; Purwati et al., 2019; Nazarduin & Engel, 2020) also showed the same results regarding the quality of the product has an influence positive and significant against the decision to purchase.

### The Effect of Social Media Marketing on Buying Decisions

In this study, the results of the multiple regression test display that social media marketing has no impact on buying choices. This shows that the social media advertising conducted by Erigo as a way to promote and market its products does not influence buyers to decide to buy Erigo products. In this observation, it can also be seen that social media advertising is not a consumer consideration variable in making purchasing decisions for Erigo merchandise. The results of research conducted by Bimantara (2021) show that social media advertising and marketing have no effect on and do not significantly affect Erigo's shopping decisions. that is also supported by studies conducted by Simamora & Umry (2020) which show the results that social media advertising has no impact on buying choices.

### The Effect of Brand Ambassador on Buying Decision

In this test, the effect of the multiple regression test confirms that brand ambassadors have a good and large impact on purchasing decisions. This shows that the selection of celebrities and Instagram celebrities as Erigo brand ambassadors can



have an impact on consumers in deciding to buy Erigo products. It can be interpreted that if the selection of a brand ambassador is suitable to represent Erigo products and is believed to be able to promote them, it will increase purchasing decisions for Erigo merchandise. The results of a study conducted by Lailiya (2020) show that brand ambassadors have a very good and significant influence on purchasing choices. similar results are in line with studies conducted by (Sriyanto & Kuncoro, 2019; Wulandari, 2019) which show that brand ambassadors have an awesome and great influence on buying decisions.

### CONCLUSION

Product quality has an effective and big impact on buying decisions. This indicates that the Erigo products offered are of good high-quality and by the wishes and expectations of customers, so this becomes an aspect in purchasing decisions, so Erigo sales will increase. it's different from Social Media marketing which does not affect buying decisions. This shows that the lack of attractiveness of the promotional content provided, the information conveyed and the much less intense communication between the two parties (seller and buyer) in the Erigo social media obtained by consumers are factors that don't affect purchasers in determining Erigo shopping decisions. Meanwhile, brand Ambassador has a nice and giant effect on shopping for choices. This suggests that the best selection of brand ambassadors who are used to represent Erigo products and can be trusted to promote will improve buying decisions for Erigo products

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