

Research Article

Maximizing Sales: The Effect of Instagram, Brand Ambassadors and Product Quality

Ika Juindri Puspitasari¹, Muslikh^{2*}

^{1,2} Fakultas of Economics and Business, YARSI University, Jakarta

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Abstract

This study investigates the influence of Instagram social media, brand ambassadors, and product quality on purchasing decisions for specific skincare products, incorporating an Islamic perspective. The novelty lies in its integration of these factors while emphasizing the dominant role of product quality over social media influence. Using purposive sampling, the study surveyed 100 respondents. Data analysis was conducted through multiple regression analysis, including t-tests and F-tests. The results revealed that (1) Instagram has a positive but marginal impact on purchasing decisions, (2) brand ambassadors also have a slight positive effect, and (3) product quality has a significant and positive impact on consumer decisions. Furthermore, all variables collectively have a significant influence on purchasing behavior. From a managerial perspective, these findings suggest that businesses should leverage Instagram by producing visually engaging content that resonates with their target audience. Additionally, selecting brand ambassadors who align with the company's values and exhibit strong social influence can improve brand credibility and consumer trust. Most importantly, focusing on product quality, in accordance with Islamic values of honesty and integrity, plays a crucial role in shaping consumer choices and fostering long-term brand loyalty.

Keywords: Instagram Social Media, Brand Ambassador, Product Quality, Purchase Decision.

JEL Classification: M31, D12, L86

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Corresponding author: Muslikh (muslikh@yarsi.ac.id)



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1. Introduction

Skincare is a series of activities that support skin health, improve appearance and relieve the condition of our facial skin. Skincare can also nourish the skin so that it can avoid the negative impacts of excessive sun exposure (Komara & Erwand, 2023). Before doing skincare or using skincare, we should know what type of skin we have. Because if we use products that are not suitable for our skin type, then the skincare that should be used to care for our skin will make our skin condition worse. If we already know the type of skin or skin condition we have, a daily skincare routine can help maintain overall skin health.

Make-up and skincare have become daily necessities for every woman that must be available. As a result, according to data from the Central Statistics Agency (BPS), the performance of the pharmaceutical and traditional medicine industry, including the cosmetics sector, experienced a high growth of 5.59% in the first quarter of 2020. With the current expansion of the market, more and more local cosmetic brands are emerging in the cosmetics industry. Several of these brands compete by presenting quality products with international standards.

Apart from that, there are also facial skin care products from Scarlet Whitening, EverWhite, and many more. Not only local brands but brands from foreign brands also fill the range of skincare products with fairly good quality, namely The Ordinary. Not only by offering unique and quality products, intensive and well-targeted promotions are also needed to increase competitiveness. As sellers, they cannot only offer good quality but must also be able to market it well and competitively. Therefore, various beauty brands are carrying out promotions via social media. Social media marketing allows companies to reach consumers more widely and even open new markets (Komara & Erwand, 2023).

(Noviana & Oktavia, 2023) revealed that companies can utilize social media marketing to increase brand awareness of their products which is then expected to create customer loyalty. This finding is mainly supported by the fact that social media users in Indonesia cover a large population and are considered very active (Stephanie & Yusuf, 2021). As reported by Iman (2020), according to data from Napoleon Cat, Instagram social media users reached up to 69.2 million, more precisely 69,270,000, from January to May 2020.

After being successful in becoming an application that is popular with many users, Instagram has become a social media with lots of business opportunities for its users, it can be used as a marketing communication medium through sharing photos of sellers' products, and has many followers. According to Lea (2021) and (Anggraini, 2024), brand ambassador is a tool used by companies to communicate and connect with the public and a way for them to take advantage of sales.

Kotler and Keller (2018), product quality is the product's ability to carry out its functions; this ability includes durability, reliability, and accuracy, which is obtained by the product in accordance with the overall sharia and avoiding usury in the purchasing decision process. Furthermore, one social media site that is rapidly expanding in Indonesia is Instagram, especially in terms of user count. According to Prasetio & Purnamawati (2022), the emotional bond that develops between a producer and their customer after the latter uses the producer's good or service and learns that the product or service provides added value.

The need to comprehend how Instagram social media, brand ambassadors, and product quality collectively affect skincare product purchases, particularly in light of Islamic principles, is the study needed in this work. Studies have mostly concentrated on general consumers, even though the skincare and cosmetics industry in Indonesia is expanding rapidly as a result of both local and international companies utilizing social media marketing to increase brand awareness, consumers still make decisions without considering their religious beliefs factors, such as adherence to sharia and avoiding usury. Furthermore, despite social media's well-established role in marketing, more is needed to know about how it affects customer loyalty and trust, particularly in the skincare industry, where skin type compatibility and product quality are critical factors. By examining the effects of Instagram marketing, brand ambassador impact, and product quality on skincare consumer purchasing decisions, this study seeks to close this gap and provide insights into the efficacy of marketing as well as religious alignment in consumer preferences.

2. Literature Review and Hypothesis

Purchase Decision

Kotler (2017) explains that the stage of the decision-making process where customers buy products or services. Consumer purchasing decisions for a product are basically closely related to consumer behavior. (Noviana & Oktavia, 2023) asserts that a number of elements, such as financial economics, technology, politics, culture, products, prices, locations, promotions, tangible proof, people, and procedures, influence a potential customer's choice to purchase. These elements affect

how customers feel comfortable weighing all of the information they can find and making decisions about what to purchase. Every customer chooses to purchase a product because it is an activity they take to buy. The decision to buy or not is a part of behavior, which is something that every consumer possesses. Peter (2018) asserts that purchase decisions demonstrate the ways in which environmental, behavioral, cognitive, and emotional factors all of which humans encounter in every aspect of their lives interact to affect consumer choices. Meanwhile, purchasing decisions arise due to emotional encouragement from within and influences from outside. The decision is a fundamental psychological mechanism that is crucial to comprehending how customers make their purchasing decisions.

Instagram Social Media

Social media is an Internet-based social media that provides services for uploading, posting, and sharing photos or videos online. Instagram comes from understanding the overall function of this application (Komara & Erwand, 2023). The word "install" comes from the word "instant," like Polaroid cameras, which at were more frequently called "instant photos." A smartphone software called Instagram was created for social media, a type of digital content that works similarly to Twitter but lets users share information by taking images. Instagram users can be inspired and encouraged to be more creative by its features that improve the aesthetics, inventiveness, and quality of photographs. According to Philip Kotler and Keller (2019), Instagram social media is a means for consumers to share text, image, audio and video information with companies and vice versa. It is used as a means for companies to promote or share information with consumers in the form of text and images, with the aim that when conveying the information, it can be understood.

Brand Ambassadors

In general, a A brand ambassador is an individual who represents a company and maintains its reputation. In general, brand ambassadors act as a liaison between internal and external brand management and have a big impact on how customers perceive the business. In 2018, Sadrabadi and colleagues. According to Kertamukti (2019), brand ambassadors are famous people who are known for their achievements in different fields and may also differ from the product class they endorse (Kusuma & Hidayati, 2024).

Hypothesis

The Influence of Instagram Social Media on Purchasing Decisions

Social media can be seen from the development of how individuals relate to media devices. In the research journal The Influence of Instagram social media on Interest in Photography in the Pekanbaru Photography Community. Instagram is also an Android-based social media application that uses the internet network to activate it. The results of previous research conducted stated that Instagram social media had a positive and significant influence on purchasing decisions for Batik products in Magelang Regency. Stated that Instagram social media had a positive and significant influence on the purchasing decisions of Yogyakarta inhabitants for decorative plants. According to research by Nur (2018), Ashanty Beauty cosmetics purchases in Surabaya are strongly and favorably influenced by Instagram social media. By applying theory and having the results of previous research, the following hypothesis can be formulated:

H1: Instagram social media partially has a positive and significant effect on purchasing decisions

The Influence of Brand Ambassadors on Purchasing Decisions

Trendsetter brand ambassadors are often used as brand advocates in the marketing sector. A Brand Ambassador is enthusiastic about a product and can persuade or invite customers to buy or use it (Prasetio & Purnamawati, 2022). According to Sadrabadi et al. (2018), in general, a brand ambassador is a brand representative who confirms the brand with its reputation; in general, a Brand Ambassador is a brand representative who mediates between internal and external brand management and can have a significant impact on customer perception of the brand and brands. organization.

As per the previously described concept, brand ambassadors serve as a liaison between internal and external brand management and have the ability to greatly impact consumers' perceptions of businesses and brands (Anggraini, 2024). Furthermore, brand ambassadors are usually brand spokesmen who use the brand's reputation to authenticate it, in accordance with the previously described idea. The results of previous studies by Lelly (2020) showed that brand ambassadors had a significant and positive impact on the decision to purchase Muslim clothing at an online shop purchasing decisions at the Tokopedia marketplace. In what Hamidah (2020) did, it was stated that the Brand Ambassador had a positive and significant influence on the decision to purchase Dior bags in Jakarta. By referring to theory and supported by the results of previous research, a hypothesis can be formulated as follows:

H2: Brand Ambassadors partially have a positive and significant effect on Purchasing Decisions

The Influence of Product Quality on Purchasing Decisions

According to Kotler and Keller (2017), product quality is a product's ability to carry out its functions; this ability includes durability, reliability, and accuracy, which is obtained by the product. Product quality is quality that includes efforts to fulfill or exceed customer expectations; quality includes products, services, people, processes and the environment; Quality is a condition that is always changing, for example, what is considered quality now may be considered less quality in the future. From the definitions above, it can be concluded that the quality of a product is the level or level of good or bad something that consists of all the factors attached to the item or services so that the product has the ability to be used as desired by consumers.

Previous studies have shown that product quality has a large and positive impact on Jakartan consumers' decisions to purchase perfume (Yayah et al., 2019). Medan inhabitants' decisions to purchase Eid attire are positively and significantly impacted by product quality. Made (2019) asserts that product quality has a substantial and positive impact on purchasing decisions. In what was done stated that product quality had a positive and significant influence on the decision to purchase a Honda Vario motorbike in Solo. Product quality has a positive and significant effect on purchasing decisions at Starbucks in Surabaya. By referring to theory and supported by the results of previous research, the following hypothesis can be formulated:

H3: Product quality partially has a positive and significant effect on purchasing decisions

Conceptual framework

This Conceptual Framework clearly shows how each factor works and interacts with each other to impact the decisions that consumers make about what to buy. It is hoped that this explanation would offer thorough direction for investigating and comprehending the impact of social media, brand ambassadors, and product quality on purchasing decisions.

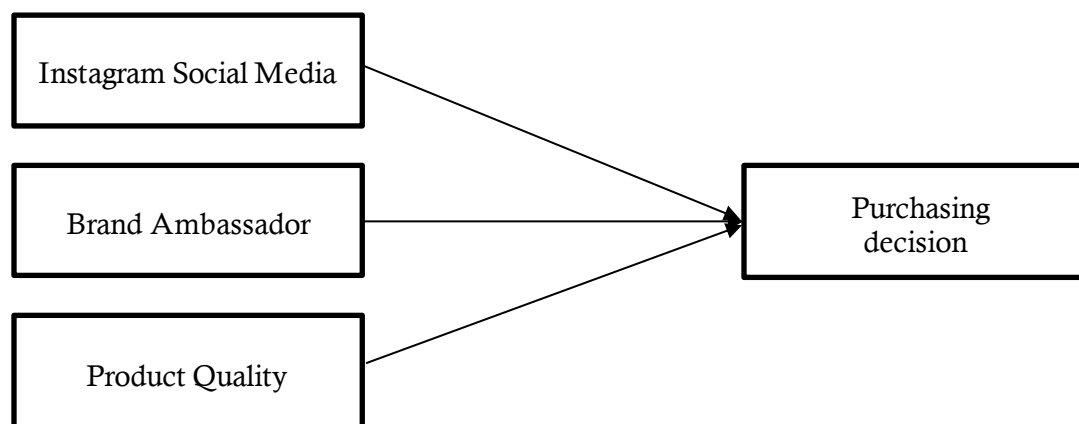


Figure 1. Conceptual Framework

3. Data and Method

Research methods

Research methods are logical techniques for gathering data for specific applications and usage. Associative research is what this kind of study is. Defines associative research as any study that seeks to ascertain how two or more variables are related to one another. The variables that are connected in this study are the independent variables, namely the social media variables Instagram, Brand Ambassador, and Product Quality, and the dependent variable, namely Purchase Decision.

Data collection technique

The data collection technique in this research is based on library research, namely studies that obtain data by reading and analyzing various types of documents, including books, scientific articles, articles in scientific journals, and various other documents. Get information as a basis, theory of research problems and references for processing data. The data method used in this research is the questionnaire method. In this research, researchers distributed questionnaires directly. To find out how work stress affects employee performance is done using a Likert scale. At the same time, according to (Santosa & Hidayat, 2014), a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer.

Population and Sample

Population

Considering the justification that has been presented, this study includes all people, especially teenagers aged 18-28, in North Jakarta.

Sample

Purposive sampling and a non-probability sample design were used in this study to collect samples, which was chosen based on certain considerations.

Data analysis method

At this research stage, the author groups the data obtained according to certain types and periods. The analytical Multiple linear regression data analysis is the strategy employed in this study. Asserts that the rationale behind the use of multiple linear regression analysis analysis in this research is to understand the influence of multiple independent variables (such as Instagram social media, brand ambassadors, and product quality) on a single dependent variable (purchasing decisions). This method allows the researcher to examine both the direction (positive or negative) and magnitude (strength) of the relationships between each independent variable and the dependent variable, helping to pinpoint the factors that significantly impact purchasing decisions and assess the extent to which the independent variable affects the dependent variable.

4. Results

Coefficient of Determination

Table 1. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.578 ^a	.334	.313	2.37060

Source: Data processing results (2023).

The determination value is located in this study's Adjusted R Square column. Adjusted R Square is the name given to the modified R Square value. The calculation above shows that the value of 2Adjs is 0.313, or 31.3%, suggesting that the variables of brand ambassador, product quality, and social media Instagram all affect the Purchase Decision variable by 31.3%.

Normality test

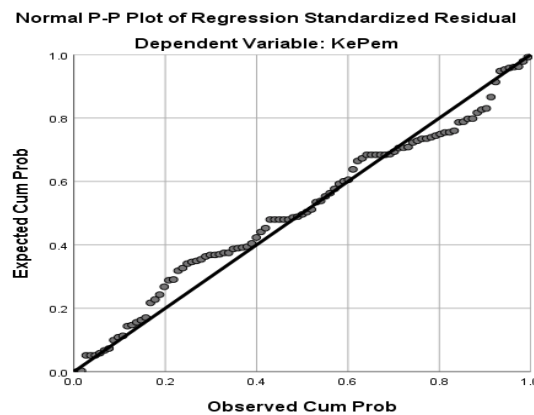


Figure 2. Normality Test Results

In the normality of data the data points are dispersed around the diagonal line and distributed in the direction of the diagonal line when using the Normal P-P Plot, as shown in the above image. This indicates that the study's data satisfies the normalcy assumption.

Multicollinearity Test

Table 2. Multicollinearity Test Result

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
MSI	.777	1.287
BA	.638	1.568
KP	.800	1.250

Source: Data processing results (2023).

Based on the table above, the tolerance value for the Instagram Social Media variable is 0.777, Brand Ambassador is 0.638, and Product Quality is 0.800.

Heteroscedasticity Test

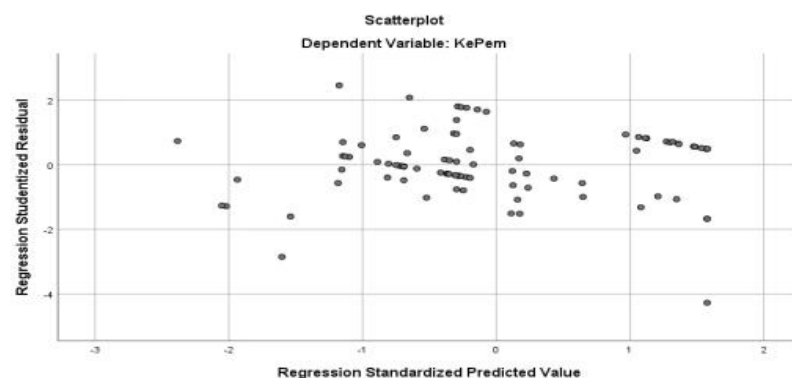


Figure 3. Heteroscedasticity Test Results

The image above shows that the data is scattered around the number 0 (0 on the Y-axis) and does not form a particular pattern or trend line. Thus, the data is heteroscedastic and fulfills the requirements for regression analysis.

Results of Multiple Regression Analysis

Table 3. Results of Multiple Linear Regression Analysis

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.140	2.958		1.737	.086
	MSI	.133	.118	.107	1.125	.264
	BA	.014	.052	.028	.268	.790
	KP	.725	.126	.540	5.763	.000

Source: Data processing results (2023).

The results of this regression analysis show that the estimated model has a constant of 5.140 with a standard error of 2.958, which is not significant at the significance level of 0.086. The MSI (Market Share Index) variable has a coefficient of 0.133 with a standard error of 0.118 but is not statistically significant ($p=0.264$).

5. Discussion

The Influence of Instagram Social Media on Purchasing Decisions

To test the hypothesis or suspicion that there is an influence between the Instagram Social Media variable on the Purchasing Decision Variable. Based on the table, the calculated t-value is obtained with a significant value. In contrast, the t-table value is obtained from the benchmark table with reference to the significant level so that a value is obtained. So, $t\text{-count} < t\text{-table}$ and the significant level is H_1 , meaning that partially, there is no significant influence between Instagram social media on Purchasing Decisions. The results of this research are in line with previous research conducted which shows that Instagram social media does not influence purchasing decisions. This research is supported by previous research conducted by Nurfadila (2021), which shows that the Instagram social media variable has no significant effect on purchasing decisions. The results of this research are supported by research by Dwijantoro et al. (2021), Laksana (2020), Sani et al. (2022) and Wijaya (2022), who found that Instagram promotions did not have a significant effect on purchasing decisions.

The Influence of Brand Ambassadors on Purchasing Decisions

To test the hypothesis or suspicion that there is an influence between the Brand Ambassador variable on the Purchasing Decision Variable. Based on the t-count value obtained with a significant value of, while the t-table value is obtained from the benchmark table with reference to the significant level s a value of s is obtained. So, the t-count and significant level are H_2 , meaning that partially, there is no significant influence between Brand Ambassadors on Purchasing Decisions. The results of this research are in line, which state that brand ambassadors do not influence purchasing decisions. The opposite is true, namely that brand ambassadors influence purchasing decisions, showing that there are differences between previous research and current research.

The Influence of Product Quality on Purchasing Decisions

We test the hypothesis or suspicion that there is an influence between the Product Quality variable on the Purchasing Decision based on the results. The t-count value was obtained with a significant value, while the t-table value was obtained from the benchmark table with and significant level so that a value was obtained. So, $t\text{-count} > t\text{-table}$ and the significant level is so that H_3 is accepted, meaning that partially there is a significant influence between Product Quality on Purchasing Decisions. These results are in accordance with several previous studies, Shareef et al. (2018), Shaharudin et al. (2019), Ackaradejruangsri (2018), Tamunu and Ferdinand (2019), and Kalicharan (2020) who concluded that there is a positive and significant influence between product quality and decisions purchase.

6. Conclusion

According to the author's analysis's findings and the discussion's description, which was conducted and evaluated in the earlier chapters, the study's conclusion is: Instagram social media influences buying decisions in a positive but negligible way for certain skincare products made among North Jakarta residents aged 18 -28 years. Partially, Brand Ambassador has a positive and insignificant effect on purchasing decisions for skincare products made by people aged 18-28 years in North Jakarta. Partially, product quality has a positive and significant effect on purchasing decisions for Somehinc skincare products made among North Jakarta residents aged 18-28 years. Simultaneously, it can be used as a model and has a positive and significant influence on Instagram social media, brand ambassadors and product quality on purchasing decisions for certain skincare products made among North Jakarta residents aged 18-28 years. Managerial Implications In the context of research regarding the influence of Instagram's social media, brand ambassadors, and product quality on purchasing decisions, these findings provide several significant managerial implications. Companies need to focus more on optimizing the use of Instagram social media as an effective marketing tool. This finding includes an engaging and interactive content strategy, which not only expands audience reach but also builds deeper customer engagement.

Recommendation

According to the study's findings, the author recommends that future research build on current work by including more supporting variables that could affect consumers' decisions to buy, like pricing perception, customer trust, the efficacy of promotions, and service quality. By taking these factors into account, researchers can investigate how pricing strategies impact consumer decisions, especially in the skincare sector, where perceived value for money and price sensitivity are important factors. Furthermore, more research may be done to determine how consumer trust affects brand loyalty and the possibility of repeat business, particularly for goods that depend on confidence in quality and safety.

Additionally, to determine what kinds of promotions are most impactful and engaging for customers, the efficacy of promotional activities especially in digital spaces could be evaluated. Lastly, factors related to service quality, like product consultations, prompt customer service, and effective return procedures, may provide information about how post-purchase experiences affect client happiness and enduring loyalty. Future studies could offer a more thorough insight into the elements influencing skincare industry purchases by including these particular and pertinent variables.

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