THE ROLE OF TRUST IN MEDIATING BRAND AMBASSADOR AND BRAND AWARENESS TOWARDS PURCHASE DECISIONS

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Abstract: This research aims to identify variables that can influence purchasing decisions mediated by trust. This research approach is quantitative-descriptive. Sampling used a purposive sampling method to achieve a sample size based on the Lemeshow formula. Data collection was carried out by distributing questionnaires in the form of a Google Form. The data analysis technique uses the Partial Least Squares Structural Equation Model (PLS-SEM). Hypothesis testing shows that brand ambassadors and brand awareness influence trust and purchasing decisions. Trust is able to mediate the influence of brand ambassadors and brand awareness on purchasing decisions.
Keywords: Brand Ambassador, Brand Awareness, Trust , Decision Purchase

INTRODUCTION

Currently, the cosmetics and personal care market shows increasingly tight and competitive competition. This is indicated by the increasing number of types of cosmetics sold in Indonesia. As a result, there are a variety of cosmetic products available on the market, which has an impact on a person's confidence in what they buy and the decisions they make regarding what they buy. To attract consumers' buying interest so that purchasing decisions are made in various ways by the company, one of which is by utilizing social media such as Instagram and TikTok, namely with content marketing on the company's official account (Christiana & Lubis, 2023)

Wardah is a local cosmetics brand in Indonesia which was founded in 1995 by Mrs. Nurhayati Subakat through a door to door system. Wardah then developed and had outlets in department stores and centers equipped for shopping with its beauty consultants. . Until the first semester of 2024, Wardah ranks 4th in product sales (Apriliani, 2024).

One thing that is clear from the data above is that local brand cosmetic products are increasingly liked by the public. The reason is that higher prices mean that cheap, quality products are not lost. Good with well-known brands, product benefits, and safety of use. So consumers make decisions to purchase local brand cosmetic products.

Purchasing decisions are part of consumer behavior: how individuals, groups, and organizations select, purchase, use, and how goods, services, ideas, or experiences satisfy needs and desires (Kotler & Keller, 2016). Meanwhile, according to Peter & Olson (2010), when making decisions, consumers form preferences for brands in a series of choices. Consumers can also form intentions to buy brands they like and will compare products with other products and pay more attention to which products will provide benefits.

For consumers, purchasing decisions are used as a tool to measure customer desire in purchasing a product, deciding on the goods to be purchased, and consumer decision-making regarding the product, which is also based on belief in the benefits of using the product.

Trust is an idea that is descriptively held by someone about something (Kotler & Armstrong, 2017). In a purchasing decision, trust functions as a factor that strengthens or weakens the positive and negative sides. Trusting customers in a product; features and benefits describe customer perceptions. Because beliefs will vary between customers

(Sumarwan, 2015). When customers' trust and confidence in a brand's products, the stronger they are, the more they will make decisions and make purchases. The research results of Sanjaya & Budiono (2021) and Putri & Harti (2022) concluded that trust in products has a positive effect on purchasing decisions.

Marketing is very important. To introduce and increase product popularity and usage, the Ambassador brand is expected to increase the Power Pull of the Wardah brand. However, promotional strategies and the use of brand ambassadors do not always produce the desired results. How effective the impact of a promotion is on customers, especially in making purchasing decisions, can be measured by its level of success.

Brand Ambassadors are instruments used by companies to connect and communicate brands with the public so that sales can increase (Lea-Greenwood, 2012). A brand ambassador is a figure who has an interest in the brand being able to convince a drug consumer to choose or even buy a product (Firmansyah, 2023). With a brand ambassador that prioritizes product care for the face and body, it becomes an attractive force and grows customer confidence to buy products according to the information provided by the brand ambassador.

Brand awareness is the ability that consumers have to describe a brand in different conditions, which is reflected in brand recognition or memory performance (Kotler & Keller, 2016). Brand awareness is the ability of potential buyers to recognize, remember, and return to a brand as part of a product category. The aim is to identify products produced by manufacturers that differentiate them from products produced by competitors.

Data obtained from the survey conducted by the writer explain to the respondent that cosmetics Wardah is lacking effective in finish skin problems consumers, the number of new products with the same type and variant with Wardah but with better quality okay, Hanggini Purin Retto as a brand ambassador is less captivating to consumers, and there is less strong brand awareness building.

Studies show that brand ambassador variables and brand awareness influence consumer purchasing decisions. In other words, the more attractive an Ambassador brand product is, the more consumers will be aware of the brand and have an impact on their purchase. Linggar Apriliya (2016), Widjaja & Pranatasari (2018), Arianty & Andira (2021), LEC Putri & Farida (2022). Other research concludes that brand ambassadors do not influence decision making. Hasian & Pramuditha (2022) and Samsiyah et al. (2022), the results of The Last Supper (2022), state that brand awareness has no effect on purchasing decisions.

The marketing draft says effective promotions should be focused on the customer. Therefore, the research will look at the extent to which brand awareness and brand awareness can be achieved to influence consumers to buy Wardah cosmetics which is mediated by trust.

METHOD

The research hypothesis and model were tested using a Likert scale questionnaire which is included in the quantitative research method category. In this research, two exogenous variables were used, namely brand awareness (BA) and brand awareness (BW). Endogenous purchasing decision variables (DB) are also used.

The research population is an unknown number of Wardah product users in Medan City. To calculate the sample size, the Lemeshow formula is used. Data collection was carried out by distributing questionnaires to respondents via Google Form. The goal of data analysis tools using structural equation modeling (SEM) is to discover a number of complex relative relationships simultaneously. Independent and dependent influence variables can be

calculated with path coefficients. Apart from that, significance influences the rating with the p-value.

To determine the size of the sample from a population, researchers used the Lemeshow approach formula (1997):

$$n = \frac{z^2_{1-a/2} \times P(1-P)}{d^2}$$

Information :

n = Number of sample

Z = Standard Value = 1.96

P = maximum l estimate 50% = 0.5

d = Alpha (0.10) or sampling error = 10%

Through the formula above, the amount of sample to be taken is :

$$. \; n = \frac{z^2_{1-a/2} \times P(1-P)}{d^2}$$

$$n = \frac{1.96^2 \cdot 0.5 \,(1-0.5)}{0.1^2}$$

$$n = 96.04 \text{ respondents}$$

To achieve maximum statistical calculations in this research, data must be taken from a sample of at least 100 respondents who use Wardah products in Medan City. The number of respondents of 100 people is considered representative because it is more than the minimum sample limit.

DISCUSSION

Results
**Profile Respondents**

Table 1. Profile Respondents

No	Characteristics	Information	Amount
1	Gender	Woman	100
2	Age	17 - 25 years	38
		26 - 35 years	29
		36 - 45 years	12
		46 - 55 years	21
3	Level of education	SD	14
		SMP	14
		SMA	23
		S-1	19
		S-2	22
		S-3	9
4	Duration of use	< 1 year	42
		1-2 years	35
		> 2 years	23

Source: Google form, 2024 (processed data)

The respondents in this study were all women, the majority aged 17–25 years, or 38%. At the general education level, the majority of respondents had a high school education of 23%, and the duration of use was less than 1 year, namely 42%.

Measurement results Outer Model

The outer model evaluation measurement is in the form of an evaluation diagram, which contains the values of the external load and weight factors. A construct is declared valid if the mark loading factor is > 0.7, meaning this model meets the requirements for the next testing stage. The results of the outer model measurement evaluation are shown in Figure 1.
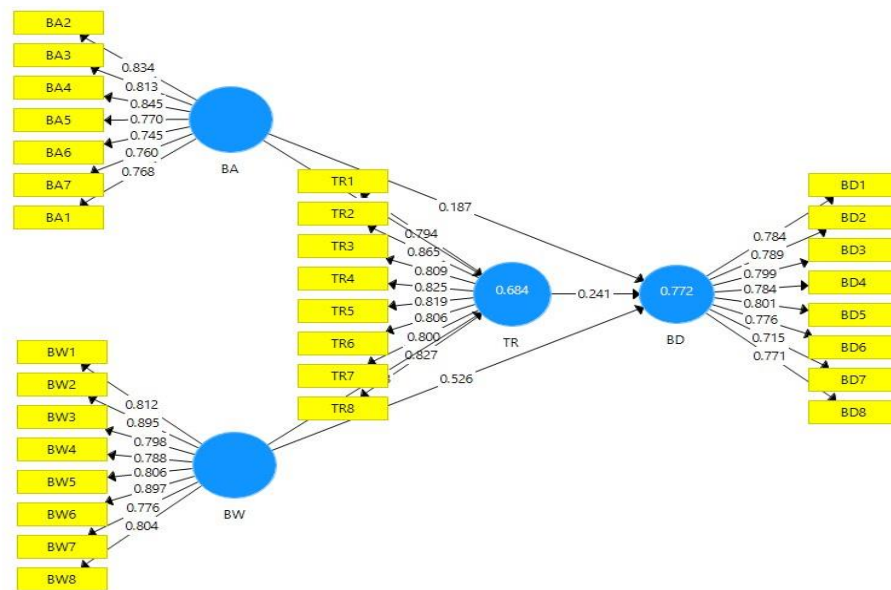
Source : Data processed SmartPLS3, 2024

Figure 1. Outer Model Output

Figure 1 shows that the mark outer loading for each indicator has exceeded 0.7, which indicates that the model meets the requirements for further testing, namely construct reliability estimation studies.

The prediction results of the study's reliability construct based on the Cronbach's alpha coefficient value, composite reliability value, and average variance extracted (AVE) value can be seen in table 2. The standard used is if the Cronbach's alpha coefficient and composite reliability value exceed 0.7, then the PLS-SEM construct is considered reliable. Meanwhile, the Average Variance Extraordinary (AVE) value is > 0.5.

Table 2. Validity and Reliability Results

	Cronbach Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BA	0.900	0.901	0.921	0.627
BW	0.932	0.907	0.944	0.678
TR	0.930	0.935	0.942	0.670
BD	0.906	0.930	0.924	0.605

Source : Data processed SmartPLS3, 2024

Based on the data in Table 2, it is concluded that this research construct is reliable because the values obtained are above the predetermined standards.

Structural Model Evaluation Results (Inner Model)

Structural model evaluation was carried out to determine whether or not there was an influence between the construct and R-square. This is done using p values to evaluate significance, path parameter coefficients, structural parameters, and R-square. Apart from that, evaluation is also used to find out whether the independent latent variable has a substantive influence on the dependent latent variable. The bootstrapping process in the SmartPLS3 application is used to evaluate the structural model. Evaluation can be done by paying attention to the following R-Square sign:

Table 3. R Square Test Results

	R Square	R Square Adjusted
TR	0.684	0.678
BD	0.772	0.765

Source : Data processed by SmartPLS3, 2024

The results of table 3 show that the R-Square value for the trust construct is 0.684 or 68.4%, and for the user behavior construct it is 0.772 or 77.2%. The R-Square value shows strong if it exceeds 0.67; moderate if it exceeds 0.33 but is less than 0.67; and weak if it exceeds 0.19 but falls short of 0.33 (Chin & Marcoulides, 1998).

The results of testing the structural model, also known as the inner model, are depicted in Figure 2. Apart from that, the t value parameter which functions as a path coefficient can be used to evaluate the structural model. This t-value coefficient was obtained through a bootstrapping process. The variable influence parameters for the two-way hypothesis are accepted. If the t table value is more than 1.96, the direction of the hypothesis relationship is determined by the original sample value. A positive original sample value indicates a positive hypothesis direction, while a bad original sample value indicates a bad hypothesis direction (Hartono & Abdillah, 2014). The resulting value of the path coefficient is in table 4.
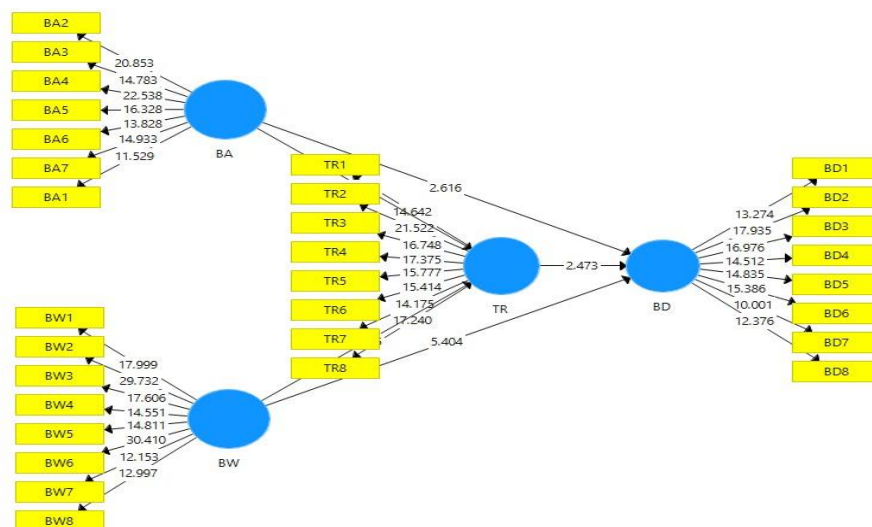
Source : Data processed SmartPLS3, 2024

Figure 1. Inner Model Output

Table 4. Path Coefficient Value Results

Correlation Between Variables	Original Sample	t-Statistic >1.96	p- *Value*
BA -> TR	0.466	5.214	0.000
BW -> TR	0.428	4,595	0.000
BA -> BD	0.187	2.616	0.009
BW -> BD	0.526	5.404	0.000
TR -> BD	0.241	2.473	0.014

Source : Data processed by SmartPLS3, 2024

Table 4 shows the results of the value of the path coefficient for the brand ambassador and brand awareness variables, which have a t-statistic value > 1.96 and a p-value < 0.05, which indicates that this influence variable itself is significant on trust.

The path coefficient test also shows that brand ambassadorship, brand awareness, and trust have a statistical value > 1.96 and a p-v value < 0.05. Hypothesis accepted. This means that brand ambassadors, brand awareness, and trust influence purchasing decisions, and it is concluded that trust is able to mediate the influence of brand ambassadors and brand awareness on purchasing decisions.

DISCUSSION

The Influence of Brand Ambassadors on Trust

Test results and hypotheses show that the Ambassador brand has an influence on trust. This is caused by the use of the right brand ambassador and in accordance with the brand features for the product being represented. Every company must build a marketing strategy that can encourage customers to use facial and body care products to increase trust with customers. This encourages companies to compete using the right brand ambassador as a promotional tool.

By using the Ambassador brand, consumers are guaranteed to be interested and trust the brand when deciding to buy something. Brand Ambassadors who are able to provide inspiration will be able to build consumer trust, thereby increasing the level of consumer trust in Wardah products and ultimately increasing company sales.

The results of this research are in line with the findings of Yudhistira & Patrikha (2021), Tamara (2021), and W. Putri & Harti (2022), who concluded that brand ambassadors influence trust. However, the findings were different in Wibowo's (2024) research, which concluded that the Ambassador brand had no effect on trust.

The Influence of Brand Awareness To Trust

In marketing science, the term "brand awareness" refers to consumer awareness of the brand of the product they buy. Creating brand awareness is a strategic step to promote products to new customers and remind old customers. Hypothesis testing shows that brand awareness influences trust. This means that if brand awareness is in consumers' minds, it will increase consumer trust in Wardah products. When trust has grown in consumers, consumers will without hesitation repurchase the product. Repeat purchases provide income for the company but also illustrate a positive relationship from the consumer side, which can then produce positive word of mouth and loyal customers for the company (Fahmi et al., 2020).

This finding is in line with the research of Baisyir (2021) and Ghifari Sofian (2023), where the results of their research concluded that brand awareness influences trust. On the

other hand, the results of this research are not relevant to the results of Tamara's research (2021).

The Influence of Brand Ambassadors on Purchasing Decisions

In connection with the research results, which show that brand ambassadors influence purchasing decisions, this means that consumers are more likely to make a decision to purchase an item if the brand ambassador is able to present a good brand image, so that consumers are interested in buying Wardah products. And if the opposite is true, they tend not to buy the goods. With this, it can be concluded that maximizing the Ambassador brand can influence customers' attitudes and beliefs when deciding to buy an item.

Previous research conducted by Hariyanto & Wijaya (2022) and Rohim & Asnawi (2023) provided the same results as this research, namely concluding that brand ambassadors influence purchasing decisions, similar to the results of other research conducted by Rahmadani et al. (2024).

The Influence of Brand Awareness On Purchasing Decisions

From the results of hypothesis testing, it can be concluded that brand awareness influences purchasing decisions. For companies, having brand awareness is important because brand awareness is the key to excelling in competition. Benefits This will have a positive impact on consumers in making purchasing decisions.

Strong brand awareness can increase brand recognition, customer loyalty, and sales. Additionally, strong brand awareness can influence customer behavior and influence their decision to use a particular brand. The results of this research are the same as research by Hariyanto & Wijaya (2022) and Rohim & Asnawi (2023), where it was found that brand awareness has an influence on purchasing decisions, but the research results are different from research (Amelfdi & Ardyan, 2021), where brand awareness has no effect on purchasing decisions.

Influence Trust On Purchasing Decisions

Trust is an important component in the purchasing decision-making process. Because trust refers to the belief that a product or brand will always be able to meet customer expectations and provide value as promised. This research concludes that trust influences purchasing decisions; it is important for customers to have strong confidence in Wardah as their chosen cosmetic and beauty product. This strong belief can not only influence the moment of this transaction but can also form a long period of trust regarding Wardah.

Customers can build close relationships with Wardah through the positive experiences they experience when making purchases, which in turn can form a strong emotional bond with the brand (Mariza & M. Khoiri, 2024). The findings of this research are relevant to studies of the influence of trust on online purchasing decisions (Nursukma et al., 2021) and the influence of trust in beauty vloggers on purchasing decisions for Pixy loose powder (Febriana & Purwanto, 2023) that concluded that trust influences purchasing decisions. Thus, it can be concluded that trust is able to mediate the influence of brand ambassadors and brand awareness on purchasing decisions for Wardah products.

CONCLUSION

This research aims to identify what variables can influence purchasing decisions mediated by trust. The results of hypothesis testing show that brand ambassadors and brand awareness influence trust and purchasing decisions. Trust is able to mediate the influence of brand ambassadors and brand awareness on purchasing decisions. This research only uses 4 variables and a small sample considering the number of Wardah consumers is increasing. Theoretically, the findings of this research can be used as material for studying Marketing Management and Consumer Behavior. Future research is expected to utilize more variables and a larger sample size.

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