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IMPACT OF INFLUENCER ENDORSEMENT, BRAND AMBASSADOR, BRAND IMAGE, AND BRAND AWARENESS ON PURCHASE DECISION (A CASE STUDY OF ERIGO BRAND)

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ABSTRACT

In Indonesia, the fashion industry from year to year is growing rapidly around the world, including Indonesia. All fashion industries have improved significantly from 2012-2020. In 2020 when the Covid-19 pandemic hit, the Fashion Industry also got the effect but also during that time, the online sector or, in other words, E-commerce drastically increased, that's why fashion apparel incredibly improving. Erigo apparel, as one of the famous fashion brands in Indonesia, also felt the effect of the increasing interest in the apparel industry, and with the innovative combination altogether, the demands of the Indonesian people were really at their peak. The improvement of the fashion industry, which contributes roughly 18.01 percent or Rp. 116 trillion to Indonesia's creative economy has sparked a lot of interest in the country's creative economy. The presence of this occurrence inspired the researcher to conduct a study about this phenomenon to find out what is the best way to increase the sales of the Erigo apparel brand and the growing buy of the people who get pursued by the marketing strategy of this apparel using these variables on how it impacted the purchase decision. The researcher will be using four independent variables such as influencer endorsement, brand ambassador, brand image, and brand awareness; one dependent variable is Purchasing Decision. The researcher will utilize a quantitative research approach and use non-probability sampling, more specifically snowball sampling. The total respondents of this study are 245 respondents, answering 25 statements using the Likert Scale method. The researcher will also be using SPSS as a tool to analyze all the data of this study. From the result, it can be concluded that there is a positive and significant influence of brand image and brand awareness on Purchasing Decisions, while influencer endorsement and brand ambassadors have a positive but insignificant influence on purchasing decisions.

*Keywords***:** *Influencer Endorsement, Brand Ambassador, Brand Image, Brand Awareness, Erigo Apparel*

1. Introduction

Fashion has been known to be one most important things in Human life; regarding all of the improvements that happen in the world, it has never been out of time. Customers have become more demanding and fashion-conscious, driving fashion companies to bring the correct products to market at the right time – or, in other words, to provide quick (rapid) fashion (The Economist, 2005). Fast-growing fashion creates a culture of rapid turnover in the fashion cycle, which mean people keep buying the thing that is new or hype which creates all the fashion brand in the industry that must keep up the production to survive. However, according to Chakraborty and Sadachar (2020), the records of these new apparel items have already get spread via unique online and offline mass media, which provide a key part in the creation of manner of style tendencies.

Lately, online bloggers and social media users have affected the marketing method by favoring shops and customers' style consumption to an outstanding volume. Meanwhile, as in Indonesia, Fashion growth is also massive; consumers would flock to local stores to stockpile essential necessities in big numbers or more than usual in the event of impending shortages (Genoveva et al.,2021) with one leading brand in the apparel industry is Erigo Brand. According to Kementrian Komunikasi dan Informatika Republik Indonesia (2017), the creative economic system contributes 7.38 percent to the overall national financial system with a total GDP of around Rp. 852.24 Trillion in the meantime, The Culinary sub-quarter contributed 41.69%, accompanied by the fashion sub-sector at 18.15% and Crafts at 15.70%. The growth of fashion in Indonesia was rapidly fast and the

 The probability for it to expand much more was a really high chance to achieve. Meanwhile, opening the 2018 Muslim Expo at Plaza Industri, Minister of Industry Airlangga Hartato "The fashion industry remains a valuable producer," according to the Ministry of Industry, whose exports totaled $8.2 billion in July 2018. (Rp 122 trillion) furthermore reveals that the cost of exports increased by 8.7%. This performance demonstrates that Fashion Indonesia is capable of dominating 1.9 percent of the global fashion market (Kementrian Perindustrian Republik Indonesia,2018).

Aside from that, Erigo is also run in advertising using NYFW events to expand from local to international. There is four variable that impact the brand to increase sales and get along with the customer and rapid growth of the fashion industry such as influencer endorsement, brand ambassador, brand image, and brand awareness. Most theories explicitly define consumer buying behavior as assets with a market value interrelated, considering that a large portion of the value is derived from interactions outside of the lifecycle of products, such as channels of distribution and end customers (Srivastava et al.,2001). All the variables will make a difference to the sales, but in order to make it happen, Conforming to Rachmawati et al. (2020), the purchasing decision is a process in which consumers evaluate a variety of alternative products before selecting one that meets their needs depending on a number of factors. The purpose of the research is to find the impact of variables of influencer endorsement, brand ambassador, brand image, and brand awareness on purchase decisions (study case of Erigo brand).

2. Literature Review

According to Bergvist and Zhou (2016), an influencer endorsement is a contract between individuals who enjoy public recognition (celebrities) and entities (brands) for the goal of promoting entity endorsement and improving consumer purchase intention. According to Sertoglu et al. (2013) used the influencer variable, which consists of attraction, trust, and expertise. According to Lailiya (2020), a brand ambassador is a celebrity that acts as an advertisement, producer, speaker, and consultant to introduce a product or service to consumers and is regarded as a representative (representation) of the product or service's identity. According to Lea-Greenwood (2012), there is 5 Indicator of a brand ambassador such as transference, congruence, credibility, appeal, and power. The image of a brand is associated with brand image, and it Customers' memories of the product are reflected in the design.

A powerful brand is described as a distinctive picture that makes sense and is remembered (Aaker J., 2014). Consumers' regular use of a brand can have an impact on how a brand image is used (Genoveva and Utami, 2020). According to Aaker and Biel (2013), the indicators that make up the brand image are the maker's image, product image, and the user or buyer image. Brand awareness is when a consumer considers purchasing anything; brand knowledge influences his decision. When a customer is well-informed about a brand, they have much more options to buy and is more likely to make wise financial judgments. (Shahid and Teehmena, 2017). According to Kotler and Keller (2015), there are four indicators of brand awareness such as the top of the mind, brand recall, recognizable brand, and unknown brand. Conforming to Rachmawati et al. (2020), purchasing decision is a process in which consumers evaluate a variety of alternative products before selecting one that meets their needs depending on a number of factors. Consumer behavior is heavily influenced by purchasing decisions. According to Kotler and Keller (2015),

the following are indicators of purchasing decisions such as a purchase of items, brand buying, determining the time of purchase, and quantity.

The research by Novitasari (2021), Influencer endorsement has no significant effect on the purchase decision. The brand image, on the other hand, has a significant positive effect on purchasing decisions. Moreover, research results by Dewi et al. (2020), brand ambassadors, brand image, and brand awareness have a significant impact on one another. Brand Awareness has the most impact or influence on Purchase Decision. On the other hand, the Brand ambassador has a dominant impact on Brand awareness which means the higher the customer's positive perception of brand awareness, the greater the brand awareness.

H1: Influencer Endorsement has a significant influence towards Purchase Decision on Erigo Brand.

H2: Brand Ambassador has a significant influence towards Purchase Decision on Erigo Brand.

H3: Brand Image has a significant influence towards Purchase Decision on Erigo Brand.

H4: Brand Awareness has a significant influence towards Purchase Decision on Erigo Brand.

H5: Influencer Endorsement, Brand Ambassador, Brand Image, and Brand Awareness has simultaneous influence towards Purchase Decision on Erigo Brand.

3. Research Method

This study aims to test the impact of influencer endorsement, brand ambassador, brand image, and brand awareness on a purchase decision. The dependent variable in this research is purchase decision. The researcher uses quantitative as a method to examine and evaluate all the variables. Furthermore, non-probability sampling is the sampling plan that used in this research to gain more respondents with the snowball sampling as the following method. Population that is applied by this research is related to the collective target population, and the size of the population is Indonesian without any age requirement, especially the person who already bought or purchased Erigo products. The researcher selected a sample size of 200 respondents for this study or more, with a maximum of 250 respondents. The respondent will be collected using the gathering technique for this research researcher will use online questionnaires via Google Forms utilizing a Likert rating scale technique for the data collection design. Data Analysis design, the data will be processed and analyzed using SPSS software to find the results. The test for analyzing data from respondents will be validity, reliability, normality, multicollinearity, and heteroscedasticity, with the following multiple regression.

4. Results and Discussion

This validation test's r table is 0.361, with a level of significance of 0.05. As a result, it is possible to identify that each variable such as influencer endorsement, brand ambassador, brand image, and brand awareness item is declared valid. The r count of each item in the influencer endorsement (X1), brand ambassador (X2), brand image (X3), brand awareness (X4), and purchase decision (Y) is greater than the r table based on the validity test findings. The reliability test is classified as reliable since the alpha values are higher than Cronbach Alpha 0.6, which all the variables above that value.

Table 4.2 Reliability Test Results

Variable	Item	N	Alpha	Results
Influencer Endorsement (IE)	5	30	0.801	RELIABLE
Brand Ambassador (BA)	5	30	0.849	RELIABLE
Brand Image (BI)	5	30	0.820	RELIABLE
Brand Awareness (BAW)	5	30	0.814	RELIABLE
Purchase Decision (PD)	5	30	0.926	RELIABLE

Source: Processed by Researcher (2022)

As in (Table 4.2) all the Cronbach alpha is above 0.8 that bring the understanding that all of the variable in this study is reliable.

A normality test was conducted to see if the data were normally distributed. The histogram displays the shape of a bell (Figure 4.6) in this research, then this data was distributed normally. P-plot test on this research is around the diagonal line; little circles are formed. When the little circles surround or follow the line graph, the data in this regression model is distributed normally.
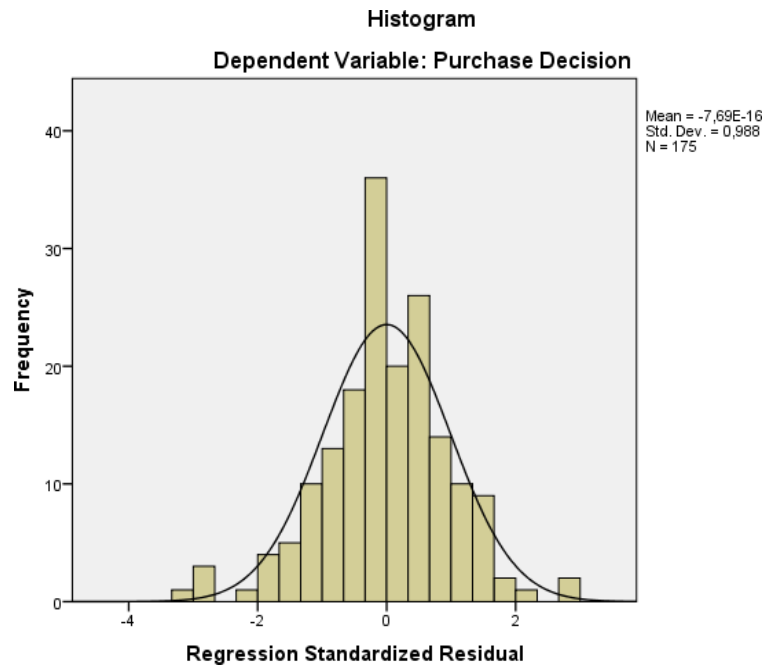

Figure 4.6 Histogram Test Results
Source: Processed by Researcher (2022)

The scatterplot data processing findings for the heteroscedasticity test in this research revealed that the little circles are spaced out, the little circles spread out in the X and Y axes, and at point 0 also, the distribution of little circles is also uniform and does not create a line or a shape than as a result, the data reveals that this regression model has no heteroscedasticity. The VIF (Table 4.3) value of each variable is less than 10, and the tolerance value is greater than 0.1.

Table 4.3 Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Influencer Endorsement	0.274	3.652
Brand Ambassador	0.220	4.539
Brand Image	0.271	3.691
Brand Awareness	0.276	3.624

Source: Processed by Researcher (2022)

As a result, no indication of multicollinearity can be found in this regression model. The value of the constant in this case is -3.683, which indicates that if the values of influencer endorsement, brand

ambassador, brand image, and brand awareness are all 0, then the value of the purchase decision is -3.683.

Table 4.4 Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	-3.683	0.883		-4.170	0.000
X1	0.028	0.072	0.022	0.388	0.699
X2	0.186	0.078	0.153	2.393	0.018
X3	0.478	0.074	0.375	6.483	0.000
X4	0.457	0.060	0.436	7.607	0.000

Source: Processed by Researcher (2022)

The result of multiple linear regression (Table 4.4) conclude that the influencer endorsement (X1) and brand ambassador (X2) have a coefficient value of 0.028 and 0.186, which variable does no effect on the purchase decision of Erigo product; meanwhile, brand image (X2) and brand awareness (X4) has a coefficient value of 0.478 and 0.457 which variable does effect on purchase decision of the Erigo product. T-test, as we can see in (Table 4.4) the influencer endorsement (X1) has a t-count of 0.388 and a value of significance of 0.699, and also brand ambassador (X2) has a t-count of 2.393 and 0.018 value of significant, both which are larger than the significance level of 0.05 that is why both of it don't have any effect on Erigo product purchasing decision. Meanwhile, both brand image (X3) and brand awareness (X4) has a level of significance below 0.05, as shown by data available that could be concluded that both variable influence Erigo product purchasing decision. F-test result concludes that the f value is 233.835 with a degree of significance of 0.000.

Table 4.6 F-test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.222.596	4	805.649	233.835	0,000[b]
	Residual	585.712	170	3.445		
	Total	3.808.309	174			

Source: Processed by Researcher (2022)

As can be seen, the calculated significance value is less than the significant level of 0.05, which is 0.000. As a consequence, it has been discovered that influencer endorsement, brand ambassador, brand image, and brand awareness simultaneously affect purchase decisions for the Erigo product.

Table 4.7 Determination Coefficient Results

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	0.920a	0.846	0.843	185.617

Source: Processed by Researcher (2022)

When it comes to determination coefficient result, all the variables had a simultaneous impact of 0.843 or 84.3% on purchase decision and the rest percentage to have an impact on purchasing, decision must be from outsidethese variables.

5. Conclusion and Implications

5.1 Conclusion
This study aims to explore the effect of Erigo's product purchase decision. The increase in influencer endorsement (X1) and brand ambassador (X2) has no significant impact on purchasing decisions on Erigo products. Meanwhile, brand image (X3) and brand awareness (X4), increasing both of these variables would have an impact on the purchase decision.

5.2 Recommendation
The result of this research basically helps Erigo as a company to seek the best strategies or ways to improve its sales by using these variables. Brands must understand how online product customers use social media for relevant information. It is not promoting and advertising that play an important role. For future research, Researchers suggest exploring new variables other than those applied in this study. Because there are four independent variables used in this study, two of them did not show significant results on the dependent variable.

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