

The Influence of Product Quality, E-WOM And Brand Ambassadors on Purchasing Decisions for Somethinc Products

Study on Students of the Faculty of Economics and Business, Wijaya Kusuma University Surabaya

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ABSTRACT

In recent years, the trend of using skincare has been very beneficial for skin improvement. The beauty industry is very competitive and each brand has many creative ways of presenting skincare products. In people's lives, especially women, of course, care a lot about their appearance. The purpose of this study was to determine the effect of product quality, E-WOM, and Brand Ambassador on Purchasing Decisions for Somethinc products for active students of the Faculty of Economics and Business, Wijaya Kusuma University Surabaya. The method used in this research is quantitative method, respondents totaling 110 students were taken using a questionnaire. The results showed that Product Quality and E-WOM had a significant effect on purchasing decisions for Somethinc products. While Brand Ambassador has no significant effect on purchasing decisions for Somethinc products.

Keywords: *Product Quality, E-WOM, Brand Ambassador, Purchasing Decision*

1. INTRODUCTION

In this increasingly advanced era, developments in information technology, economics, socio-culture, and other sectors have led to intense competition, one of which is the field of beauty or cosmetics. This can be proven by the increasing number of skincare and cosmetic products that have their respective benefits from various brands, both imported and local brands.

In the life of modern society, especially women are very concerned about their appearance, most of whom want to always look attractive, beautiful, and perfect. In recent years, the trend of using skincare is very useful for skin improvement from the outside. Skincare is a series of skincare activities that can help the skin look healthier and more well-groomed. Using skincare can maintain skin health while improving skin problems, such as wrinkles, dullness, dark spots, acne and acne scars.

One of the skincare products that is being loved by consumers today is skincare from the Somethinc brand. Somethinc is a local beauty brand that produces skincare, makeup, and beauty tools. Somethinc was founded by Irene Ursula in 2019 because she was inspired by the crisis in choosing high-quality skincare and makeup products among the millennial generation. Somethinc focuses on skincare inspired by millennial women who seek halal-certified products for their active lifestyle. Although Somethinc skincare and makeup products are still relatively new in the beauty industry, their products are accompanied by halal certificates from MUI and affordable prices make this product attractive to consumers.

The purpose of this study was to determine the effect of product quality on purchasing decisions for Somethinc products, to determine the effect of E-WOM on purchasing decisions for Somethinc products, to determine the effect of brand ambassadors on purchasing decisions for Somethinc products, to determine the effect of product quality, E-WOM, and brand ambassadors on purchasing decisions for Somethinc products.

2. RESEARCH METHOD

In this study, researchers used a quantitative approach. In this study, researchers distributed questionnaires, the population used in this study were active students of the faculty of economics and business, Wijaya Kusuma University Surabaya, class of 2020 - 2022 with a sample of 110 respondents. The sampling technique in this study used non-probability sampling, with a purposive sampling method or determining the sample with certain criteria.

3. RESULTS

The questionnaires in the study were distributed to 110 respondents, so that the answers of the 110 respondents were processed in further analysis.

3.1 Validity Test

Table 1. Validity Test

Variable	Item	Total Pearson Correlation	Sig. (2-tailed)	Standard Pearson Correlation	Description
Product Quality (X1)	X1.1	0,885	0,000	0,4	Valid
	X1.2	0,945	0,000	0,4	Valid
	X1.3	0,906	0,000	0,4	Valid
	X1.4	0,915	0,000	0,4	Valid
E-WOM (X2)	X2.1	0,951	0,000	0,4	Valid
	X2.2	0,950	0,000	0,4	Valid
	X2.3	0,955	0,000	0,4	Valid
Brand Ambassador (X3)	X3.1	0,890	0,000	0,4	Valid
	X3.2	0,944	0,000	0,4	Valid
	X3.3	0,851	0,000	0,4	Valid
	X3.4	0,925	0,000	0,4	Valid
	X3.5	0,914	0,000	0,4	Valid
Purchase Decision (Y)	X4.1	0,899	0,000	0,4	Valid
	X4.2	0,877	0,000	0,4	Valid
	X4.3	0,921	0,000	0,4	Valid
	X4.4	0,842	0,000	0,4	Valid

Source: Data Processing (2024)

Based on the validity test results in table 1, it shows that all question items on the product quality variable (X1), E-WOM (X2), and Brand Ambassador (X3) have a Pearson correlation >0.4 and a significant value <0.05. This shows that the statement items in this research instrument are declared valid.

3.2 Reliability Test

Table 2. Reliability Test

Variable	Cronbach's Alpha	Reliabilities Minimum	Description
Produk Quality (X1)	0,933	0,7	Reliable
E-WOM (X2)	0,948	0,7	Reliable
Brand Ambassador (X3)	0,944	0,7	Reliable
Purchase Decision (Y)	0,905	0,7	Reliable

Source: Data Processing (2024)

Based on the validity test results in table 2, it shows that all statement items on the product quality variable (X1), E-WOM (X2), and Brand Ambassador (X3) show a Cronbach's Alpha value >0.7. This shows that in this study all variables are declared reliable or acceptable.

3.3 Multiple Linear Regression Test

Table 3. Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.442	.802		.551	.583		
PRODUCT QUALITY X1	.469	.105	.450	4.477	.000	.192	5.220
EWOM X2	.425	.118	.325	3.615	.000	.239	4.177
BRAND.AMBASSADOR.X3	.133	.081	.160	1.641	.104	.203	4.916

Based on table 3, the multiple linear regression equation can be obtained as follows:

$$Y = 0.442 + 0.469 X1 + 0.425 X2 + 0.133 X3 + e \quad \dots\dots (1)$$

The constant value of 0.442 indicates that the variables of product quality (X1), E- WOM (X2), and Brand Ambassador (X3) are constant, the value of purchasing decisions (Y) is 0.422.

The product quality regression coefficient (β_1) is 0.469, this means that product quality(X1) has a positive effect on purchasing decisions (Y) and has a unidirectional relationship. If there is an increase in product quality, the purchasing decision will increase, and vice versa, if the product quality decreases, the purchasing decision will decrease.

The E-WOM regression coefficient (β_2) is 0.425, this means that E-WOM (X2) has a positive effect on purchasing decisions (Y) and has a unidirectional relationship. If there is an increase in E-WOM, the purchasing decision will increase, and vice versa, if E- WOM decreases, the purchasing decision will decrease.

The brand ambassador regression coefficient (β_3) is 0.133, this means that brand ambassadors (X3) have a positive effect on purchasing decisions (Y) and have a unidirectional relationship. If there is an increase in product quality, the purchasing decision will increase, and vice versa, if the product quality decreases, the purchasing decision will decrease.

3.4 F Test

Table 4. F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1229.848	3	409.949	136.972	.000
	Residual	317.252	106	2.993		
	Total	1547.100	109			

Source: Data Processing (2024)

Based on table 4, the value of $F_{count} > F_{table}$ is $136.972 > 2.69$. With a significance value of 0.000 which means less than 0.05. H_0 is rejected and H_a is accepted, this proves that the independent variables consisting of product quality, E-WOM, and Brand Ambassador have a simultaneous (joint) effect on purchasing decisions. Thus, it can be concluded that hypothesis 4 is accepted.

3.5 T Test

Table 5. T Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.442	.802		.551	.583
PRODUCT QUALITY X1	.469	.105	.450	4.477	.000
EWOM X2	.425	.118	.325	3.615	.000
BRAND AMBASSADOR X3	.133	.081	.160	1.641	.104

Source: Data Processing (2024)

Based on table 5, the Effect of Product Quality (X1) on Purchasing Decisions (Y) Based on table 5, it is explained that $T_{count} > T_{table}$, namely $4.477 > 1.982$ and a significance value of $0.000 < 0.05$. It can be concluded that H_1 is accepted, which means that the product quality variable (X1) has a significant effect on purchasing decisions (Y) Something products.

The Effect of E-WOM (X2) on Purchasing Decisions (Y) Based on table 5, it is explained that $T_{count} > T_{table}$, namely $3.615 > 1.982$ and a significance value of $0.000 < 0.05$. It can be concluded that H_2 is accepted, which means that the E-WOM variable (X2) has a significant effect on purchasing decisions (Y) Something products.

The Effect of Brand Ambassador (X3) on Purchasing Decisions (Y) Based on table 5, it is explained that $T_{count} > T_{table}$, namely $1.641 < 1.982$ and a significance value of $0.104 > 0.05$. It can be concluded that H_3 is rejected, which means that the Brand Ambassador variable (X3) has no significant effect on purchasing decisions (Y) Something products.

3.6 Multiple Determination Coefficient (R^2)

Table 6. Multiple Determination Coefficient (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin- Watson
1	.892a	.795	.789	1.730	2.201

Source: Data Processing (2024)

Based on table 6, it can be explained that the Rsquare value is 0.795 which indicates that 79.5% of the product quality, E-WOM, and Brand Ambassador variables have an influence on purchasing decisions. While the remaining 20.5% is influenced by other variables outside the study.

3.7 Discussion

In this study, it can be concluded that there is a significant effect of product quality (X) on purchasing decisions (Y) for Somethinc products. This shows that the better the quality of products that can meet consumer needs, the higher the consumer's decision to make a purchase of Somethinc products. The results of this study are in line with research conducted by (Anggraeni & Kojra, 2021) which explains that Product Quality has an effect on purchasing decisions.

Based on the results of this study, it can be concluded that there is a significant influence of E-WOM (X2) on purchasing decisions (Y) for Somethinc products. This shows that with the existence of E-WOM and the better E-WOM, the higher the consumer's decision to make a purchase of Somethinc products. The results in this study are in line with research conducted by (Nuraidah & Megawati, 2023) which explains that the E-WOM variable has an effect on purchasing decisions.

Based on the results of this study, it can be concluded that Brand Ambassador (X3) has no effect on purchasing decisions (Y) for Somethinc products. This shows that the more unpopular a Brand Ambassador is, the lower the consumer's decision to make a purchase of Somethinc products. The results of this study are in line with research (Amin & Yanti, 2021) which explains that Brand Ambassadors have no effect on purchasing decisions.

4. CONCLUSION

Based on the results of the research and discussion in the previous chapter, it can be concluded that Product quality has a significant effect on purchasing decisions for Somethinc products for students of the Faculty of Economics and Business, Wijaya Kusuma University Surabaya. E-WOM has a significant effect on purchasing decisions for Somethinc products for students of the Faculty of Economics and Business, Wijaya Kusuma University Surabaya. While Brand Ambassador has no significant effect on purchasing decisions for Somethinc products for students of the Faculty of Economics and Business, Wijaya Kusuma University Surabaya. And last, Product quality, E-WOM, and Brand Ambassador have a significant effect on purchasing decisions for Somethinc products for students of the Faculty of Economics and Business, Wijaya Kusuma University Surabaya.

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