

The Influence of Price, Brand Image, and Brand Ambassador on Amaterasun's Purchase Decision

Alya Sahara^{1*}, Dhian Tyas Untari², M. Fadhli Nursal³

^{1,2,3} Fakultas Ekonomi dan Bisnis, Universitas Bhayangkara Jakarta Raya, Indonesia

^{1*} 202110325041@mhs.ubharajava.a.c.id

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ABSTRACT

This research aims to analyze the influence of price, brand image, and brand ambassadors on the purchasing decisions of Amaterasun products, considering the growing consumer preference for skincare with high SPF and brand credibility. This study applies a quantitative approach using purposive sampling techniques. The research population consists of all Amaterasun consumers living in Galaxy Bekasi Selatan, with a sample size of 120 respondents. For data analysis and hypothesis testing, SPSS version 30 software was used. The research results reveal that price, brand image, and brand ambassadors have a significant positive partial effect on purchasing decisions. The simultaneous test also shows that price, brand image, and brand ambassador simultaneously influence the purchasing decision. The findings of this study provide insights for Amaterasun and similar skincare brands in optimizing pricing strategies, strengthening brand image, and selecting effective brand ambassadors to enhance consumer purchasing decisions.

Keywords: Price, Brand Image, Brand Ambassador, Purchasing Decisions

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1. Introduction

In today's digital era, the needs of the Indonesian people are increasing. The lifestyle changes that occur are also a supporting factor for this. Currently, beauty products or skincare have become one of the essential needs that are mandatory for every individual. Skincare is now considered a basic need used by various groups, from young people to adults. One of the skincare products that can be used by everyone is sunscreen (Shafwah et al., 2024).

Sunscreen, which is also known as an essential skin care product, functions to protect the skin from ultraviolet (UV) rays that can cause damage to the skin (Laili et al., 2024) Along with the increasing public awareness of the importance of protecting the skin from sun exposure, many consumers are starting to look for products with more effective and safe formulations. This makes consumer demand for sunscreen products increase, especially for sunscreens that have high SPF levels.

Based on the results of the pre-survey data, it can be concluded that the 18 respondents who filled out the questionnaire data all said "Yes" at least 60%, which means that there are still few who have never bought Amaterasun sunscreen products in northern Bekasi. Around 86.7% of respondents stated that price factors are important in the purchase decision of Amaterasun sunscreen products, 60% of respondents stated that brand image affects the purchase decision in Amaterasun products, 80% of respondents are interested in buying Amaterasun sunscreen because of brand ambassadors.

In the decision-making stage, consumers evaluate options to address their problems, which includes actions in the buying process, selection of goods and services, and decision-making before transactions. (Marpaung & Lubis, 2022) Purchasing decisions on Amaterasun products can increase if the company owner equalizes the price according to quality, improves the Brand Image and employs the Amabassador Brand.

Alya Sahara

*Email Address: 202110325041@mhs.ubharajava.ac.id

Prices have a major role in the consumer decision-making process, namely the role of allocation and information. The function of price in assisting buyers in deciding how to obtain the highest expected profit or benefit based on their purchasing power is price allocation. Buyers tend to compare prices from the various alternatives available, then make a decision about the desired allocation of funds (Marlius & Jovanka, 2023) In the research (Nur Rahma et al., 2024) Price has a positive and significant influence on the Purchase Decision. Meanwhile, in the research (Mutaqin, Rohandi & Mahani, 2023) Price has no significant effect on the Purchase Decision.

Brand Image is the perception or image that consumers have about a brand (Brand) or company. This includes everything associated with the brand, including the emotions, values, associations, and experiences that customers experience when interacting with the brand. Brand image can also create a unique identity that distinguishes a brand from its competitors (Azzahidah, 2023) In the research (Sollu & Hendratmoko, 2024) shows that Brand Image has a positive and significant influence on Purchase Decisions. Meanwhile, in the research (Purwati & Cahyanti, 2022) Brand Image does not have a significant effect on the Purchase Decision.

Brand Ambassador is an individual who promotes his or her brand and products throughout their network with the goal of increasing brand awareness and sales. Usually, a Brand Ambassador is an influencer or someone who is known to many people and then paid to then get an endorsement for the product (Chairunisa, 2023) Amaterasun itself uses Brand Ambassador as a communication tool to market its products to be better known to consumers, thereby indirectly influencing their decision to buy and use Amaterasun products. In the research (Lailiya, 2020) explained that Brand Ambassadors have a positive and significant influence on Purchase Decisions. Meanwhile, in the research (Edrin & Fhatiyah, 2022) Brand Ambassadors do not have a positive and significant effect on the Purchase Decision.

Despite the increasing awareness of sunscreen usage, Amaterasun still faces challenges in strengthening its brand image and consumer recognition compared to leading competitors. Therefore, this study aims to further investigate the factors influencing consumer purchasing decisions for Amaterasun products.

This research aims to analyze the influence of price, brand image, and brand ambassadors on the purchasing decisions of Amaterasun products, considering the growing consumer preference for skincare with high SPF and brand credibility. The findings of this study provide insights for Amaterasun and similar skincare brands in optimizing pricing strategies, strengthening brand image, and selecting effective brand ambassadors to enhance consumer purchasing decisions.

2. Research Method

Literature Review

Marketing Management Theory

Marketing management is the planning, implementation, and supervision of marketing activities in an organization to achieve goals efficiently. This function involves analyzing the market and environment to identify opportunities and threats. Business success can be seen from the company's ability to achieve or exceed product sales targets (Sudarno, 2020).

Marketing Mix Theory

The marketing mix is a strategic marketing tool used by companies to create the desired response in the target market. Every element in the marketing mix is interconnected and mutually influencing, so companies need to consider the right combination in order to achieve their marketing goals (Harris et al., 2020).

Consumer Behavior Theory

According to (Kotler et al., 2016) Consumer behavior reflects the series of steps an individual or group goes through as they search, buy, use, evaluate, and consume a product or service to meet their needs. Various theories that are commonly used as a foundation for understanding consumer behavior include:

1. Reasoned Action Theory

The theory developed by Fishbein and Ajzen in 1975 explains that a person's actions are influenced by intentions based on individual attitudes and subjective norms. This theory assumes that

individuals behave based on existing information and expect certain outcomes. In consumer behavior, a positive attitude towards a product can increase the intention to buy it.

2. Planned Behavior Theory

The theory of planned behavior, introduced by Ajzen in 1991, is a development of the Theory of Reasoned Action. The theory adds "perceived behavioral control" which includes external factors affecting an individual's ability to act. In marketing, this theory explains how consumer confidence levels and environmental conditions affect purchasing decisions.

3. Cognitive Dissonance Theory

The theory of cognitive dissonance, introduced by Leon Festinger in 1957, explains the psychological discomfort that occurs when a person has conflicting beliefs or when their actions do not match the beliefs. In the context of consumers, dissonance can arise after purchase if the product does not meet expectations. To address this inconvenience, consumers may seek additional information to justify their decision or change their view of the product.

Purchase Decision

Purchase decisions are influenced by consumer behavior which is an important component of marketing. Companies should know what consumers are thinking before, during and after buying something, as things like product quality, price, and promotions influence their decisions. Company management must pay attention to consumer behavior, especially during the purchase decision-making process (Alfiah, Suhendar & Yusuf, 2023).

A Purchase Decision is a final decision made by the buyer after considering various factors. Consumer purchasing decisions show how far marketers are trying to market a product to consumers. This decision is influenced by many factors, including politics, economics, technology, culture, products, prices, location, promotions, physical evidence, people, and process (Marlius & Jovanka, 2023).

Price

Price is one of the elements of marketing that generates revenue. In the Indonesian economy, a legitimate measuring tool for measuring the price of an item is the amount of money used to reflect the price of a product (Lestari & Mulyani, 2020). Amaterasun determines the price of products by considering production costs, market position and marketing strategies. The price reflects the brand's position in the beauty industry, targeting market segments through quality products and competitive prices.

The term price can be translated as the cost charged by the procedure to the consumer. It refers to what consumers have to give to buy a good or service that is usually worth money. In the marketing of services, a price is a monetary unit or other measure (including other goods or services) that is exchanged to obtain the right to use the goods or services (Gofur, 2019).

Brand Image

Brand Image is the overall perception or assessment of the brand, which is formed from information and experiences related to the product. It is a representation of the entire consumer perception, resulting in associations that give a positive impression of the brand (Napitupulu, Sari & Adhitya, 2023). In Amaterasun products, brand image refers to consumer perception of the value, quality and characteristics of Amaterasun products. This includes quality, packaging, marketing messaging, as well as values such as sustainability and ethics that set the brand apart from competitors.

According to Kotler and Keller (2016) Brand Image can be generated from marketing communications by telling customers how and why a product is used, by whom, where, and when. This way, customers can be motivated to use it and get the brand in their memory.

Brand Ambassador

A brand ambassador is an individual who has a love for a brand and is able to influence or invite consumers to buy or use a certain product (Firmansyah, 2019). In the context of Amaterasun, which may refer to a particular brand or product, a brand ambassador will act as a representative of the brand. They will help establish relationships with consumers through various marketing activities, such as advertisements, events, social media, and others. This brand ambassador can be a celebrity, influencer, or other individual who has credibility and an audience that suits Amaterasun's target market.

A brand ambassador is a popular public figure appointed by companies to represent their products. The selection of brand ambassadors must meet certain criteria, such as actors, athletes, or singers who are widely known by the public. This is because brand ambassadors act as icons of a product so that it is easier to remember and be known by the public (Boys, 2023).

Research Methods

This study employs a descriptive design with a quantitative approach. The study population comprises Amaterasun consumers residing in Galaxy Bekasi Selatan, with a purposive sampling method used to select 120 respondents who have experience purchasing Amaterasun products. This study uses primary data obtained directly from the source with a questionnaire/questionnaire as an instrument. For data analysis and hypothesis testing, SPSS version 30 software was used. Data analysis methods include descriptive statistical analysis, data quality test, classical assumption test, multiple linear regression analysis, and hypothesis test.

Conceptual Framework

The conceptual framework proposed by the author is based on theories obtained from previous studies. As a result, this conceptual framework can be understood in relation to the relevant variables, namely Price (X1), Brand Image (X2), Brand Ambassador (X3), and Purchase Decision (Y).

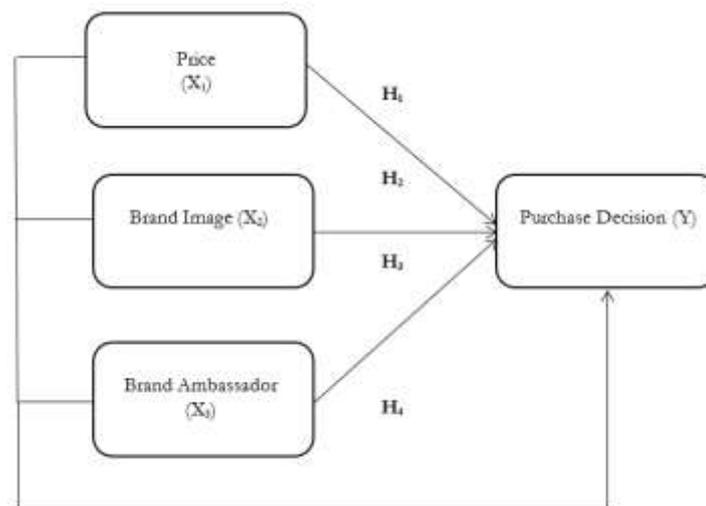


Figure 1. Conceptual Framework
Source: Author, 2025

3. Result and Discussions

Based on the literature review and relevant previous research, this study will discuss the results and discussion as follows.

The Effect of Price on Purchase Decisions

The results of the partial test calculation based on the test results and data analysis showed that the value of Price (X1) was obtained as 3.632 > 1.98027 (t_{table}) with a significance of 0.001 < 0.05 or a significant value less than 0.05. Therefore, H₀ rejected H_a accepted which means that price (X1) has a positive and partially significant influence on the purchase decision (Y).

Then the indicator with the highest score on the calculation is 0.809 > 0.1793 (r_{table}) with an indicator statement "The price provided by Amaterasun is in accordance with the quality of the available products". Furthermore, the value of the indicator with the second highest is r_{count} 0.781 > 0.1793 (r_{table}) with the statement of the indicator "Amaterasun prices are affordable and meet consumer expectations" This shows that the price compatibility with product quality and price affordability can affect the purchase decision of Galaxy Bekasi Selatan residents. This shows that the price set by Amaterasun will affect the purchase decision process. This is in accordance with research conducted by (Nur Rahma et

al., 2024) said that Price has a positive and significant influence on Purchase Decisions. This supports the notion that brand ambassadors serve as key influencers in digital marketing, particularly in the beauty industry, where consumer engagement with social media promotions plays a crucial role in purchase decision-making.

The Influence of Brand Image on Purchase Decisions

The results of the partial test calculation based on the results of the test and data analysis showed that the Brand Image (X2) value was obtained as $4,012 > 1.98027 (t_{table})$ with a significance of $0.001 < 0.05$ or a significance value less than 0.05. So H0 is rejected, or Ha is accepted, which means that partially the brand image (X2) has a positive and significant effect on the purchase decision (Y).

Then the indicator with the highest value on r_{count} by $0.903 > 0.1793 (r_{table})$ with an indicator statement "Amaterasun products are known as a reliable skincare brand". Furthermore, the value of the indicator with the second highest is $r_{count} 0.846 > 0.1793 (r_{table})$ with the indicator statement "I feel more comfortable when wearing Amaterasun products" This shows that brand superiority and brand strength can influence purchasing decisions in South Bekasi Galaxy residents. This is in accordance with research conducted by (Sollu & Hendratmoko, 2024) said that Brand Image has a positive and significant influence on Purchase Decisions.

The Influence of Brand Ambassadors on Purchasing Decisions

The results of the partial test calculation based on the test results and data analysis showed that the Brand Ambassador (X3) value was obtained as $4,379 > 1.98027 (t_{table})$ with a significance of $0.001 < 0.05$ or a significance value less than 0.05. So H0 is rejected or Ha is accepted, which means that the brand ambassador (X3) has a positive and significant effect on the purchase decision (Y).

Then the indicator with the highest value on r_{count} by $0.850 > 0.1793 (r_{table})$ with the indicator statement "Renevalerie is known to have a positive reputation as an ambassador of Amaterasun products". Furthermore, the value of the indicator with the second highest is $r_{count} 0.850 > 0.1793 (r_{table})$ with the indicator statement "Seeing promotional content involving Renevalerie is increasingly attracting interest in buying Amaterasun products" This shows that credibility and attractiveness can influence purchase decisions in South Galaxy Bekasi residents. This is in accordance with research conducted by (Lailiya, 2020) explained that Brand Ambassadors have a positive and significant influence on Purchase Decisions.

The Influence of Price, Brand Image and Ambassadaor Brand on Purchase Decisions

Based on the results of the simultaneous test, a calculated f_{value} of $77.841 > 2.68 (f_{table})$ has been obtained with a significant value of $0.001 < 0.05$ smaller than 0.05. H0 is rejected or Ha is accepted, which shows that price (X1), brand image (X2), and brand ambassador (X3) simultaneously have a significant influence on purchase decisions (Y). This shows that all three variables are very important in creating high purchase decisions.

Then according to the results of the Adjusted R_{Square} Analysis (Coefficient of determination) of 0.660 or 66.0%. This means that 66.0% of the purchase decision variables on Amaterasun can be explained by variations of the three independent variables, namely Price, Brand Image and Brand Ambassador. Meanwhile, the remaining 34.0% are explained by other causes that exist outside the variables of this study. This is in accordance with research conducted by (Kambali & Syarifah, 2020) said that Price (X1), Brand Image (X2) and Brand Ambassador (X3) have a positive and significant effect on Purchase Decisions.

4. Conclusion

Based on the results of the analysis and discussion of the variables in this study, which include Price, Brand Image, Brand Ambassador and Purchase Decision on Amaterasun products, the researcher can conclude as follows: 1) Price partially has a positive and significant effect on the Purchase Decision of Amaterasun products. This means that the price offered to consumers is proportional to the benefits of Amaterasun products, so consumers are increasingly confident in making purchasing decisions. 2) Brand Image partially has a positive and significant effect on the Purchase Decision of Amaterasun products. This means that the brand image of Amaterasun products is sufficient to encourage consumers to make purchase decisions, which is evident from the statement that Amaterasun products have better quality

compared to competitors. 3) Brand Ambassadors partially have a positive and significant influence on Amaterasun product purchase decisions. This means that brand ambassadors appointed by Amaterasun can assist consumers in recognizing new products sold by Amaterasun through the brand ambassador, thereby providing detailed information to consumers to make purchase decisions. 4) Based on the analysis carried out, it can be interpreted that Price, Brand Image and Brand Ambassador simultaneously affect the purchase decision of consumers of Amaterasun products. This proves that the results of the study show that the decision to purchase Amaterasun products is influenced by price variables, brand image and brand ambassador. Future research could expand on these findings by incorporating qualitative insights from consumer interviews to gain a deeper understanding of brand perception dynamics. Additionally, a broader geographical scope could provide more generalizable conclusions.

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