

THE INFLUENCE OF BRAND AMBASSADOR AND CONTENT MARKETING ON INTEREST IN HALAL SKINCARE CONSUMERS CASE STUDY OF SCARLETT WHITENING PRODUCTS

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ABSTRACT

Scarlett Whitening is one of the well-known local skin care products. Which is successful and much in demand by the community. Scarlett Whitening has released many skincare products using the latest trending technologies. As with other skincare businesses, Scarlett Whitening wants its product sales to continue to increase. Scarlett Whitening tries to attract consumers through brand ambassadors and content marketing in this digital era. Therefore, this study aims to describe the influence of brand ambassadors and content marketing on the purchase intention of Scarlett Whitening. Researchers used descriptive quantitative methods. The population in this study is the younger generation. The sample used was 34 female students of UIN K.H. Abdurrahman Wahid Pekalongan. Researchers collect data sourced from primary and secondary data. Researchers obtained primary data from respondents' answers to the five Likert scale questionnaire. Meanwhile, secondary data comes from books, journals, and news portals that are relevant to this case. The analysis technique used in this study is multiple linear regression using SPSS software. The results of this study indicate that brand ambassadors have no significant effect on consumer interest in Scarlett Whitening. The popularity that has become the strength of brand ambassadors has not been able to influence consumer interest. Content marketing has a significant effect on consumer interest in Scarlett Whitening. Content marketing also shows a positive influence on consumer interest. Scarlett Whitening presents attractive marketing content according to consumer trends and needs. Thus, this affects consumer interest in making transactions for Scarlett Whitening products.

Keyword: Scarlett Whitening, Brand Ambassador dan Content Marketing

1. INTRODUCTION

In Indonesia the halal industry is developing so rapidly with a fairly good response from consumers and the government. The halal industry is an industry that is considered the fastest growing industry and is expected to continue to increase in the world market (Khalek & Ismail, 2015). The Indonesian government facilitates Islam by implementing policies, establishing institutions, and other projects as a form of state attention to Muslims (Zuhri, 2021). This development is in line with the massive globalization of advances in technology, information and communication. Halal is promoted as a bridge between the religious and the secular, the compatibility between ethnic nations, modern Islam, business, and proper Islamic consumption (Fischer, 2011). Not only in conventional industries, but also in e-commerce.

The halal industry is currently quite diverse, starting from food, fashion, cosmetics, tourism, and several other sectors related to Islamic concepts (Batubara & Harahap, 2022). One of the halal industries that continues to grow rapidly is the skincare sector. Skincare is a type of cosmetics for skin care (Sukristiani, 2014). Various halal skincare brands keep popping up offering their best formulas. Good Muslim consumers will certainly pay attention to the halalness of the products used (Salehudin & Luthfi, 2010). Muslim consumers and entrepreneurs pay attention to halal issues from raw materials, processing, distribution, and others (Khalid et al., 2016).

Internet users show a very large number. It is not surprising that many entrepreneurs in Indonesia, especially in the halal skincare sector, use online platforms to sell. The development of the Internet has changed the sources of information delivery significantly (Lu et al., 2014). The increasing use of social media, especially in Indonesia, affects consumers in communicating with fellow consumers and even with online stores (Digdowiseiso et al., 2021). Many skincare brands sell their products through market places, including Scarlett Whitening.

Scarlett Whitening is one of the successful local skincare products and is in great demand by the public. Based on an article from the official website of scarlettwhitening.com, Scarlett whitening is a local Indonesian brand that presents a skincare product belonging to an artist named Felicya Angelista. This Scarlett Whitening product is a product of PT. Opto Lumbung Sejahtera which is located at Jalan Kapuk Cengkareng No. 96, West Jakarta City (Whitening, 2021). Scarlett whitening already has proper production permits from BPOM and is certified halal from MUI. Scarlett Whitening provides various e-commerce services that make it easier for consumers to buy Scarlett Whitening products. Thus, entrepreneurs must continue to innovate in an effort to attract consumer interest considering the many skincare brands that exist in Indonesia and the speed of information systems.

Consumers should pay attention to halal, benefits, needs, quality, price, brand image, and so on when buying a product. But along with the development of globalization, many consumers are starting to shift this. These considerations are starting to shift from who advertises, the virality of the product on social media, brand ambassadors, content marketing, and other factors. This research is in line with previous research, namely research which states that brand ambassadors and content marketing have a positive and significant effect on consumer buying interest (Putra, 2020; Digdowiseiso et al., 2021; Hendayana & Afifah, 2021; Faradilla & Andarini, 2022; and Putri & Achsanika Hendratmi, 2022). This research is different from the findings of researchers Syafitri et al., (2021), Montolalu et al., (2021), Muksinina & Ratnasari, (2022) and Amini & Salahudin, (2023) which state that consumer buying interest is influenced by other things such as brand image, product quality, value of money, and other things.

Consumer buying interest in products is influenced by various factors. One effort that can be done to attract consumer interest is to use brand ambassadors. These brand ambassadors influence consumers to be interested in using the products offered (Faradilla & Andarini, 2022). Brand ambassadors are chosen to consider consumer response. Holding celebrities who have many followers and achievements. This is because consumers will tend to follow the people they idolize. The chosen brand ambassador can be said to represent the product image. In addition, it is necessary to present interesting and up to date marketing content as a form of promotion. Given that the indicators used to measure the effect of social media promotions are context, communication, collaboration, and connection (Amini & Salahudin, 2023).

Knowing that today's consumers tend to do online shopping by paying attention to online shops that use brand ambassadors and carry out content marketing strategies for various reasons. This is because for consumers, promoting a product through social media is the current trend. And with these strategies consumers have product information that is offered clearly and attractively through online platforms. From the description above, researchers need to conduct research to determine the extent to which brand ambassadors and content marketing influence consumer interest in the Halal skincare online shop Scarlett Whitening. Therefore the researcher is interested in taking the title "The Influence of Brand Ambassadors and Content Marketing on Consumer Interests in the Halal Skincare Study on Scarlett Whitening Products."

2. RESEARCH METHOD

The method in this study uses a quantitative approach. The research method is basically a scientific way used to obtain data in compiling research (Sugiono, 2014). The quantitative approach is a method of collecting data in the form of numbers so that arithmetic operations can be applied (Suryabrata, 1995). Researchers use a correlational approach. In this study using field research on consumer behavior towards products (Rianto & Mohyi, 2020). Researchers used survey methods with data measurement techniques using a 5-point Likert scale. The population in this study is today's young generation who know Scarlett Whitening products. Because the population is too large and the number is unknown so that in deciding the number of respondents a sample is needed. Purposive Sampling is a technique that is taken in determining the sample based on several considerations. In this study, the researcher chose a sample from UIN K.H. Abdurrahman Wahid Pekalongan.

The data sources in this study use primary and secondary data sources (Ghozali, 2018). In the quantitative method, data is usually collected by tests and questionnaires (Budiastuti & Bandur, 2018). Primary data sources in this study were obtained from questionnaires distributed by researchers to respondents. The questionnaire helps respondents to provide accurate answers (Nugroho, 2018). Meanwhile, secondary data sources were collected by researchers from existing sources (researchers as second hand) (Siyoto, 2015). Secondary research data sources come from previous research which comes from theories, journals, and several daily news portals.

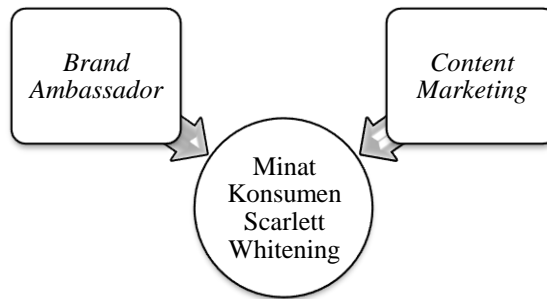


Figure 1
The framework for thinking about the influence of brand ambassadors and content marketing on consumer interest

3. RESULTS AND ANALYSIS

Variable Description

Descriptive analysis aims to determine the description of a data obtained through the values of the mean (average) and standard deviation. The results of the variables in this study are consumer interest (Y), brand ambassadors (X1), and content marketing (X2) as follows:

Source: SPSS, 2023

Table 1
Descriptive Statistics

	Mean	Std. Deviation	N
Minat Konsumen	14.1471	2.59524	34
Brand Ambassador	15.8529	2.21746	34
Konten Marketing	15.9706	1.48702	34

Source: SPSS, 2023

Classic assumption test

The classic assumption test is carried out to ensure that the data that has been obtained is unbiased and consistent so that hypothesis testing can be carried out. The results of the normality test are normally distributed with the actual data following the diagonal line depicted by the dots (plot). The tolerance value of the independent variables is $0.859 > 0.10$ and the VIF value of the independent variables is $1.164 < 10$, this means that there is no multicollinearity. The significance value of the two independent variables is > 0.05 , then the heteroscedasticity test will be safe. The autocorrelation test is also safe, with the Durbin Watson analysis method which has a value of $du (1.5805) < Durbin Watson (2.029) < 4-du (2.4195)$. So there are no symptoms of autocorrelation because the Durbin Watson value lies between 2 to $(4-du)$. All classical assumption test results are safe and hypothesis testing can be done.

Hypothesis testing

Table 2
Uji T

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	-5.895	3.830		-1.539	.134		
Brand Ambassador	.267	.165	.228	1.617	.116	.859	1.16
Konten Marketing	.990	.246	.567	4.025	<.001	.859	1.16

Dependent Variable: Consumer Interest

Source: SPSS, 2023

Based on the table above, the brand ambassador independent variable has no significant influence on the dependent variable of consumer interest. With a significance value > 0.05 and t count $1.617 < 2.03951$ t table. As for the independent variable marketing content has a significant influence on the dependent variable consumer interest. This is because the independent variable marketing content has a significant value < 0.05 , so the dependent variable (X) partially affects the dependent variable (Y). And content marketing has a positive influence with a t-value of $4.025 > 2.03951$ t-table. The relative contribution of each independent variable in this t-test is 21% for brand ambassador variable (X1) and 79% for content marketing variable (X2).

Tabel 3
Uji F

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	104.662	2	52.331	13.795	<.001b
Residual	117.602	31	3.794		
Total	222.265	33			

a. Dependent Variable: Minat Konsumen

b. Predictors: (Constant), Konten Marketing, Brand Ambassador

Sumber: SPSS, 2023

Based on the table above, brand ambassadors (X1) and content marketing (X2) simultaneously (together) have an influence on consumer interest (Y) because they have a sig value. < 0.05 and the calculated F value is $13.795 > 3.29$ F table.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.686 ^a	.471	.437	1.94772	2.029

a. Predictors: (Constant), Konten Marketing, Brand Ambassador

b. Dependent Variable: Minat Konsumen

Source: SPSS, 2023

The results of multiple linear regression analysis show an R Square value of 0.471 which indicates the large percentage contribution of the brand ambassador (X1) and content marketing (X2) free variables in influencing the dependent variable of consumer interest (Y), namely 47.1% and 52.9% the rest is influenced by variables not examined in this study. The contribution of 47.1% was obtained from the effective contribution of the independent variable brand ambassador (X1) 10.1% and 37.0% from the effective contribution of the content marketing independent variable (X2).

The Influence of Brand Ambassadors on Consumer Interests of Scarlett Whitening

From the results of processing the hypothesis testing data that has been done, brand ambassadors have no effect on consumer interest in Scarlett Whitening. This is based on the results of the t test on the brand ambassador variable which has a t value of $1.617 < 2.03951$ t table and a significance value of > 0.05 . Where according to Imam Ghazali, (2011) that the basis for making decisions on the partial t test is based on significance value, the independent variable value must have significance < 0.05 for the dependent variable with a t count value $> t$ table value.

The results of this study are supported by previous research from Purwati & Cahyanti, (2022) which states that brand ambassadors have no effect on consumer buying interest. However, this research contradicts the research of Kharisma & Hutasuhut, (2019), Hendayana & Afifah, (2021), and Wardani & Istiyanto, (2022) which state that brand ambassadors have a positive and significant effect on consumer buying interest.

Looking at the answers from the respondents in the questionnaire, it turns out that the reasons for being interested in and buying Scarlett Whitening products are not just looking at who is the brand ambassador. Popularity, informants, communicants, strength, and several other factors originating from brand ambassadors have not been able to positively and significantly affect consumer buying interest. This certainly shows that there are other things that consumers pay attention to and consider when buying products from Scarlett Whitening.

The Influence of Content Marketing on Consumer Interests of Scarlett Whitening

From the results of processing the hypothesis testing data that has been done, content marketing has a significant positive and partially significant effect on the variable consumer interest in Scarlett whitening, this is based on the results of the t test on the content marketing variable having a significant value <0.05 on the dependent variable partially with t count value $4.025 > 2.03951$ t table. The results of this study are supported by research by Akbar & Maharani, (2018), Danli, (2018), Abdurrahim & Sangen, (2019), and Putri & Achsanah Hendratmi, (2022) which state that content marketing has a positive and significant influence on purchase intention on consumers. The use of content marketing by a company can affect consumer buying interest.

In this era of globalization, technological developments are increasing rapidly. It cannot be denied by looking at the answers from respondents based on the questionnaire that has been distributed, almost all of them pay attention to what is on social media networks. Content marketing that is interesting, up to date, according to needs, and often pops up has a positive influence on consumer interest. Therefore, today's companies are required not only to actively promote directly in the field but also to be aware of cyberspace trends.

The results of this study are not in line with research which states that not all marketing content has an effect on consumer buying interest (H.P et al., 2020). There are several aspects that are the main focus of consumers and may not be conveyed through content marketing. These aspects are also outside the variables examined in this case.

The Influence of Brand Ambassadors and Marketing Content on Consumer Interests of Scarlett Whitening

From the results of the analysis that has been done before, it results that brand ambassadors (X1) and content marketing (X2) simultaneously or together have an influence on consumer interest (Y) because they have a significant value <0.05 and an F count value of $13.795 > 3.29$ F table. This data was obtained from the simultaneous test F. The percentage that influences the independent variables simultaneously is 47.1% which is obtained from the effective contribution of the independent variable brand ambassador (X1) 10.1% and 37.0% of the effective contribution of the independent variable content marketing (X2).

Even though the brand ambassador does not positively and significantly affect consumer interest in Scarlett Whitening, it does not mean that it has no effect forever. When the two independent variables are put together simultaneously it will show an influence on consumer interest. Content marketing, which is supported by the popularity of brand ambassadors and many followers, makes this content easily spread among the public. Content that is made according to needs will reduce doubts and worries from consumers about the product. In addition, the influence of brand ambassadors also helped convince consumers to be interested in Scarlett Whitening products.

Thus, the two independent variables consisting of brand ambassadors and content marketing make a real contribution to influencing consumer interest. If potential consumers are interested in the brand ambassador's comments on advertised products and the delivery of information through content marketing that is always innovating, then consumers will show a high probability of making a purchase intention for Scarlett Whitening products.

4. CONCLUSION

From the results of the research discussion, it can be concluded that brand ambassadors have no significant effect on consumer interest in Scarlett Whitening. The independent variable brand ambassador with a t-count value of $1.617 < 2.03951$ t-table and a significance value of > 0.05 does not meet the requirements to be said to be influential. A brand ambassador who has popularity, informants, communicants, strength, and several other factors is still not able to positively and significantly influence consumer buying interest. Consumers consider other things outside the research variables. The rapid era of globalization has made content marketing a partially positive effect on consumer interest in Scarlett Whitening. This statement is based on the results of the t test on the content marketing variable which has a significant value of <0.05 towards the partially dependent variable with a t count value of $4.025 > 2.03951$ t table. Presenting marketing content according to consumer needs that is attractively packaged, up to date, and continuous can increase interest, minimize doubts, and increase consumer desire for transactions with Scarlett Whitening products. Meanwhile, brand ambassadors and content marketing simultaneously influence 47.1% of consumer interest in Scarlett Whitening. With the acquisition of a significant value <0.05 and a calculated F value of $13.795 > 3.29$ F table on the simultaneous test F. Content marketing coupled with brand ambassadors in influencing consumer interest raises the consumer trust factor. So that consumers are

interested and interested in transactions with Scarlett Whitening products. Therefore, Scarlett Whitening company continues to innovate products and attract consumers' interest through content marketing by paying attention to brand ambassadors, trends, opportunities and so on.

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