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Revista de Antropología, Ciencias de la Comunicación y de la Información, Filosofía,  
Linguística y Semiótica, Problemas del Desarrollo, la Ciencia y la Tecnología

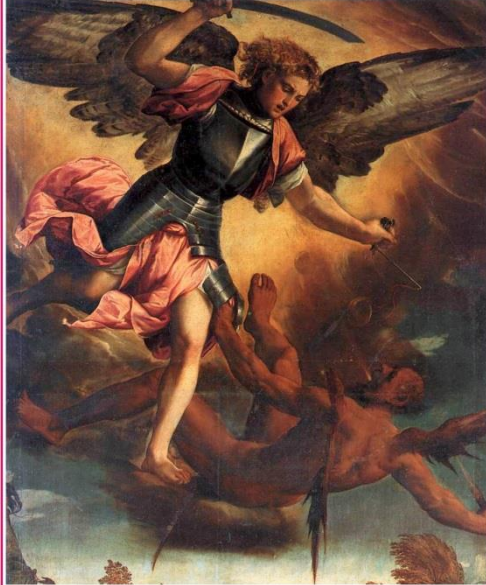
Año 35, 2019, Especial N°

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Revista de Ciencias Humanas y Sociales

ISSN 1012-1537/ ISSNe: 2477-9385

Depósito Legal pp 198402ZU45



Universidad del Zulia  
Facultad Experimental de Ciencias  
Departamento de Ciencias Humanas  
Maracaibo - Venezuela



## **Social Media Influencers vs. Brand Ambassador for Brand Image**

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### **Abstract**

**This study aims to determine the effect of Social Media Influencers and Brand Ambassadors on Brand Image. The data used in this study were obtained from a questionnaire (primary). The sampling method used purposive sampling method. The number of samples used was 67 students of the Department of Management, Faculty of Economics and Business, University of Hasanuddin. The analytical method used was descriptive analysis method and multiple linear regression analysis with SPSS 25 application for Windows. The research findings show that Social Media Influencers and Brand Ambassador variables had a positive and significant effect on Brand Image. Compared to Social Media Influencers, the Brand Ambassador variable had a dominant effect on brand image.**

**Keywords–Social Media Influencers, Brand Ambassador, Brand Image**

# **Influenciadores De Redes Sociales Vs. Embajador De Marca Para Imagen De Marca**

## **Resumen**

Este estudio tiene como objetivo determinar el efecto de los influenciadores de las redes sociales y los embajadores de la marca en la imagen de la marca. Los datos utilizados en este estudio se obtuvieron de un cuestionario (primario). El método de muestreo utilizó el método de muestreo intencional. El número de muestras utilizadas fue de 67 estudiantes del Departamento de Administración, Facultad de Economía y Empresa, Universidad de Hasanuddin. El método analítico utilizado fue el método de análisis descriptivo y el análisis de regresión lineal múltiple con la aplicación SPSS 25 para Windows. Los resultados de la investigación muestran que las variables Influencers de redes sociales y Embajador de la marca tuvieron un efecto positivo y significativo en la imagen de la marca. En comparación con los Influencers de las redes sociales, la variable Brand Ambassador tuvo un efecto dominante en la imagen de la marca.

Palabras clave: influenciadores de redes sociales, embajador de marca, imagen de marca

## **I. INTRODUCTION**

### **1.1 Background**

The Indonesian Internet Service Providers Association (APJII, 2018) states that the netter population in Indonesia currently reaches 171.17 million people or 64.8% of the total population. It increased by almost 10% from the previous survey. Furthermore, the survey found that social media was the most popular platform for 49 percent of total internet users. Levojoy and Saxton (2012) state that social media is useful for spreading information, building communities, and encouraging action. With large active users and any chance to grow, Wolny and mueller (2013) and Pozin (2014) stated that although social media has changed the pattern of business marketing tactics, social media as a marketing tool is still have the same goal namely attracting and retaining customers, one of which is by improving brand image.

Brand image is an important factor that contribute to brand loyalty, because it involves the reputation and credibility of a brand and becomes a kind of “guidelines” for customers or prospective customers to try or use the

product. Schiffman and Kanuk (2007) define brand image as a collection of associations about a brand that is stored in the minds or memories of consumers. Meanwhile, Keller (1993) defines the total belief that a person has of a brand on their memory. A brand image must be able to represent all internal and external characters that can influence customers according to the target of a product. The stronger the brand image of a product, the more positive the attitude towards the product and its attributes (Aghekyan-Simonian et al., 2012). Social media allows products to be present in the middle of customers visually, verbally, and textually (Okazaki & Taylor, 2013) which allows organizations to shape brand image as desired. Social media are applications, platforms, and online media that aim to facilitate interaction, collaboration, and sharing of content (Richter & Koch, 2007 in Kim & Ko, 2012). In communicating on social media, several companies use brand ambassadors to convey information about their products, and it is not uncommon for brand ambassadors to be selected from famous artists whose faces are familiar in the national and international entertainment world. Lea-Greenwood (2012) explains that brand ambassadors are media used by companies to communicate and deal with the public in order to increase the sales. The selection of brand ambassadors is usually done as a symbol that can represent passions, desires, or needs that can be easily accepted by consumers. The brand ambassadors have a really important role for the brand; because with the brand ambassadors, advertisements can be more interesting and the delivery of messages will be more easily accepted by consumers. Wang and Hariandja (2016) state that brand ambassadors can help create stronger emotional relationships between brands and consumers so that they will indirectly build a product's brand image.

In addition to using brand ambassadors, the company also uses social media influencers (SMIs) in communicating on social media. Social media influencers (SMIs) are a new type of independent third-party endorsers who are able to shape the attitude of the audience through blogs, tweets, and other social media users (Freberg et al., 2011). One principle difference between brand ambassadors and SMIs is the connection with companies. Influencers are generally temporary and independent from a company, while brand ambassadors have more formal and long-term relationship with brands or companies (Smith et al., 2018). The use of SMIs is also seen as an effective promotional tool by marketers around the world because it affects the perception of quality and product uniqueness that is able to enhance the brand image to the consumers. Media KixMarketing reports that

around 80% of online marketers claim that the use of SMIs has a positive and significant effect on their online business. (Forbes 2017).

This study took Nature Republic products as research object. As a relatively new skin care product in 2009, Nature Republic was able to occupy the 8th position as the most favorite skin care product in its home country (Kantar World Panel, 2019). In Indonesia, this product is ranked 4th (Marketeers, 2018) as the most favorite skin care by controlling 4.2% of the cosmetics market share in Indonesia. Apart from quality factors, opinion leader selection is assumed to be another important factor affecting the growth of the market share of the product. Nature Republic appointed the band EXO as their brand ambassador. EXO is the 2nd most favorite band in Korea. Instead of being famous only in Korea, EXO is even recorded in The Guinness World Records with information as a boyband who won the most daesang awards at the MNET Asia Music Award. In addition to the use of brand ambassadors, Nature Republic in terms of marketing is also greatly helped by the appointed influencers, such as Lizzie Parra, Nanda Arsyinta, Abel Cantika, and Tasya Farasya who have thousands of followers who might be influenced by the results of their idol review.

Based on these backgrounds, this study aims to examine the effect of SMIs and brand ambassadors in building the brand image of Nature Republic products.

## II. REVIEW OF RELATED LITERATURE

### 2.1 Marketing

Kotler and Armstrong (2012) state that marketing is the company's process of creating value for customers and building strong customer relationships in order to obtain value from customers in return. Furthermore, McCarthy in Kotler and Keller (2012) adds that marketing activities can be grouped into four marketing mix tools that can be the basis in designing marketing strategies, namely: product, price, promotion, and place. Assauri (2014) argues that marketing strategies are a series of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and their channels and allocations, especially as a company response in dealing with the environment and circumstances an ever-changing competitor. In the world of e-commerce, Nurlaili (2016) divides marketing strategy into four main factors that cause changes to the marketing strategy itself, namely: product life cycle, competitive position of companies in markets that utilize e-commerce, economic situations, and

online media use.

## 2.2 Social Media

Stevenson (2015) states that social media is a website and application that allows its users to create and share content or to participate in social networks. Hariyati and Wirapraja (2018) state that the difference between traditional applications and the web is on the platforms such as content creation, content uploading, networking, conversing, media sharing, and bookmarking. There are various social media platforms to choose for working with influencers, and they can be categorized into five groups - microblogging, social networking sites, photo sharing, video sharing, and social blogging. Microblogging allows users to make posts with a limit of 140 characters and this is considered beneficial for customer involvement and conversation (Hening-Thurau, et al., 2010; McNealy, 2010).

Castronovo and Huang (2012) suggest that various photos and videos that contain a lot of information are usually used to embed content and various lives on social media. With the possibility of active users on the largest scale, social networking site is a place to develop a loyal community (McNealy, 2010). Social media as a marketing tool has changed the business-customer relationship to be more active in communication related to marketing activities (Parsons and Lepkowska-White, 2018). Social media is a medium for establishing interaction between individuals or between individuals and organizations and as a useful marketing strategy to increase sales as well Enhance corporate reputation (Galati et al. 2017).

## 2.3 Social Media Influencers (SMIs)

Digital influencers or social media influencers are those who have a great influence on social media. Ryan and Jones (2009) state that these individuals already have the trust of their online colleagues, and their opinions can have a tremendous impact on online reputation, including for products/brands. Freberg et al. (2011) add that SMIs are a new type of independent third-party endorsers who can influence attitude of their followers through blogs, tweets, and other social media users. In relation to marketing activities, Sammis et al. (2011) state that influencer marketing is the art and science of involving influential people in the online world to share brand messages with their audience.

Wiedmann et al. (2010) have developed the typology of SMIs. They stated

there were 8 typologies of SMI but of the eight types there were only 3 representative types, i.e. three helpful friend, narrative expert, and superspreader. They differ from one another especially in individual capital and social capital. Helpful friend refers to those who are ranked lowest in the social capital dimension and medium amount in individual capital dimensions. The narrative expert refers to those who excel in the dimensions of individual capital but only in medium ratings in the dimensions of social capital. While superspreader refer to those who have a highest ranking in social capital, but the lowest in individual capital compared to the other two types.

Forbes (2016) claims that SMIs can shape attitudes, opinions, actions, and purchasing decisions from followers. SMIs are also known proficient on e-WoM (electronic Word of Mouth) which is proven to have a significant impact on consumer purchasing decisions (Freberg et al., 2010). It is because e-WoM from SMIs controlled by themselves so it is said to be more convincing through than compare to advertising campaign from the company itself (Wolny and Mueller, 2013). Several studies have shown that attractiveness, trustworthiness, and expertise (Ohanian, 1990) are an important characteristic of influential person. Ledbetter and Redd (2016) added social status as important factor in SMIs credibility due to their wide reach.

## 2.4 Brand Ambassador

Brand ambassadors are often synonymous with celebrities or public figures who have influence in a country or all over the world. Shimp (2003) defines brand ambassadors as advertisement supporters or also known as ad stars who support advertised products. Because celebrities are positioned as tools to represent targeted market segments, it is not surprising that advertised products use many celebrities in which each of them will represent the targeted market segment. Khatri (2006) argues that celebrity is believed to be one of the psychological supporting factors that can influence the attitudes and beliefs of consumers about certain products. When becoming a brand ambassador of a product, the celebrity will act as a distributor, speaker, and liaison in an advertisement to introduce a product or service to consumers so that the use of celebrities, athletes, and/or public figures is considered as a representation of the product identity (Lea Greenwood, 2012).

In order to become a useful brand ambassador for the advertised product, it is necessary for the company to select the personal characteristics of the



ones who will be brand ambassadors to be in tune with the communication effects that they want to cause or appear in the promotion. Lea Greenwood (2012) states that a brand ambassador must have several characteristics, including transparency, conformity, credibility, attractiveness, and power.

## 2.5 Brand Image

The personality of a brand does not appear immediately but requires a series of identity building programs to be achieved. The tips for building an identity can be obtained through the name, logo, symbol, atmosphere, and events. Nevertheless, it is necessary to distinguish between identity and image. Identity is a way for companies to present themselves to the community, while images are people's perceptions of companies (Kotler and Keller, 2012).

Image is a series of beliefs, ideas, and impressions of someone who accentuates an object (Kotler and Keller, 2012). The attitude and actions of the person determine the image of the object. In addition, it also needs to be understood that image will be shaped within a certain period of time, because this is an accumulation of perceptions of an object, what is thought, known, experienced, which enters one's memory based on inputs from various sources over time (Assasel, 1998)

Aaker (1996, p.71) define brand image as "... how a brand is perceived by customer". It is a customer-based concept about a particular product that affected from past experience, brand personality and product attribute (Plummer, 2000). A brand image must be able to represent all internal and external characters of a product that is finally able to influence customers referring to the company's target (Hasan, 2013).

Building a brand image requires creativity and effort, because a brand image cannot be built in a short time or through a single medium, but must be built through all existing media in a sustainable manner and by using appropriate measurements. Keller (1993) states that the measurement of the right brand image can be measured through consumer responses related to brand social in terms of strength, uniqueness, and liking. Through brand image, business can understand customer feeling and perception about functional consequences, attribute and experience of particular product (Padgett and Allen, 1997).

## III. THEORETICAL FRAMEWORK AND HYPOTHESIS

From the theoretical framework of the background, the hypotheses can be

described as follows:

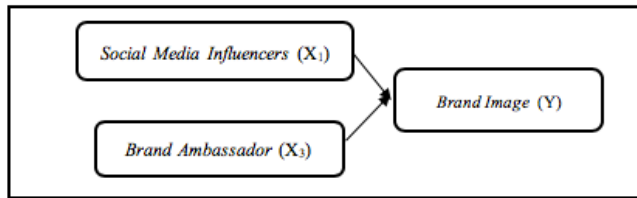


Figure 1. Theoretical Framework

Hypotheses:

H1 : Social media influencers have a positive effect on brand image

H2 : Brand ambassador have a positive effect on brand image

## RESEARCH METHOD

This study uses a quantitative approach with multiple linear analysis, i.e. by collecting primary data obtained through the questionnaire distribution method. The population of this study was 204 active students majoring on Management in 2016 until 2018. Furthermore, this study used nonprobability sampling technique in the form of purposive sampling to determine the sample. The criteria used in determining the sample were undergraduate students of the University of Hasanuddin who were at the time active in the class of 2016 to 2018, actively using social media, and users of Nature Republic products. Yoo et al. (2000) confirm the use of student as respondents especially when they are the main consumers of the selected products. In determining the sample size, this study used the Slovin formula as calculated using the following formula:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{204}{1 + 204(0.10)^2}$$

$$n = 67 \text{ respondents}$$

In this study, there are two variables, namely:

- a. Independent variable (X) includes social media influencers (X1) and brand ambassadors (X2).
- b. Dependent variable (Y) becomes the main focus of the researchers, in this case, brand image (Y).

In this study, a series of tests were conducted, namely:

a. Multiple Linear Regression Equation. It aims to calculate the effect of the quantitative influence of a change in events (variable X) on other events (variable Y) (Sugiyono, 2014). In this study, it was converted to examine the presence or absence of the influence of social media influencers and brand ambassadors on brand image. The multiple linear regression analysis of this study is as stated by Ridwan and Akdom (2007) below:

$$\hat{Y} = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$$

where:

- Y = Dependent variable, i.e. brand image
- $\beta_1, \beta_2$  = Regression coefficient
- $\beta_0$  = Constant values
- $X_1$  = Independent variable, i.e. social media influencers
- $X_2$  = Independent variable, i.e. brand ambassador
- e = Standard error

b. Test to determine the significance of the influence of each independent variable on the dependent variable individually and assume the dependent is constant. This test can be done by looking at the coefficient table in the sig column (significance) of the test results with SPSS 25 software. The basis for testing hypotheses is if the significance value is smaller than the significant level used ( $\alpha = 0.10$ ), it can be concluded that there is a significant influence of the independent variable on the dependent variable. If the significance value is greater than the significant level used ( $\alpha = 0.10$ ), it can be concluded that there is no significant effect of the independent variable on the dependent variable.

## IV. RESULTS

### 5.1 Characteristics of the samples

Respondents in this study were active students of Hasanuddin University, actively using social media and Nature Republic products. The characteristics of respondents in this study included class, age, and source of information to know the Nature Republic brand. The samples used in this study were 67 respondents from a total population of 204 students.

Respondents in this study are identified according to class as can be seen in Table 1:

<b>Class</b>	<b>Frequency (Students)</b>	<b>Percentage (%)</b>
2016	25	39.1
2017	22	31.9
2018	20	29.0
<b>Total</b>	<b>67</b>	<b>100</b>

Table 1. Characteristics of Respondents by Class

Characteristics of respondents by age can be seen in Table 2:

<b>Age (Year)</b>	<b>Frequency (Students)</b>	<b>Percentage (%)</b>
< 20	10	14.5
20 - 22	55	82.6
>22	2	2.9
<b>Total</b>	<b>67</b>	<b>100</b>

Table 2. Characteristics of Respondents by Age

Characteristics of respondents by source of information related to the Nature Republic brand can be seen in Table 3:

<b>Source of Information</b>	<b>Frequency (Students)</b>	<b>Percentage (%)</b>
Social Media Influencers	56	84.1
Brand Ambassadors	11	15.9
<b>Total</b>	<b>67</b>	<b>100</b>

Table 3. Characteristics of Respondents by Sources of Information

## 5.2 Validity and Reliability Tests

Validity test is conducted to determine the validity of research variables. The rtable that has been set with the provisions of the standardized validity for the three variables of this study was 0.203. If a statement  $> 0.203$ , it is valid; on the contrary, if a statement  $< 0.203$ , it is invalid. The validity test results can be seen in the following table:

Variable	Statement	$r_{count}$	$r_{table}$	Conclusion
<i>Social Media Influencers</i> ( $X_1$ )	1	0.538	0.203	Valid
	2	0.444	0.203	Valid
	3	0.461	0.203	Valid
	4	0.595	0.203	Valid
	5	0.639	0.203	Valid
	6	0.683	0.203	Valid
	7	0.673	0.203	Valid
	8	0.691	0.203	Valid
	9	0.512	0.203	Valid
	10	0.717	0.203	Valid
	11	0.678	0.203	Valid
	12	0.681	0.203	Valid
	13	0.651	0.203	Valid
<i>Brand Ambassador</i> ( $X_2$ )	14	0.900	0.203	Valid
	15	0.890	0.203	Valid
	16	0.834	0.203	Valid
	17	0.906	0.203	Valid
	18	0.562	0.203	Valid
<i>Brand Image</i> ( $Y$ )	19	0.619	0.203	Valid
	20	0.552	0.203	Valid
	21	0.716	0.203	Valid
	22	0.694	0.203	Valid
	23	0.651	0.203	Valid
	24	0.769	0.203	Valid
	25	0.818	0.203	Valid
	26	0.546	0.203	Valid
	27	0.750	0.203	Valid
	28	0.625	0.203	Valid
	29	0.770	0.203	Valid

Table 4. Results of Validity Test

Reliability test is used to measure a questionnaire which is an indicator of a variable. An instrument is said to be reliable or consistent if it is used several times to measure the same object, it will produce the same data or answers and can be trusted or reliable. In this study, the technique for calculating the reliability index was by using the Cronbach's Alpha method. Given that if the value of Cronbach's alpha < 0.60, it is unreliable; while if the value of Cronbach's alpha > 0.60, it is reliable (Sugiyono, 2017). The reliability test results are presented as follows:

No.	Variable	Cronbach's Alpha Based on Standardized Items	Reliability Standard	Conclusion
1	Social Media Influencers(X <sub>1</sub> )	0.855	0.60	Reliable
2	Brand Ambassador (X <sub>2</sub> )	0.905	0.60	Reliable
3	Brand Image (Y)	0.888	0.60	Reliable

Table 5. The results of reliability test

From Table 4 and Table 5, it can be seen that all variables have rcount-value > 0.203 and a Cronbach's Alpha value > 0.60. Therefore, it can be concluded that all items in the questionnaire are valid and reliable.

### 5.3 Multiple Linear Regression Analysis

Multiple linear regression analysis was performed to calculate the effect of independent variables of social media influencers and brand ambassadors simultaneously on the dependent variable of brand ambassadors. The results of multiple linear regression analysis are presented in Table 6 as follows:

Model	Coefficients <sup>a</sup>			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	15.565	5.453		2.854	0.006
1 Social Media Influencers	0.374	0.097	0.385	3.857	0.000
Brand Ambassador	0.855	0.196	0.435	4.364	0.000

a. Dependent Variable: Brand Image

Table 6. The results of multiple linear regression analysis

The results of multiple linear regression analysis show that social media influencers (X<sub>1</sub>) and brand ambassadors (X<sub>2</sub>) had a positive and significant impact on brand ambassadors. From Table 6, the following regression model equation was obtained:

$$Y = 15.565 + 0.374X_1 + 0.855 X_2$$

With a constant value of 15.565, where if the social media influencers and brand ambassador variables are considered zero, the brand ambassador value on the Nature Republic product is 15.565 percent. There is also the value of the regression coefficient for the variable of social media influencers, i.e. 0.374, meaning that social media in-

fluencers had a positive effect on brand image on Nature Republic products by 0.374 percent. Furthermore, the regression coefficient for the brand ambassador variable is 0.855, meaning that the brand ambassadorshada positive effect on the brand image of the Nature Republic product of 0.855.

Table 7 presents information related to the significance of each independent variable on the dependent variable. If the value of  $t_{count} > t_{table}$ , the independent variable has effect on the dependent variable. Vice versa, if the level of significance  $< 0.10$ , it can be stated that the independent variable has partially positive and significant effect on the dependent variable.

Code	Variable	Bi	$t_{count}$	$t_{table}$	Sig.	Conclusion
X <sub>1</sub>	Social Media Influencers	0.374	3.857	1.669	0.000	Significant
X <sub>2</sub>	Brand Ambassador	0.855	4.364	1.669	0.000	Significant

Table7. The results of t-test

From Table 7, the results of the t-test for each variable are obtained. H2 is accepted because  $t_{count} (3,857) > t_{table} (1.669)$  and Sig. (0.000)  $< 0.010$ , meaning that partially social media influencers had a significant and positive effect (value  $> 0$ ) on brand image. Furthermore, H3 is accepted because  $t_{count} (4.855) > t_{table} (1.669)$  and Sig. (0.000)  $< 0.10$ , meaning that partially brand ambassadors had a significant and positive effect (value  $> 0$ ) on the brand image.

## VI. RESULTS AND CONCLUSION

### 6.1 Results

This study explains how the effect of social media influencers and brand ambassadors on Brand Image. The results of the research show that the independent variable of social media influencer and brand ambassador had a significant and positive effect on the dependent variable of brand image. The partial relationship between each independent variable and the dependent variable is described as follows:

#### 6.1.1 The Dominant effect of Brand Ambassador Compare to Social Media Influencer

The results of multiple linear regression analysis obtained the value of the brand ambassador variable regression coefficient (X2) of 0.855 greater than the value of the regression coefficient of the SMIs variable (X1) which is 0.374%. From these results it can be seen that the influence of brand ambassadors on brand image is dominant compared to the effect of SMIs on brand image.

Brand ambassadors have a formal and long-term relationship with the product. They must be able to master every detail of the product so that they can represent the company in communicating the best parts of the product. They emerge continuously with product attributes to form brand attachments. Brand ambassadors are often contracted exclusively on exclusive contracts. They may only promote one of similar products in the long term so that indirectly creates brand association -All things about them directly relate to the product.

Compared to brand ambassadors, the relationship between SMIs and products is short term. They usually promote the product only once or twice. Their relationship with the product is not exclusive, so it is not common for them to promote similar products from different companies. This is likely to cause the absence of brand association between products and SMIs so that product brands do not always appear in the minds of their followers

### 6.1.2 The Effect of Social Media Influencers on Brand Image

From the questionnaire answers, the dominant respondents who know the Nature Republic products from social media influencers were from class 2015 with an age range of 20-22 years old. The third item on the questionnaire had reasonable and objective arguments for which the most answers were strongly agreed. The ability to argue with social media influencers can be used as a strength in enhancing the brand image of Nature Republic.

The level of expertise affects the level of consumer attachment to information provided by social media influencers, while credibility affects consumers' interpretation of the information provided in the content. Expertise generally can enhance consideration made by brands, where the attractiveness of social media influencers leads to



a more favorable attitude towards products advertised by social media influencers.

The research results show that social media influencers had a positive and significant effect on brand image in Nature Republic. Based on the results of the multiple linear regression equation, the regression coefficient value for social media influencers (X1) variable is 0.374, meaning that social media influencers had a positive influence on brand image in Nature Republic, i.e. 0.374 percent. From the results of the regression test, the social media influencers probability value of 0.000, because the probability value of  $0.000 < 0.10$  with  $t_{count} (3.857) > t_{table} (1.669)$ , it can be concluded that the social media influencers variable had a significant effect on brand image in Nature Republic products.

The results of this study are in line with the findings of Gulamail and Persson (2017) and Ryan and Jones (2009) which proved that social media influencers positively and significantly affected brand image. SMIs already have the trust of their online counterparts, and their opinions can have a tremendous impact on online reputation, including the brand of a product. If an influencer is considered an expert in the field of content, it is very likely that consumers will adopt the information provided by the influencer.

### 6.1.3 The effect of Brand Ambassador on Brand Image

From the questionnaire answer, it was found that the first statement related to the high popularity possessed by the brand ambassadors was the one who gave the most answers "absolutely agree". The high popularity factor owned by the brand ambassador can be used as a strength in improving the brand image of Nature Republic products. The results of this study are in line with Soehadi (2012), explaining that a brand ambassador is someone who presents the best portrait or image of a product. This person is usually from among celebrities or other popular people.

The analysis shows that brand ambassadors had positive and significant influence in enhancing the brand image of Nature Republic products. The result of multiple linear regression analysis shows the regression coefficient of the brand ambassador variable (X2) of

0.855, meaning that the brand ambassador had a positive influence on the brand image of Nature Republic products by 0.855 percent. The probability value of the brand ambassador variable is  $0.000 < 0.10$  with  $t_{count} (4.364) > t_{table} (1.669)$ . Therefore, it can be concluded that the brand ambassador variable had a significant effect on brand image on Nature Republic products. The results of this study are in line with Mardiyah (2010) and Rizky (2016) that prove the positive and significant influence of brand ambassadors in improving brand image.

## 6.2 Limitation of this research and suggestions for future research

It is expected that further researchers will be able to further refine this research by using factors other than those examined as variables that affect brand image. Additional variables might provide a better insight for the researchers to understand each variable assessed in this study.

The research respondents used in this study were only limited to students at University of Hasanuddin, Makassar. Future research should employ more samples to conduct this research and more diverse occupations to capture better pictures for the results of this study.

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Revista de Ciencias Humanas y Sociales

Año 35, N° 20, (2019)

Esta revista fue editada en formato digital por el personal de la Oficina de Publicaciones Científicas de la Facultad Experimental de Ciencias, Universidad del Zulia.

Maracaibo - Venezuela

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