

Measurement Tool for Analyzing the Influence of Brand Ambassador and Social Media Advertising on Brand Loyalty through Brand Trust of Wardah Indonesia

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Abstract

The cosmetics industry is experiencing rapid growth, driven by increasing consumer demand, particularly among women. Companies in personal care and cosmetics industry such as Wardah are actively creating and improving high-quality products to cater to consumer needs and differentiate themselves in the competitive market. The cosmetics market's tendency shows a relatively low level of brand loyalty in Indonesia. The objective of this research is to develop and validate a measurement tool for assessing how brand ambassadors and social media advertising influence brand loyalty, with brand trust as a mediating factor. The study employed SPSS for data analysis and utilized a purposive sampling approach, focusing on 30 Wardah customers as participants. A preliminary test was conducted to verify the instrument's validity and reliability. The resulting measurement tool consists of 4 variables and 55 items, and it has been deemed appropriate for use in further research.

Keywords

Brand Ambassador, Brand Loyalty, Brand Trust, Social Media Advertising

1. Introduction

The cosmetics industry is experiencing a surge in popularity, fueled by the growing enthusiasm of consumers, particularly women, for exploring and choosing the perfect products. According to Statista as cited in Databoks (2022), the beauty & personal care industry is expected to generate US\$7.23 billion or IDR 111.83 trillion in sales by 2022. The market is estimated to grow annually by 5,81% by CAGR or growth rate per year from 2022 – 2027. This trend is evident in the industry's rapid growth and expansion, suggesting a strong and vibrant future. Companies in personal care and cosmetics industry such as Wardah are actively creating and improving high-quality products to cater to consumer needs and differentiate themselves in the competitive market.

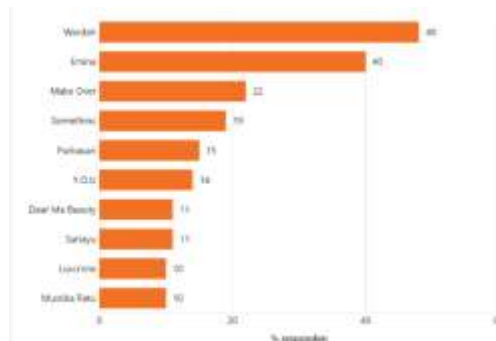


Figure 1. Local Cosmetics Brand Most Widely Used in 2022

Based on Figure 1, it shows local cosmetics brand most widely used in Indonesia 2022 and Wardah rank in 1st place overcome its competitors. The standing of a brand in the market or among consumers is crucial for establishing trust. Trust plays a crucial role in strategic partnerships that is when customers have confidence in the brand, the company stands to acquire valuable resources (Sitorus, et al. 2022). Thus, it implied that in 2022 Wardah has a high consumers' perception to trust the brand. However, in figure 1.6 below, there is a decrease in the trend index for the Wardah brand from 2022 until 2024 in several subcategories of Wardah cosmetics and beauty care.

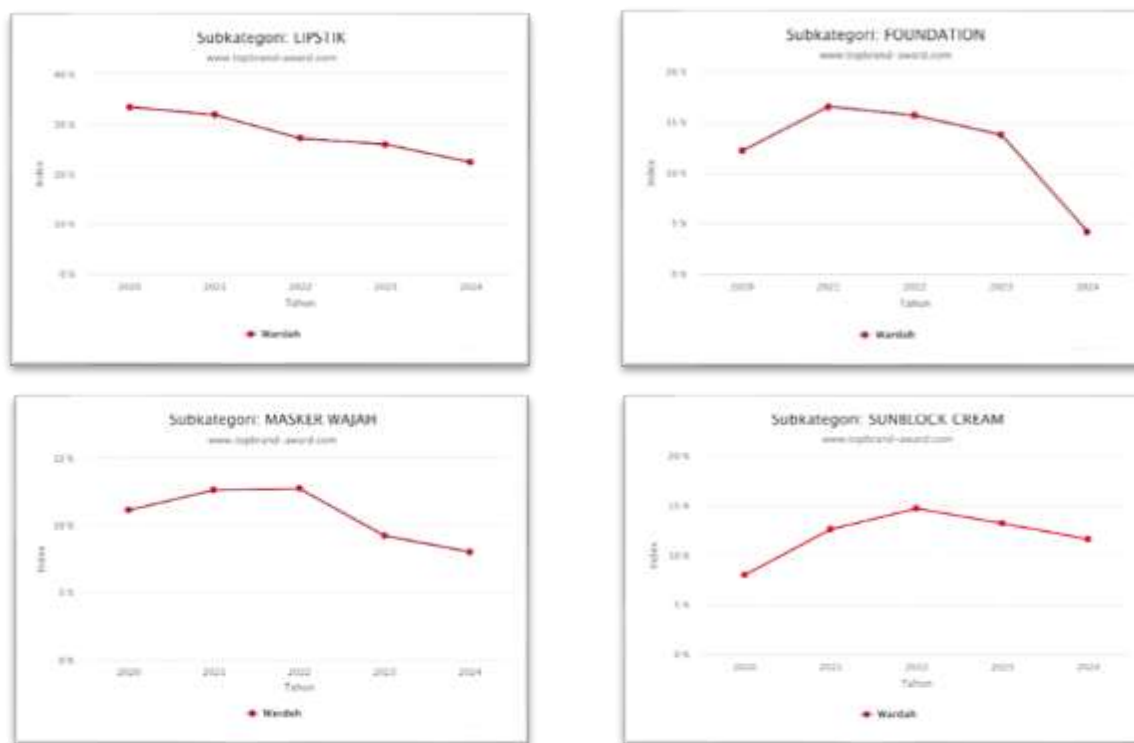


Figure 2. Brand Index of Wardah Product 2020 – 2024

Brands with strong brand loyalty typically enjoy a larger market share, as devoted customers frequently make repeat purchases and help expand the brand (Doyle et al., 2013). In addition, according to Nancy Giddens (2002) as cited in Firmansyah (2019), a commitment to a brand reflects a strong connection and loyalty to that brand. Based on those aspects of commitment and market share which related to brand loyalty it can indicate that Wardah has experience a decline in brand loyalty in 2022 until 2024 in several subcategories of cosmetics and beauty care. The research conducted by Worldpanel Indonesia shows a relatively low level of consumer and brand loyalty in Indonesia. The cosmetics market's tendency toward brand switching is fueled by the preference of at least 88% of Indonesian customers to try out several brands for the same product (Techno Business, 2020).

While company may not be able to completely control consumer choices due to the ease of information access, they can cultivate stronger brand loyalty to encourage repeat purchases and build a loyal customer base. The strategies can be through brand ambassador and social media advertising. According to Lea Greenwood (2012) cited in (Masyita and Yuliati, 2017) brand ambassadors help firms engage and connect with their target customers deeper, in the process increasing up product sales. Dewi Sandra as brand ambassador of Wardah has the most followers on Instagram. Furthermore, social media advertising is ranked as the third most effective channel for brand, product, and service discovery in Indonesia, with 37.6% of the country's internet users encountering new offerings through this medium (AJ Marketing, 2023). Social media advertising facilitates interactive and personalized consumer engagement. It allows users to actively participate in the promotional process by interacting with content through various actions such as endorsing, distributing, providing feedback, creating original posts, and gaining insights about

products and brands (Tuten, 2023). This study aims to determine a measurement tool for how brand ambassador and social media advertising influence brand loyalty through brand trust for Wardah in Indonesia.

2. Literature Review

2.1 Marketing

According to Kotler and Keller (2016) in the American Marketing Association's definition, marketing is an essential organizational function involving processes that aim to create, communicate, and deliver value to customers. It also focuses on managing customer relationships to benefit both the organization and its stakeholders. Marketing, as described by Kotler and Armstrong (2014), is a social and managerial process through which individuals and groups satisfy their needs and wants by creating and exchanging products and value with others. The primary objective of marketing is to attract new customers by delivering value that fosters retention, and to assure former customers by consistently offering satisfaction and value.

2.2 Marketing Communication

According to Kotler & Keller (2016) cited in (Indrawati, et al. (2023), marketing communication is how companies tell consumers about their products and brands, with the aim of building awareness, interest, desire, and ultimately, sales. Communication is key element for marketing in this era of digital media. As a result, marketing communication is important for grabbing consumers' attention, winning them over, and increasing their desire to make purchases. Types of digital marketing media according to David & Elis Chadwick (2019) cited in (Indrawati et al., 2023), such as owned media, earned media, dan paid media.

2.4 Brand Ambassador

A person who endorses a brand on behalf of a well-known public figure is known as a brand ambassador (Dewi, et al. 2020). According to Kotler and Armstrong (2014), brand ambassador is a person who spreading awareness about company's product. Customers are influenced through the deployment of brand ambassadors. The objective of using brand ambassadors is to boost the advertising message so that customers would more readily accept it and makes it simpler to gain consumer confidence in the advertised products (Kertamukti, 2015). Therefore, to effectively promote a product, Brand Ambassador needs to generate positive influence, ultimately driving consumer interest in purchasing it. According to Rossister and Percy (1987) in (Chandra & Indrawati, 2023), the VisCAP (Visibility, Credibility, Attraction, and Power) model, which is frequently used to evaluate feasible figures based on the public's view of that figure, may be used to determine the characteristics of a brand ambassador.

1. Visibility, someone who exudes enough charisma to captivate the audience's attention. They have a commanding presence and are widely recognized in the public eye, making them instrumental in drawing attention to the promoted product. In this study, there are 4 items in visibility.
2. Credibility, the audience's evaluation of an influencer's qualities, which results in their following, is determined by the influencer's character and the credibility they accumulate. In this study, there 5 items in credibility.
3. Attraction which possesses two attributes: Likability, which evaluates an influencer's appeal in terms of their ability to positively impact a company, reflected in their appearance and mannerisms. Similarity, which gauges the effectiveness of an advertisement by comparing the emotional resonance conveyed in the commercial. In this study, there are 6 items in attraction
4. Power which can gauges the influencer's impact based on their prominence and assesses unique selling points exclusive to the brand, not available to competitors. In this study, there are 3 items in power.

2.5 Social Media Advertising

According to Kotler and Keller in (Indika and Jovita, 2017) social media advertising is an example of marketing communications where businesses utilize written content, photographs, and other types of electronic or online media to draw in customers and enhance their image as a company in addition to increase sales. According to Kotler and Armstrong (2016) in Indrawati, et al. (2023), social media platforms offer marketers a paid advertising avenue to showcase their brands and reach a targeted audience. According to Kotler and Armstrong (2018) in Indrawati, et al. (2023) defines advertising as any activity carried out by a sponsor or specific firm that involves telling the public about a concept, a product, or a service in exchange for a particular fee. Social media advertising itself is included in

paid media, a type of digital communication media where organizations or individuals pay to display promotional content to a wider audience via paid platforms. This strategy aims to increase visibility, narrow down the market to a more attainable goal, and yield faster results than with an organic method of marketing (Indrawati, et al. 2023).

2.6 Brand Trust

According to Chaudhuri & Holbrook (2001) in (Sitorus, et al. 2022) brand trust is the customer's willingness to relies on customers' ability to perform brand function. According to Kertajaya in Santoso (2021) brand trust based on the company's perspective is a successful brand that leaves a customer with memorable brand experience, sustainable in long term that is built on the integrity, honesty, and respect of the brand.

2.7 Brand Loyalty

Brand loyalty exists when a consumer has such a strong positive perception of a brand that they consistently repurchase its services and products, regardless of enticing marketing or unforeseen situations that could push them to consider alternatives (Samuel & Claranita, 2020). According to Soegoto (2016) in Suastini (2022) fostering loyalty, whether in personal relationships or with brands, requires delving into the factors that shape people's values and cultivate trust. Build a brand loyalty goes beyond simply having customers, it requires a strategic approach to nurturing relationships. Brand loyalty is formed when the value perceived by visitors match the expectations of the brand.

2.8 Research Framework

According to Sekaran & Bougie (2016), research framework forms the essential foundation of the entire research endeavor, systematically constructed, elucidated, and solidified through interviews, literature reviews, and the interconnected network of pertinent variables related to the topic. Additionally, knowledge and experience play a crucial role in shaping the research framework. This study is about brand ambassador and social media advertising on brand loyalty with brand trust as intervening variable.

Research framework from Aisyah (2023) is adopted in this study. Aisyah's (2023) research stated that the regional brand ambassador of Lazada, Lee Min Ho, have positive relationship but does not impact brand trust and brand loyalty, either directly or indirectly. Moreover, the research reveals that social media advertising only affects brand trust but not brand loyalty. Nevertheless, through the mediation of brand trust, social media advertising indirectly able to influence brand loyalty. Furthermore, according to Juliono, et al. (2022) brand ambassador is able to influence brand loyalty.

Drawing from the findings and interpretations of prior research, the research framework can be articulated to delineate the independent variable brand ambassador (X1) and social media advertising (X2) on dependent variable of brand loyalty (Y) with brand trust as mediating variable. The research framework is illustrated as follows:

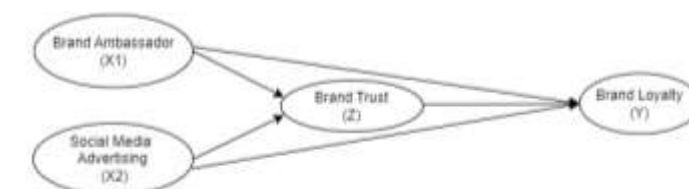


Figure 3. Theoretical Framework

Source: Previous Research (2023)

3. Research Method

The method uses in this study is quantitative method which enable to identify correlations between two or more variables in addition to providing a numerical description of phenomena through the use of statistics (Indrawati, 2015). The sampling technique used was non-probability purposive sampling, as described by Indrawati (2015), this method involves deliberately choosing specific participants based on predetermined criteria, rather than giving all population members an equal chance of selection. This study employed questionnaire as primary data collection and SPSS to analyze the collected data. This study using SPSS to determine validity, which assesses how well a

measurement tool captures its intended construct, the researcher performed validity evaluations. Additionally, reliability tests were conducted to gauge the consistency and stability of the measurements. These assessments aimed to minimize measurement errors and enhance the trustworthiness of the results, as outlined by Indrawati (2015).

The items questionnaire in this study is adopted from the item questionnaire in previous study (Aisyah, 2023). The goal of this evaluation is to obtain expert feedback to improve the questionnaire items so that they better meet the research needs. Subsequently, to ensure that each questionnaire item is clear, the researcher must conduct a readability assessment with participants. The items for each variable are detailed in the table below.

Table 1. Questionnaire Items

Variable	Code	Items
Brand Ambassador (X1)	BA1	I think Dewi Sandra as brand ambassador of Wardah is famous.
	BA2	I think Dewi Sandra as Wardah’s brand ambassador has frequent appearances in public.
	BA3	I think Dewi Sandra as Wardah’s brand ambassador has many fans.
	BA4	I think Dewi Sandra as Wardah’s brand ambassador is public influencer.
	BA5	I believe Dewi Sandra as Wardah’s brand ambassador is mastering the brand
	BA6	I think Dewi Sandra as Wardah’s brand ambassador is trustworthy.
	BA7	I think Dewi Sandra as Wardah’s brand ambassador is sincere.
	BA8	I believe Dewi Sandra as Wardah’s brand ambassador is credible in convincing buyers.
	BA9	I think Dewi Sandra as Wardah’s brand ambassador has confidence.
	BA10	I think Dewi Sandra as Wardah’s brand ambassador is enchanting.
	BA11	I think Dewi Sandra as Wardah’s brand ambassador is good looking.
	BA12	I think Dewi Sandra as Wardah’s brand ambassador has good personality.
	BA13	I think Dewi Sandra as Wardah’s brand ambassador has likeable personality.
	BA14	I think Dewi Sandra as Wardah’s brand ambassador is representing the product.
	BA15	I think Dewi Sandra as Wardah’s brand ambassador is representing the brand.
	BA16	I think Dewi Sandra as Wardah’s brand ambassador has the power to attract potential buyers.
	BA17	I think Dewi Sandra as Wardah’s brand ambassador has a strong influence on buyers
	BA18	I think Dewi Sandra as Wardah’s brand ambassador attracts buyers with her name.
Social Media Advertising (X2)	SM1	I feel Wardah ads is attractive.
	SM2	I feel the product offers is attractive.
	SM3	I think Wardah’s ads has compelling messages.
	SM4	I think Wardah’s ads is visually attractive.
	SM5	I believe Wardah’s ads is easy to remember.
	SM6	I feel Wardah’s ads is different with competitor.
	SM7	I think Wardah’s ads is easy to recognize.
	SM8	I believe Wardah’s ads interest people to shop.
	SM9	I believe the messages interest people to shop.
	SM10	I believe Wardah’s products interest people to shop.
	SM11	I believe it is entertaining enough to interest people to shop.
	SM12	I think Wardah’s ads encourages viewers’ desire to shop
	SM13	I think the ads information encourages viewers’ desire to shop
	SM14	I think the content of Wardah’s ads encourages viewers to shop
	SM15	I think the ads of Wardah attract people to investigate
	SM16	I think Wardah’s ads attract people to shop
	SM17	I think Wardah’s ads attract people to repurchase

Brand Trust (Z)	BT1	I feel Wardah is thoughtful brand.
	BT2	I feel Wardah is indulgence brand.
	BT3	I feel Wardah is honest brand.
	BT4	I feel Wardah is trustworthy brand.
	BT5	I believe Wardah is competence brand.
	BT6	I believe Wardah is reliable brand.
	BT7	I think Wardah is dependable.
	BT8	I think Wardah is less risks.
	BT9	I feel less worried of the Wardah's brand.
	BT10	I am willing to search information about Wardah.
	BT11	I am willing to obey the rules.
	BT12	I am willing to follow suggestions
Brand Loyalty (Y)	BL1	I purchase or use Wardah regularly.
	BL2	I am willing to repurchase Wardah.
	BL3	I am willing to purchase lines from the same brand of Wardah.
	BL4	I am willing to purchase new product from the same brand of Wardah.
	BL5	I am willing to recommend Wardah to others.
	BL6	I am willing to promote Wardah to others.
	BL7	I feel uneasy to switch to other brands.
	BL8	I feel uneasy to switch to a cheaper brand.

4. Research Method and Analysis

The researcher initiated the study with preliminary test or pilot test to evaluate questionnaire's validity main research. The pilot test involved of 30 respondents of Wardah's consumers. The data gathered from those respondents is utilized to conduct validity and reliability assessments. Validity is crucial test of research as it determines how precisely an instrument measures its intended construct. As Indrawati (2015) notes, a higher validity score suggests a stronger alignment between what the instrument actually measures and what's design to measure. For this study, the questionnaire's validity is assessed using Corrected Item-Total Correlation (CITC) as r-count. The test is performed with significance level (α) of 0.05 and sample size (n) of 30 respondents, which resulted in a correlation threshold (r-table) of 3.61. This pilot test allows researcher to fine-tune the measurement tool before deploying it in the full-scale study.

Table 2. Validity Test Result

Variable	Item Code	r-Statistics	r-Table	Result
Brand Ambassador (X1)	BA1	0.788	0.361	Valid
	BA2	0.708	0.361	Valid
	BA3	0.377	0.361	Valid
	BA4	0.564	0.361	Valid
	BA5	0.637	0.361	Valid
	BA6	0.593	0.361	Valid
	BA7	0.423	0.361	Valid
	BA8	0.697	0.361	Valid
	BA9	0.518	0.361	Valid
	BA10	0.579	0.361	Valid
	BA11	0.663	0.361	Valid
	BA12	0.629	0.361	Valid

	BA13	0.527	0.361	Valid
	BA14	0.629	0.361	Valid
	BA15	0.698	0.361	Valid
	BA16	0.669	0.361	Valid
	BA17	0.600	0.361	Valid
	BA18	0.714	0.361	Valid
Social Media Advertising (X2)	SM1	0.791	0.361	Valid
	SM2	0.543	0.361	Valid
	SM3	0.640	0.361	Valid
	SM4	0.643	0.361	Valid
	SM5	0.581	0.361	Valid
	SM6	0.416	0.361	Valid
	SM7	0.538	0.361	Valid
	SM8	0.705	0.361	Valid
	SM9	0.678	0.361	Valid
	SM10	0.715	0.361	Valid
	SM11	0.605	0.361	Valid
	SM12	0.590	0.361	Valid
	SM13	0.664	0.361	Valid
	SM14	0.586	0.361	Valid
	SM15	0.490	0.361	Valid
	SM16	0.573	0.361	Valid
	SM17	0.489	0.361	Valid
Brand Trust (Z)	BT1	0.724	0.361	Valid
	BT2	0.684	0.361	Valid
	BT3	0.684	0.361	Valid
	BT4	0.658	0.361	Valid
	BT5	0.531	0.361	Valid
	BT6	0.740	0.361	Valid
	BT7	0.793	0.361	Valid
	BT8	0.737	0.361	Valid
	BT9	0.581	0.361	Valid
	BT10	0.663	0.361	Valid
	BT11	0.625	0.361	Valid
	BT12	0.661	0.361	Valid
Brand Loyalty (Y)	BL1	0.752	0.361	Valid
	BL2	0.711	0.361	Valid
	BL3	0.499	0.361	Valid
	BL4	0.429	0.361	Valid
	BL5	0.684	0.361	Valid
	BL6	0.709	0.361	Valid
	BL7	0.691	0.361	Valid
	BL8	0.774	0.361	Valid

According to the data presented of items questionnaire, the validity test performed using SPSS with Corrected Item-Total Correlation is considered valid, indicating that all the questionnaire items have passed the validity assessment. Furthermore, reliability is crucial in research as it ensures that measurement results are dependable, consistent, and stable, thus reducing measurement errors and increasing trustworthiness (Indrawati, 2015). Reliability is usually evaluated with Cronbach's Alpha for questionnaires with multiple items. A Cronbach's Alpha value above 0.70 is typically considered indicative of reliable results. This measure is widely used to determine the reliability of

multi-item questionnaires, with items deemed reliable if they achieve a Cronbach's Alpha score above 0.70. Thus, the result of reliability test is written below.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Cut-off	Result
Brand Ambassador (X1)	0.923	0.7	Reliable
Social Media Advertising (X2)	0.917	0.7	Reliable
Brand Trust (Z)	0.922	0.7	Reliable
Brand Loyalty (Y)	0.883	0.7	Reliable

This study evaluated a measurement tool with 4 variables and consists of 55 items. The results of validity and reliability test demonstrates that the tool is both valid and reliable, indicating its suitability for further use.

5. Conclusion

The measurement tools used in this research were tested with 30 respondents who are consumers of Wardah. According to Table 4, all statement items for the measurement variables have values exceeding the r-table (0.361), indicating that each item is valid. Furthermore, the reliability test results show that the Cronbach's Alpha value is greater than 0.7, confirming that all variables are reliable. This study has demonstrated that the instruments, which include 4 variables and 55 items, are both valid and reliable. Consequently, the proposed measurement model is deemed ready for use in future research.

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