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The Effect of Social Media Marketing and K-Drama Brand Ambassadors on Azarine Sunscreen Products in Indonesia

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Abstract
This study examines the impact of social media marketing and brand ambassadors on consumer buying interest in Azarine sunscreen products in Indonesia. It employs quantitative research methods, using primary data collected through questionnaires distributed to potential consumers. Purposive sampling is used as the sampling technique. The data is analyzed using multiple linear analysis, with prior validity and reliability tests conducted. The findings reveal that social media marketing has a positive and significant effect on consumer buying interest in Azarine sunscreen products in Indonesia, indicated by a t-test value of 3.244 with a significance level of 0.002 (< 0.05). However, the brand ambassador variable has a positive but insignificant effect, with a value of 0.944 and a significance level of 0.347 (> 0.05). The F-test results demonstrate that both social media marketing and brand ambassador variables positively influence consumer buying interest, as evidenced by an F-count of 6.234 and a significance level of 0.003 (< 0.05). The R2 value of 0.102 (10.2%) indicates that social media marketing and brand ambassadors account for 10.2% of consumer buying interest, while the remaining 88% is influenced by other unexplored factors.

Keywords: Marketing Communication, Social Media Marketing, Brand Ambassador, Consumer Buying Interest

INTRODUCTION

Empirical research by Naufal and Nurafni (2021) shows the influence of social media marketing and brand ambassadors on buying interest in Matoa, Indonesia. In this study, partially, (T-test) the variables of social media and brand ambassadors significantly affect the buying interest in Matoa, Indonesia.

In addition, other studies have shown different results, such as research by Bagus Satriyo (2021), which examines the influence of social media marketing on buying interest in UMKM organic products. The results show that social media marketing does not significantly affect the buying interest in their products. Another study by Agnes and Budi (2022), which study the role of the brand ambassador on consumer buying interest (a case study of Co-Branding Samsung X BTS), shows that the brand ambassador variable does not significantly affect buying interests.

The above research phenomenon describes different results due to diverse research objects and can affect consumer buying interest. This phenomenon can directly affect consumer buying interest in each company. Based on the stated background, the researchers in this study intend to develop research on the influence of social media marketing and k-drama brand ambassadors on consumer buying interest in Azarine sunscreen products in Indonesia. This type of research is quantitative research.

LITERATURE REVIEW

A. Social Media Marketing

According to Gunelius (2011: 10), social media marketing is a direct or indirect marketing activity used to build awareness, memory, and behavior of brands or companies, products, people, or other entities that run using the social web, such as Blogs, microblogs, social

networks, social bookmarking, content sharing. Social media marketing encourages individuals' processes to promote and communicate about their websites, products, or services through online social media channels with the aim of marketing to a much larger community than traditional advertising channels. Based on the above understanding, social media means to carry out two-way activities in various forms of exchange, collaboration, and getting to know each other in written, visual, and audio-visual formats. Social media starts from three things, namely sharing, cooperation, and relationships.

B. Brand Ambassador

A brand ambassador is one of the marketing strategies made by a company to be able to attract people's attention. In selecting a brand ambassador, the company is very strict to find the right person who can describe the product fairly and accurately. According to Lea-Greenwood (2012), brand ambassadors are the tools used to build communication and connections with people about how companies are improving their sales. Companies use brand ambassadors to communicate, influence, and invite consumers.

C. Consumer Buying Interest

Kotler and Keller in Raemon (2016: 9) state that purchase motivation is consumer behaviour where a consumer wants to buy or choose a product based on the experience of product selection, use, consumption, and even desire.

D. Framework

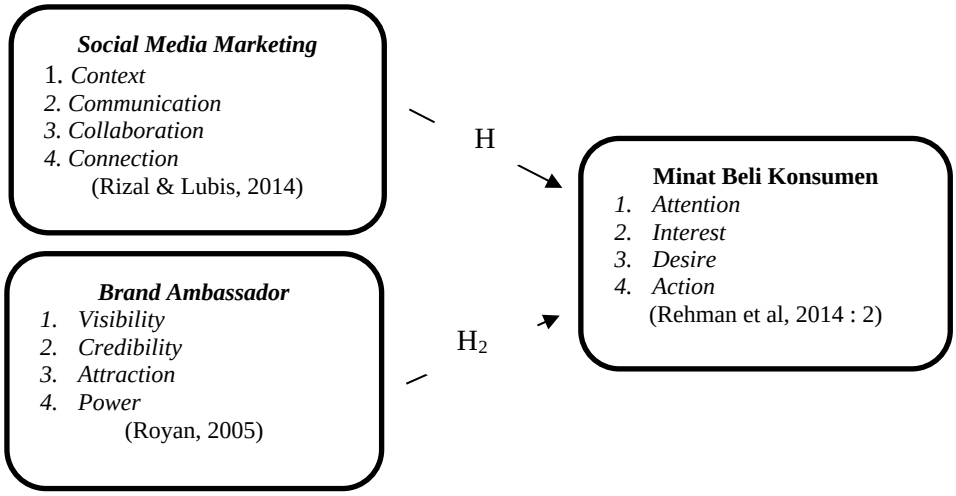

Figure 1. Framework

RESEARCH METHOD

Research Design

This research was conducted in a cosmetic store. In this study, researchers used a quantitative approach. This approach is selected because it is one type of research with its specifications, systematic, planned, and clearly structured from the beginning to the research design.

Population and Sample

All the population in this study were all prospective consumers of Azarine sunscreen in Indonesia. This study used a purposive sampling technique, in which the sample was selected from a population by request of the researcher. Because the population in this study is extensive and infinite, the sample size is calculated using the Cochran formula in Beni Ahmad. S and Yana Sutisna. Based on these calculations, the sample in this study was 385 samples.

RESEARCH RESULT

Validity test

If the instrument is valid, then the criteria used or the minimum limit of an instrument or test limit is declared valid or considered eligible, or if the coefficient of rcount ≥ 0.300 (Gunawan R. Sudarmanto, 2005:88). The results of the validity test on social media marketing and brand ambassador variables on consumer buying interest showed that the correlation coefficient was ≥ 0.300. Thus, it can be concluded that all questionnaire items are valid.

Reliability Test

A variable is said to be reliable if the value of the Cronbach alpha is > 0.60 (Ghozali 2005: 42). The results of the reliability test on the social media marketing questionnaire obtained a Cronbach alpha value of 0.904 > 0.60, the results of the reliability test on the brand ambassador questionnaire obtained a Cronbach's alpha value of 0.627 > 0.60, and the results of the reliability test on the consumer buying interest questionnaire obtained the value of Cronbach's alpha of 0.814 > 0.60. Therefore, all questionnaires on social media marketing variables, brand ambassadors, and consumer buying interest were declared reliable. Therefore, it can be concluded that the data collected through the questionnaire are declared reliable and trustworthy.

Classic Assumption Test

Normality Test

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			113
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		.24434877
Most Extreme Differences	Absolute		.111
	Positive		.105
	Negative		-.111
Test Statistic			.111
Asymp. Sig. (2-tailed)			.002[c]
Monte Carlo Sig. (2-tailed)	Sig.		.113[d]
	99% Confidence Interval	Lower Bound	.104
		Upper Bound	.121

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 624387341.

The normality test of the data can be carried out using the Kolmogorov-Smirnov one sample test with the following conditions: the data is normally distributed if the significance is greater than 5% or 0.05. In contrast, if the Kolmogorov-Smirnov test results for one sample produce a significance value of less than 5% or 0.05, then the data is not normally distributed (Ghozali, 2016). Based on the test results in Table 1, the results of the One-Sample Kolmogorov-Smirnov Test resulted in Monte Carlo Significance > 5% or 0.05 (0.113 > 0.05). Thus, it can be concluded that the data regression model is normally distributed.

Multicollinearity Test

Table 2. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	.121	.077		1.573	.119		
	TRANSFORMX1	.283	.087	.296	3.244	.002	.982	1.019
	TRANSFORMX2	.079	.083	.086	.944	.347	.982	1.019

a. Dependent Variable: TRANSFORMY

VIF = 1/tolerance, then low tolerance equals a high VIF value, indicating that it has high collinearity. The cut-off value used is for a VIF value higher than the tolerance of 0.10 or number 10 (Ghozali, 2016). The results of the variance factor (VIF) value in Table 2, the VIF value was 1.019 < 10, and the tolerance value was 0.982 > 0.10. These values mean that the independent variable does not occur in multicollinearity.

Multiple Linear Analysis

Table 3. Multiple Linear Analysis

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	.121	.077		1.573	.119		
	TRANSFORMX1	.283	.087	.296	3.244	.002	.982	1.019
	TRANSFORMX2	.079	.083	.086	.944	.347	.982	1.019

a. Dependent Variable: TRANSFORMY

Multiple linear regression analysis aims to analyse the influence of the linear relationship between the independent variable and the dependent variable (Gozali, 2013). Based on the results obtained in Table 3, then the regression equation can be formulated as follows:

$$Y = 0.121 + 0.283X1 + 0.079X2$$

Multiple linear regression coefficients can be interpreted as follows:

a = 0.121 is a constant, which means that if social media marketing and brand ambassadors are equal to 0 (zero). It can be said that consumer buying interest has decreased.

β1 = 0.283 is positive, in which there is a unidirectional relationship between social media marketing and consumer buying interest in Azarine sunscreen products. This condition means that if consumers judge that their social media marketing is good in communicating Azarine sunscreen products through social media @azarinecosmeticofficial, consumers will be interested in buying the product.

β2 = 0.079 is positive, in which there is a unidirectional relationship between brand ambassadors and consumer buying interest in Azarine sunscreen products. This condition means that if consumers judge the brand ambassador to be good, indicating that the brand ambassador is a tool to communicate and can attract consumers' attention to buy Azarine sunscreen products through social media @azarinecosmeticofficial.

Hypothesis Testing

Coefficient of Determination (R^2)

Table 4. Coefficient of Determination (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.319[a]	.102	.085	.24656

a. Predictors: (Constant), TRANSFORMX2, TRANSFORMX1

b. Dependent Variable: TRANSFORMY

The coefficient of determination (R2) is used to determine how much the design can explain the independent variables (Ghozali, 2013). Based on the results in Table 4, the coefficient of determination (R2) was 0.102. This means that the contribution of social media marketing and brand ambassadors to consumer buying interest in Azarine sunscreen products is 10.2%, and the remaining 89.8% is influenced by other variables not presented in this study.

T Test

According to Ghozali (2013) that the criteria in this test are:

1) If Tcount < Ttable or significance value > 0.05, it is said that the hypothesis is not supported and means that the variable has no significant effect if it is partially tested.

2) If Tcount > Ttable or significance value < 0.05, it is said that the hypothesis is supported, which means the variable has a significant effect, if it is tested partially.

Based on Table 3. Multiple Linear Analysis, the results of the T-test calculations obtained the following results:

The social media marketing variable (X1) was 3.244 with a significance level of 0.002, which was smaller than = 0.05. Then H0 was rejected and Ha was accepted. This means that social media marketing has a significant effect on consumers' buying interest in Azarine sunscreen products if tested partially.

The brand ambassador variable (X2) was 0.944 with a significance level of 0.347 greater than = 0.05, then H0 was accepted and Ha was rejected. This means that the brand ambassador has no significant effect on consumer buying interest in Azarine sunscreen products if tested partially.

F Test

Table 4. F Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.758	2	.379	6.234	.003[b]
	Residual	6.687	110	.061		
	Total	7.445	112			

a. Dependent Variable: TRANSFORMY

b. Predictors: (Constant), TRANSFORMX2, TRANSFORMX1

The F test is used to measure the functional accuracy of the sample regression in interpreting the actual value (goodness of fit) (Ghozali, 2013). Based on Table 4, the result of the F test was obtained by Fcount of 6.234, with a significance level of 0.003 smaller than the real level = 5% or 0.05, then H0 was rejected and Ha was accepted. This shows that the hypothesis that social media marketing and brand ambassadors have a significant effect on consumer buying interest is acceptable.

DISCUSSION

The Effect of Social Media Marketing on Consumer Purchase Interest in Azarine Sunscreen Products in Indonesia.

The statistical test of the T test showed that the T test for the social media marketing variable was 3.244 with a significance level of 0.002, which was smaller than = 0.05. This indicates that social media marketing has a positive and significant effect on consumer buying interest in Azarine sunscreen products in Indonesia. Therefore, the first hypothesis in this study is accepted. This indicates that if there is an increase or decrease in the quality of social media marketing carried out by Azarine Cosmetics, it will impact consumer buying interest in Azarine sunscreen products.

Therefore, it can be concluded that consumer buying interest in Azarine sunscreen products is influenced by activities carried out through social media marketing owned by Azarine Cosmetic. If the activities carried out through social media marketing are increasing and in accordance with consumer expectations or expectations, it will generate and increase consumer buying interest in Azarine sunscreen products, and vice versa, if the activities carried out through social media marketing experience a decrease and not match consumer expectations or expectations, it will affect the decline in consumer buying interest in Azarine sunscreen products. This is in accordance with the research conducted by Marwani and Asep Maulana (2021), which states that the social media variable has a significant effect on the buying interest variable with a percentage of 46%, trust has a positive and significant effect on buying interest with a percentage of 7.3%.

The Influence of Brand Ambassadors on Consumer Purchase Interest in Azarine Sunscreen Products in Indonesia.

The statistical test of the T-test showed that the T-test for the brand ambassador variable was 0.944 with a significance level of 0.347, which was higher than = 0.05. This shows that the brand ambassador has a positive but not significant effect on consumer buying interest in Azarine sunscreen products in Indonesia. Therefore, the second hypothesis in this study is rejected. This indicates that if there is an increase or decrease in the selection of brand ambassadors by Azarine Cosmetics, it does not impact consumer buying interest in Azarine sunscreen products. Thus, it can be concluded that consumer buying interest in Azarine sunscreen products is not influenced by the selection of brand ambassadors by Azarine Cosmetic.

This means that the brand ambassador is not one of the factors that can increase consumer buying interest in Azarine sunscreen products. With a well-known brand ambassador, it does not ensure that it can attract consumer buying interest, which is Azarine's sunscreen brand ambassador, Lee Min Ho, who has a strong appeal but does not affect consumer buying interest. This is in accordance with the research of Sandi Fatahillah (2019) that states that the brand ambassador variable has an insignificant effect on consumer buying interest with a value of t = 1.747, with a significance of 0.084, with a significance limit of 0.05. This means that the brand ambassador has an insignificant influence on consumer buying interest.

CONCLUSION

Based on the results of the research, several conclusions can be drawn as follows:

1. The contribution of social media marketing and k-drama brand ambassadors to consumer buying interest in Azarine sunscreen products in Indonesia was 10.2%, and the remaining 89.8% was affected by other variables not presented in this study.
2. Social media marketing variables and k-drama brand ambassadors together showed a significant effect on consumer buying interest in Azarine sunscreen products in Indonesia.
3. Partially, social media marketing variables had a positive and significant effect on consumer buying interest in Azarine sunscreen products in Indonesia. However, k-drama brand ambassadors had a positive but insignificant influence on consumer buying interest

in Azarine sunscreen products in Indonesia.

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