



The Influence of EXO Brand Ambassadors and Customer Engagement on Purchase Intention of Scarlett Whitening Body Lotion Tube Products on Social Media

Pinky Desy Nawangwulan; Andry Herawati; Liling Listyawati

Faculty of Administrative Sciences, Dr. Soetomo University, Surabaya, Indonesia

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Abstract

This study aims to determine the effect of EXO brand ambassador and customer engagement on purchase intention of Scarlett Whitening Body Lotion Tube products on social media both partially and simultaneously and to determine the dominant variable on purchase intention of Scarlett Whitening Body Lotion Tube products on social media. This type of research is quantitative research with causal methods. The target population of this study are all prospective consumers and users of Scarlett Whitening Body Lotion Tube products on twitter and instagram. The research sample used was 100 respondents who were distributed through questionnaires. The sampling technique in this study was probability sampling with simple random sampling. Based on the results of the study, it shows that brand ambassadors do not have a positive and significant influence on the purchase intention of Scarlett Whitening Body Lotion Tube products, while customer engagement has a positive and significant influence on the purchase intention of Scarlett Whitening Body Lotion Tube products, brand ambassadors and customer engagement simultaneously have a positive and significant influence on the purchase intention of Scarlett Whitening Body Lotion Tube products, and customer engagement is a variable that has a dominant influence on the purchase intention of Scarlett Whitening Body Lotion Tube products on social media.

Keywords: *Brand Ambassador; Customer Engagement; Purchase Intention*

Introduction

According to global statistics, the cosmetics industry grew by around 6.46% in 2021, making it one of the industries that never loses its demand (Pingki & Ekasasi, 2023). This is due to the rapid development of the cosmetics industry around the world, which has an impact on the cosmetics market in Indonesia, which can be utilized to market cosmetic products from various countries due to its large population and high awareness of maintaining appearance. Cosmetics itself is a primary need, especially for women, which is useful to help their appearance to look healthier, more beautiful and finally cosmetics are used as a lifestyle to increase self-confidence.

Based on a survey from Populix (2022), it shows that Indonesians have a significant preference for local cosmetic brands, around 54% of 500 women. One of the local products favored by Indonesians

is Scarlett Whitening which ranks second, which shows that this product has not become the main preference of consumers to choose skincare products (compass.co.id). The efforts made by Scarlett in maintaining and improving its position are by conducting effective marketing communications that can be used to increase purchase intention. Purchase intention is very important for management because it can be used as input in making decisions to increase sales (Sanita et al., 2019).

The effort Scarlett makes to increase purchase intention is to use brand ambassadors. According to Kertamukti(2015), the use of brand ambassadors is intended to make advertising messages more easily accepted by customers and encourage increased customer confidence in the advertised goods. The latest brand ambassador used by Scarlett is EXO. The influence of the Korean Wave, Scarlett utilizes by using brand ambassadors from South Korea to represent Scarlett Whitening Body Lotion Tube products.

Apart from the use of brand ambassadors, Scarlett must play an active role in attracting consumer purchase intention by conducting active communication to foster customer engagement. Effective communication is established to foster customer engagement which is important to determine purchase intention (Mahendra & Nugroho, 2020). Scarlett's customer engagement is by utilizing its social media, such as Instagram, TikTok, and Twitter. This increase in customer engagement is used to improve if there is input from potential customers and consumers of Scarlett Whitening Body Lotion Tube products on Social Media.

Based on the background, the researcher is interested in taking the research title "The Effect of EXO Brand Ambassador and Customer Engagement on Purchase Intention for Scarlett Whitening Body Lotion Tube Products on Social Media".

Theoretical Framework

Brand Ambassador

The existence of E-WoM, an innovative technique used in marketing is using brand ambassadors to introduce products to consumers and potential consumers. Brand ambassador is an attempt to influence or invite as well as to provide a good image of the product, so that consumers are interested in using the product (Suwuh et al., 2022). Specifically, the dimensions of measuring brand ambassadors according to Kertamukti (2015) consist of visibility, credibility, attraction and power or known as the Viscap concept.

According to Lea-Greenwood (2012), brand ambassadors are a means used by companies to connect and communicate with the public, with the aim of increasing brand sales. The characteristics of the brand ambassador itself consist of transparency, suitability, attractiveness, and power.

Brand ambassadors are individuals or groups who are given trust by the company to represent a product with the aim of triggering the intention to buy (Faritzal et al., 2022). Where according to Elhajjar (2023), the selection of a brand ambassador can be measured by its quality which consists of congruence, credibility, attractiveness, and power.

From the three definitions of brand ambassador according to experts, it can be defined that brand ambassador is a marketing strategy that involves individuals or groups trusted by the company to represent products with the aim of influencing consumers, providing a positive image of the product, and increasing purchase intention in creating interest and increasing product sales. Dimensional measurements of brand ambassadors are visibility, credibility, attraction, and power.

Customer Engagement

Customer Engagement is a relationship established by marketers to maintain relationships with customers in an effort to build, create, and improve relationships by using emotional and intellectual

connections to encourage customers to participate in marketer content or media both online and offline (Mahendra & Nugroho, 2020). Where the measurement according to Barger et al (2016), can be seen from like, comment, share, and post user generated content.

According to Hollebeek et al. (2019) customer engagement is a complex and multidimensional form that involves cognitive, emotional, and behavioral components, and is influenced by various factors such as customer needs, motivations, goals, expectations, and experiences. The dimensions of customer engagement can be measured from cognitive, affective, and behavioral.

According to So et al (2014) customer engagement is an activity that is woven by customers with brands or brands in establishing relationships by involving cognitive, affective, and behavioral behavior outside of purchasing activities. The measurement dimensions of customer engagement include enthusiasm, attention, absorption, interaction, and identification.

From the three definitions above, it can be synthesized that customer engagement is an interaction between marketers or companies and customers to build, create, and improve relationships by involving cognitive, emotional, and behavioral components of customers. Measurement of the dimensions of customer engagement in this study took from according to Barger et al (2016) : like, comment, share, and post user generated content..

Purchase Intention

According to A Suwuh et al (2022), purchase intention is a person's decision making on the object of goods to assess consumer attitudes from products, services, and brands to find reasons why people buy them. Where taking characteristics from Ferdinand (2002) in using a product or service consists of transactional interest, referential interest, preferential interest, and explorative interest.

According to Rosita et al (2022), purchase intention is an action and social relationship given by consumers, either individuals or groups or organizations to evaluate, obtain and use goods or services through exchange or purchase activities. The measurement components used to measure purchase intention according to Picault (2018) are interest in finding information about the product, considering buying, interested in trying, wanting to know the product and wanting to own it.

Purchase intention is the buyer's desire to buy a product from a brand. If someone is interested in the product and wants to buy the product, then the buyer has the intention to buy the product from that brand (Tandayong & Palumian, 2022). Where is the measurement of the dimensions of the factors that can influence purchase intention according to Sokolova & Kefi (2022), namely having the desire to buy promoted products and recommending to close people to buy products that have been promoted.

From the three definitions above, it can be concluded that purchase intention is the action of a consumer either individually, in a group, or in an organization that seeks information about a product because it has an interest in buying. The measurement of purchase intention in accordance with the object of research is transactional interest, referential interest, preferential interest, and explorative interest.

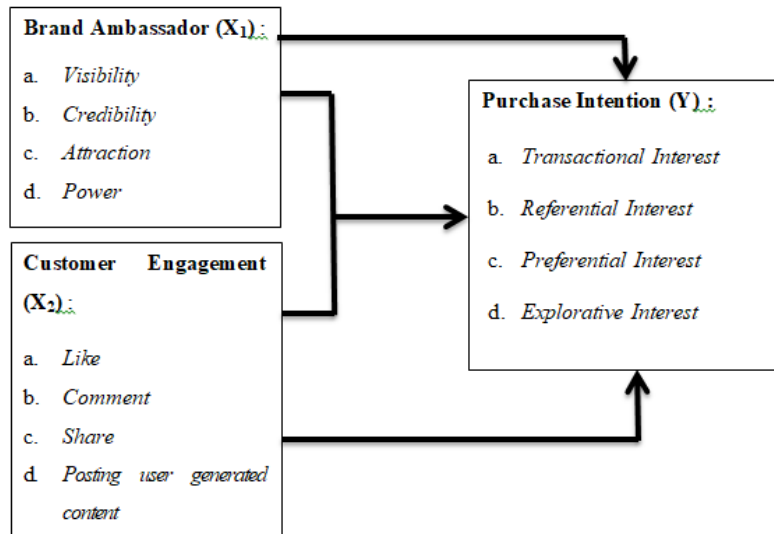


Image 1. Research Thinking Framework
Source: Primary Data, Processed by Researchers, 2024

Methods

Research Type

The type of research conducted in this study is quantitative research, survey method and causal association. According to Sugiyono (2019), quantitative research methods are research methods based on positivism, to examine certain populations and samples, collect data with research instruments, analyze quantitative or statistical data that aim to describe and test predetermined hypotheses..

Operational Definition of Variabel

Brand Ambassador

Brand Ambassador is a Scarlett Whitening Body Lotion Tube marketing strategy that involves individuals or groups trusted by the company to represent the product with the aim of influencing consumers, providing a positive image of the product, and increasing purchase intention in creating interest and increasing product sales. In this Scarlett Whitening Body Lotion Tube product research, the brand ambassador used is EXO. Brand ambassador variables are measured through the following indicators:

1) Visibility

The level of popularity that EXO has in representing Scarlett Whitening Body Lotion Tube which is used in increasing consumer purchase intention.

2) Credibility

The reputation that EXO has and is known by many people, especially EXO-L, will make it easier to market Scarlett Whitening Body Lotion Tube, because the trust of these fans will foster the purchase intention of consumers or potential consumers.

3) Attraction

The charm possessed by the EXO group can attract the attention of both fans themselves and non-fans of EXO to draw attention to using Scarlett Whitening Body Lotion Tube products.

4) Power

The charisma possessed by EXO in attracting consumer attention, so that consumers can be interested in owning or buying Scarlett Whitening Body Lotion Tube products.

Customer Engagement

Customer engagement is an interaction that Scarlett establishes with its prospective customers or consumers to build, create, and improve relationships by involving cognitive, emotional, and behavioral components of customers. Indicators that can be used to measure this variable are:

1) Like

Consumers like or appreciate content that contains information or images related to Scarlett Whitening Body Lotion Tube products.

2) Comment

Is a written comment to respond to posts or information related to products from the Scarlett brand, especially about Scarlett Whitening Body Lotion Tube products. These comments may include questions, opinions, reviews, or personal experiences.

3) Share

Is sharing information about Scarlett Whitening Body Lotion Tube such as sharing posts, photos, or articles about Scarlett Whitening Body Lotion Tube products to networks on social media or other platforms.

4) Posting User Generated Content

Is a consumer's willingness to repost about Scarlett Whitening Body Lotion Tube products because it matches the perception or has a positive experience with Scarlett Whitening Body Lotion Tube products.

Purchase Intention

Purchase intention is the action of a consumer either individually, in a group, or organization who seeks information about Scarlett Whitening Body Lotion Tube products because they have an interest in buying. The measurement indicators of this variable are:

1) Transactional Interest

Is the customer's interest in making transactions to get the desired Scarlett Whitening Body Lotion Tube product, this interest is shown by placing the Scarlett Whitening Body Lotion Tube product in the shopping cart?

2) Referential Interest

Is consumer interest when looking for Scarlett Whitening Body Lotion Tube product information such as in reviews or reviews and some advice from people around to ensure the product meets consumer needs and expectations.

3) Preferential Interest

Is consumer interest that arises after looking for the information needed, and is more interested in Scarlett Whitening Body Lotion Tube products after comparing the benefits, features, and prices with other brands.

4) Explorative Interest

Is consumer interest that grows after consumers seek further information about Scarlett Whitening Body Lotion Tube products, both from the variants available in the product to participating in promos and activities held by Scarlett.

Research Location

The location of this research was carried out on social media twitter and instagram by using google form to distribute questionnaires.

Population and Sample

The target population is all potential consumers and users of Scarlett Whitening Body Lotion Tube products on Twitter and Instagram. The sampling technique in this study is probability sampling with simple random sampling, where probability sampling is a sampling technique where each element or member of the population is given the same opportunity or opportunity. The simple random sampling technique is a technique for determining samples by random means without regard to the strata in the population (Sugiyono, 2019).

The population in this study is unknown, so determining the sample from the population uses the formula from Cochran (Sugiyono, 2019): $n = z^2pq / e^2 = (1.96)^2 (0.5) (0.5) / (0.10)^2 = 96.04$. Based on the formula used, the results show 96.04 then rounded up to 100 respondents.

Data Sources

This study uses data sources from primary data and secondary data. Primary data used in this study was obtained by distributing questionnaires to consumers who have purchase intention for Scarlett Whitening Body Lotion Tube Body Lotion Tube products using Google Form. Secondary data used in this study comes from books and journals that have appropriate topics or discussions regarding the influence of brand ambassadors and customer engagement on purchase intention..

Data Collection Technique

The data collection techniques used in this research are literature study, questionnaires, and documentation. According to Sugiyono (2019), a questionnaire is a research data collection technique by providing several questions or statements in writing that will be answered by respondents. Collecting data using questionnaires distributed by google form through social media on twitter and Instagram.

Measurement Scale

This research measurement scale uses the Likert Scale. According to Sugiyono (2019) the Likert scale is a scale used to measure the opinions, perceptions, and attitudes of a person or group about social phenomena in the form of research variables that have been determined by researchers specifically.

Data Analysis Technique

The data analysis technique used in this research is using SPSS version 22.

Result and Discussion

Validity and Reliability Testing

The validity test is used to test whether the statement items used are valid or not using the Pearson product moment correlation formula.

The validity test compares the calculated r value with the r table, degree of freedom (df) = $N-2$, with a significance level (α) of 0.05 or 5%, and $n = 100$. The sample used in this study were 100 respondents ($n = 100$), $df = 100-2 = 98$, therefore the result of $r_{table} = 0.1966$. If $r_{count} > r_{table}$, the questionnaire statement item is said to be valid, and the value of $r_{count} < r_{table}$ is said to be invalid.

The results of the test conducted using the help of SPSS version 22, show that the statement indicators of Brand Ambassador (X1), Customer Engagement (X2), and Purchase Intention (Y) show that $r_{count} > r_{table}$ with a significance level of 0.05, so it is said to be valid..

Table 1. Validity Test Brand Ambassador (X1)

| Variabel | Pernyataan | r_{hitung} | r_{tabel} | Keterangan |
|---|------------|--------------|-------------|------------|
| <i>Brand Ambassador (X₁)</i> | X1.1 | 0,398 | 0,1966 | Valid |
| | X1.2 | 0,777 | 0,1966 | Valid |
| | X1.3 | 0,292 | 0,1966 | Valid |
| | X1.4 | 0,366 | 0,1966 | Valid |
| | X1.5 | 0,772 | 0,1966 | Valid |
| | X1.6 | 0,739 | 0,1966 | Valid |
| | X1.7 | 0,666 | 0,1966 | Valid |
| | X1.8 | 0,767 | 0,1966 | Valid |
| | X1.9 | 0,615 | 0,1966 | Valid |
| | X1.10 | 0,787 | 0,1966 | Valid |
| | X1.11 | 0,230 | 0,1966 | Valid |
| | X1.12 | 0,576 | 0,1966 | Valid |
| | X1.13 | 0,827 | 0,1966 | Valid |
| | X1.14 | 0,737 | 0,1966 | Valid |

Source: Primary Data, Processed by Researchers, 2024

Table 2. Validity Test Customer Engagement (X2)

| Variabel | Pernyataan | r_{hitung} | r_{tabel} | Keterangan |
|--|------------|--------------|-------------|------------|
| <i>Customer Engagement (X₂)</i> | X2.1 | 0,765 | 0,1966 | Valid |
| | X2.2 | 0,775 | 0,1966 | Valid |
| | X2.3 | 0,810 | 0,1966 | Valid |
| | X2.4 | 0,793 | 0,1966 | Valid |
| | X2.5 | 0,843 | 0,1966 | Valid |
| | X2.6 | 0,735 | 0,1966 | Valid |
| | X2.7 | 0,875 | 0,1966 | Valid |
| | X2.8 | 0,870 | 0,1966 | Valid |
| | X2.9 | 0,867 | 0,1966 | Valid |
| | X2.10 | 0,867 | 0,1966 | Valid |
| | X2.11 | 0,833 | 0,1966 | Valid |
| | X2.12 | 0,880 | 0,1966 | Valid |
| | X2.13 | 0,780 | 0,1966 | Valid |
| | X2.14 | 0,639 | 0,1966 | Valid |

Source: Primary Data, Processed by Researchers, 2024

Table 3. Validity Test Purchase Intention (Y)

| Variabel | Pernyataan | r_{hitung} | r_{tabel} | Keterangan |
|-------------------------------|------------|--------------|-------------|------------|
| <i>Purchase Intention</i> (Y) | Y1.1 | 0,822 | 0,1966 | Valid |
| | Y1.2 | 0,787 | 0,1966 | Valid |
| | Y1.3 | 0,819 | 0,1966 | Valid |
| | Y1.4 | 0,842 | 0,1966 | Valid |
| | Y1.5 | 0,834 | 0,1966 | Valid |
| | Y1.6 | 0,723 | 0,1966 | Valid |
| | Y1.7 | 0,831 | 0,1966 | Valid |
| | Y1.8 | 0,822 | 0,1966 | Valid |
| | Y1.9 | 0,829 | 0,1966 | Valid |
| | Y1.10 | 0,810 | 0,1966 | Valid |
| | Y1.11 | 0,835 | 0,1966 | Valid |
| | Y1.12 | 0,737 | 0,1966 | Valid |

Source: Primary Data, Processed by Researchers, 2024

Furthermore, the reliability test, where the test conducted in this study used the Cronbach Alpha method, which if the Cronbach Alpha value > 0.70 was declared reliable. Based on the results in table 4, it can be seen that all statement instruments show a Cronbach Alpha value > 0.70 , so it is said to be reliable.

Table 4. Reliability Test

| Item Pernyataan | Nilai Crobach Alpha | Reliabilitas | Keterangan |
|------------------------|----------------------------|---------------------|-------------------|
| X1.1 | 0.964 | 0.7 | Reliabel |
| X1.2 | 0.963 | 0.7 | Reliabel |
| X1.3 | 0.964 | 0.7 | Reliabel |
| X1.4 | 0.964 | 0.7 | Reliabel |
| X1.5 | 0.963 | 0.7 | Reliabel |
| X1.6 | 0.962 | 0.7 | Reliabel |
| X1.7 | 0.963 | 0.7 | Reliabel |
| X1.8 | 0.963 | 0.7 | Reliabel |
| X1.9 | 0.963 | 0.7 | Reliabel |
| X1.10 | 0.963 | 0.7 | Reliabel |
| X1.11 | 0.964 | 0.7 | Reliabel |
| X1.12 | 0.963 | 0.7 | Reliabel |
| X1.13 | 0.963 | 0.7 | Reliabel |
| X1.14 | 0.963 | 0.7 | Reliabel |
| X2.1 | 0.961 | 0.7 | Reliabel |
| X2.2 | 0.961 | 0.7 | Reliabel |
| X2.3 | 0.961 | 0.7 | Reliabel |
| X2.4 | 0.961 | 0.7 | Reliabel |
| X2.5 | 0.961 | 0.7 | Reliabel |
| X2.6 | 0.962 | 0.7 | Reliabel |
| X2.7 | 0.961 | 0.7 | Reliabel |
| X2.8 | 0.961 | 0.7 | Reliabel |
| X2.9 | 0.961 | 0.7 | Reliabel |
| X2.10 | 0.961 | 0.7 | Reliabel |
| X2.11 | 0.962 | 0.7 | Reliabel |
| X2.12 | 0.961 | 0.7 | Reliabel |
| X2.13 | 0.962 | 0.7 | Reliabel |
| X2.14 | 0.962 | 0.7 | Reliabel |
| Y1.1 | 0.961 | 0.7 | Reliabel |
| Y1.2 | 0.962 | 0.7 | Reliabel |
| Y1.3 | 0.962 | 0.7 | Reliabel |
| Y1.4 | 0.961 | 0.7 | Reliabel |
| Y1.5 | 0.962 | 0.7 | Reliabel |
| Y1.6 | 0.962 | 0.7 | Reliabel |
| Y1.7 | 0.961 | 0.7 | Reliabel |
| Y1.8 | 0.962 | 0.7 | Reliabel |
| Y1.9 | 0.961 | 0.7 | Reliabel |
| Y.10 | 0.962 | 0.7 | Reliabel |
| Y1.11 | 0.961 | 0.7 | Reliabel |
| Y1.12 | 0.962 | 0.7 | Reliabel |

Source: Primary Data, Processed by Researchers, 2024

Based on table 5, it can be seen that the coefficient value to see multiple linear regression is as follows:

$$Y = 12,755 + 0,030X_1 + 0,654X_2$$

The regression equation can be explained as follows:

- a. The constant value (α) is 12.755, indicating that if the value of the independent variable Brand Ambassador (X_1) and Customer Engagement (X_2) is 0, then the dependent variable Purchase Intention of Scarlett Whitening Body Lotion Tube Products (Y) is equal to the constant value of 12.755.
- b. The regression coefficient value of Brand Ambassador (X_1) is 0.030 assuming other variables (Customer Engagement) and the constant (α) is 0 which has a positive value, meaning that if the Brand Ambassador variable increases by one-unit, the Purchase Intention of Scarlett Whitening Body Lotion Tube Products increases by 0.030. The regression coefficient is positive, so there is a positive relationship between Brand Ambassador and Purchase Intention, which means that if the Brand Ambassador used is increasingly recognized, it can increase the Purchase Intention of Scarlett Whitening Body Lotion Tube Products on social media, especially on twitter / X and Instagram.
- c. The regression coefficient value of Customer Engagement (X_2) is 0.654 assuming other variables (Brand Ambassador) and the constant (α) is 0 which has a positive value, meaning that if the Customer Engagement variable increases by one unit, the Purchase Intention of Scarlett Whitening Body Lotion Tube Products increases by 0.654. The regression coefficient is positive, so there is a positive relationship between Customer Engagement and Purchase Intention, which means that if Customer Engagement is getting better, it can increase the Purchase Intention of Scarlett Whitening Body Lotion Tube Products on social media, especially on Twitter / X and Instagram..

Normality Test

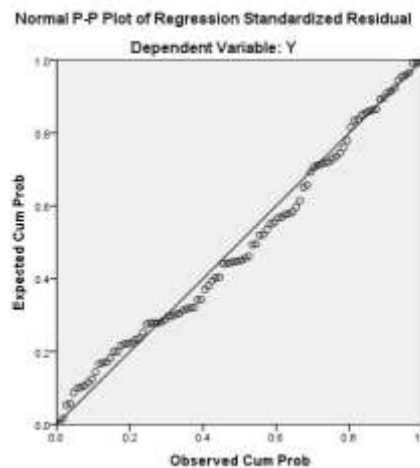


Image 2. Normality Tes Result

Source: Primary Data, Processed by Researchers, 2024

Based on figure 2, the dots spread following the direction of the diagonal line, which means that the data from the research conducted is normally distributed.

Heteroscedasticity Test

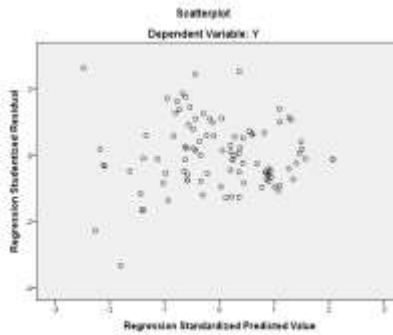


Image 3. Heteroscedasticity Test Result

Source : Primary Data, Processed by Researchers, 2024

Based on figure 3 that the points spread do not form a clear or uneven pattern, where the points are scattered above and below 0 on the Y axis, with this it can be concluded that there are no symptoms of heteroscedasticity.

Multicollinearity Test

Multicollinearity test in this study by looking at the tolerance value and VIF (Variance Inflation Factor), where the tolerance value must be > 0.1 and the VIF (Variance Inflation Factor) value < 10 . Based on table 5, it can be seen that the result of tolerance is $0.840 > 0.1$ and the VIF value is $1.190 < 10.00$. From these results it can be interpreted that this regression model does not have multicollinearity between the independent variables

Hypothesis Testing

Hasil Uji t (Parsial)

Based on table 5, it can be seen that the Brand Ambassador variable (X_1) has a t_{count} value (0.348) $< t_{table}$ value (1.984) and a significance value of $0.729 > 0.05$, so H_0 is accepted and H_a is rejected, so the Brand Ambassador variable (X_1) partially has no significant effect on Purchase Intention (Y). The Customer Engagement (X_2) variable has a t_{count} value (13.919) $> t_{table}$ value (1.984) and a significance value of $0.000 < 0.05$, so H_0 is rejected and H_a is accepted, so the Customer Engagement (X_2) variable partially has a significant effect on Purchase Intention (Y).

Coefficient Determination Parsial (r^2)

- The partial value (r) for the Brand Ambassador variable (X_1) is 0.035. The partial determination coefficient value (r^2) is the square of the r value, namely $(0.035)^2$ and the result is 0.0012, so it can be seen that Purchase Intention (Y) can be influenced by the Brand Ambassador variable (X_1) by 0.12%.
- The partial value (r) for the Customer Engagement (X_2) variable is 0.816. The partial coefficient of determination (r^2) is the square of the r value, namely $(0.816)^2$ and the result is 0.6658, so it can be seen that Purchase Intention (Y) can be influenced by the Customer Engagement (X_2) variable by 66.58%.

F-test Result

From the test results conducted, it can be seen that $F_{\text{count}} (117.673) > F_{\text{table}} (3.09)$ and a significance value of $0.000 < 0.05$ so that H_0 is rejected and H_a is accepted, indicating that the Brand Ambassador (X_1) and Customer Engagement (X_2) variables simultaneously have a significant influence on Purchase Intention of Scarlett Whitening Body Lotion Tube Products (Y) on social media..

Coefficient Determination Simultan (R^2)

From the test conducted, the Adjusted R Square value is 0.702 or 70.2%. This shows that Brand Ambassador (X_1) and Customer Engagement (X_2) simultaneously on Purchase Intention of Scarlett Whitening Body Lotion Tube Products (Y) by 70.2%, so it can be concluded that the dependent variable, namely Purchase Intention of Scarlett Whitening Body Lotion Tube Products (Y) is influenced by the Brand Ambassador and Customer Engagement variables by 70.2% and the remaining 29.8% is influenced by other variables not examined in this study.

Discussion

Brand Ambassador and Purchase Intention

Based on the results of the research conducted, it can be seen that Brand Ambassador (X_1) partially does not have a significant influence on Purchase Intention of Scarlett Whitening Body Lotion Tube Products (Y) on social media. The results of this study support previous research conducted by Wulandari et al (2021), entitled The Effect of Brand Ambassadors on Purchase Intention mediated by Brand Image and Brand Awareness, which are both in the skincare field.

Customer Engagement and Purchase Intention

Based on the results of the research conducted, it can be seen that Customer Engagement (X_2) partially has a significant influence on Purchase Intention of Scarlett Whitening Body Lotion Tube Products (Y) on social media. The results of this study support previous research conducted by Yoong et al (2019) entitled Customer Engagement in Social Media and Purchase Intentions in the Hotel Industry Customer Engagement in Social Media and Purchase Intentions in the Hotel Industry.

Conclusion and Recommendation

Conclusion

1. This study aims to examine the effect of EXO Brand Ambassador (X_1) and Customer Engagement (X_2) on Purchase Intention of Scarlett Whitening Body Lotion Tube Products (Y) on Social Media. Based on the results of the research conducted, the conclusions of this study are:
2. The method used in this research is quantitative method with multiple regression analysis, with test results $Y = 12.755 + 0.030X_1 + 0.654X_2$ which means that if the condition of the independent variable is constant, then the purchase intention of Scarlett Whitening Body Lotion Tube products on social media has a value of 12.755.
3. The results showed that the independent variables which include EXO Brand Ambassador (X_1) have no partial relationship to Purchase Intention of Scarlett Whitening Body Lotion Tube Products (Y) on Social Media, while Customer Engagement (X_2) has a partial relationship to Purchase Intention of Scarlett Whitening Body Lotion Tube Products (Y) on Social Media.
4. The results showed that the independent variables which include EXO Brand Ambassador (X_1) and Customer Engagement (X_2) simultaneously have a significant influence on the Scarlett Whitening

Body Lotion Tube Product Purchase Intention variable (Y) on Social Media, so the second hypothesis is accepted.

5. The results showed that the Customer Engagement (X_2) variable is a variable that has a dominant influence on Purchase Intention of Scarlett Whitening Body Lotion Tube Products (Y) on Social Media as evidenced by the acquisition of the value of the largest partial determination coefficient test (r^2) of 0.6658 or 66.58% compared to the Brand Ambassador (X_1) variable of 0.0012 or 0.12%. Based on these results, the third hypothesis in this study is rejected.

Recommendation

Recommendation on the results of research on the Effect of EXO Brand Ambassador (X_1) and Customer Engagement (X_2) on Purchase Intention of Scarlett Whitening Body Lotion Tube Products (Y) on Social Media, namely as follows:

- a) The results show that the Customer Engagement variable has a dominant influence on the Purchase Intention of Scarlett Whitening Body Lotion Tube Products, so the company should further improve the relationship with its consumers, where if there are negative comments from the public, it must be handled immediately so that consumers do not switch to other similar products.
- b) We recommend that the selection of brand ambassadors used should be reviewed and evaluated for promotional activities for Scarlett Whitening Body Lotion Tube products in order to increase purchase intention.
- c) For prospective consumers, it is hoped that when buying Scarlett Whitening Body Lotion Tube Products, they will be wiser in deciding their wishes based on the suitability of their respective skin problems.
- d) For further research, it is hoped that it can conduct research with a broader topic by adding other variables because based on the results of the simultaneous coefficient of determination (R^2) the independent variables used show that they have an influence of 70.2% on the dependent variable.

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