



# THE INFLUENCE OF AMBASSADOR BRAND, PRODUCT QUALITY AND PROMOTION ON AZARINE SUNSCREEN PURCHASING DECISIONS (Case Study of Students at USD)

Maria Giovani Dahemat<sup>1</sup>, Yosinta Giofani<sup>2</sup>

<sup>1,2</sup>Management Department Sanata Dharma University  
Email:<sup>1</sup>giandahemat@gmail.com, <sup>2</sup>gyossinta@gmail.com

## ABSTRACT

Competition for skincare is increasing due to the increasing need for skincare among the public. One of them is sunscreen which is the basic and main choice for protecting the skin from exposure to UV rays. One of them is the Azarine sunscreen product which is very popular with the public, especially young people. This research aims to find out whether brand ambassadors, product quality and promotions have a positive and significant influence on the decision to purchase Azarine sunscreen. The independent variables used in this research are brand ambassador, product quality and promotion. Meanwhile the dependent variable used in this research is purchasing decisions. The sampling technique uses accidental samples, namely with the criteria of respondents aged 17 years and over. This research is quantitative. Data collection was carried out by collecting questionnaires from 90 respondents by partially testing brand ambassadors, product quality and promotions. The data analysis used in this research is multiple linear regression. The results of this research show that brand ambassadors have a significant influence on purchasing decisions, product quality has a positive and significant influence on purchasing decisions, while promotions do not significantly influence purchasing decisions.

**Keywords:** Brand ambassador, promotion, product quality and purchasing decisions

## 1. Introduction

The increasing need for skincare among the public has recently caused competition between skincare manufacturers to increase. This makes skincare manufacturers work hard to increase sales by using efficient and effective marketing strategies. Facial skin health is a top priority for many people. Common problems such as acne, blackheads, oily skin, and dry skin should be avoided and prevented. The importance of choosing the right products to protect the skin from sunlight and provide the nutrients the skin needs is important to understand. Sunscreen is one of the basic skincare products and is the main choice for protecting skin from exposure to UV rays, especially for those who live in tropical areas. The increasing demand for sunscreen products has encouraged the cosmetics industry to continue to innovate in providing high quality products.

One of the skincare products that is currently popular with the public, especially young people, is the Azarine Cosmetic product. PT. Wahana Kosmetik Indonesia produces skincare with the registered brand Azarine SPA Products which is headquartered in Sidoarjo, and was established on September 1 2022. This product has a safe permit for use from BPOM. One of Azarine's products that is most sought after and sought after by teenagers is Azarine Hydrasoothe Sunscreen Gel SPF 45++++50 ml. Sales of Azarine products have increased significantly, especially on e-commerce platforms such as Shopee and Tokopedia. Data from the Kompas Dashboard records that more than 127 thousand sunscreen products were sold on

both platforms during the period 16-30 September 2023. Of the 7 best-selling brands, 5 of them are local brands, with Azarine ranking first, followed by Madam Gie, The Originote, Facetology, and Wardah.

In this case, companies have an important role in creating marketing strategies that can attract consumer interest. One way is to use brand ambassadors. A brand ambassador is someone who becomes an advertising star in presenting a product. (Setyorini, 2016) said that actors/actresses are highly trusted and trusted as one of the supporting factors from a psychological perspective that can influence consumers' attitudes and beliefs in the product. One of the brand ambassadors used by Azarine Cosmetic is actor Lee Min Ho. This famous actor from Korea has become the icon for the Azarine sunscreen product and has had a huge impact in increasing consumer interest.

Apart from marketing strategies, companies also play an important role in maintaining product quality. Product quality is an important factor in determining whether a product is suitable or not to be marketed, seen from the form, advantages and suitability of using the product. (Tjiptono, 2008). Sunscreen's ability to prevent sunburn, premature aging, and reduce the risk of skin cancer are important points in the quality of the product. Azarine offers several variants of sunscreen products with a lower SPF, namely 35 to the highest, namely 50. It could be said that this sunscreen has a higher content than other brands. This sunscreen product is also easily absorbed into the skin, is light and provides a cool sensation and does not have a white cast effect on the skin. Azarine sunscreen is safe to use for all skin types because it is formulated with natural extract ingredients which are suitable for all skin types and are able to nourish the skin.

Promotion is one of the important factors that the Azarine company must do to increase sales. Every company will try to make promotions as attractive as possible to be superior to its competitors. The company hopes that the promotion will provide short-term and long-term stimulation to consumers so that consumers are interested in exploring and getting to know the product, which will ultimately have an impact on the purchasing process. (Sulivyo, 2021) said that in the business world promotions are very important and much needed in communicating goods to customers, companies will also use promotions to show product quality and encourage customers to buy.

From previous research conducted by (Putri Maharani, 2024) obtained results that brand ambassadors had a significant positive influence on purchasing decisions for Azarine sunscreen products. Then research regarding product quality was carried out by (Lestari, 2023) said that product quality partially influences purchasing decisions. Other previous research has been carried out by (Heny Herawati, 2019) said that promotions had a positive but not significant effect on purchasing decisions. Based on the results of the previous research described above, this research was conducted to find out whether brand ambassadorship, product quality and promotion influence the decision to purchase Azarine sunscreen products, where this research will be conducted on active students at Sanata Dharma University, Yogyakarta.

More and more people are using sunscreen in this era. Because people are aware and know that sunscreen is very important to use in protecting and caring for skin, especially from exposure to sunlight. Of course, when choosing sunscreen, you must also be careful according to each person's interests and tastes. Currently, one of the most popular sunscreens is Azarine sunscreen. Therefore, Brand Ambassadors, product quality and promotions influence product purchasing decisions, one of which is Azarine sunscreen.

## **2. Literature Review**

### *2.1 Brand Ambassador (Brand Ambassador)*

Marketing competition for products and services must implement various aspects to attract consumer attention, one of which is by utilizing brand ambassadors. Brand Ambassadors

are famous people or individuals or celebrities who play a role in portraying the best image of a product (Lestari, 2019). (Greenwood, 2013) said a brand ambassador is a famous person or celebrity published in a media who collaborates with an industry to interact and strengthen ties with the general public, with the aim of increasing sales. Using indicators (Greenwood, 2016) among others:

- a. Credibility, is consumers who see that the brand ambassador has relevant knowledge, abilities or experience and these sources can be convinced and trusted so that they can provide objective and unusual information.
- b. *Transference* is a famous person or celebrity who can endorse a brand related to their profession.
- c. Congruence occurs when the image, values and personality of a brand ambassador match those of the brand they represent. This conformity aims to make things easier for consumers to trust and accept the message conveyed by the brand ambassador.
- d. Attractiveness is a quality possessed by a brand ambassador so that it can be attractive and can be trusted by consumers.
- e. Power is capabilities that can influence consumer perceptions and behavior.

### 2.2 Product Quality

(Aristya, 2019) states that product quality is a criterion for a product or service. Industry must provide goods and services of superior quality and be able to make consumers feel satisfied with the quality of the product, in this way, an industry can easily gain market leadership. Quality means that it can reflect all aspects of the product offering that benefit consumers (Prihandono, 2019). Product quality uses indicators (Keller, 2009) by considering indicators that are appropriate to the research object, namely:

Form is something that shows on the physical aspects of a product such as size, color, texture and others.

- a. Features are product characteristics that are adjusted to enhance benefits or increase consumer interest in the product.
- b. Conformity Quality is the creation of products/services that meet the desires required by consumers.
- c. Durability is a characteristic of a product that shows its ability to meet needs.
- d. Reliability is a measure of the small possibility that a product will not easily break or fail.
- e. Ease of repair is a form of repair of a product that is experiencing a failure in its function.
- f. Style is a form of appearance of a product that shows its image and appearance.
- g. Design is the process of creating a concept that documents a product.

### 2.3 Promotion (Promotion)

(Amstrong, 2012), states that promotions are activities that communicate the benefits of a product and invite consumers to buy the product being offered. This definition explains further that potential buyers will buy the desired product when they know the advantages and disadvantages of the product compared to competing products. According to (Herlambang, 2019) The indicators used for this research are as follows:

- a. Advertising is an activity of conveying messages to the wider community through paid media. The goal is to introduce a particular product, service or idea to the public and persuade them to do something.
- b. Sales Promotion is an activity marketing which aims to increase sales in a short period of time.
- c. Public relations with publicity, is a field constructive strategic communication connection mutual benefit between the organization and its public.

- d. Personal selling is a marketing strategy in which a seller directly persuades consumers to buy certain products or services.

2.4 *Purchase Decision*

(Kotler, 2012), says that a purchasing decision is a consumer who has made the decision to buy an item or product through stages such as what needs are required, activities before purchasing and behavior when using the item that has been purchased and how they feel after purchasing the item or product. Next, related to factors that influence purchasing decisions:

- a. Price of products or services
- b. Consumer reviews and information about products or services
- c. Consumer desires or needs
- d. Influence of other people

2.5 *There is an influence of brand ambassadors on purchasing decisions*

Previous research conducted by(Putri Maharani, 2024)obtained results that brand ambassadors have a positive and significant influence on purchasing decisions and this finding is the same as research conducted by(Lailiya, 2022)who said the same thing that brand ambassadors were proven to have a significant and positive influence on purchasing decisions. From these two studies it can be concluded that brand ambassadors have a high influence on consumer purchasing decisions.

H1: Brand Ambassadors influence the decision to purchase Azarine sunscreen products

2.6 *There is an influence of product quality on purchasing decisions*

Previous research conducted by(Amrullah Amrullah, Pamasang S Siburian, 2016)which states that product quality has a positive and significant effect on purchasing decisions, as is the case with research conducted by(Rohmatul Ummat, 2022)which states that product quality has a significant positive effect on purchasing decisions. This is confirmed by proving that consumers tend to prefer products with high quality compared to products with low quality.

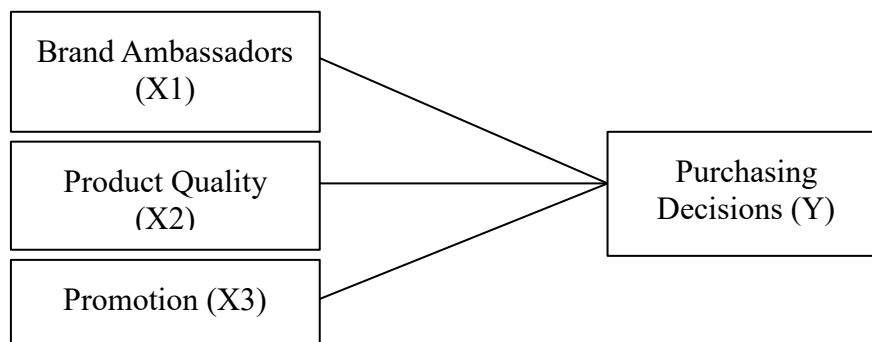
H2: Product quality influences the decision to purchase azarine sunscreen products

2.7 *There is an influence of promotion on purchasing decisions*

Previous research that has been carried out(Intan LinaKatrin, Hp Diyah Setyorini, 2016)states that promotions have a positive and significant influence on purchasing decisions which is very important in influencing purchasing decisions, as is the case with research conducted by(Mira Istiqomah, 2020)which states that promotions have a positive and significant influence on purchasing decisions. This shows that promotion is an effective thing that can increase consumers' opportunities to buy a product.

H3: Promotion influences purchasing decisions for Azarine sunscreen products

Figure 1. Thinking Framework



### **3. Research Methods**

In this research, the object that is the focus of our research is Sunscreen Azarine, which is a beauty product originating from Indonesia which is present as a solution for people, especially young people, to maintain healthy, bright skin and of course not dry out due to exposure to sunlight. UV or sunlight.

#### *3.1 Research Design*

In this research we use quantitative research methods. This research is a research approach in which the results are presented in the form of statistical figures as a calculation test tool, which is related to the problem to be studied in order to produce a conclusion.(ARIF, 2020).

#### *3.2 Research Data*

The data collection technique uses a questionnaire that is created and loaded in a Google form and then distributed to respondents. The criteria for this research are active Yogyakarta students who of course use Azarine sunscreen products and often buy this product. The number of variables used in this research is 4 variables, namely brand ambassador variables, product quality and promotion as variable X which influences and variable Y which is influenced.

#### *3.3 Population and Sample.*

The population in this study were Azarine sunscreen users, active students at Sanata Dharma University, Yogyakarta. Samples are consumers who buy Azarine sunscreen products. The sampling technique in this research was an accidental sampling technique with a criterion of 90 respondents. The data used in this research is data from field observations, namely by distributing questionnaires in the form of Google forms to respondents via WhatsApp and Instagram. The characteristics of the respondents in this research are active students at Sanata Dharma University Yogyakarta and students who use Azarine sunscreen.

#### *3.4 Data Analysis Techniques*

##### *3.4.1 Descriptive test*

Descriptive analysis is statistics used to analyze data by describing data that has been collected as it is without intending to make general conclusions or generalizations.

##### *3.4.2 Reliability test*

Is an analysis that is widely used to determine the consistency of measuring instruments that use scales, questionnaires or questionnaires. If the overall Cronbach's Alpha value is  $> 0.6$ , it means that the questionnaire statement items have been declared reliable and can be trusted and can be used by future researchers.

##### *3.4.3 Validity test*

Instrument validity testing can be seen in the Crorected Item Correlation column. If the correlation number obtained is  $>$  than the critical number ( $r\text{-count} > r\text{-table}$ ) then the instrument can be said to be valid.

##### *3.4.4 Normality test*

In the Normality test, it will test whether in a regression model, an independent variable and a dependent variable or both have a normal or abnormal distribution.(Dika Oktavia Sihombing, 2022). The purpose of the normality test is to test whether in the regression model, the confounding or residual variables have a normal distribution. It is known that the t and F tests assume that the residual values follow a normal distribution. The data normality test can

be carried out using the one sample Kolmogorov Smirnov test, namely with the following conditions:

- a. If the significance value is above 5% or 0.05 then the data has a normal distribution.
- b. If the results of the one sample Kolmogorov Smirnov test produce a significant value below 5% or 0.05, then the data does not have a normal distribution.

#### 3.4.5 *Multicollinearity Test*

Multicollinearity testing aims to determine whether the regression model found any correlation between independent variables or independent variables (Dika Oktavia Sihombing, 2022). This test causes an effect, namely high variables in the sample. This means that the standard error is large, which means that when the coefficient is tested, the t-count will be a smaller value than the t-table. This means that there is no linear relationship between the independent variable that is influenced by the dependent variable.

The following are the conditions for the Multicollinearity Test:

- a. To find whether or not there is multicollinearity in the model regression can known from the tolerance value and variance inflation factor (VIF) value
- b. Guidelines based Mark Tolerance
  - 1) If the tolerance value is greater than 0.10 then multicollinearity does not occur.
  - 2) If the tolerance value is smaller than 0.10 then multicollinearity occurs.
- c. Guidelines based on VIF Value:
  - 1) If the VIF value is  $< 10.00$ , it means that there is no multicollinearity in the regression model.
  - 2) If the VIF value is  $> 10.00$ , it means that multicollinearity occurs in the regression model.

#### 3.4.6 *Heteroscedasticity Test*

This test aims to test whether in a regression model there is a difference in variance from the residuals from one observation to another. If the variances are different, it is called heteroscedasticity. The way to find out whether there is heteroscedasticity in a multiple linear regression model is by looking at the Scatterplot graph or from the predicted value of the dependent variable, namely SRESID, with the residual error, namely ZPRED. If there is no particular pattern and it does not spread above or below zero on the y-axis, then it can be concluded that heteroscedasticity does not occur. (ARIF, 2020)

#### 3.4.7 *Linearity Test*

This test is used to see whether the model built has a linear relationship or not. This test is rarely used by researchers because it is usually formed based on theoretical studies that the relationship between the independent variable and the dependent variable is linear. Relationships between variables that in theory are not linear relationships can no longer be analyzed using linear regression, for example elasticity problems.

#### 3.4.8 *Coefficient of Determination Test*

The Coefficient of Determination Test is used to find out how much the independent variable is able to explain the variance of the dependent variable. This is shown by the Adjusted R Square value. A negative value indicates that the independent variable cannot explain the variance of the dependent variable.

#### 3.4.9 *F test*

This test was carried out to determine whether there was a significant influence between the independent variables in multiple linear regression on the dependent variable. A significance

value of less than 0.05 indicates that there is a simultaneous influence between variable X on variable Y. A significance value of more than 0.05 indicates that there is no simultaneous influence of the variables.

### 3.4.10 T test

This test was carried out to find out whether there was a significant influence between the independent variable and the dependent variable. A significance value of less than 0.05 indicates that there is an influence of the independent variable on the dependent variable, while a significance value of more than 0.05 indicates that there is no influence of the independent variable on the dependent variable. The calculated t value is greater than the t table which shows the influence of the independent variable on the dependent variable. Meanwhile, if the calculated t value is smaller than the t table, it means that there is no influence between the independent variable and the dependent variable.

## 4. Research Findings and Discussion

### 4.1 Descriptive Analysis

Table 1 Descriptive Analysis Results

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Brand Ambassadors	90	100.00%	0	0.00	90	100.00%
Product Quality	90	100.00%	0	0.00	90	100.00%
Promotion	90	100.00%	0	0.00	90	100.00%
Buying decision	90	100.00%	0	0.00	90	100.00%
a. Limited to first 90 cases						

In table 1 above is a way to find out whether there are two missing data during the data processing process. So if you look at "N", the number is 90 and the percentage is 100%, therefore, during the processing process, no data in this study was lost. The total valid value in this test is 100%.

### 4.2 Validity Test

Table 2 Validity Test

Variable	Statement	R-Count	R-table	Information
Brand Ambassadors	X1.1	,713	0.1745	Valid
	X1.2	,598		
	X1.3	,714		
	X1.4	,688		
	X1.5	,695		
Product quality(X2)	X2.1	,596		
	X2.2	,632		
	X2.3	,632		
	X2.4	,721		
	X2.5	,723		
	X2.6	,746		
	X2.7	,746		
	X2.8	,639		
Promotion (X3)	X3.1	,728		
	X3.2	,795		
	X3.3	,714		

	X3.4	,707		
Purchase Decision (Y)	Y.1	,708		
	Y.2	,772		
	Y.3	,772		
	Y.4	,747		
	Y.5	,772		

Table 2

From table 2 above, all statements entered in the questionnaire are declared valid as seen from the calculated r value > r table.

4.3 Reliability Analysis

Table 3 Reliability analysis results

Variable	Cronbach's Alpha	N of Items	Reliable
Brand Ambassador (X1)	,697	5	
Product Quality (X2)	,841	8	
Promotion (X3)	,719	4	
Purchase Decision (Y)	,810	5	

Table 3

In table three above, if the overall Cronbach's Alpha value is > 0.6, it indicates that all the questionnaire statement items are reliable, trustworthy, and can be used for further research.

4.4 Normality Test

Table 4 Normality test results

One-Sample Kolmogorov-Smirnov Test			Unstandardize d Residual
N			99
Normal Parameters	Mean		0
	Std. Deviation		0.89302555
Most Extreme Differences	Absolute		0.165
	Positive		0.131
	Negative		-165
Statistical Tests			0.165
Asymp. Sig. (2-tailed)			<.001
Monte Carlo Sig (2-tailed)		Sig.	<.001
		99% Confidence Interval	
		Lower Bound	0
		upper Bound	0

Test distribution is Normal.

Calculated from data

Lilliefors Significance Correction.

Lilliefors' method based on 1000 Monte Carlo samples with starting seed 299883525.

From the results of the Kolmogorov-Smirnov test in table 4 above, it is known that the Asmpy value. Sig. (2-tailed) has a value <0.001. This shows that Brand Ambassador. Product quality and promotions are normally distributed on purchasing decisions.



4.5 Multicollinearity Test

Table 5 Multicollinearity Test

Coefficients <sup>a</sup>								
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Tolerance	VIF Statistics
1	(Constant)	0.695	1,091		0.637	0.526		
	Brand Ambassadors	0.357	0.099	0.332	3,594	<0.001	0.392	2,551
	Product quality	0.287	0.060	0.444	4,815	<0.001	0.392	2,548
	Promotion	0.165	0.127	0.132	1,295	0.198	0.322	3,104

Dependent Variable: Purchase Decision

Based on table 5 above, it is known that the tolerance value for the Brand Ambassador variable is .392 with a variance inflation factor (VIF) value of 2.551, then the value for the product quality variable is .392 with a variance inflation factor (VIF) value of 2.548, then the tolerance value the promotion variable is .322 with a VIF value of 3.104. Because the tolerance value for each independent variable is 0.1 and the VIF value is less than 10, it is concluded that there are no signs of multicollinearity between the independent variables based on the values of these variables.

4.6 Heteroscedasticity Test

Table 6 Heteroscedasticity Test

Coefficients <sup>a</sup>								
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Tolerance	VIF Statistics
1	(Constant)	0.684	1,169		0.586	0.560		
	X1	0.381	0.116	0.347	3,296	0.001	0.337	2,963
	X2	0.289	0.065	0.445	4,445	<0.001	0.373	2,680
	X3	0.131	0.150	0.104	0.871	0.386	0.265	3,780

a. Dependent variable: Y

In table 6 above, the significant value for each variable can be obtained and the resulting significant value is > 0.05. Therefore, it can be said that heteroscedasticity does not occur.

4.7 Linear Regression Analysis

Table 7 Linear Regression Analysis

Equation method	Adjusted R Square	F test		T test		Information
		F	Sig.	B	Sig.	
Y= 0.357X1+0.287X2+0.165X3	0.673	68,302	<0.001			

Brand Ambassador on purchasing decisions				0.357	<0.001	Hypothesis accepted
Product quality on purchasing decisions				0.287	<0.001	Hypothesis accepted
Promotion of purchasing decisions				0.165	0.198	Hypothesis rejected

In table 7, the results of the multiple linear regression equation show that the Brand Ambassador regression coefficient is 0.357 and the significance level is <0.001. This significant level is lower than the specified significant level, namely 0.05. Therefore, the brand ambassador variable has a positive and significant effect on purchasing decisions

The product quality regression coefficient shows 0.287 and the significance level is <0.001. Which means that this significant level is lower than the specified significant level, namely 0.05. So the product quality variable has a positive and significant effect on purchasing decisions

The promotion coefficient shows that the figure is 0.165 and the significance level is 0.189. This significance level is higher than the specified significance level, namely 0.05. So, the promotion variable is not significant in purchasing decisions.

#### 4.8 T Test

Table 8 T Test

Coefficientsa								
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Tolerance	VIF Statistics
1	(Constant)	0.695	1,091		0.637	0.526		
	Brand Ambassadors	0.357	0.099	0.332	3,594	<0.001	0.392	2,551
	Product quality	0.287	0.060	0.444	4,815	<0.001	0.392	2,548
	Promotion	0.165	0.127	0.132	1,295	0.198	0.322	3,104

Dependent Variable: Purchase Decision

Based on table 7.1, the results of the T test can be obtained as follows:

Significant value < 0.05

Calculated T value > table T value

T table= 1.663

1. Based on the results of the partial T test table, it shows that the significant value of the influence of brand ambassadors (X1) on purchasing decisions (Y) is 0.001 < 0.05 and the calculated t value is 0.637 < 1.663. Therefore, H1 accepts that Brand Ambassadors have a significant influence on purchasing decisions.

2. Based on the results of the partial T test table, it shows that the significant value of the influence of product quality (X2) on purchasing decisions (Y) is  $0.001 < 0.05$  and the calculated t value is  $4.815 > 1.663$ . Therefore, H2 is accepted which shows that product quality has an influence significantly influence purchasing decisions.
3. Based on the partial T test results table, it shows that the significant value of the influence of promotion (X3) on purchasing decisions (Y) is  $0.198 > 0.05$  and the calculated t value is  $1.295 < 1.663$ , so hypothesis 3 is accepted which shows that promotion has no significant effect on purchasing decisions. .

#### 4.9 F Test

Table 9 F Test

ANOVAa						
Capital		Sum of Squares	df	Mean Square	f	Sig.
1	Regression	168,573	3	56,191	68,302	<0.001b
	Residual	78,154	95	0.823		
	Total	246,727	98			

- a. Dependent Variable: Purchase decision
- b. Predictors: (Constant), Promotion, Product quality, Brand ambassador

This value and explanation can be derived from the F test results in table 7.2 above, the significant value of the influence of brand ambassador (X1), product quality (X2), and promotion (X3) on purchasing decisions (Y) is shown in the table above and the result is  $0.001 < 0.05$  and the calculated F value is  $68.302 >$  the respective F table value is 2.711. This shows that purchasing decisions (Y) are significantly influenced by brand ambassador (X1), product quality (X2), and promotion (X3) simultaneously.

#### 4.10 Coefficient of Determination Test

Table 10 Determination Coefficient Test

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.827a	0.683	0.673	0.907

- a. Predictors: (Constant), Promotion, Product quality, Brand ambassador
- b. Dependent Variable: Purchase decision

Based on table 8 which is influenced by the Adjusted R Square (R2) coefficient value of 0.673 or 67.3%, it can be said that the variables brand ambassador X1, product quality X2, and promotion X3 influence purchasing decisions by 0.673 or 67.3%. Then the remaining 0.907 has an impact on other variables not included in this research.

#### 4.11 Influence of Brand Ambassador (X1) on purchasing decisions (Y)

The results of this research show that the brand ambassador variable has a significant influence on purchasing decisions, which means the hypothesis is accepted. The results of this research can be seen from the results of the multiple linear regression test, namely the brand ambassador variable on purchasing decisions, showing the regression results on beta with the number 0.357 with a significance level of  $<0.001$ , lower than 0.05, which means that the brand ambassador variable has a significant effect on purchasing decisions.

This is in line with research conducted by (Putri Maharani, 2024) And (Lailiya, 2022) which states that the brand ambassador variable has a significant influence on purchasing decisions.

#### *4.12 The influence of product quality (X2) on purchasing decisions (Y)*

The results of this research show that the product quality variable has a positive and significant effect on purchasing decisions, which means the hypothesis is accepted. The results of this research can be seen from the results of the multiple linear regression test, namely the product quality variable on purchasing decisions, showing the regression results on beta with the number 0.287 with a significance level of  $<0.001$ , lower than 0.05, which means that the product quality variable has a positive and significant effect on buying decision.

This is in line with research conducted by (Amrullah Amrullah, Pamasang S Siburian, 2016) And (Rohmatul Ummat, 2022) which states that the product quality variable has a positive and significant effect on purchasing decisions.

#### *4.13 Influence of promotions (X3) on purchasing decisions (Y)*

The results of this research indicate that the promotional variable does not have a significant effect on purchasing decisions, which means the hypothesis is rejected. The results of this research can be seen from the results of the multiple linear regression test, namely the promotion variable on purchasing decisions, showing the regression results on beta with the number 0.165 with a significance level of 0.198, which is higher than 0.05, which means that the promotion variable does not have a significant effect on purchasing decisions.

This is in line with research conducted by (Heny Herawati, 2019) which states that the promotional variable does not significantly influence purchasing decisions.

## **5. Conclusion**

Based on the data analysis carried out in the previous chapter regarding the influence of brand ambassadors, product quality and promotion on the decision to purchase Azarine sunscreen, we can conclude that: the results of testing the first hypothesis show that there is a significant influence between brand ambassadors on purchasing decisions. This shows that respondents considered the brand ambassador attractive so that respondents decided to buy Azarine sunscreen products because they thought they were good. The results of testing the second hypothesis show that there is a significant and positive influence between product quality and purchasing decisions. This shows that the better the quality of the Azarine sunscreen product, the greater and more consumers will decide to buy the Azarine sunscreen product. The results of the third hypothesis test show that there is no significant influence between promotions and purchasing decisions. This shows that although respondents consider the promotion of this sunscreen product to be interesting, there may be other reasons why respondents are not interested in buying Azarine sunscreen.

Based on the results of the research that has been carried out, the researcher provides several suggestions for future research such as: in this study the sample used was limited to active students at Sanata Dharma University using the questionnaire method as a data collection tool. For future researchers, the sample used could be wider with an increased number of respondents. It is recommended that further researchers add variables or try to replace one of the other variables in order to find out other factors that influence purchasing decisions.

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