# The Influence of Digital Marketing, Brand Ambassador and Electronic Word of Mouth on Purchasing Decisions for Nivea Body Lotion Product in Pekanbaru

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| Article Info | ABSTRACT |
|---|---|
| | The purpose of this study was to determine how brand ambassadors, digital marketing, and electronic word-of-mouth affected Pekanbaru consumers' decisions to buy Nivea body lotion products. People from Pekanbaru who had purchased Nivea Body Lotion made up the study's population. With primary and secondary data as research data sources, this study used a descriptive and quantitative methodology. 105 individuals made up the sample size for this study, which used the purposive sampling approach. This study was analyzed using multiple linear regression analysis along with reliability and validity testing. According to the study's findings, brand ambassadors, digital marketing, and electronic word-of-mouth all significantly impact consumers' decisions to buy Nivea body lotion products in Pekanbaru. |
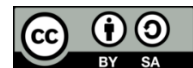
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## 1. INTRODUCTION

As a consumer, in determining the product you want to buy, you need a consumer process to make the right choice. Various ways will be done to determine and choose a product that is worth buying. This is called a Purchasing Decision.

Companies and marketers' study and understand the consumer purchase decision process to develop effective marketing strategies, including market segmentation, branding, product placement and promotion in order to better influence and meet consumer needs. Currently, to develop an effective marketing strategy, many companies are conducting a digital marketing mix. companies are doing digital marketing mix.

One of the digital marketing techniques that is often used is the use of celebrities or famous people as brand ambassadors of a product, Brand ambassador itself is someone who represents a brand and the role of brand ambassadors is to increase the attractiveness of the brand [1].

When consumers buy products based on the influence of brand ambassadors and consumers get satisfaction with the product, consumers will provide positive responses or testimonials and will recommend the product to others. These recommendations can be conveyed through social media, known as Electronic Word of Mouth.

Electronic word of mouth has a very influential or effective role in the survival of a company. Because with the electronic word of

mouth it can spread widely quickly and is trusted by potential customers.

Being in the tropical season with higher intensity of sun exposure, Indonesians are prone to dry and dull skin. Especially in the city of Pekanbaru where the weather reaches 33 degrees Celsius during the day. Therefore, Body Lotion is needed that has spf content in order to protect the skin from UV exposure.

Nivea is one of the leading companies in the field of skin care under the auspices of PT Beiersdorf with more than 130 years of experience headquartered in Hanburg, Germany. Nivea is distributed in 173 countries around the world.

Based on Compass.co.id data, it is known that Nivea occupies the third position with a value of 8.7%. The first position is occupied by Scarlett which was created in 2017. The main challenge for Nivea is the loss of sales of brands that have been around for more than 130 years with newly established brands.

## 2. LITERATURE REVIEW

### 2.1 Digital Marketing

In order to increase target consumers and learn more about their profiles, behavior, product value, and loyalty, digital marketing is a marketing activity that uses digital media that uses the internet, such as the web, social media, email, databases, mobile/wireless, and digital television [2].

One marketing medium that the public is presently very interested in using to promote a variety of activities is digital marketing. People gradually begin to abandon the conventional marketing approach in favor of contemporary marketing, particularly digital marketing. Compared to traditional marketing techniques, digital marketing enables businesses to reach people worldwide and more precisely. Compared to traditional marketing techniques, digital marketing enables businesses to target people worldwide and more precisely [3]. Additionally, it offers a chance to communicate with customers directly and tailor messages according to their interests

and actions. As technology advances, so does digital marketing, which is becoming more and more significant in today's corporate environment.

### 2.2 Brand Ambassador

A brand ambassador is an advertising supporter or spokesperson for a product chosen from famous or unknown people who have an attractive appearance that can persuade consumers to buy the product [4].

The use of brand ambassadors has now become a mainstay marketing technique for companies to continue to develop their business and compete, companies usually choose celebrities who are experts in their fields as well as mascots or certain characters that are felt to attract consumers to buy products recommended by brand ambassadors [5].

Brand ambassadors are usually compensated, which can be money, free products, or a combination of both. The selection of a brand ambassador should consider the compatibility of the brand's values, image, and target audience with the person selected.

### 2.3 Electronic Word of Mouth

Positive or negative comments about a product or business published online by current, past, and prospective consumers are known as electronic word-of-mouth [6].

Customer evaluations or testimonials on e-commerce websites are one type of electronic word-of-mouth. A favorable impression of the product is created when prospective buyers see a lot of good electronic word-of-mouth about it on a platform, which may sway their choice to buy. When people utilize online media to share their personal experiences with a product, company, or service, electronic word-of-mouth (eWOM) is very successful compared to traditional forms of communication since it is more accessible and has a wider audience.

### 2.4 Purchase Decision

Purchasing Decisions are a part of consumer behavior, namely how an individual or group chooses, buys, and uses goods or services for experiences that satisfy their needs or desires [4].

The purchase decision is the process that consumers or organizations undergo before deciding to buy a particular product or service. This process involves a number of factors that influence the final purchase decision. The purchase decision serves to determine the product or service to be purchased, based on an analysis of consumer needs and preferences. By understanding purchasing decisions, companies can better adjust marketing strategies and products to meet consumer expectations, thereby increasing satisfaction and loyalty.

## 3. METHODS

This research method uses quantitative methods with the help of the SPSS application. Data analysis using validity test, reliability test, classical assumption test, multiple linear regression analysis, Adjusted

$R^2$ test and partial significance test. This research was conducted in Pekanbaru City, precisely against Pekanbaru people who have bought Nivea body lotion. Determination of this location and research was taken with the consideration that based on the findings of the nivea body lotion users can be from teenagers to adults, both men and women. Research time 2023 to completion with a sample of 105 respondents.

## 4. RESULTS AND DISCUSSION

### 4.1 Validity Test

The validity test is used by comparing the calculated r value with the r table at the 5% significance level for a 2-sided test. If r count> r table, the measuring instrument used is declared valid and if r table < r count, the measuring instrument used is declared invalid.

Table 1. validity test result

| Variabel | Item | R tabel | R hitung | Description |
|---|---|---|---|---|
| **Digital Marketing (X1)** | X1.1 | 0,191 | 0,770 | Valid |
| | X1.2 | 0,191 | 0,804 | Valid |
| | X1.3 | 0,191 | 0,775 | Valid |
| | X1.4 | 0,191 | 0,840 | Valid |
| | X1.5 | 0,191 | 0,834 | Valid |
| | X1.6 | 0,191 | 0,810 | Valid |
| **Brand Ambassador (X2)** | X2.1 | 0,191 | 0,920 | Valid |
| | X2.2 | 0,191 | 0,877 | Valid |
| | X2.3 | 0,191 | 0,909 | Valid |
| | X2.4 | 0,191 | 0,882 | Valid |
| **Electronic Word of Mouth (X3)** | X3.1 | 0,191 | 0,884 | Valid |
| | X3.2 | 0,191 | 0,903 | Valid |
| | X3.3 | 0,191 | 0,879 | Valid |
| | X3.4 | 0,191 | 0,885 | Valid |
| **Purchase Decision (Y)** | Y.1 | 0,191 | 0,880 | Valid |
| | Y.2 | 0,191 | 0,780 | Valid |
| | Y.3 | 0,191 | 0,873 | Valid |
| | Y.4 | 0,191 | 0,913 | Valid |

Souce : Processed data , 2024

As can be seen from the table, the items used to measure each variable are deemed legitimate if the computed r value on all variable statement items is more than 0.191.

### 4.2 Reliability test

A questionnaire that serves as an indication of each variable is measured using the reliability test. If an instrument's Cronbach's Alpha value is more than 0.60, it is considered dependable; this number may be used to assess the instrument's reliability.

Table 2.  Reability test result

| No | Variable | Cronbach's Alpha | >/< | Standar Koefisien Alpha | Description |
|---|---|---|---|---|---|
| 1 | Digital Marketing (X1) | 0,891 | > | 0,60 | Reliabel |
| 2 | Brand Ambassador (X2) | 0,917 | > | 0,60 | Reliabel |
| 3 | Electronic Word of Mouth (X3) | 0,910 | > | 0,60 | Reliabel |
| 4 | Purchase Decision (Y) | 0,885 | > | 0,60 | Reliabel |

Source: Processed data,2024

Based on the table, it is known that the reliability of all variables> 0.60 means that the measuring instrument used to measure each research variable is declared reliable.

### 4.3 Normality test.

How to detect whether the residuals are normally distributed or not is by using Kolmogorov Smirnov (K-S) at an alpha of 5%. If the significance value of the K-S test is greater than 0.05, it means that the data is declared normal.

Table 3. Normality test result

| One-Sample Kolmogorov-Smirnov Test | | |
|---|---|---|
| | | UnstandardizedResidual |
| N | | 105 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 1.733431 |
| Most Extreme Differences | Absolute | .070 |
| | Positive | .062 |
| | Negative | -.070 |
| Test Statistic | | .070 |
| Asymp. Sig. (2-tailed) | | .200[c,d] |

Source: Processed data,2024

The table indicates that the Kolmogorov Smirnov test has a significance value of 0.200. This indicates that the regression model satisfies the assumption of normalcy because the significance is greater than 0.05. Consequently, it indicates that every variable in this research is normal.

### 4.4 Multicollinearity Test

The purpose of this test is to ascertain if the independent variables in the regression analysis model are correlated or not. The independent variables in a decent regression model should not be correlated. Multicollinearity does not exist if the VIF value is more than 10.

Table 4. Multicollinearity test result

| Variable | Collinearity Statistics | | |
|---|---|---|---|
| | Tolerance | VIF | Result |
| Digital Marketing ( X1) | 0,359 | 2,784 | No Multicollinearity |
| Brand Ambassador (X2) | 0,300 | 3,336 | No Multicollinearity |
| Electronic Word of Mouth (X3) | 0,435 | 2,299 | No Multicollinearity |

Source: Processed data,2024

The variance inflation factor (VIF) value is less than 10, and the tolerance is greater than 0.10, or 10%, according to the table data. This indicates that the regression model's independent variables do not exhibit any signs of multicollinearity or perfect correlation.

### 4.5 Heteroscedasticity test

The purpose of this test is to determine if the residuals of different observations exhibit unequal variance. A regression model without heteroscedasticity issues is considered to be a good regression mode. The heteroscedasticity test was performed in this study by examining the scatter plot or plot graph. Using SPSS 23, create plot graphs with the independent variable value (ZPRED) and its residuals (SRESID).
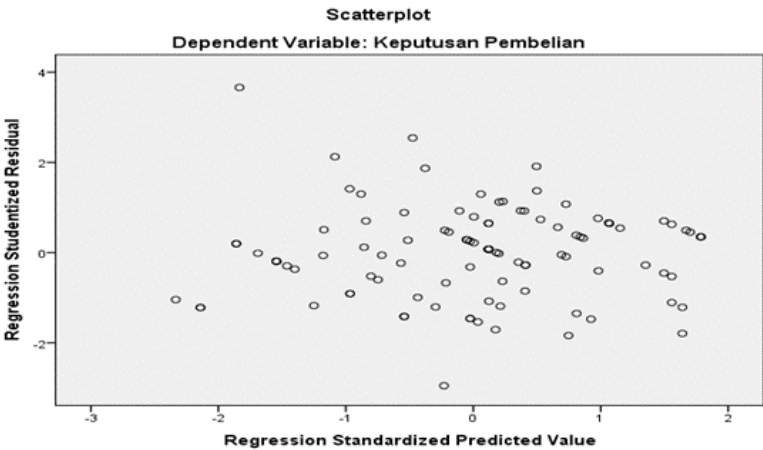


Figure 1. Heteroscedasticity test result
Source: Processed data,2024

Based on the picture, it is known that the data is scattered above and below the number 0 and does not create a definite pattern so that it can be concluded that there is no heteroscedasticity in the regression model.

### 4.6 Multiple Linear Regression Analysis

The analytical technique employed in this study to determine the independent variable's capacity to explain the dependent variable is multiple linear regression analysis. The impact of brand ambassadors, digital marketing, and electronic word-of-mouth on Nivea Body Lotion purchase decisions in Pekanbaru was examined using multiple linear regression analysis.

Table 5. Multiple Linear Regression Analysis result

| Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.727 | 1.153 | | 1.498 | .137 |
| | Digital Marketing | .307 | .081 | .400 | 3.811 | .000 |
| | Brand Ambassador | .245 | .112 | .253 | 2.198 | .030 |
| | Electronic Word of Mouth | .178 | .087 | .195 | 2.048 | .043 |
| a. Dependent Variable: Purchase decision | | | | | | |

Source: Processed data,2024

Based on the table, it shows that the multiple linear regression equation in this research analysis is :

$$Y = 1{,}727 + 0{,}307\ X1 + 0{,}245\ X2 + 0{,}178\ X3$$

The meaning of the multiple linear regression equation above is as follows:

a. If Digital Marketing (X1), Brand Ambassador (X2), and Electronic Word of Mouth (X3) are all zero, then the choice to buy Nivea body lotion has a value of 1.727, according to the value of $\alpha = 1.727$.

b. The value of $\beta1 = 0.307$ means that the chance of a purchase decision is 0.307 if Digital Marketing (X1) increases by 1 unit. It may be concluded that the digital marketing variable has a positive impact on purchase decisions since the purchasing decision regression coefficient is positive.

c. If the Brand Ambassador (X2) grows by one unit, the purchase choice will have a chance of 0.245, according to the value of $\beta2 = 0.245$. It may be concluded that the Brand Ambassador variable has a positive impact on purchase decisions since the purchase Decision regression coefficient is positive.

d. The result of $\beta3 = 0.178$ means that the purchasing decision will have a probability of 0.178 if the Electronic Word of Mouth (X3) grows by one unit. It may be concluded that the Electronic Word of Mouth variable has a positive impact on purchase decisions since the regression coefficient for purchasing decisions is positive.

### 4.7 Coefficient determination (Adjusted $R^2$ test)

In a regression equation, the coefficient of determination is used to calculate the proportion of the association between the independent and dependent variables. The Adjusted R Square value determines the coefficient of determination.

Table 6. Coeffecient determination test

| Model Summary[b] | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .775[a] | .600 | .588 | 1.75899 |
| a. Predictors: (Constant), Electronic Word of Mouth, Digital Marketing, Brand Ambassador | | | | |
| b. Dependent Variable: Purchase Decision | | | | |

Source: Processed data,2024

58.8%, or 0.588, is the Adjusted R-Square value derived from the table. This indicates that brand ambassadors, electronic word-of-mouth, and digital marketing account for 58.8% of the factors that impact purchase decisions, with other factors that were not analyzed accounting for the remaining portion.

### 4.8 Partial Significance Test (t-test)

Finding out how each independent variable influences the dependent variable is the aim of this test. The model's input and a comparison of the significant values at the significance level of 0.05 indicate that both of the variables—Digital Marketing Variables, Brand Ambassadors, and Electronic Word of Mouth—have a significant influence on purchase choices. Regarding the reasoning behind accepting or rejecting the hypothesis, if the t value is more than the t table or if the coefficient table has a sig value less than 0.05, it may be concluded that the independent variable has a substantial impact on the dependent variable.

Table 7. Partial significance test

| Coefficients[a] | | | | | |
|---|---|---|---|---|---|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | B | Std. Error | Beta | | |
| (Constant) | 1.727 | 1.153 | | 1.498 | .137 |

| Digital Marketing | .307 | .081 | .400 | 3.811 | .000 |
|---|---|---|---|---|---|
| Brand Ambassador | .245 | .112 | .253 | 2.198 | .030 |
| Electronic Word of Mouth | .178 | .087 | .195 | 2.048 | .043 |
| a. Dependent Variable: Purchase Decision | | | | | |

Source: Processed data,2024

From the table, the relationship between the related independent variables in this study can be explained as follows:

a. The determined t value for the Digital Marketing Variable is 3.811, with a significance level of 0.000. Therefore, it is known that significance (0.000) <0.05 or t count (3.811)> t table (1.983). We may infer that the study's hypothesis H1 is accepted, as is the theory that digital marketing (X1) influences consumers' decisions to buy Nivea Body Lotion in Pekanbaru (Y).

b. The Brand Ambassador Variable has a significance level of 0.030 and a t value of 2.198. Thus, significance (0.030) <0.05 or t count (2.198) > t table (1.983). Therefore, it can be said that H2 in this study is accepted, as is the hypothesis that Brand Ambassadors (X2) have an impact on consumers' decisions to buy Nivea Body Lotion in Pekanbaru (Y).

c. The t value for the Electronic Word of Mouth variable is 2.048, and the significance level is 0.043. Therefore, significance (0.043) <0.05 or t count (2.048)> t table (1.983). Therefore, it can be said that H3 in this study is accepted, as is the hypothesis that Electronic Word of Mouth (X3) influences the decision to buy Nivea Body Lotion in Pekanbaru (Y).

## DISCUSSION

Discussion is an explanation of the results of research on the influence of variables in the research that has been carried out, the discussion in this study is as follows:

### The influence of Digital Marketing on purchasing decisions

One marketing medium that the public is presently very interested in using to promote a variety of activities is digital marketing. According to study by Winkok et al. (2023), digital marketing is one of the marketing mediums that the public is most interested in

due to its convenience in reaching a larger audience and communicating with people anywhere at any time.

Digital marketing carried out by Nivea is in the form of the Nivea.co.id website where the website is in the form of information about Nivea products such as the benefits of Nivea body lotion, the ingredients in Nivea body lotion, how to use Nivea body lotion and the price of Nivea body lotion. In addition, Nivea has social media in the form of Instagram with 296 thousand followers, which on Nivea's Instagram contains advertisements about products and promo info that are posted every day [7].

The findings demonstrated that Nivea Body Lotion purchases in Pekanbaru are significantly impacted by digital marketing. This is consistent with study by Saputra & Ardani (2020), which found that purchasing decisions are influenced by digital marketing [3]. The availability of comprehensive and trustworthy digital marketing will boost customer interest in making purchases.

### The influence of Brand Ambassador on Purchasing Decisions

A good brand ambassador is someone who is well-liked by the public, can amuse customers, and can communicate product information in their own unique style. Using celebrities or other well-known individuals as brand ambassadors for a product is one of the most popular marketing strategies [8]. According to the findings, brand ambassadors are thought to engage customers more in product marketing, the creative process of coming up with concepts, and the production of promotional materials based on brand identity in order to offer an alternative strategy.

Abel Cantika as Nivea's brand ambassador conducts advertising campaigns on Nivea's Instagram and YouTube such as the "cantik all out" advertising campaign, and

the Nivea school project. In the "cantik all out" campaign, Abel Cantika and Nivea took a trip to Korea which was uploaded on Abel Cantika's YouTube channel with 526 thousand subscribers.

The results showed that Brand Ambassador had a significant effect on the Purchase Decision of Nivea Body Lotion in Pekanbaru. This is in line with the research of (Nadia & Aulia,2020) which concluded that there is a brand ambassador on purchasing decisions [1]. The better the company chooses a brand ambassador; it will increase consumer buying interest to make purchasing decisions.

### The influence of Electronic Word of Mouth on Purchasing Decisions

Electronic word of Mouth is considered more effective because it has greater accessibility and higher reach where consumers can find many honest reviews from consumers who share their own experiences with a product they use. Electronic word of mouth is important for every business activity that can lead consumers to carry out a communication in order to improve the company's reputation [8].

One of the Nivea body lotion e-commerce platforms is Shopee, where there are more than 10 thousand positive product reviews about Nivea body lotion, which greatly influences consumers to make purchasing decisions for Nivea body lotion. Electronic word of mouth has a very important use in digital marketing because it is able to influence consumer decisions in a fast and broad way.

The results showed that Electronic Word of Mouth has a significant effect on Purchasing Decisions for Nivea Body Lotion

in Pekanbaru. This is in line with the research of (Apriastuti et al, 2022) which concluded that electronic word of mouth has an influence on purchasing decisions and is the most dominant variable in influencing purchasing decisions [9]. The higher the number of reviews, it will make potential consumers more confident in making purchasing decisions before buying a product offered.

## 5. CONCLUSION

1) In Pekanbaru, digital marketing significantly influences consumers' decisions to buy Nivea body lotion. Potential buyers may learn about product quality, variations, and costs by examining digital marketing, which can help them make selections about what to buy.

2) In Pekanbaru, brand ambassadors significantly influence consumers' decisions to buy Nivea body lotion. According to customers, a good brand ambassador is someone who is well-liked by the general public, can entertain them, and can communicate information about the product in his own unique style.

3) In Pekanbaru, electronic word-of-mouth significantly influences consumers' decisions to buy Nivea body lotion. Because reviews are written directly from past customer experiences, they provide detailed information about the product, which will boost buyers' confidence in purchasing it. If there are a lot of favorable reviews, interest in purchasing the product will also rise.

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