

The Influence of Marshel Widyanto as Brand Ambassador of Ms Glow's Brand Image

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Abstract

Men have started to realize the importance of facial care. As a result, various male-only skin care products and services are increasing being distributed and demanded by the general public. Ms Glow ranks first in sales in May 2021 with the sales of MS Glow facial treatment category reaching 74.82 billion Rupiah. In mid-2021, MS Glow for Men announced that Marshel Widyanto became their brand ambassador. This research was conducted with the aim of knowing how much influence Marshel Widyanto as a Brand Ambassador has on the MS Glow Brand Image in Indonesia. This study uses the independent variable, namely Brand Ambassador with sub-variables Visibility, Credibility, Attraction, and Power. The dependent variable is Brand Image with Strength, Favorable, and Uniqueness sub-variables. This research was conducted using quantitative methods with descriptive research type. The sampling technique used in this study is probability sampling, with simple random sampling technique, and the analysis technique uses normality test, heteroscedasticity test, correlation coefficient test, coefficient of determination, simple linear regression, and hypothesis testing using T test. Based on the results of the study, Brand Ambassador Marshel Widyanto has an influence on the Brand Image of MS Glow by 86.1%, and the remaining 13.9% is influenced by other factors which are not examined in this study.

Keywords

brand ambassador; brand image; Marshel Widyanto; MS Glow



I. Introduction

Men have started to realize the importance of facial care. As a result, various male-only skin care products and services are increasingly being distributed and demanded by the general public. According to Ade Fitre Kirana, a celebrity who now manages AFK Beauty Skincare Clinic & Aesthetics, facial and skin health are healthy parts of the body that need to be maintained, so both men and women need to take care of their faces. In addition, facial care is also important to support our appearance. That way, we will be cleaner, fresher, and brighter. Based on E-commerce data, Ms Glow ranks first in sales in May 2021, with sales reaching 74.82 billion rupiah. The MS Glow for Men package occupies the position of the largest total sales of 2.79 billion Rupiah with more than 7 thousand transactions (Liputan6.com, 2020).

Recently, according to Gilang Widya Permana as the owner of Ms Glow, men are starting to realize the importance of facial care. For this reason, more and more different skin care products and services specifically for men are circulating and popping up. For this reason, MS Glow has launched a 2-in-1 Masculine body lotion and perfume in one product (rm.id, 2021).

In its marketing communication activities, MS Glow also appointed a brand ambassador. In mid-2021, MS Glow for Men announced that Marshel Widiyanto and Babe Cabita were the Brand Ambassadors of this beauty brand. Marshel and Babe are the first stand-up comedians to join Ms Glow for Men, which is expected to bring a new color to the beauty brand (Femaledaily.com, 2021).

White skin, slim body, and height are still the standard of beauty in Indonesia to become a model. According to Gilang Widya Permana, owner of MS Glow, he tried to eliminate the existing beauty standards, and they managed to break it by choosing Babe Cabita and Marshel Widiyanto as brand ambassadors. Gilang Widya Pramana, owner of MS Glow, stated that this is a campaign that really needs to be normalized in the local make-up industry, considering that humans have different shapes and Indonesian skin colors are also diverse. Human Resources (HR) is the most important component in a company or organization to run the business it does. Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired (Shah et al, 2020). The development of human resources is a process of changing the human resources who belong to an organization, from one situation to another, which is better to prepare a future responsibility in achieving organizational goals (Werdhiastutie et al, 2020). Makeup products need to be available in more color variations in order to appeal to a wider market because it's not just fair skin that uses makeup products. Hair care products should not only use long straight hair, but also provide curly hair care. Ms Glow for Men's decision to collaborate with Marshel Widiyanto as a brand ambassador is expected to attract the attention of men and "ordinary people" who feel they don't need skin care or consider it unimportant, so they want to pay more attention to the appearance of men's skin to become more beautiful. cleaner, healthier, and more radiant (Beritasatu.com, 2021).

Marshel Widiyanto is a young man born in Jakarta, May 30, 1996. He is currently 25 years old. Marshel, the eldest of four children, lives in Tanjung Priok, North Jakarta. Marshel has now become a famous artist and stand-up comedian. The beginning of Marshel Widiyanto's career in the entertainment world began when he joined the Indo Stand Up community in North Jakarta. From there, he began to learn to be a solo comedian and then participated in the Stand-Up Comedy Academy Season 3 competition which aired on Indosiar in 2017. Marshel also managed to become a top 20 finalist. In 2019, Marshel Widiyanto was lucky enough to play the first film entitled Laundry Show produced by MVP Pictures. Then, after being entrusted to him, Marshel improved his skills in several web series such as Going Morning Home Untung Reborn, and many more (hitz.zigi.id, 2021).

Keller and Kotler (2016) state that a celebrity brand ambassador has an influence on the image of a product or company if it is supported by expertise, credibility, and is also able to create an attraction for the company concerned. Brand Ambassador can act as a person who validates products and services and makes the product or service look more attractive, attractive, also able to have an impact on a wide audience by involving word of mouth. (Andersson & Ekman, 2009). That way, the use of a brand ambassador who projects the character of the MS Glow For Men brand is expected to boost the brand image of the brand in question.

According to Rossiter and Percy (Kertamukti, 2015) Brand Ambassador has four indicators, namely the VisCap Model, namely; Visibility, Credibility, Attractiveness and Strength. In this study, the use of brand ambassadors by Ms Glow For Men can be categorized into strategies or forms of communication used by companies in informing a

product to companies, the public and influencing purchasing behavior. The use of brand ambassadors can also be a strategy to reach consumers more easily.

Keller (2013) states that brand image is a consumer's perception or assumption of a brand that is described through brand associations in the customer's memory. According to Kotler and Keller (2016) brand image has three dimensions, namely; The Strength of Brand Associations, Profitable Brand Associations, and Uniqueness of Brand Associations. In addition to brand ambassadors, brand image is related to consumer perceptions and emotions, relating to certain brands. Brand image has an important role in the business world, especially if the product or service in question is a product or service that can be seen in real terms and has similarities with products or services from other brands, because consumers can show different reactions to a brand.

Based on the explanation above, it can be seen that the use of celebrity brand ambassadors can have an influence on the brand image of a company in the eyes of the public. With the phenomenon of men starting to realize the importance of facial care which is increasingly prevalent in society, several companies have collaborated with celebrities. This phenomenon becomes an interesting thing for the author to conduct research entitled "The Influence of Marshel Widiyanto as a Brand Ambassador on the Brand Image of MS Glow".

II. Review of Literature

2.1 Brand

Brand is everything that is offered by a company as a comparison with other brands that are included in a certain product category (Shimp, 2010). A brand is a representation of the value that has been communicated by the company by marketers, senior company officials, and employees consistently over the long term.

2.2 Brand Ambassador

A brand ambassador is a representative of a brand who will validate the brand in question using the reputation of the brand ambassador in question (Goutam, 2013). According to Percy and Rossiter in Kertamukti (2015), there are several indicators of brand ambassadors, namely:

1. Visibility, namely the compatibility between the brand and the celebrity.
2. Credibility, where consumers see a brand ambassador as having knowledge, experience, or expertise, and a brand ambassador can be trusted by providing information that is in accordance with reality.
3. Attractions, displays that are able to attract consumers and can also boost a product or advertisement.
4. Power, the charisma emitted by the brand ambassador, whose role is to influence the audience so that consumers can be influenced to consume the product (Greenwood, R., & Bruce, 1999).

2.3 Brand Image

Keller (2013) states that brand image is a consumer's perception or assumption of a brand that is described through brand associations in the customer's memory. That way, it can also be said that brand image is the perception of a brand that is reflected in the brand associations that exist in consumers' memories. According to Keller (2013), there are several indicators of Brand Image, namely:

- a. The power of Brand Association, how experience becomes a way for a brand to strongly influence consumer memory. Strength itself has sub indicators, namely:
 1. Personal relevance, where the audience will more easily create an image in their minds when they see a new marketing program because they already have extensive knowledge related to the previous brand.
 2. Consistency, where the message conveyed to the audience through marketing programs is always consistent.
- b. Favorability of Brand Associations, how marketers make consumers believe that the relevant brand can bring relevant benefits in meeting their needs. Favorable itself has several sub indicators, namely:
 1. Desirable, where the product brand delivered in a program is able to meet the expectations or desires of the audience regarding the brand.
 2. Deliverable, depending on information about the brand that can be conveyed well to a wide audience.
- c. The uniqueness of the Brand Association, how a brand has advantages over other brands so that consumers have a reason to buy products from the brand in question. Unique itself has a sub-indicator, namely Point of difference, which is an element of differentiation or difference, where the product brand associations conveyed through the program have differentiating or characteristics when compared to other brand associations.

III. Research Method

The research approach in this study uses quantitative analysis. In this study, researchers used the independent variable brand ambassador (x) with sub-variables namely visibility, credibility, attraction, and power. As the dependent variable (y) in this study is brand image with sub-variables namely strength, favorable, and uniqueness. The measurement scale used in this study is a Likert measurement scale, with 5 scales namely Strongly Agree (SS), Agree (S), Neutral (N), Disagree (TS), and Strongly Disagree (STS). The population in this study is the Indonesian people who know that Marshel Widiyanto is the Brand Ambassador of Ms Glow for Men. The exact number of people who know Marshel Widiyanto as Ms Glow For Men's Brand Ambassador is not known for certain .

After the data is collected, this research will be tested for validity and reliability using the Pearson Product Moment formula and Cronbach's Alpha formula. After that the research results will be analyzed using Descriptive Statistical Analysis. So that the ordinal data obtained from the research results can be processed using the Person R Test, the data must be converted into interval data using the Successive Interval Method. Before carrying out the regression test in this study, the classical assumption test consists of normality test and heteroscedasticity test. In accordance with the purpose of this study, namely to determine the magnitude of the influence between the X variable on the Y variable, the statistical test carried out next is to calculate the correlation coefficient using the Pearson R Test formula, calculate the coefficient of determination and calculate Simple Linear Regression Analysis. To test the hypothesis in this study, it was done using Partial Test (T Test).

IV. Result and Discussion

The results of the data that have been collected from 100 respondents who have filled out the questionnaire of this study indicate that 100% of the respondents know that Marshel Widyanto is the brand ambassador of MS Glow for Men. The gender of the respondents to this questionnaire is that 85% of the respondents are male, and 15% of the respondents are female. Respondents to this questionnaire were 81% or 81 people aged 20-25 years, 13% or 13 people aged 26-30 years, 6% or 6 people aged 31-35 years. Respondents to this questionnaire are domiciled from various regions, namely Bandung, Bandung Regency, Jakarta, Depok, Tangerang, Pontianak, Makassar, South Tangerang, Surabaya, Karawang, Yogyakarta, Bogor, Banjarmasin, Bandar Lampung, Central Java, Sleman, and Palembang. Respondents to this questionnaire have various occupations, namely Students, Employees, Entrepreneurs, Farmers, and Unemployed.

4.1 Visibility Dimension

The Brand Ambassador variable from the Visibility dimension obtained a score of 742, with the percentage score from the Visibility dimension of 74.2%. Based on the descriptive analysis, the score obtained is included in the Good category.

4.2 Credibility Dimension

The Brand Ambassador variable from the Credibility dimension obtained a score of 1148, with a percentage score of 76% on the Credibility dimension. Based on the descriptive analysis, the score obtained is included in the Good category.

4.3 Dimensions of Attractiveness

The Brand Ambassador variable from the Attractiveness dimension obtained a score of 1111, with a percentage score of the Attractiveness dimension of 74%. Based on the descriptive analysis, the score obtained is included in the Good category.

4.4 Power Dimension

The Brand Ambassador variable from the Daya dimension obtained a score of 358, with a score percentage of 71% for the Daya dimension. Based on the descriptive analysis, the score obtained is included in the category of Fairly Good.

4.5 Brand Ambassador Variable Recapitulation

Table 1. Brand Ambassador Variable Recapitulation

No	Dimensi	Total value	Percentage	Category
1	Visibility	742	74.2%	Well
2	Credibility	1148	76%	Well
3	Attractiveness	1111	74%	Well
4	Power	358	71%	Pretty good
Total score			3359	Well
Score Percentage			74%	

Source: (Primary Data by Researchers, 2022)

Based on the data in table 1, it can be seen that the total score for all questions on each dimension of the Brand Ambassador variable is 3359. The total percentage of each dimension shows a result of 74%, so that the Brand Ambassador variable, namely Marshal Widyanto is included in the Good category based on the responses of respondents who have been distributed. through an online questionnaire.

4.6 Dimension of Strength

The Brand Image variable from the Strength dimension obtained a score of 1559, with the percentage score from the Strength dimension of 77%. Based on the descriptive analysis, the score obtained is included in the Good category.

4.7 Profit Dimension

The Brand Image variable from the Profit dimension obtained a score of 1034, with a percentage score of the Profit dimension of 68%. Based on the descriptive analysis, the score obtained is included in the category of Fairly Good.

4.8 Unique Dimension

The Brand Image variable from the Uniqueness dimension obtained a score of 703, with a percentage score of 70% for the Uniqueness dimension. Based on the descriptive analysis, the score obtained is included in the Good category.

4.9 Brand Image Variable Recapitulation

Table 2. Recapitulation of Brand Image Variables

No	Dimension	Total value	Percentage	Category
1	Strength	1159	77%	Well
2	Profit	1034	68%	Pretty good
3	Uniqueness	703	70%	Well
Total score			2896	Pretty good
Score Percentage			64%	

Source: (Primary Data by Researchers, 2022)

Based on the data in table 2, it can be seen that the total score for all questions on each dimension of the Brand Image variable is 2896. The total percentage of each dimension shows a result of 64%, so Marshal Widyanto's Brand Image variable is included in the Fairly Good category based on respondents' responses . which have been distributed through an online questionnaire.

4.10 MSI Transformation Results

Table 3. MSI . Transformation Results

SUCCESSFUL INTERVAL				
X3.2	X4.1	TOTAL_X	Y3.2	TOTAL_Y
3,485	2,610	29,384	2.455	25,619
4,499	4.150	35,749	3.269	28,398

4,499	4.150	34,669	2.455	29,310
3,485	3.278	35,567	3.269	32,257
4,499	4.150	40,577	4.265	34,430
2,619	1,870	21,888	1,678	17,985
2,619	2,610	26,868	3.269	30,414
1,653	1,870	21,876	4.265	25,104
4,499	4.150	38,742	4.265	37,196
3,485	3.278	30,592	2.455	24,602
2,619	1,000	17,471	2.455	23,463
3,485	4.150	32,518	3.269	33,043
3,485	4.150	36,259	3.269	36,200
3,485	1,870	23,712	2.455	18,936
3,485	3.278	29,724	2.455	26,313
4,499	4.150	40,577	4.265	37,196
4,499	1,870	24,694	1,000	20,498
3,485	2,610	28,553	2.455	21,904
3,485	3.278	30,379	4.265	37,196
4,499	4.150	38,534	4.265	37,196

Source: (Primary Data by Researchers, 2022)

4.11 Normality Test Results

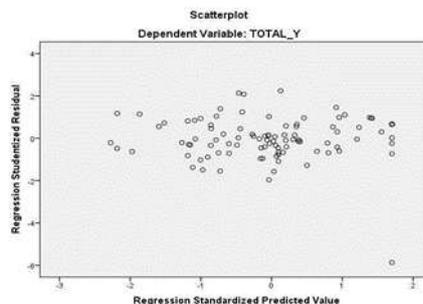
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4380.716977
Most Extreme Differences	Absolute	.086
	Positive	.067
	Negative	-.086
Test Statistic		.086
Asymp. Sig. (2-tailed)		.066 ^c

a. Test distribution is Normal.
b. Calculated from data.

Source: (Primary Data by Researchers, 2022)
Figure 1. One-Sample Kolmogorov-Smirnov Test

Based on the data in Figure 1, it can be seen that the significance value (2-tailed) of the Brand Ambassador (X) and Brand Image (Y) variables is 0.066. which can be concluded that with a value of 0.066 more than 0.05 then the residual value is normally distributed.

4.12 Heteroscedasticity Test Results



Source: (Primary Data by Researchers, 2022)
Figure 2. Heteroscedasticity Test Results

Based on Figure 2, it can be seen that the data points spread above and below the number 0 on the Y axis. From the data points on the scatterplot also do not have a pattern and spread randomly. So it can be said that the results of the heteroscedasticity test through the scatterplot graph method have been met according to the characteristics that are not affected by Marshel. Widyanto Brand Ambassador for Brand Image MsGlow For Men, there is no heteroscedasticity problem. So that the classical assumption test of heteroscedasticity is fulfilled. This means that there is a balance between the Brand Ambassador variable and the Brand Image variable.

4.13 Correlation Coefficient Test Results

Table 4. Correlation Coefficient Test Results

		TOTAL_X	TOTAL_Y
TOTAL_X	Pearson Correlation	1	.928**
	Sig. (2-tailed)		.000
	N	100	100
TOTAL_Y	Pearson Correlation	.928**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: (Primary Data by Researchers, 2022)

The results of the correlation test above with a significance value of 0.928, it can be concluded that the correlation test in this study has a correlation between variable X, namely Brand Ambassador and variable Y, namely Brand Image. With a significance value of 0.928, it means that the Pearson Correlation value of this study has a perfect correlation level.

4.14 Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.928 ^a	.861	.859	4403.011

a. Predictors: (Constant), TOTAL_X

b. Dependent Variable: TOTAL_Y

Source: (Primary Data by Researchers, 2022)

Figure 3. Coefficient of Determination Test Results

Based on the data in Figure 3, it can be seen that the value of R square (R²) is 0.861 which indicates the influence of the Brand Ambassador variable on Brand Image. By using the coefficient of determination formula can be determined as follows:

$$\begin{aligned}
 KD &= r^2 \times 100\% \\
 &= 0.861 \times 100\% \\
 &= 86.1\%
 \end{aligned}$$

The results of the above calculations can be interpreted that there is an influence of the X variable, namely Brand Ambassador, on the T variable, namely Brand Image of 86.1%. While 13.9% is influenced by other variables not discussed in this study which can affect the brand image of MsGlow for Men.

4.15 Simple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	6607.780	2068.089		3.195	.002
	(Constant)				
	TOTAL_X	1.683	.068	.928	.000

a. Dependent Variable: TOTAL_Y

Source: (Primary Data by Researchers, 2022)
Figure 4. Simple Linear Regression Test Results

Based on the data in Figure 4, it can be seen that the results of the regression model explain the relationship between the independent variable (X), namely Brand Ambassador and Brand Image as the dependent variable (Y). Then it can be concluded through the regression equation formula as follows:

$$Y = + X$$

$$= 6607,780 + 1,683X$$

The results of the regression equation can be explained as follows: The constant value of 6607.780 means that the consistency value of the Brand Image variable is 6607.780.

The value of the regression coefficient X (Brand Ambassador) of 1.683 can be stated that every change or addition of one percent in the Brand Image variable, the Brand Image will increase or experience a change of 1,683 in the same direction. Or in other words, the regression coefficient X (Brand Ambassador) has a positive effect of 1683 on Brand Image, which will experience the same increase of 1.683.

4.16 Hypothesis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	6607.780	2068.089		3.195	.002
	(Constant)				
	TOTAL_X	1.683	.068	.928	.000

a. Dependent Variable: TOTAL_Y

Source: (Primary Data by Researchers, 2022)
Figure 5. T . Hypothesis Test Results

Based on the results of the data in Figure 5, it can be seen that the results of the significance value through the coefficient table obtained a value of 0.928 where the value is > 0.05 so it can be concluded that the variable (X) Brand Ambassador has no effect on the variable (Y) Brand Image. In table 4, the results of the t count in this study are 24,624, so it can be seen that t count > t table, the results are 24,624 > 1,987, it can be concluded that H0 is rejected and Ha is accepted, which means that the variable (X) Brand Ambassador has an effect on the variable (Y) Brand Image MS Glow.

4.17 Discussion of Research Results

Based on the results of the recapitulation of the Brand Ambassador variable, namely the Visibility dimension, the percentage is 74.2%. Furthermore, the Credibility dimension gets a percentage of 76%. Furthermore, the Attraction dimension gets a percentage of 74%. Furthermore, the Power dimension gets a percentage of 71%. So it can be interpreted that Marshel Widyanto is popular or known among the respondents of this research. However, Marshel Widyanto still needs to improve his capability to become a MsGlow for Men

brand ambassador in order to have more power to persuade MsGlow consumers to buy and use MsGlow products.

Based on the recapitulation of the Brand Image variable, there are 3 dimensions consisting of the Strength dimension getting a percentage of 77%, the Favorable dimension getting a percentage of 68%, and the Uniqueness dimension getting a percentage of 70%. Based on these results, it can be said that MsGlow for Men can maintain the brand image in the consumer's memory itself to be part of the brand image of the advertised product. However, MsGlow for Men needs to improve its quality and marketing in order to become a brand that is liked by the public and will become a favorite brand in the community.

Based on the results of the normality test, the data that the researcher used had met the requirements to be said to be normal representing the population in this study. Based on the results of the heteroscedasticity test, the scatterplot graph method has been fulfilled according to the characteristics of the absence of heteroscedasticity symptoms. Based on the results of the correlation coefficient test, the level of relationship between the Brand Ambassador variable and Brand Image is included in the degree of relationship "very strong".

In a previous study entitled "Effects of Using Celebrity Endorser Arief Muhammad on Instagram on Erigo Store Brand Image" Setia Indah Setara Bulan & Ratih Hasanah Sudrajat (2017) the level of relationship between Brand Ambassador variables and Brand Image is included in the degree of "very strong" relationship. Meanwhile, in a previous study entitled "Zaskia, the Influence of Adya Mecca as a Brand Ambassador at Mecanismeofficialshop Instagram on the Brand Image Mechanism" Linggani Chandra Kirana (2020) the level of relationship between the Brand Ambassador variable and Brand Image is included in the degree of "strong" relationship.

Furthermore, the coefficient of determination of this study resulted in the influence of the Brand Ambassador variable on the Brand Image of 86.1%, while 13.9% was influenced by other variables.

In a previous study entitled "Effect of Using Celebrity Endorser Arief Muhammad on Instagram on Erigo Store Brand Image" Setia Indah Setara Bulan & Ratih Hasanah Sudrajat (2017) showed that the effect on brand image was 50.1%. Meanwhile, in a previous study entitled "Zaskia, the Influence of Adya Mecca as a Brand Ambassador at Mecanismeofficialshop Instagram on Brand Image Mechanisms" Linggani Chandra Kirana (2020) shows that the influence on Mecanismeofficial's brand image is 73.8%.

In this study, the results of a simple linear regression analysis show that the variable (X) Brand Ambassador has a positive effect on the variable (Y) Brand Image, where if the variable (X) Brand Ambassador increases by one percent, the Brand Image will increase by 1,683. In this study, the test used the T-test hypothesis and the results obtained were H₀ was rejected and H_a was accepted. It can be said that this research shows that Marshel Widyanto as a brand ambassador has a significant influence on the brand image of MsGlow for Men.

Based on the data in this study, it can be proven that Marshel Widyanto as a Brand Ambassador has a positive effect on the Brand Image of MsGlow for Men. The results of this study are supported by 2 previous journals entitled "Effects of Using Celebrity Endorser Arief Muhammad on Instagram on Brand Image Erigo Store" and "The Effect of Zaskia Adya Mecca as Brand Ambassador on Instagram Meccanismeofficialshop on Brand Image Meccanisme." The results from the 2 previous journals support this research, where the previous 2 journals predict that if there is a change in the Brand Ambassador, there will also be a change in the Brand Image. Therefore, if a brand wants to improve its Brand Image, then the brand must also increase the Brand dimension. Ambassador.

V. Conclusion

Based on the results of this study, it was found that Brand Ambassador Marshel Widyanto had a positive and significant effect on MS Glow's Brand Image. In descriptive analysis, the brand ambassador variable also has a percentage result of 74% which is included in the good category. In addition, descriptive analysis of the brand image variable has a percentage result of 64% which is included in the fairly good category. Through the results of a linear regression of 1,683 on the Brand Ambassador variable it has an effect that every 1% increase will affect the Brand Image. In addition, the coefficient of determination of the Brand Image variable is influenced by the Brand Image variable of 86.1%. While 13.9% is influenced by other variables not examined in this study.

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