

CHAPTER IV

DATA ANALYSIS

This chapter presents the results of data collected through an online questionnaire distributed via Google Forms, with links shared on social media platforms such as WhatsApp, Line, Twitter, Outlook (e-mail), and Instagram distributed from May 14th 2024 until May 25th 2023. The criteria of the respondents are the people that familiar with the Scarlett Whitening brand and aware of its advertising campaigns featuring EXO as brand ambassadors. These criteria ensure that participants can provide informed insights about the brand and its marketing efforts. In this chapter also illustrates the statistical analysis of quantitative data gathered about the brand ambassador, brand image, and people purchase intention from their marketing effort in Scarlett Whitening brand and interprets these findings. Additionally, this chapter discusses the research outcomes, identifying similarities and differences compared to previous studies and literature on the subject.

Table 4.1

Filter of Distributed Questionnaire Results

Respondent Description	Frequency
The total number of respondent who meet the specified criteria	200
The total number of respondent who do not meet the specified criteria.	16
Total	216

Source: Primary Data (2024)

Based on the data in the respondent's table, showing that 216 people filled out the survey. The present study will not include sixteen people of these subjects, due to the fact that they did not meet the eligibility criteria for the data. We can therefore conclude that 200 respondents satisfy the criteria and are suitable for

analysis. Therefore, there are 200 respondents who match the necessary criteria and can be included in the analysis.

4.1 Respondent Demographics Analysis

In this part will explain about the details on the background of each respondent and the criteria required for their responses to be considered valid data. It includes demographic information such as gender, age, occupation, domicile, and any specific Scarlett Whitening products the respondents have used (if applicable). This information is crucial to give a deep understanding and analyzing the profiles of those who participated in the questionnaire.

4.1.1 Respondent Demographics Analysis by Gender

Table 4.2 Characteristic Respondent by Gender

Characteristic		Frequency	Percentage
Gender	Male	30	15%
	Female	170	85%
	Total	200	100%

Source: Primary Data (2024)

Based on the provided data, it illustrate that the surveyed population is predominantly female. Out of 200 individuals, 170 are female, representing 85% of the total, while only 30 are male, accounting for 15%. The survey results reveal a noticeable gender imbalance, with many more female respondents than male respondents.

4.1.2 Respondent Demographics Analysis by Age

Table 4.3 Characteristic Respondent by Age

Characteristic		Frequency	Percentage
Age	> 18	6	3%
	18-24	133	66,5%
	25-34	49	24,5%
	< 35	12	6%
	Total	200	100%

Source: Primary Data (2024)

The results show that most participants are young adults. A significant 66.5% are aged 18-24, and 24.5% are between 25-34 years old. A minor portion of the sample includes individuals over 18 or under 35, comprising 3% and 6% respectively. Thus, the survey predominantly reflects the views of those in the 18-34 age bracket. In conclusion the survey mainly represents the perspectives of individuals aged between 18 and 34.

4.1.3 Respondent Demographics Analysis by Work or Job

Table 4.4 Characteristic Respondent by Work or Job

Characteristic		Frequency	Percentage
Work / Job	College student or student	109	54,5%
	Worker	58	29%
	Housewife	15	7,5%
	Not working or not yet working	18	9%
	Total	200	100%

Source: Primary Data (2024)

According to the data, reveals that the majority of the sample consists of college student and students in general, representing for 54.5% of all responses. The

workers make up the second-largest segment, representing for 29% of the total. Housewives make up a slightly lesser percentage (7.5%), while 9% of the population is either unemployed or not working right now. This breakdown indicates that most surveyed individuals are either workers or students, showing from the different employment situations the people are in.

4.1.4 Respondent Demographics Analysis by Domicile

Based on the data from 38 provinces in Indonesia, it is notable that the participation in this study varies significantly by domicile of Jawa Barat has the highest participation with 48 respondents, accounting for 24% of the total, DKI Jakarta follows with 31 respondents, making up 15.5%, Jawa Timur has 21 respondents, making up 10.5%, Jawa Tengah has 19 respondents, representing 9.5%, Banten has 15 respondents, contributing 7.5%, and DIY Yogyakarta has 13 respondents, accounting for 6.5%.

Some provinces have lower participation rates, each contributing 4.5%, with some notable mentions such as, Sumatera Selatan has 9 participants (4.5%), Sumatera Utara has 6 participants (3%), Sumatera Barat and Sulawesi Selatan have each with 5 participants (2.5%), The smallest contributions, at 1.5% each came from several provinces such as Bali, Papua Barat Daya, and Nanggroe Aceh Darrusalam. Following the next smaller participation at rates of 1% following Kalimantan Selatan, Kalimantan Timur, Kalimantan Barat, Jambi, Kepulauan Riau, and Papua Barat. Lastly other province that also have a smaller participation rates that each at 0.5%, came from several provinces including Kalimantan Tengah, Lampung, Bengkulu, Papua, Maluku, Sulawesi Tengah, and Nusa Tenggara Barat.

This distribution highlights that the majority of participants are from the central and western parts of Indonesia, with particularly high representation from Jawa Barat, DKI Jakarta, and Jawa Timur.

4.1.5 Respondent Demographics Analysis by Monthly Income or Allowance

Table 4.5 Characteristic Respondent by Monthly Income or Allowance

Characteristic		Frequency	Percentage
Monthly Income or Allowance	< Rp 1.000.000	81	40,5%
	Rp 1.000.000 – Rp 2.500.000	48	24%
	Rp 2.500.001 – Rp 3.500.000	26	13%
	> Rp. 3.500.000	45	22,5%
	Total	200	100%

Source: Primary Data (2024)

Based on the data on monthly income or allowance, it can be concluded that the majority of respondents earn less than Rp 1,000,000 per month that representing 40.5% of the total. A significant portion, with 24% that have a middle income ranges earning between Rp 1,000,000 and Rp 2,500,000. Following next with percentage at 22.5%, has a monthly income exceeding Rp 3,500,000. The remaining respondents fall into the middle income ranges, with 13% earning between Rp 2,500,001 and Rp 3,500,000. For the conclusion, this distribution highlights a substantial gap in income levels among the respondents, with many individuals of the respondent have a lower earning incomes.

4.1.6 Respondent Demographics Analysis by Characteristic and Usage of Scarlett Whitening Brand Products (if any)

Table 4.6 Characteristic Respondent by Scarlett Whitening Brand Products used by the Respondents (if any)

Characteristic		Frequency	Percentage
Scarlett Whitening brand products used by respondents	Parfume	30	15%
	Haircare	8	4%
	Skincare	63	31,5%
	Bodycare	141	70,5%
	Never tried	24	12%
	Total	200	100%

Source: Primary Data (2024)

Based on the data, it can be concluded that Scarlett Whitening body care products are the most popular among respondents, with 70.5% (141 respondents) using them. Skincare products also have a significant user base, being used by 31.5% (63 respondents). Perfume products are moderately popular, used by 15% (30 respondents), while haircare products are the least used, with only 4% (8 respondents). Additionally, 12% (24 respondents) have never tried any products from the Scarlett Whitening brand. This indicates that the brand has a strong presence in the body care and skincare markets among the respondents, but there is potential for growth in the haircare and perfume segments.

4.2. Descriptive Statistics Analysis

4.2.1. Mean, Median, and Standard Deviation.

Name	Mean	Median	Min	Max	Standard Deviation	Category
CRE1	4.340	5.000	2.000	5.000	0.815	Very High
CRE2	4.225	4.000	2.000	5.000	0.857	Very High
CRE3	4.105	4.000	1.000	5.000	0.897	High
SPE1	4.385	5.000	1.000	5.000	0.841	Very High
SPE2	4.050	4.000	1.000	5.000	0.947	High
SPE3	4.345	5.000	2.000	5.000	0.765	Very High
SPE4	4.230	4.000	1.000	5.000	0.841	Very High
ATT1	4.645	5.000	1.000	5.000	0.647	Very High
ATT2	4.560	5.000	1.000	5.000	0.697	Very High
ATT3	4.560	5.000	1.000	5.000	0.712	Very High
ATT4	4.640	5.000	2.000	5.000	0.656	Very High
CON1	4.115	4.000	1.000	5.000	0.939	High
CON2	3.985	4.000	1.000	5.000	0.967	High
CON3	4.650	5.000	2.000	5.000	0.614	Very High
BI1	4.315	4.000	1.000	5.000	0.791	Very High
BI2	4.075	4.000	1.000	5.000	0.927	High
BI3	3.980	4.000	1.000	5.000	0.969	High
PI1	3.850	4.000	1.000	5.000	1.067	High
PI2	3.725	4.000	1.000	5.000	1.140	High
PI3	3.765	4.000	1.000	5.000	1.095	High

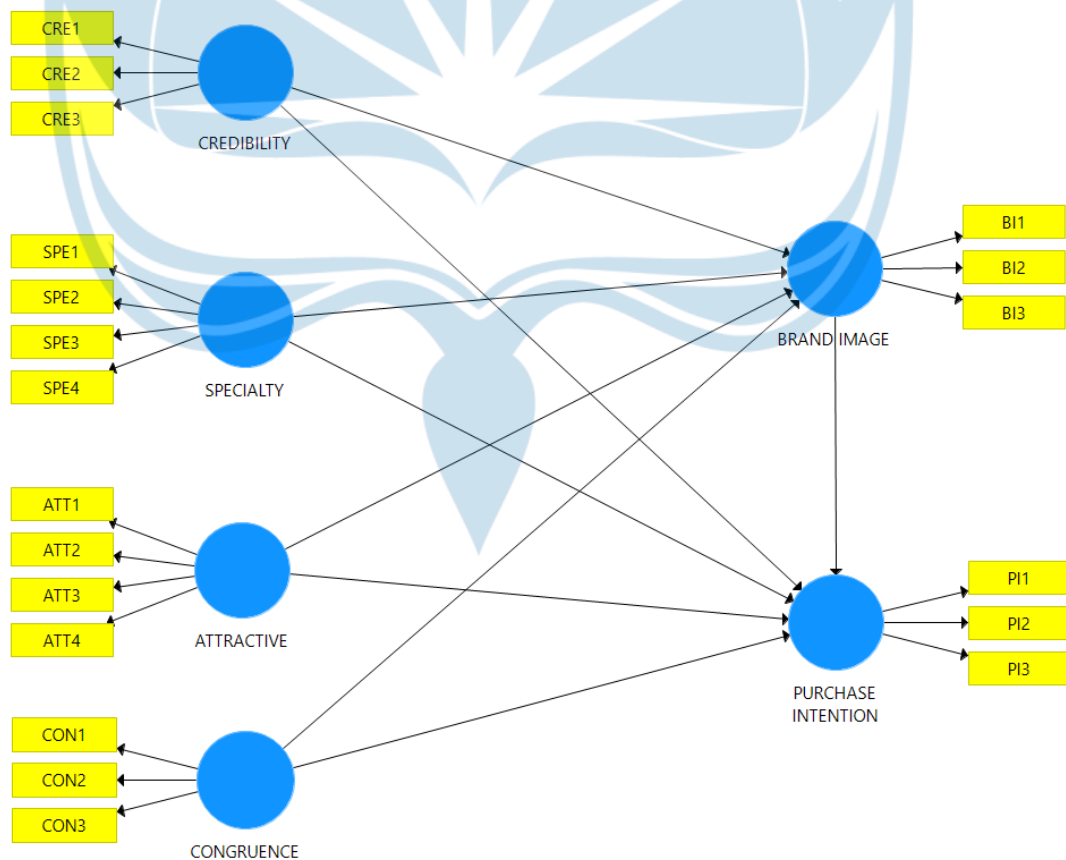
Source: Primary Data (2024)

Standard deviation is a statistical measure that calculates the average distance between individual data points and the mean of a dataset according to Neuman, (2014). It helps researchers understand how spread out the data is and how much it varies from the average. By calculating standard deviation, researchers can identify how much individual data points differ from the mean and gain insights into the distribution of values. This metric is very important for looking at data,

finding unusual values, and comparing groups or factors based on the the variation. The analysis from table 4.2.1 appeared that the standard deviation for each indicator in the study is below the mean. Additionally, it indicates that the average mean for each indicator is notably high. A low standard deviation means data points are close to the average, showing little variation. A high standard deviation means data points are spread out from the average, showing a lot of variation.

4.3 SEM-PLS Analysis

This section covers analytical methods including hypothesis testing, measurement model (outer model), and structural model (inner model). Before starting the analysis, the PLS structural model are crucial and should had to be developed to determine the validity outcome. In addition this is the structural model of the research.



Source: SEM-PLS Application

Figure 4.1 Model Framework

4.4 Measurement Outer Model

4.4.1 Convergent Validity

Table 4.7 Outer Loadings Result

Indicators	ATTRACTIVE	BRAND IMAGE	CONGRUENCE	CREDIBILITY	PURCHASE INTENTION	SPECIALTY
ATT1	0.897					
ATT2	0.837					
ATT3	0.907					
ATT4	0.909					
BI1		0.877				
BI2		0.829				
BI3		0.889				
CON1			0.898			
CON2			0.903			
CON3			0.558			
CRE1				0.907		
CRE2				0.948		
CRE3				0.849		
PI1					0.899	
PI2					0.825	
PI3					0.930	
SPE1						0.787
SPE2						0.865
SPE3						0.826
SPE4						0.872

Source: Primary Data (2024)

Commonly, 0.7 is used as a base standard for the loading factor, which means that the expectation is higher than this level. Based on the 200 answers shown in Table 4.7, the assertions for all variables have values greater than 0.7. According from data it shown there are one indicator, named CON3, showing a

value number of 0.558, which suggests that the number was not valid. As a result, even though most variable statements are valid, these CON3 indicators would be remove or not be used since these indicators are not reaching the expectation number.

Table 4.8 Outer Loadings Result 2

Indicators	ATTRACTIVE	BRAND IMAGE	CONGRUENCE	CREDIBILITY	PURCHASE INTENTION	SPECIALTY
ATT1	0.897					
ATT2	0.837					
ATT3	0.907					
ATT4	0.910					
BI1		0.877				
BI2		0.826				
BI3		0.891				
CON1			0.930			
CON2			0.914			
CRE1				0.907		
CRE2				0.948		
CRE3				0.849		
PI1					0.899	
PI2					0.825	
PI3					0.930	
SPE1						0.787
SPE2						0.865
SPE3						0.826
SPE4						0.872

Source: Primary Data (2024)

With the values of the questionnaire items for each variable listed, Table 4.8 displays the data from the construct model. The expected outcome in this test should be higher than 0.50, which is the lowest acceptable value for the outer loadings.

Table 4.8 shows that every item value above this threshold is correct, therefore proving that they are valid.

4.4.2 Composite Reliability and Average Variance Extracted (AVE)

Table 4.9 Composite Reliability and Average Variance Extracted (AVE)

Variable	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Attractive	0.920	0.937	0.789
Brand Image	0.837	0.899	0.749
Congruence	0.830	0.919	0.850
Credibility	0.889	0.929	0.814
Purchase Intention	0.885	0.916	0.785
Specialty	0.870	0.904	0.703

Source: Primary Data (2024)

Based on the table 4.8, as evidenced by the Composite Reliability (rho_a) and related Composite Reliability (rho_c) ratings of the various constructs, the data offers insights into their internal consistency and reliability. Significantly, constructs with Composite Reliability scores from Attractive is 0.920 and 0.937, Brand Image is 0.837 and 0.899, Congruence is 0.830 and 0.919, Credibility is 0.889 and 0.929, Purchase Intention is 0.885 and 0.916, and Specialty is is 0.870 and 0.940. For the composite reliability the minumum number are > 0.7 and based on the data it shows that all of the construct value has high reliability. These results show that the measures used were valid, and increase confidence when applying these constructs to additional analysis within the research.

The AVE (Average Variance Extracted) number can also be described in convergent validity, where the AVE value must be > 0.5 for each variable. This data results of AVE that shown are from the data is the outcome from removing

indicators CON3. Based on the results provided in table 4.8 the Average Variance Extracted (AVE) values for the variables show that there is strong convergent validity across all categories. In particular, the average value for Attractive (0.789), Brand Image (0.749), Congruence (0.850), Credibility (0.814), Purchase Intention (0.785), and Speciality (0.703) is higher than the 0.50 level. This means that each construct accounts for a substantial amount of variation compared to measurement error. The fact that Congruence and Credibility have such high AVE numbers shows how strong they are in the study. Therefore, it can be said based on the table 4.8 that every construct has strong convergent validity.

4.4.3 Cronbach's Alpha

Table 4.10 Cronbach's Alpha

Variable	Cronbach's alpha
Attractive	0.911
Brand Image	0.832
Congruence	0.824
Credibility	0.885
Purchase Intention	0.863
Specialty	0.859

Source: Primary Data (2024)

Table 4.10 shows the data, which includes Cronbach's alpha values for different constructs. These values show how reliable the constructs are in terms of internal consistency. With scores of attractive is 0.911, brand image is 0.832, congruence is 0.824, credibility is 0.885, purchase intention is 0.863 and specialty is 0.859. Respectively, Attractive, Credibility, and Purchase Intention all show high internal consistency. To make sure the test was reliable, we used Cronbach's Alpha aiming for scores above 0.6 or 0.7 for each construct. The results show that the tests used to measure each concept were accurate and reliable, which means that they can be used for more research. The high Cronbach's alpha numbers show how strong the constructs are and give researchers more confidence in their reliability.

4.4.4 Discriminant Validity

Table 4.11 Discriminant Validity

Indicators	ATTRACTIVE	BRAND IMAGE	CONGRUENCE	CREDIBILITY	PURCHASE INTENTION	SPECIALTY
ATT1	0.897	0.254	0.337	0.476	0.243	0.482
ATT2	0.837	0.186	0.299	0.350	0.260	0.455
ATT3	0.907	0.251	0.314	0.454	0.305	0.501
ATT4	0.910	0.283	0.314	0.470	0.299	0.505
BI1	0.293	0.877	0.484	0.372	0.267	0.358
BI2	0.226	0.826	0.376	0.366	0.302	0.330
BI3	0.199	0.891	0.520	0.313	0.222	0.295
CON1	0.297	0.494	0.930	0.603	0.514	0.568
CON2	0.361	0.493	0.914	0.583	0.421	0.569
CRE1	0.516	0.321	0.535	0.907	0.497	0.546
CRE2	0.454	0.364	0.590	0.948	0.558	0.589
CRE3	0.373	0.408	0.615	0.849	0.458	0.554
PI1	0.260	0.354	0.546	0.541	0.899	0.519
PI2	0.242	0.133	0.335	0.392	0.825	0.424
PI3	0.326	0.285	0.448	0.538	0.930	0.526
SPE1	0.488	0.274	0.491	0.517	0.394	0.787
SPE2	0.335	0.292	0.538	0.505	0.469	0.865
SPE3	0.518	0.340	0.464	0.522	0.438	0.826
SPE4	0.499	0.355	0.566	0.552	0.548	0.872

Source: Primary Data (2024)

According to Sekaran, Uma & Bougie, (2019), researchers frequently use cross-loading, which is a method that includes comparing the indicator values inside a construct with those in other constructs, in order to evaluate the discriminant validity of their findings. Based on the information shown in Table 4.11, it is clear that the values of the indicators within each construct are greater than the values of the indicators within other constructs, which demonstrates that the discriminant validity is sufficient.

Table 4.12 Fornell-Larcker Criterion

	Attractive	Brand Image	Congruence	Credibility	Purchase Intention	Specialty
Attractive	0.888					
Brand Image	0.277	0.865				
Congruence	0.355	0.535	0.922			
Credibility	0.496	0.404	0.644	0.902		
Purchase Intention	0.313	0.303	0.509	0.561	0.886	
Specialty	0.548	0.378	0.616	0.625	0.557	0.838

Source: Primary Data (2024)

This table, 4.12, called the Fornell-Larcker Criterion, shows how the different concepts in the study are related to each other. To check for discriminant validity, each construct is compared to other constructs and to itself. The numbers on the diagonal show the square root of the average variance extracted (AVE) for each construct. Therefore in terms of how each construct is related to other constructs, the Fornell-Larcker Criterion value should be higher than the other value. The numbers that are not on the diagonal show how the constructs are related to each other. According to the results, the AVE values for each construct are higher than the associations with other constructs. This means that the discriminant validity is good. This means that each construct measures a different idea and is sufficiently different from the others in the study.

4.5 Measurement Inner Model

A structural model is a statistical tool that shows how variables are related. It estimates relationships between hidden and observed variables. In this study, the researcher use a structural equation model (SEM) to analyze a regression equation with different input and output elements at the same time. The results of 5 measurement inner model will be discussed, particularly examining the outcomes of R^2 , Q^2 , and F^2 .

4.5.1 The coefficient of determination (R^2)

To find the coefficient of determination and to evaluate the quality of the model, the R^2 value are implemented by the researcher. This coefficient shows how much the latent variables from outside the system affect the latent variables inside the system.

Table 4.13 Value of R^2

	R Square	R Square Adjusted
Brand Image	0.297	0.283
Purchase Intention	0.398	0.383

Source: Primary Data (2024)

Based on table 4.11, the result of coefficient determination can be concluded that the value of R square influences together or simultaneously is 0.297 with the value of adjusted r square 0.283 for brand image, 0.398 r square with 0.383 adjusted r square for purchase intention. So, it can be concluded that all of the exogeneous construct (credibility, attractive specialty, congruence) simultaneously influence brand image for 0.283 or 28.3%, and influence purchase intention for 0.383 or 38.3%. Therefore, from data we can conclude, because the adjusted r square value is below 0.50 for moderate number while according to the data the brand image is 0.283 and for the purchase intention is 0.383, the influence of constructed exogen means that the influence of constructed exogen is considered as weak significance.

4.5.2 Predictive Relevance or Blindfolding (Q^2)

Table 4.14 Value of Q^2

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Attractive	800.000	800.000	
Brand Image	600.000	474.527	0.209
Congruence	400.000	400.000	
Credibility	600.000	600.000	
Purchase Intention	600.000	422.632	0.296
Specialty	800.000	800.000	

Source: Primary Data (2024)

To determine the expected Q^2 , simply calculate the ratio of the sum of squared errors (SSE) to the sum of squared outcomes (SSO) and subtract it from 1. Table 4.14 displays the Q^2 values for Brand Image (about 0.209) and Purchase Intention (approximately 0.296). These numerical values indicate the level of accuracy with which the model defines the variable that represents the outcome. With $Q^2 > 0$ indicating good predictive performance, based on the table 4.14 we can conclude that the level of accuracy and the model has a good predictive performance. Therefore, Brand Image and Purchase Intention have a modest level of usefulness in predicting outcomes, explaining around 20.9% and 29.6% of the variability, respectively.

4.5.3 Analysis Quality Criteria F²

Table 4.15 Value of F²

	Attractive	Brand Image	Congruence	Credibility	Purchase Intention	Specialty
Attractive		0.005			0.004	
Brand Image					0.000	
Congruence		0.152			0.015	
Credibility		0.003			0.072	
Purchase Intention						
Specialty		0.000			0.075	

Source: Primary Data (2024)

The information in Table 4.14 shows the values of F². Each cell in the table shows the F² number for how two constructs interact with each other. The table shows the strength of the link between the different constructs by their non-zero values. The F² numbers that are most significant are 0.152 for Congruence and 0.072 for Credibility when it comes to Purchase Intention. These results show important connections between these ideas, showing how important they are to the study. Some constructs, like Brand Image and Specialty, have zero F² values and other construct that have a red number, which means they don't have a significant relationship with any of the other constructs in the study. Overall, the F² values show how strong the connections are between various concepts, which helps in judging the quality of the research.

4.6 Hypothesis Testing

Table 4.16 Bootstrapping

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics	P Values
Attractive -> Brand Image	0.075	0.074	0.082	0.908	0.364
Attractive -> Purchase Intention	-0.059	-0.056	0.071	0.825	0.410
Brand Image -> Purchase Intention	0.003	0.004	0.073	0.038	0.970
Congruence -> Brand Image	0.459	0.459	0.102	4.483	0.000
Congruence -> Purchase Intention	0.142	0.137	0.093	1.526	0.128
Credibility -> Brand Image	0.061	0.061	0.100	0.613	0.540
Credibility -> Purchase Intention	0.303	0.305	0.100	3.022	0.003
Specialty -> Brand Image	0.017	0.016	0.098	0.172	0.863
Specialty -> Purchase Intention	0.311	0.312	0.091	3.407	0.001

Source: Primary Data (2024)

4.6.1. The influence of brand ambassador credibility on brand image.

As demonstrated by the examination of the first hypothesis, the relationship between the credibility in brand ambassador toward brand image is not significant. The T statistic is 0.613, which is lower than the significant value of 1.96, as shown in the table to be the case. In addition to this, the P value is 0.540, which is greater

than the threshold of 0.05. Therefore, based on the findings, the credibility of the brand ambassador does not have a significant impact on the image of the brand.

H1: Brand ambassador credibility have a positive influence on brand image.

(Rejected)

4.6.2 The influence of brand ambassador specialty on brand image.

As demonstrated by the examination of the second hypothesis, the relationship between the credibility in brand ambassador toward brand image is not significant. The T statistic is 0.172, which is lower than the significant value of 1.96, as shown in the table to be the case. In addition to this, the P value is 0.863, which is greater than the threshold of 0.05. Therefore, based on the findings, the specialty of the brand ambassador does not have a significant impact on the image of the brand.

H2: Brand ambassador specialty have a positive influence on brand image.

(Rejected)

4.6.3 The influence of brand ambassador attractiveness on brand image.

As demonstrated by the examination of the third hypothesis, the relationship between the attractiveness in brand ambassador toward brand image is not significant. The T statistic is 0.172, which is lower than the significant value of 1.96, as shown in the table to be the case. In addition to this, the P value is 0.863, which is greater than the threshold of 0.05. Therefore, based on the findings, the attractiveness of the brand ambassador does not have a significant impact on the image of the brand.

H3: Brand ambassador attractiveness have a positive influence on brand image.

(Rejected)

4.6.4 The influence of brand ambassador congruence on brand image.

As demonstrated by the examination of the fourth hypothesis, the relationship between the congruence in brand ambassador toward brand image is significantly influence. The T statistic is 4.483, which is higher than the significant value of 1.96, as shown in the table to be the case. In addition to this, the P value is 0.000, which is lesser than the threshold of 0.05. Therefore, based on the findings, the congruence of the brand ambassador does have a significant impact on the image of the brand.

H4: Brand ambassador congruence have a positive influence on brand image.
(Accepted)

4.6.5 The influence of brand ambassador credibility on purchase intention.

As demonstrated by the examination of the fifth hypothesis, the relationship between the credibility in brand ambassador toward purchase intention is significantly influence. The T statistic is 3.022, which is higher than the significant value of 1.96, as shown in the table to be the case. In addition to this, the P value is 0.003, which is lesser than the threshold of 0.05. Therefore, based on the findings, the credibility of the brand ambassador does have a significant impact on the purchase intention.

H5: Brand ambassador credibility have a positive influence on purchase intention.
(Accepted)

4.6.6 The influence of brand ambassador specialty on purchase intention.

As demonstrated by the examination of the sixth hypothesis, the relationship between the specialty in brand ambassador toward purchase intention is significantly influence. The T statistic is 3.407, which is higher than the significant value of 1.96, as shown in the table to be the case. In addition to this, the P value is 0.001, which is lesser than the threshold of 0.05. Therefore, based on the findings,

the specialty of the brand ambassador does have a significant impact on the purchase intention.

H6: Brand ambassador specialty have a positive influence on purchase intention.

(Accepted)

4.6.7 The influence of brand ambassador attractiveness on purchase intention.

As demonstrated by the examination of the seventh hypothesis, the relationship between the attractiveness in brand ambassador toward purchase intention is not significantly influence. The T statistic is 0.825, which is lower than the significant value of 1.96, as shown in the table to be the case. In addition to this, the P value is 0.410, which is greater than the threshold of 0.05. Therefore, based on the findings, the attractiveness of the brand ambassador does have a significant impact on the purchase intention.

H7: Brand ambassador attractiveness have a positive influence on purchase intention. **(Rejected)**

4.6.8 The influence of brand ambassador congruence on purchase intention.

As demonstrated by the examination of the eight hypothesis, the relationship between the congruence in brand ambassador toward purchase intention is not significantly influence. The T statistic is 1.526, which is lower than the significant value of 1.96, as shown in the table to be the case. In addition to this, the P value is 0.128, which is greater than the threshold of 0.05. Therefore, based on the findings, the congruence of the brand ambassador does not have a significant impact on the purchase intention.

H8: Brand ambassador congruence have a positive influence on purchase intention.

(Rejected)

4.6.9 The influence of brand image on purchase intention.

As demonstrated by the examination of the ninth hypothesis, the relationship between the brand image toward purchase intention is not significantly influence. The T statistic is 0.038, which is lower than the significant value of 1.96, as shown in the table to be the case. In addition to this, the P value is 0.970, which is greater than the threshold of 0.05. Therefore, based on the findings, the brand image does not have a significant impact on the purchase intention.

H9: Brand image have a positive influence on purchase intention. **(Rejected)**

Table 4.17 Indirect Effect

	Original sample (O)	T statistics (O/STDEV)	P values
ATTRACTIVE -> BRAND IMAGE -> PURCHASE INTENTION	0.000	0.025	0.490
CONGRUENCE -> BRAND IMAGE -> PURCHASE INTENTION	0.001	0.038	0.485
CREDIBILITY -> BRAND IMAGE -> PURCHASE INTENTION	0.000	0.019	0.493
SPECIALTY -> BRAND IMAGE -> PURCHASE INTENTION	0.000	0.006	0.497

Source: Primary Data (2024)

Based on the data presented in table 4.16, it is evident that the indirect effects of attractive, congruence, credibility, and specialty on purchase intention through brand image are not statistically significant. This is indicated by the very low t statistics and p values well above the conventional threshold of 0.05 for all paths. Consequently, we can conclude that there is no significant mediation effect

of brand image on the relationship between these variables (attractive, congruence, credibility, specialty) and purchase intention.

Table 4.18 Mediation Analysis

	Original sample (O)	P values
Attractive -> Brand Image	0.075	0.202
Attractive -> Purchase Intention	-0.059	0.197
Brand Image -> Purchase Intention	0.003	0.484
Congruence -> Brand Image	0.459	0.000
Congruence -> Purchase Intention	0.142	0.065
Credibility -> Brand Image	0.061	0.293
Credibility -> Purchase Intention	0.303	0.001
Specialty -> Brand Image	0.017	0.434
Specialty -> Purchase Intention	0.311	0.001
Indirect Effect Attractive -> Brand Image -> Purchase Intention	0.000	0.490
Indirect Effect Congruence -> Brand Image -> Purchase Intention	0.001	0.485
Indirect Effect Credibility -> Brand Image -> Purchase Intention	0.000	0.493
Indirect Effect Specialty -> Brand Image -> Purchase Intention	0.000	0.497
Mediating Effect	Direct-only non-mediation	

Source: Primary Data (2024)

The analysis in Table 4.21 shows that there is no mediation from brand image on brand ambassador toward purchase intention. However, there are several direct impact from congruence to brand image and also credibility and specialty toward purchase intention. This indicates that the mediating effect is consider as direct only non-mediation. This type of direct effect is referred to as direct-only non-mediation by Zhao et al. (2010).

4.7 Discussion

1. The influence of brand ambassador credibility on brand image.

According to the results from, the Smart PLS-SEM results indicate that the first hypothesis (H1) is rejected, meaning the brand ambassador credibility does not significantly influence the brand image based in this study. The results of this study were the opposite from the previous research of Hong et al. (2023), Fitri, (2018) and Mudzakir, (2018). One possible explanation on how brand ambassador credibility does not significantly influence the brand image is because the changing perception of brand ambassadors among consumers. One possible reason or explanation that brand ambassador credibility is does not significantly influence the brand image based in this study, because nowadays people may have a perception that brand ambassadors are seen just as a promotional tool in other word just to supporters of the brand. This perception of image has made people less seen the trustworthy of brand ambassador and the products they promote. Because of this, a brand ambassador doesn't have much of an effect on the company's image, due to people perception.

*H1: Brand ambassador credibility have a positive influence on brand image.
(Rejected)*

2. The influence of brand ambassador specialty on brand image.

According to the results from, the Smart PLS-SEM results indicate that the second hypothesis (H2) is rejected, indicating that the brand ambassador specialty does not significantly impact the brand image based on this study. The results of

this study were the opposite from the previous research of Vila-López et al. (2024). However, based on Hong et al. (2023) study was found out that a brand ambassador's specialty does not improve brand image. In a study conducted by Hong et al. (2023) it was found that consumers, particularly younger ones, prioritize practical product knowledge and relatable experiences over the qualifications of a brand ambassador.

According to the investigation of this study, the brand ambassador's specialty especially in the study of EXO may not have a impact on the brand's image. The explanation for this result is that EXO, known for their music and which can be indicates that they are specialized in music. However, in this promotion EXO, they promoted a beauty skincare product in this ad campaign. Based on this study people or the respondent may view EXO's endorsement of a cosmetics product with skepticism because they are mainly known for their music. Because there is a mismatch between the ambassadors' specialty or expertise and the advertised product, EXO's endorsement might not accomplish much to improve the brand's image.

*H2: Brand ambassador specialty have a positive influence on brand image.
(Rejected)*

3. The influence of brand ambassador attractiveness on brand image.

According to the results from, the Smart PLS-SEM results indicate that the third hypothesis (H3) is rejected, meaning the brand ambassador attractiveness does not significantly influence the brand image based in this study. The results of this study were the opposite from the previous research of Hong et al. (2023), Fitri, (2018) and Vila-López et al. (2024). However, based on the previous study, Mudzakir, (2018) also align with this result that the attractiveness of their study brand ambassador does not have a big impact on how consumers see the image of the brand. One possible explanation is that EXO's attractiveness may be more relevant to their fans' interests and needs, such as music, appearance, and lifestyle, compared to Scarlett Whitening skincare products.

Another explanation is based on the data that the researcher has, a significant amount of the respondents were from the EXO fanbase itself. This resulted in EXO fans giving very high ratings to the element of attractiveness, but not to brand image. Consequently, this led to biased responses from some fans regarding brand image. Furthermore, people from different groups may react differently on the perception of how people think of attractiveness the brand ambassador is. Ultimately, people preferences for aesthetics and the appearance of brand ambassador can be differ and change anytime. Additionally, In the competitive beauty industry, an attractive brand ambassador might not strongly influence brand image. Additionally, since consumers see so many beautiful faces in beauty industry that also using brand ambassador to promoting products that can easily grab people attention or convince them to buy other products. With many brands having attractive ambassadors, beauty alone isn't enough to stand out.

H3: Brand ambassador attractiveness have a positive influence on brand image.
(Rejected)

4. The influence of brand ambassador congruence on brand image.

According to the results from, the Smart PLS-SEM results indicate that the fourth hypothesis (H4) is accepted, meaning the brand ambassador congruence does significantly influence the brand image based in this study. These findings also align with Hong et al. (2023) and Fitri, (2018) research that showed that brand ambassador congruence influence the brand image. When a brand spokesperson fits in well with the brand, it makes the brand's image better. Based on this study the people or the respondent might percieve that the brand ambassador is in line with the brand, that the brand ambassador shares the same values as the brand, so people tend to like the brand more. As an explanation the Scarlett Whitening emphasizes the value of achieving brighter, healthier skin, reflecting the image of their brand ambassador EXO.

Additionally, people also might perceive EXO as fresh, energetic and colourful of the brand image suits with EXO or in line with Scarlett Whitening's

brand image, which aims to promote natural and bright beauty. People also may think that EXO has represented the brand well, so they are perceive that they are suitable with the brand. When the ambassador fits well with the brand's audience, it makes the brand more appealing. This emotional connection can make people like the the brand more or increase the image of the brand.

*H4: Brand ambassador congruence have a positive influence on brand image.
(Accepted)*

5. The influence of brand ambassador credibility on purchase intention.

According to the results from, the Smart PLS-SEM results indicate that the fifth hypothesis (H5) is accepted, meaning the brand ambassador credibility does significantly influence the purchase intention based in this study. These findings also align with Hong et al. (2023), Rohaizat, Siti P & Golan, (2017) and Hua et al. (2020). Based on Hong et al. (2023), explain when people see brand ambassadors as trustworthy, they're more likely to buy a brand without doing a lot of research. This shows how important ambassador credibility is in affecting what people buy. Based on this study also found that when people trust the brand ambassador, it makes people more likely to want to buy the product. Based on this study indicates that choosing credible, trustworthy and knowledgeable celebrities for endorsing product it helps to build more trust with customers and makes them more likely to buy.

*H5: Brand ambassador credibility have a positive influence on purchase intention.
(Accepted)*

6. The influence of brand ambassador specialty on purchase intention.

According to the results from, the Smart PLS-SEM results indicate that the sixth hypothesis (H6) is accepted, meaning the brand ambassador specialty does significantly influence the purchase intention based in this study. These findings also align with Hua et al. (2020), explains that the expertise or specialty of brand ambassadors, especially celebrities endorsing product, has a big impact on whether

people want to buy. Based on this study explains that when celebrities know a lot about what they're endorsing, it really convinces consumers to trust and buy the product. Overall, while various factors influence purchasing decisions, the expertise of celebrities in this study stands out as the most important factor in driving people's intention to buy.

H6: Brand ambassador specialty have a positive influence on purchase intention.
(Accepted)

7. The influence of brand ambassador attractiveness on purchase intention.

According to the results from, the Smart PLS-SEM results indicate that the seventh hypothesis (H7) is rejected, meaning the brand ambassador attractiveness does not significantly influence the purchase intention based in this study. This aligns with research by Rohaizat, Siti P & Golan, (2017) suggesting that Korean celebrity endorsements may not directly influence purchase intention. Their study indicates that attractiveness alone does not significantly impact consumer behaviour. Rohaizat, Siti P & Golan, (2017), explain price, quality, and service remain the key drivers of purchase intention, and Korean celebrities as brand ambassadors can effectively expand brand reach, generating initial buzz and attracting a wider audience.

Similarly, based on this study also echoes prior findings, suggesting that attractiveness, like EXO's in this study are not really impact on buying intention. One reason could be that EXO's attractiveness or appeal aligns closely with what their fans are interested in, like music, appearance, and lifestyle, while Scarlett Whitening skincare products may not resonate as strongly. Therefore, the attractiveness of the brand ambassador probably has less impact on purchase intention in this context. Additionally, based on this study even though EXO is famous and good-looking, that doesn't mean people will buy Scarlett Whitening just because of them. This can be seen from the demographic data that most people in this study are students and workers with income or allowance below one million rupiah. This financial limitation is likely to have an impact on their purchasing

decisions, making them less responsive to the influence of attractive of brand ambassadors. This can be indicating that customers are more prioritize factors like quality and price over celebrity appearances. Even though it can be said that Scarlett Whitening consider as a medium price or not expensive however there are more products in the skincare or body care that are cheaper than Scarlett Whitening. Additionally, the beauty business is very competitive, so an attractive brand ambassador might not have a big effect on sales. Consumers see a lot of pretty faces advertising goods, so it's not easy to get their attention or get them to intention buy. Since a lot of brands use pretty models as a brand ambassador, being pretty isn't enough to stand out.

H7: Brand ambassador attractiveness have a positive influence on purchase intention. (Rejected)

8. The influence of brand ambassador congruence on purchase intention.

According to the results from, the Smart PLS-SEM results indicate that the eight hypothesis (H8) is rejected, meaning the brand ambassador congruence does not significantly influence the purchase intention based in this study. The results of this study were the opposite from the previous research of Hong et al. (2023), Hua et al. (2020) and Rohaizat, Siti P & Golan, (2017). Based on Hong et al. (2023) studies, it is stated that the congruence between a brand ambassador and purchase intention has a significant influence. This differs from the results of this study due to the varied preferences of consumers in the fashion industry and the beauty industry.

While congruence of brand ambassador affects the brand image, however the congruence in brand ambassador does not affect the intention to buy. Even though the brand ambassador shares the brand's values and EXO embodies Scarlett Whitening's image of freshness, energy, and vibrant skin, consumers' primary concerns about their skin problems or insecurities may not be addressed by these attributes. Therefore, the ambassador's congruence is less impact on purchase intention. Based on this study, when it comes to intention to buy consumer tend to

have a several consideration or choice, which is made up of several things. Price is still an important factor, along with product that clearly meet individual needs or wants. Additionally, some consumers might already have favourite products that they trust, making them less likely to try Scarlett.

H8: Brand ambassador congruence have a positive influence on purchase intention. (Rejected)

9. The influence of brand image on purchase intention.

According to the results from, the Smart PLS-SEM results indicate that the ninth hypothesis (H9) is rejected, meaning the brand image does not significantly influence the purchase intention based in this study. The results of this study were the opposite from the previous research of Hong et al. (2023), Fitri, (2018) and Suleman et al. (2023). Based on this study, there are some possible answers to this, while Scarlett Whitening has established a strong brand image, its impact on purchase intention is not always significant. Although the brand image of Scarlett Whitening offers diverse, attractive, and unique products, this does not necessarily drive people to buy them. This is because the image or the perception of Scarlett Whitening is primarily as a whitening skincare brand, which may not align with consumer or people specific skincare needs, such as treating acne or other concerns. Another reason why brand image of Scarlett Whitening does not increase purchases intention because there are factors which is people or consumer pay more attention to recommendations from other consumers. This can cause Scarlett's brand image to be overlooked. Additionally, beauty industry has a big and competitive market, therefore brand image can be challenged. With more choices, consumers might not choose a familiar brand, especially if competitors have similar features or lower prices.

H9: Brand image have a positive influence on purchase intention. (Rejected)

10. Brand image as mediator on brand ambassador toward purchase intention

According to the results from, the Smart PLS-SEM results indicate that the tenth hypothesis (H10) is rejected, meaning the brand image does not play as a mediator toward purchase intention. This result is contrary to the previous research of Nugroho et al. (2022), and Putri Sabella et al. (2022) studies. Based on the results of this study, brand image does not indirectly mediate the influence of a brand ambassador on purchase intention. However, there are direct effects, such as the direct impact of congruence on brand image and the direct influence of credibility and specialty on purchase intention. This indicates that the mediation effect is characterized as direct-only non-mediation. There are a couple of possible explanations for this.

First, the study participants noted that Scarlett Whitening is known for brightening the skin, but some people might have been more concerned with solving specific skincare problems such as acne and other skin problems. As a result, the brand's overall image as a whitening product does not heavily impact their purchase intention based on this study. Instead, consumers prioritize products that effectively target their individual skincare needs, which explains why the brand image alone does not drive purchase intention for Scarlett Whitening. Secondly, another possible explanation is that recommendations from friends and family might influence consumers more than the brand's image. People often trust their peers' opinions more than marketing messages. So, even though Scarlett Whitening had a good brand image, it might have been less influential than other recommendations. The brand image plays a crucial role in this hypothesis as it acts as a mediator between the brand ambassador and purchase intention. If the brand image does not resonate with consumers, it becomes challenging for mediation to occur effectively.

*H10: Brand image mediated on brand ambassador toward purchase intention.
(Rejected)*