

**THE INFLUENCE OF BRAND AMBASSADOR, BRAND IMAGE,
PRODUCT QUALITY AND PRICE ON POND'S PRODUCT
PURCHASE DECISION (Consumer Case Study on
Millennials in Lamongan)**

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Article Info	ABSTRACT
Keyword: Brand Ambassador, Brand Image, Product Quality, And Price	This study aims to determine the effect of Brand Ambassador, Brand Image, Product Quality and Price on the purchase decision of Pond's Product Case Study on Millennials in Lamongan. The type of research is quantitative research. The population in this study are consumers who use Pond's product among millennials in Lamongan. The sampling technique uses the purposive sampling method with the Alovin formula, a sample size of 251 respondents was obtained. The data collection technique uses online questionnaires through Google Form which has been tested for validity and reliability. The data analysis technique uses the Asumas method, classical, multiple linear regression, coefficient, determination, T and E using SPSS 26. The study began in November 2024 to March 2025.

INTRODUCTION

According to Kotler & Armstrong (2019) cosmetics are part of women, and women cannot be separated from them. The many daily activities of women outside the home make the face exposed to sunlight or dust, making it dark and dull. Women use facial cleansers to clean their faces better because cleaning the face does not only use clean water. This phenomenon creates a very promising business opportunity for companies engaged in this industry, especially companies engaged in facial care. As a result, many facial care products, especially facial wash products, are

on the market with various brands and qualities.

One of the most popular facial wash brands in the community is Pond's Face Wash. Pond's Institute, a subsidiary of Unilever which was founded in 1846, was originally established as a research center to answer the needs of women. Then, Pond's developed various beauty products for women, including facial wash.

RESEARCH METHODS

This research is an associative type using primary data as the main data source, the type of data used is data in the form of numbers (quantitative) taken from respondents' answers to the research instrument in the form of a Likert-scale questionnaire.

The population used in this study were all consumers of Pond's products in Lamongan City whose number was not known for sure (Unknown Population).

According to Riduwan (2015), to determine the number of samples in an unknown population, the Cochran formula was used and a sample of 251 people was obtained. The sampling technique was carried out using the purposive sampling method, namely with the criteria)

1. female consumers who use Pond's products
2. Pond's product users who are 24 years of age and over because they are considered to be able to answer questions on the questionnaire.

The data collection techniques in this study were observation, questionnaires and literature studies which were then analyzed using validity testing techniques, reliability tests, classical assumption tests, multiple linear regression analysis, multiple correlation coefficients, determination tests, t tests and f tests

RESULTS AND DISCUSSION

Validity Test

Table 1
Test Results Validitas

Variabel	Indikator	R hitung	R tabel	Keterangan
Brand Ambassador (X1)	X1.1	0,833	0,2039	Valid
	X1.2	0,840	0,2039	Valid
	X1.3	0,99	0,2039	Valid
	X1.4	0,53	0,2039	Valid
	X1.5	0,857	0,2039	Valid
Citra Merek (X2)	X2.1	0,807	0,2039	Valid
	X2.2	0,775	0,2039	Valid
	X2.3	0,751	0,2039	Valid
	X2.4	0,805	0,2039	Valid
	X2.5	0,805	0,2039	Valid
Kualitas Produk (X3)	X3.1	0,877	0,2039	Valid
	X3.2	0,825	0,2039	Valid
	X3.3	0,798	0,2039	Valid
	X3.4	0,816	0,2039	Valid
	X3.5	0,829	0,2039	Valid
Harga (X4)	X4.1	0,822	0,2039	Valid
	X4.2	0,821	0,2039	Valid
	X4.3	0,794	0,2039	Valid
	X4.4	0,807	0,2039	Valid
	X4.5	0,842	0,2039	Valid
Keputusan Pembelian (Y)	Y.1	0,792	0,2039	Valid
	Y.2	0,764	0,2039	Valid
	Y.3	0,798	0,2039	Valid
	Y.4	0,796	0,2039	Valid
	Y.5	0,797	0,2039	Valid

Table 1 explains that the statement instrument is valid if the calculated r value is greater than the r table and the significance value is less than 0.05. The r table for 251 respondents $DF-2 = 251 - 2249$ is 1.966. This means that all variables in this study consisting of the Brand Ambassador Variable (X1), Brand Image (X2), Product Quality (X3) and Purchase Decision (Y) are declared valid.

Reliability Test

Table 2
Results of the Reliability Test

Variabel	N	Cronbach's Alpha	Taraf	Keterangan
Brand Ambassador (X1)	5	0,875	0,600	Reliable
Citra Merek (X2)	5	0,847	0,600	Reliable
Kualitas Produk (X3)	5	0,887	0,600	Reliable
Harga (X4)	5	0,876	0,600	Reliable
Keputusan Pembelian (Y)	5	0,849	0,600	Reliable

Sumber : Data diolah SPSS, 2025

Based on table 2, it can be said that each research instrument variable succeeded in obtaining a Cronbach's Alpha value above 0.60. So it can be said that the questionnaire used in the research is reliable.

Normalitas Test

Table 3
Test Results Validitas
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		251
Normal Parameters, b	Mean	.0000000
	Std. Deviation	1.37511486
Most Extreme Differences	Absolute	.055
	Positive	.055
	Negative	-.051
Test Statistic		.055
Asymp. Sig. (2-tailed)		.064c

Sumber: Data Primer diolah Spss 2025

Based on table 3, it is explained that the normality test above using the Kolmogorov Smirnov Test, obtained a significant probability value of 0.064 or greater than 0.050, meaning that the data in this study was normally distributed. This proves that this study was normally distributed. The data normality test can also be seen from the Normal P-Plot graph. This graph is used as a consideration to see the normality of data in the regression model. The following are the results of data normality using the Normal P-Plot graph.

Multicollinearity Test

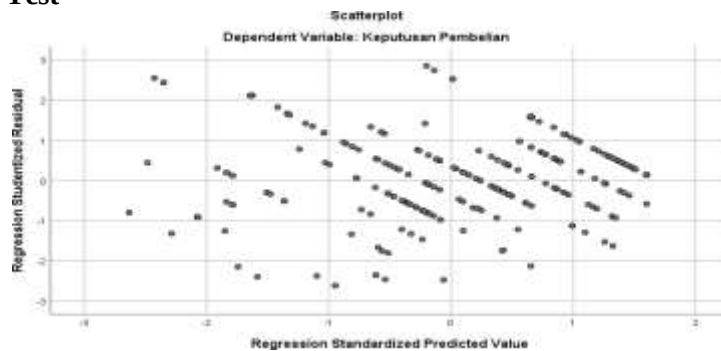
Table 4
Results of the Multicollinearity Test

Model	Coefficients ^a					Correlations			Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Zero-order	Partial	Part	Tolerance	VIF
	B	Std. Error								
1 (Constant)	3.026	.812		3.726	.000					
Brand Ambassador	.235	.051	.257	4.615	.000	.729	.282	.163	.404	2.478
Citra Merk	.190	.059	.188	3.220	.001	.708	.201	.114	.367	2.726
Kualitas Produk	.292	.054	.322	5.391	.000	.760	.325	.191	.351	2.849
Harga	.155	.068	.166	2.301	.022	.758	.145	.081	.241	4.148

Sumber : Data diolah SPSS, 2025

Based on table 4 above, it can be seen that the tolerance value of all independent variables is more than 0.10 and the VIF value of all independent variables is less than 10. This means that the variables used in this study do not show any symptoms of multicollinearity, which means that all variables can be used.

Heteroscedasticity Test



Test Results Heteroskedastisitas
Sumber Data diolah, SPSS 2025

Based on Figure 1 above, the points on the graph are spread out in an irregular and non-directional manner, meaning that the data in this study avoids symptoms of heteroscedasticity

Regresi Linear Berganda

Tabel 5
Test Results Uji Regresi Linear Berganda

Model	Coefficients ^a					Correlations			Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF
	B	Std. Error								
1 (Constant)	3.026	.812		3.726	.000					

Brand Ambassador	.235	.051	.257	4.615	.000	.729	.282	.163	.404	2.478
Citra Merk	.190		.188	3.220	.001	.708	.201	.114	.367	2.726
Kualitas Produk	.292	.054	.322	5.391	.000	.760	.325	.191	.351	2.849
Harga	.155	.068	.166	2.301	.022	.758	.145	.081	.241	4.148

Sumber : Data diolah SPSS 2025

$$Y = a + bx_1 + bx_2 + bx_3 + bx_4 + e$$

$$Y = 0,3026 + 0,235x_1 + 0,190x_2 + 0,292x_3 + 0,155x_4 + e$$

The results of the multiple linear regression analysis above can be explained as follows:

- The constant value is 3.026, which means that if the value of the independent variable (Brand Ambassador, Brand Image, Product Quality and Price) is equal to 0 (zero), then the level of purchasing decisions for Pond's products among millennials in Lamongan is 0.3026
- The regression coefficient for the Brand Ambassador variable (X1) is 0.235, which means that if the Brand Ambassador variable increases by 1 point, the purchasing decision of Pond's products among millennials in Lamongan will be 0.235.
- The regression coefficient for the Brand Image variable (X2) is 0.190, which means that if the Brand Image variable increases by 1 point, the purchasing decision of Pond's products among millennials in Lamongan will be 0.190.
- The regression coefficient for the Product Quality variable (X3) is 0.229, which means that if the Product Quality variable increases by 1 point, the decision on Pond's products among millennials in Lamongan is 0.229.
- The regression coefficient for the Price variable (X4) is 0.155, which means that if the Product Quality variable increases by 1 point, the decision to buy Pond's products among millennials in Lamongan will be 0.155.

Koefisien Korelasi dan Uji Determinasi

Koefisien Korelasi

Tabel 7

Koefisien Korelasi dan Test Determinasi

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.832 ^a	.692	.687	1.386	.692	137.891	4	246	.000	1.833

Sumber : Data diolah SPSS, 2025

The determination coefficient value is $0 < R \leq 1$ or between zero and one. The determination coefficient value can be seen in SPSS in the model summary table, namely in the Adjusted R column which is used to find out how large the independent variable is in the study.

Determination Test

From the table above, we can see the R square value of 0.692 or 687%. This shows that the Purchasing Decision can be influenced by 687% by the independent variables, namely Brand Ambassador, Brand Image, Product Quality and Price. Meanwhile, 39.4% of the Purchasing Decision is influenced by other variables outside the research model used in this study. T-Test Results

Test Results T

Tabel 8
Test Results T
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	3.026	.812		3.726	.000					
Brand Ambassador	.235	.051	.257	4.615	.000	.729	.282	.163	.404	2.478
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Kualitas Produk	.292	.054	.322	5.391	.000	.760	.325	.191	.351	2.849
Harga	.155	.068	.166	2.301	.022	.758	.145	.081	.241	4.148

Sumber: Data diolah SPSS, 2025

T tabel (n-k-1) = 100-3-1 = t tabel 96 = 1,98498

Variable X1

Based on the table above, the influence of X1 on variable Y is $0.002 < 0.000$, while for the calculated value of 1 it is 4.615 t table (1.98498), therefore H_0 is rejected and H_1 is accepted, which means that Free Shipping has a partial influence on the Purchase Decision of Variable X2.

Variable X2

Based on the table above, the influence of X2 on variable Y is $0.000 < 0.050$, while the calculated t value is 4.842 t table (1.98498), where H_0 is rejected and H_1 is accepted, which means that trust partially influences purchasing decisions.

Variable X3

Based on the table above, the influence of X3 on variable Y is $0.000 < 0.050$, while the calculated t value is 5.258 t table (1.98498), where H_0 is rejected and H_1 is accepted, which means that Online Customer Reviews partially influence Purchasing Decisions.

Variable X4

Based on the t-test table above, the influence of X3 on variable Y is $0.000 < 0.050$, while the calculated t value is $5.258 > t$ table (1.98498), where H_0 is rejected and H_1 is accepted, which means that Online Customer Reviews partially influence Purchasing Decisions.

F Test Results

Tabel 9
Test Results F

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1059.934	4	264.984	137.891	.000 ^b
	Residual	472.735	246	1.922		
	Total	1532.669	250			

Sumber: Data diolah SPSS, 2025

Based on the table above, it is known that the calculated F value is greater than the F table ($137.891 > 2.70$), with a significance value of $0.0000.050$. Thus, H_0 is rejected and H_2 is accepted, which means that Brand Ambassador Brand Image, Product Quality, Price together (simultaneously) have an effect on Purchasing Decisions.

CONCLUSION

And the results of the T-test show that the Graths Brand Ambassador variable (X1) obtained a t count of 4.615 and a table of 198498 with a significance value of 0.000 using a significance limit of 0.050. This shows that $4.615 \leq 1.98498$ or $0.0000.050$, which means that H_0 is rejected and H_1 is accepted. While the Brand Image variable (X2) obtained a t count of 3.220 and a t table of 1.98498 with a significance value of 0.001 using a significance limit of 0.050. This shows that $3.220 > 1.98498$ or $0.001 \leq 0.050$, which means that H_0 is rejected and H_1 is accepted. While the Quality Product variable (X3) obtained a t count of 5.391 and a t table of 1.98498 with a significance value of 0.000 using a significance limit of 0.050. This shows that $5.391 \leq 1.98498$ or $0.0000.050$ which means H_0 is rejected and H_1 is accepted. While the Price variable (X4) obtained a t count of 2.301 and a t table of 1.98498 with a significance value of 0.022 using a significance limit of 0.050. This shows that $2.301 \leq 1.98498$ or $0.022 < 0.050$ which means H_0 is rejected and H_1 is accepted. So it can be concluded that the variables Brand Ambassador, Brand Image, Product Quality and Price have an effect on the decision to purchase pond'd product.

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