THE INFLUENCE OF BRAND ASSOCIATION ON PURCHASING DECISIONS WITH BRAND AMBASSADORS AS A MODERATING VARIABLE

Muhammad Amsal Nasution *[1]
STAI Barumun Raya Sibuhuan, Indonesia
nasutionamsal1610@gmail.com

Muhamad Risal Tawil
Politeknik Baubau, Indonesia

Kushariyadi
Politeknik Energi dan Mineral Akamigas, Indonesia

Jeffri Wuisan Lontaan Gumerung
Universitas Kristen Indonesia Tomohon

Lenda Lumentah
Universitas Kristen Indonesia Tomohon

ABSTRACT

Backgrounds: Researchers believe that a marketing strategy that pays attention to and prioritizes environmental protection aspects can attract the attention of the public, especially environmental observers, those who care about the environment, and so on, to decide to purchase the products we offer by paying attention to environmental aspects. **Objectives**Therefore, this research aims to analyze the influence of Green Marketing Strategy on Purchasing Decisions. Different from previous research, this research adds the Emotional Desire variable as a moderating variable which researchers can strengthen the influence of the Green Marketing Strategy variable on purchasing decisions. **Methods:** This research is quantitative research with an explanatory approach. This research obtained data by distributing questionnaires digitally to 100 producers and 200 consumers who had been involved in the TikTok shop for at least 1 month. The questionnaire contains 8 question items consisting of 4 question items for the Green Marketing Strategy variable, 2 question items for the Purchase Decision variable, and 2 question items for the Emotional Desire variable. The data that was collected in this research was analyzed using the smart PLS 4.0 analysis tool. **Results and Conclusions:** the Green Marketing Strategy variable has a positive relationship and a significant influence on purchasing decisions because the P-Values value is positive and is below the 0.05 significance level, namely 0.018. Apart from that, researchers also believe that good emotional desire can strengthen the direction of this relationship because good desire can support

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[1] Correspondence author

consumers to take part in protecting the environment by paying attention to the packaging materials used, product cleanliness, whether the product is hygienic or not, and so on related to environmental sustainability. In line with the statement in the second paragraph, the results of table 3 of the second row of path efficiency show that the Emotional Desire variable can moderate the direction of the relationship between the Green Marketing Strategy variable and Purchasing Decisions because the P-Values value is positive and is below the 0.05 significance level, namely 0.000. More significant than direct testing, namely 0.017. Thus the first and second hypotheses in this research can be proven and accepted.

Keywords : Green Marketing Strategy, Purchase Decision, Emotional Desire.

INTRODUCTION

Consumer behavior is the most underlying factor in making purchasing decisions, when the product has a high selling price it is very difficult to make a decision and reconsider it, whereas when the product has a low selling price the decision can be made easily. A consumer is someone who consumes a product or service, which depends on needs, income and habits. The decision process to buy is influenced by various incentives. Although the decision to buy cannot be forced by producers, the existence of purchasing motives means that producers can influence or increase consumers' tendency to buy in various ways, including by holding promotions to communicate the advantages of the products they produce so that potential consumers interested buyers. Purchasing decision making is the most important part of consumer behavior in general and is the starting point of the entire consumer consumption pattern (Wahyudi et al., 2021).

The Consumer Purchasing Decision Process, purchasing decision making according to (Hasan, 2013), takes place sequentially in five stages, including: 1. Problem Recognition Problems are the result of differences between the consumer's desired situation and the actual situation faced, and consumers are motivated to overcome these differences, so they start the purchasing process. Sources of problem recognition include; Product specialty items are outdated; Dissatisfaction with current products or services; Changes in consumer needs and desires; Product sales or purchasing service levels; Marketer induction; There is a new product. 2. Search for Information Once consumers admit that they feel there is a problem, they look for information about products and services that can solve that problem. Consumers search for this information both internally (memory) and externally, through personal, public sources or personal experience. 3. Evaluation of Alternatives At this stage consumers compare the brands and products they are considering. How can marketers increase the likelihood that a brand's offering is part of what consumers are considering? Consumers evaluate the functional and psychological

benefits of the offer. Marketers need to understand what benefits consumers are looking for, because benefits are the most important attribute when making decisions.

There are several factors that can influence purchasing decisions, including brand association. (Pradipta, 2016) stated "brand associations are ties between consumers towards attributes related to their memories of a brand". According to Winatapradja (2013: 959), "brand association is any impression that appears and is related to consumers' memories of a brand which reflects the brand's image of a certain impression in relation to habits, lifestyle, benefits, attributes, products, geography, price. competitors, celebrities, etc." From the definition that has been described, it can be concluded that brand association is an impression that appears and is related to consumer memory, which describes the image of a brand.

Aaker in (Rangkuti, 2007) stated that brand associations are a collection of relationships between a brand when consumers remember a brand. This connection takes the form of an association with several things due to information conveyed to consumers through product attributes, organizations, personalities, symbols or communication. Associations can help summarize a set of facts and specifications that may be difficult for customers to process and access. An association can create dense information for customers, influence the interpretation of facts and influence the recall of those facts during decision making.

According to (Jintu, 2013) brand association is a set of brand assets and liabilities related to a brand, name, symbol so as to increase or decrease the value given to a product or service either from the company or from consumers. A product can have unique offers and promotions repeated consistently. The same is true with ship sponsors. Information on strong issues related to a brand or person or symbol with a certain strong meaning attached to a brand (Mutaqqin, 2022) . There are 5 indicators of brand association, namely tangible attributes, intangible attributes, customer benefits, lifestyle, competitors.

According to (Fatimah, 2014), if a brand has a positive brand association, it will make it easier for consumers to process and recall information about the brand, which can be useful for consumers' purchasing decisions. Apart from that, revealed that brand associations can influence consumers in making purchasing decisions by increasing reasons for buying through a sense of fit. According to (Fadhilah, 2015),brand association is a basis for consumers in making purchasing decisions about a brand or product. Apart from that, brand associations can also increase the benefits of a brand or product for consumers, causing consumers to have specific reasons for making decisions to purchase that brand or product. The influence of brand associations on customer purchase decisions has been researched by (Purwati & Cahyanti, 2022) and resulted in the finding that brand associations have a significant positive influence on customer purchase decisions.

There are a number of studies (Wahyudi et al., 2021); (Apriliani & Hayuningtias, 2023); (Wasil, 2018) & (Chandra & Keni, 2019)show a positive relationship and significant influence on purchasing decisions. Different from previous studies, this research adds the Brand Ambassador variable as a moderating variable.

METHODS

Researchers have the belief that it is also used as a hypothesis in this research regarding the Brand Association variable which can have a positive relationship and a significant influence on purchasing decisions because the more and better brand associations will make the product more known to the public, regarding product identity and product quality (MUHAMMAD GIGIH MADE, 2019). In the end, the public/potential consumers can make purchasing decisions. Apart from that, researchers also believe that if the influence of the Brand Association variable on Purchasing Decisions is moderated by the Brand Ambassador variable, it can further strengthen the influence of the Brand Association variable on Purchasing Decisions because Brand Ambassadors will convince buyers of product quality, product suitability, and so on (Indartini & Rachma, 2023) . This research is quantitative research with an explanatory approach, namely research that uses previous research as a basis for building new arguments to prove the influence of the Independent variable on the Dependent variable and the strength of the moderating variable in strengthening the relationship between the two variables (Kurniawan, 2018). The data used in this research is secondary data distributed digitally to MS Glow consumers spread throughout Indonesia, totaling 300 consumers. These data were analyzed using the Samrt PLS 4.0 analysis tool with the following research model (Hair, 2010):

Figure 1
Model
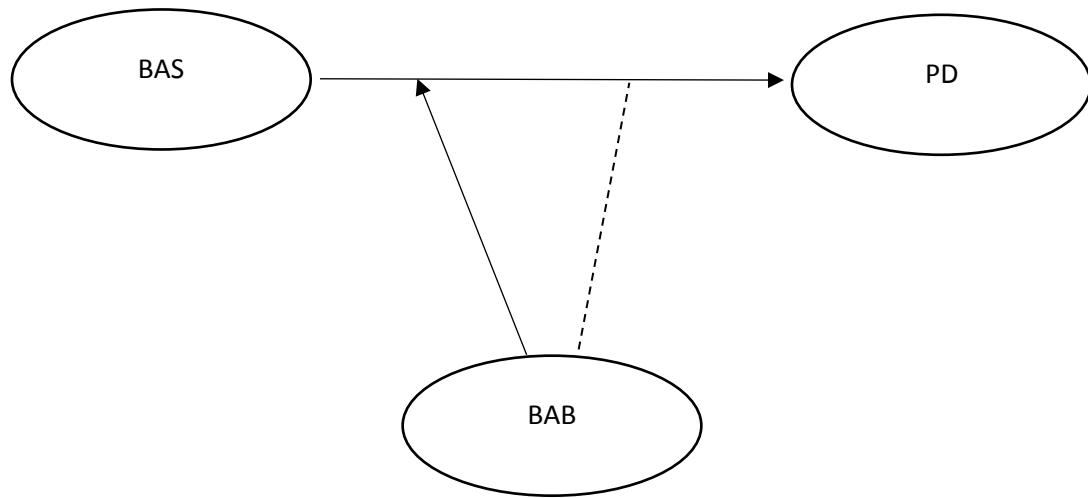
Noted:
BAS : Brand Association
BAB: Brand Ambassador
PD: Purchase Decision
Hypothesis:
H1: The Influence of Brand Association on Pruchase Decision
H2: Brand Ambassador Can Moderates The Influence of Brand Association on Pruchase Decision

RESULTS AND DISCUSSION

The research method above explains that researchers distributed questionnaires to 300 MS Glow consumers who had shopped online through various platforms containing 14 question items, namely 4 Brand Association variable question items, 2 Brand Ambassador question items, and 2 Purchase Decision variable question items with test results. validity as follows (Gujarati, 2013):

Table 1
Validity Test

Variable	Item Question	Loading Factor
Brand Association (X1)	Brands that have associations can make the opportunity for a famous brand faster	0.821

	Brand associations can increase the number of requests	0.819
	Brand Association can influence purchasing decisions	0.813
	Brand Associations can be influenced by Brand Ambassadors	0.816
Purchase Decision (Y)	Purchasing decisions can be influenced by both associated brands	0.845
	Purchasing decisions can be influenced by product reviews and introductions from Brand Ambassadors	0.839
Brand Ambassador (Z)	Brand Ambassadors can influence Purchase Decisions	0.924
	Brand Ambassadors can influence Brand Associations	0.945

Valid > 0.70

Reliability Test

300 MS Glow consumers who have answered the researcher's questionnaire consisting of 14 variable question items consisting of 4 Brand Association variable question items, 2 Pruchase Decision variable question items, and 2 Brand Ambassador variable question items have been answered comprehensively and maturely. The next stage is the reliability test for each variable with the following results (Sarstedt et al., 2014).

Table 2
Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Brand Association	0.888	0.847	Acceptable
Purchase Decision	0.896	0.855	Acceptable
Brand Ambassador	0.978	0.937	Acceptable

Reliable > 0.70

Path Coefisien

The results of the validity and reliability test of 14 question items consisting of 4 Brand Association variable question items, 2 Purchase Decision variable question items, and 2 Brand Ambassador variable question items have been answered comprehensively by consumers and have been declared valid. Apart from that, these three variables are also reliable. To find out whether the direction of the relationship is influential or not and whether it is significant or not, you have to look for the -Values in the path coefficient with the following statistical results(Ghozali, 2016):

Table 3
Path Coefisien

	Variable	**P-Values**	**Result**
Direct Influence	BAS-> PD	0.021	Accepted
Indirect Influence	BAB*BAS-> PD	0.000	Accepted

Significant Level 0.05

H1: The Influence of Brand Association on Pruchase Decision

Researchers have the belief that it is also used as a hypothesis in this research regarding the Brand Association variable which can have a positive relationship and a significant influence on purchasing decisions because the more and better brand associations will make the product more known to the public, regarding product identity and product quality. In the end, the public/potential consumers can make purchasing decisions. Sejalan dengan pernyataan di atas, hasil tabel 3 koefisien jalur menunjukkan arah hubungan positif dan pengaruh yang signifikan dikarenakan nilai P-Values positif dan berada di bawah taraf signifikansi 0.05 yakni 0.021. Hasil tersebut sejalan dengan penelitian (Wahyudi et al., 2021); (Apriliani & Hayuningtias, 2023); (Wasil, 2018) & (Chandra & Keni, 2019). Dengan demikian hipoteissi dan keyakinan peneliti yang pertama dapat diteirma (Wahyudi et al., 2021); (Apriliani & Hayuningtias, 2023); (Wasil, 2018) & (Chandra & Keni, 2019).

CONCLUSIONS

The researcher believes sekalogisu is the first hypothesis in this research if the Green Marketing Strategy variable can have a positive relationship and a significant influence on purchasing decisions because it will be able to attract consumers who care about the environment, the composition of cleanliness is guaranteed, and is different/has its own style compared to the marketing concept other products. In line with this, the first third row of the path coefficient shows that the Green Marketing Strategy variable has a positive

relationship and a significant influence on purchasing decisions because the P-Values value is positive and is below the 0.05 significance level, namely 0.018. These results are in line with research (Yulianti.D.R, 2020); (Rahayu, L. M. P., Abdillah, Y., Mawardi, M. K., Administrasi, F. I., 2017) & (Seferan, 2019) which show similar directions and results.

Apart from that, researchers also believe that good emotional desire can strengthen the direction of this relationship because good desire can support consumers to take part in protecting the environment by paying attention to the packaging materials used, product cleanliness, whether the product is hygienic or not, and so on related to environmental sustainability. In line with the statement in the second paragraph, the results of table 3 of the second row of path efficiency show that the Emotional Desire variable can moderate the direction of the relationship between the Green Marketing Strategy variable and Purchasing Decisions because the P-Values value is positive and is below the 0.05 significance level, namely 0.000. More significant than direct testing, namely 0.017. Thus the first and second hypotheses in this research can be proven and accepted.

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