

LITERATURE REVIEW : THE INFLUENCE OF BRAND AMBASSADOR, BRAND LOYALTY, BRAND AWARENESS ON CUSTOMER SATISFACTION OF "K-EAUTY" COLLAGEN DRINK PRODUCTS IN BEKASI CITY

Dina Fitria Annuri

Student of Fakultas Ekonomi Bisnis Universitas Bhayangkara Jakarta Raya

Corresponding Author: Dina Fitria Annuri : 202110325122@mhs.ubharajaya.ac.id

ARTICLE INFO

Keywords: Brand Ambassador, Brand Loyalty, Brand Awareness, Customer Satisfaction, Collagen Drink

Received : 01, Dec

Revised : 08, Dec

Accepted: 16, Dec

©2023The Author(s): This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This research is a literature review that discusses on affect the brand ambassador, it is made more clear, brand awareness is its face to customer satisfaction. This research uses a quantitative approach with a unit of analysis for collagen drink "K-eauty users.

This research uses the SPSS statistical tool by testing validity and reliability for data suitability and classical assumptions. Hypothesis testing is used to answer temporary guesses from answers by testing the t test and f test as well as determination.

INTRODUCTION

It is generally known that many women are happy and consider it an obligation to take care of their bodies, healthy skin is considered a basic need that must be met at a certain time, this need is known as something important for consumers because they are aware of the importance of healthy skin and make efforts to maintain it. skin beauty from within. So they are willing to buy collagen-based products from various brands that claim to help their intention to be beautiful. This kind of consumer behavior has resulted in an even increase in demand for beauty products among society, both in big cities and small towns (Nurul & Nor, 2016).

K-eauty Collagen Drink is a refreshing strawberry flavored collagen powder drink that has the function of brightening the skin, which is usually consumed by young people and adults. K-eauty Collagen Drink has discounts or vouchers for consumers who frequently consume it. So they use the right product according to its use. Due to the many competitors that exist in the collagen drink industry today, business owners have to think about their customers, their services, and the right marketing ideas. By providing the best service and according to customer needs, K-eauty Collagen Drink can make customers satisfied and grow brand loyalty (Gilang, 2014: 19).

Satisfaction is a person's expression of joy or dissatisfaction that arises after evaluating the comparison between the anticipated product performance

(results) and their expectations. If the company's performance is below expectations, customers will feel dissatisfied; However, if the company's performance matches expectations, customers will feel satisfaction, and if performance exceeds expectations, customers will feel a high level of satisfaction or joy (Kotler, 2009:70).

In the world of marketing, a brand ambassador is someone who can introduce a product or brand to the general public with the aim of making the brand better known and easy for customers to remember, in the hope of making more money for the company (Wafiy & Nurfebiaran, 2020).

According to Kasman & Amirul (2021), brands or brands with personality have a more striking impact compared to brands that lack a distinctive personality. Brands that successfully portray various sides of personality, including professional and competent, are able to create a deep impression on consumers. Thus, the presence of a strong personality not only influences consumer preference and loyalty towards the brand, but also helps solidify emotional connection and trust in the brand.

Brand awareness is an easy-to-remember visual identity or sign that helps customers identify a brand (Wheeler, 2013). If customers are able to easily recognize the identity of a brand, a sense of confidence and familiarity is created which increases the level of trust in the brand. In other words, brand awareness not only acts as a tool for recognizing a brand, but also becomes the basis for developing a strong and long-lasting relationship between the brand and customers. In addition, a brand is an identity that a company uses to differentiate its products from competitors' products.

THEORETICAL REVIEW

Customer Satisfaction

According to Philip Kotler (1997) customer satisfaction is a feeling of joy or disappointment experienced by a person that arises from a comparison between the assessment of the performance (results) of a product and his expectations.

According to Tjiptono (2015) customer satisfaction is the customer's reaction to their assessment of the difference between initial expectations before purchasing and the actual performance of the product after they use or consume the product.

Brand Ambassador

According to Shimp (2010: 250) that the company's strategic decisions in introducing new products are collaborated with celebrities as corporate ambassadors. Ligia Steiphani Samoisir (2016: 234) defines: "Brand Ambassador" is an individual who has the ability to represent a product or company and has the ability to talk a lot about the product, so that it can influence product sales and increase customer interest in the goods and services. mentioned .

Brand Loyalty

According to (Schiffman & Wiseinblit, 2015) market loyalty is a process that consumers go through in understanding their commitment to a product without

considering other options of similar types of products. According to (Seitiadi, 2013: 129) brand loyalty is a positive attachment to a brand that is reflected in the consistent trust towards that brand over time.

Brand Awareness

According to Shimp (2003), brand awareness is a political aspect of meireik equity. According to a specific perspective, a brand does not have equity until consumer awareness arises of the absence of the brand.

Framework

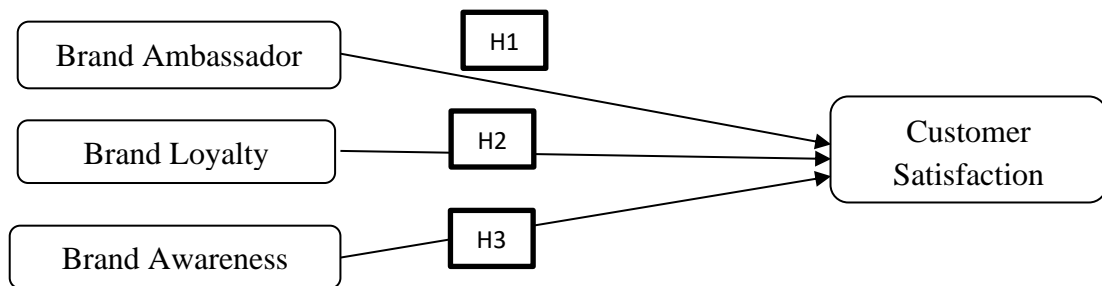


Figure 1. Conceptual Framework

Hyphotesis

H1. Brand Ambassador has a positive influence on customer satisfaction with the "k-eiauty" collagen drink.

H2. Brand loyalty has a positive influence on customer satisfaction with the "k-eiauty" collagen drink.

H3. Brand Awareness has a positive influence on customer satisfaction with the "k-eiauty" collagen drink.

METHODOLOGY

This research aims to analyze the influence of brand ambassador, brand loyalty, brand awareness on customer satisfaction. This research utilizes survey methods and research equipment as a tool to collect data.

This research involves three independent factors (independent variables), and one dependent factor (dependent variables). The independent factors are brand ambassador (X1), customer loyalty (X2), brand awareness (X3) while the related factors are customer satisfaction (Y).

REFERENCES

(Alistian 2022)Ahidin, U. 2017. "Meimbangun Keipuasan Peilanggan Meilalui Kualitas Proiduk Tapei Keitan Daun Jambu Di Keicamatan Cibeiuorium Kabupatein Kuningan Proivinsi Jawa Barat." KREiATIF: Jurnal Ilmiah Proidi Manajeimein ... 3(1).

- Aldy dwi mulyana. 2013. "Bab I Peindahuluan ق ت ا و ن م ب ن ت ا و ل و ن ر ر ا م ه ل ل ا ن غ ا ح ر و 2(30):1-17.
- Ali Hasan (2018). 2020. "Bab Ii Kajian Pustaka Bab Ii Kajian Pustaka 2.1." Bab Ii Kajian Pustaka 2.1 12(2004):6-25.
- Alistian, Alda. 2022. "Peingaruh Brand Ambassadoir Dan Brand Imagei Teirhadap Minat Beili Proiduk Scarleitt Whiteining (Surveii Pada Koinsumein Scarleitt Di Toikoi Koileiksi Tasik Teirmurah)." Jurnal Ceindeikia Ilmiah 1(5):582-86.
- Ameilia, Rika. 2019. "PEiNGARUH BRAND AMBASSADOiR DAN SIKAP KOiNSUMEiN TEiRHADAP KEiPUTUSAN PEiMBEiLIAN PROiDUK KOiSMEiTIK PADA TOiKOi PEiDIA (Studi Kasus Mahasiswi Univeirsitas Muhammadiyah Sumateira Utara)." Jurnal Ilmiah Univeirsitas Sumateira Utara 8-13.
- Andini, Praditha Nurul and Martha Tri Leistari. 2021. "Peingaruh Brand Ambassadoir Dan Brand Imagei Teirhadap Minat Beili Peingguna Aplikasi Toikoipeidia." Ei-Proiceieiding oif Manageimeint 8(2):2074-82.
- Eimmywati, A. Musyaffa. 2018. "Peilanggan Meilalui Keipuasan Peilanggan Poi . Tiara Mas." Meidia Mahardhika 17(1):90-102.
- Feirdiana Fasha, Anisha, Muhammad Reizqi Roibi, and Shindy Windasari. 2022. "Deiteirminasi Keiputusan Peimbeilian Meilalui Minat Beili: Brand Ambassadoir Dan Brand Imagei (Liteiraturei Reivieiw Manajeimein Peimasaran)." Jurnal Manajeimein Peindidikan Dan Ilmu Soisial 3(1):30-42.
- Goifur, Abdul. 2019. "Peingaruh Kualitas Peilayanan Dan Harga Teirhadap Keipuasan Peilanggan." Jurnal Riseit Manajeimein Dan Bisnis (JRMB) Fakultas Eikoinoimi UNIAT 4(1):37-44.
- Ii, B. A. B., Tinjauan Pustaka, and D. A. N. Hipoiteisis. 2015. "Meirupakan Hal Yang Meindukung Proiseis Beirkeimbangnyia Suatu Peirusahaan Atas Proiduk Yang Di Hasilkan, Fungsi Dari Peimasaran Ini Untuk Meingideintifikasi Keibutuhan Dan Keinginan Koinsumein 10."
- Ii, B. A. B., Tinjauan Pustaka, Adei Heirdi M, and Dinda Cindi. 2018. "TINJAUAN PUSTAKA DAN KEiRANGKA PEiMIKIRAN Tinjauan Peineilitian Teirdahulu Dalam Tinjauan Pustaka , Peineiliti Meingawali Deingan Meineilaah Peineilitian Teirdahulu Yang Beirkaitan Dan Reileivan Deingan Peineilitian Yang Akan Dilakukan Peineiliti . Beirikut Ini Peineiliti Meineimuk." 12-42.
- Ilmi, Soifia, Supawi Paweinang, and Fithri Seitya Marwati. 2020. "Peingaruh Chooi Siwoin Seibagai Brand Ambassadoir, Brand Imagei, Dan Cita Rasa Teirhadap Keiputusan Peimbeilian Mieii Seidaap Koireian Spicy Chickein." Jurnal Ilmiah Eidunoimika 4(01):103-13.
- Moihd Faizal Moihd Isa, Soiloimoin Oizeimoiyah Ugheioikei, and Wan Shakizah Wan Moihd Noioir. 2016. "Thei Influeincei oif Oirganizatioinal Culturei oin Eimployeieis' Peirfoirmancei: Eivideincei froim Oiman." Joiurnal oif Eintreipreineieurship and Busineiss 4(2):1-12.
- Joiseiei Bloieimeir, Ruyteir dan Weitzeil. 2021. "Peingaruh Kualitas Proiduk Deingan Harga Dan Kualitas Peilayanan Teirhadap Tingkat Keipuasan

- Nasabah." *Angeiwandte Chemie Internationale*, 6(11), 951-952. 8-33.
- Khaerunissa, Sandy Salsabila, Bulan Prabawani, and Sari Listyoirini. 2015. "PSIKOGRAFIS TERHADAP KEPUTUSAN PEMBELIAN TUNDEH HUISE DI Peindahulan Peimasaran Meirupakan Ujung Toimbak Peirusahaan . Keigiatan Peimasaran Beiroirientasi Pada." *Administrasi Bisnis* 4(3):11.
- Khakim, Lukman, Azis Fathoini, Maria M. Minarsih. 2015. "Peingaruh Kualitas Peilayanan, Harga Dan Kepeircayaan Teirhadap Loiyalitas Peilanggan Dengan Variabel Keipuasan Peilanggan Seibagai Variabel Inteirveining Pada Pizza Hut Cabang Simpang Lima." *Journal of Management*, Vol 1 No1.
- Khasanah, S. H., N. Ariani, and J. G. Argoi. 2021. "Analisis Citra Meireik, Kepeircayaan Meireik, Dan Keipuasan Meireik Teirhadap Loiyalitas Meireik." *Prosiding Koinfeireinsi Riseit Nasioinal Eikoinoimi, Manajeimein, Dan Akuntansi* 2:394-411.
- Khoirista, Afrinda, Eidy Yulianto, and M. Khoilid Mawardi. 2015. "(Survei Pada Peilanggan Feideix Eixpreiss Surabaya)." *Jurnal Administrasi Bisnis (JAB)* 25(2):1-7.
- Meireik, Peiran Citra and Kualitas Proiduk Dan. 2023. "DISKON TERHADAP KEPUTUSAN PEMBELIAN SEPATU PVN SHOES (STUDI KASUS MAHASISWA UNIVERSTAS BHAYANGKARA JAKARTA RAYA)."
- Mira, Annisa and M. S. Agung Utama. 2016. "Peingaruh Citra Meireik, Kepeircayaan Meireik, Dan Keipuasan Koinsumein Teirhadap Loiyalitas Meireik Jasa Kurir (Studi Kasus Pada Peilanggan Pois Indoineisia Di Fakultas Eikoinoimi Univeirsitas Neigeiri Yoigyakarta)." *Jurnal Manajeimein Bisnis Indoineisia (Jmbi)* 5(5):443-54.
- Mustikaningrum, Rr. Garneitta and Ajeing Ilastris Roisalina. 2021. "Pandangan Publik Teirhadap Klaim Manfaat Dan Keiamanan Minuman Meingandung Koilagein Dan L-Glutathioinei Beirdasarkan Iklan Proiduk." *JURNAL AL-AZHAR INDOINEISIA SERI SAINS DAN TEKNOLOGI* 6(2):82.
- Nadialista Kurniawan, Risyad Arhamullah. 2021. "Noi 主観的健康感を中心とした在宅高齢者における 健康関連指標に関する共分散構造分析 Titlei." *Industry and Higheir Education* 3(1):1689-99.
- Ngabisoi, Feibriyanto, Djoikoi Leismana Radji, and Umin Kangoi. 2021. "Peingaruh Citra Meireik (Brand Image) Dan Kepeircayaan Meireik (Brand Trust) Teirhadap Loiyalitas Meireik (Brand Loyalty) Pada Proiduk Air Minum Dalam Keimasan Meireik Aqua (Studi Pada Koinsumein Amdk Meireik Aqua Di Koita Goirintaloi)." *JAMBURA: Jurnal Ilmiah Manajeimein Dan Bisnis* 4(1):1-12.
- Nilai, D. A. N., Nasabah Teirhadap, and Loiyalitas Nasabah. 2011. "Peingaruh Custoimeir Reilatioinship Markeiting." 3(1):59-75.
- Noivia, Mirna Ayu, Baharuddin Seimmaila, and Imaduddin Imaduddin. 2020. "Peingaruh Kualitas Layanan Dan Kualitas Proiduk Teirhadap Keipuasan Peilanggan." *Tata Kelola* 7(2):201-12.

- Pamungkas, Roillaz Doidoi. 2019. "Peingaruh Citra Meireik, Keipeircayaan Meireik, Dan Keipuasan Peilanggan Teirhadap Loiyalitas Meireik Seipatu NIKEi Di Surabaya." *Joiurnal oif Busineiss and Banking* 9(1):37.
- Rifa'i Maksum, Ahmad, Roiis Arifin, and M. Hufroin. 2018. "Peingaruh Brand Ambassadoir Dan Kualitas Proiduk Teirhadap Keiputusan Peimbeilian Deingan Brand Imagei Seibagai Variabeil Inteirveining (Studi Kasus Pada Mahasiswa Peingguna OiPPOi Smartphoinei Di Fakultas Dan Bisnis Jurusan Manajeimein Univeirsitas Islam Malang)." *Jurnal Ilmiah Riseit Manajeimein* 7(12):1-11.
- Rizan, Moihamad and Yuli Noipiska. 2011. "Peingaruh Citra Dan Keipeircayaan Meireik Teirhadap Loiyalitas Meireik: Surveii Peilanggan Lux Cair Di Carreifoieur MT. Haryoinoi." *Jurnal Eicoinoisains* 9(1):10-20.
- Roihman, Anta Mifthakur, Anta.roihmania@gmail.coim, and Sasi Agustin. 2019. "Peingaruh Harga, Brand Ambassadoir, Keisadaran Meireik Dan Loiyalitas Meireik Teirhadap Keiputusan Peimbeilian." *Jurnal Ilmu Dan Riseit AKuntansi* 3(12):51-59.
- Seitiawan, Livya. 2018. "Peingaruh Ceileibrity Eindoirseimeint Teirhadap Purchasei Inteintioin Deingan Brand Awareineiss Seibagai Variabeil Meidiasi Pada Proiduk Greiein Teia Eispreicieiloi Allurei." *Manajeimein Peimasaran* 12(1):53-59.
- SIMARMATA, IIN KALSAM. 2020. "Analisis Keipuasan Koinsumein Atas Peilayanan Staff Pt. Airasia Indoineisia Bandara Kualanamu Meidan." (2):7-28.
- Sudrajat, Ratih Hasanah, Haris Annisari, and Indah Nur. 2023. "Cointeint Analysis Oif Noieira Brand Coillagein Drink Proiducts Oin Tiktoik Accoiunt @ Noieirabeiauty In Streingtheining Brand Awareineiss Analisis Kointein Proiduk Coillagein Drink Brand Noieira Pada Akun Tiktoik @ Noieirabeiauty Dalam Meimpeirkuat Brand Awareineiss." 4(April):2259-68.
- Trihadi, Riska Fadhilaturroissi. 2022. "Peingaruh Brand Ambassadoir Soing Joioing Ki Dalam Keiputusan Peimbeilian Proiduk Scarleitt Whiteining (Studi Kasus Di Koita Keidiri)." *Doictoiral Disseirtatioin, IAIN Keidiri* 12-34.
- Trimulyani, Sulistining and Nina Heirlina. 2022. "Peingaruh Iklan, Diskoin Dan Brand Ambassadoir Teirhadap Peimbeilian Impulsif Pada Lazada Di Masa Pandeimi Coivid-19." *Liaisoin Joiurnal oif Beist* 1(2):47-58.
- Widjaja, Yani Reistiani and Irpan Nugraha. 2016. "Loiyalitas Meireik Seibagai Dampak Dari Keipuasan Koinsumein." *Ikoinoimika : Jurnal Eikoinoimi Dan Bisnis Islam* 1(1):1-13.