

The Effects of Brand Ambassador, Digital Marketing, and Instagram Use on Brand Trust: A Case Study of Scarlett Whitening Product

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Abstract

This study aims to prove the effects of brand ambassadors, digital marketing, and Instagram use on brand trust at Scarlett Whitening products. We utilized consumers of Scarlett Whitening products in South Jakarta that were actively using Instagram, where the age of 18-38 years constituted generation Y and generation Z. This research used a accidental sampling technique and based on the chosen criteria, the number of samples used in this study were about 96 consumers. The analytical technique used in this study was Multiple Linear Regression with the assistance of MINITAB 15 software program. The results showed that brand ambassadors, digital marketing, and Instagram use affected brand trust in Scarlett Whitening products.

Keywords

brand ambassador; digital marketing; Instagram use; brand trust



I. Introduction

The growing use of social media, especially in Indonesia, affects consumers in communicating with fellow consumers and even online stores. Based on Optima Web marketing, the efforts on social media marketing constitute creating visibility and presence of websites on online social media networks. One of the popular social media used in social media marketing is Instagram (Aisy, 2021).

Instagram is an online photo and video sharing application, as well as a social network platform. The advantage of Instagram as a marketing tool is that Instagram can convey messages from a brand either through images or videos. As a new beauty product, PT. Motto Beringin Abadi developed the marketing of Scarlett Whitening products by making a South Korean actor, Soo Joong Ki, and a K-Pop superstar, Twice, as brand ambassadors in early 2021. Such method can describe a marketing strategy in the digital era, which utilizes public figures (i.e. actors, celebrity idols, singers, or even content creators) who possess millions of Indonesia-based followers on social media (Aisy, 2021).

Although the Scarlett Whitening product does not have a website, this product has succeeded in gaining brand trust from its consumers through major social media such as Instagram and Tik-Tok so that it can compete with similar products that have been in the marketplace for a long time. In this context, digital marketing can be used as a communication medium because it can connect companies and consumers (Aisy, 2021). Another benefit of digital marketing is that it can improve brand image and brand awareness of a product so as to provide a positive response in the minds of consumers (Aisy, 2021).

Research conducted by Zulfikar & Mikhriani (2017) states that social media marketing has a positive and significant effect on brand trust. In line with Zulfikar & Mikhriani (2017), Hairunnisa et al. (2021) stated that digital marketing had a positive and significant effect on brand trust. Meanwhile, Mahayani et al. (2019) argued that customer engagement through social media produced a positive and significant effect on brand trust. Another study

conducted by Kolarova (2018) stated that the perceived personal characteristics of the ambassador (e.g. trustworthiness and expertise) improved the effect of the micro-celebrity on brand trust.

Based on the above background, the main problem is whether brand ambassador, digital marketing, and Instagram use have a significant effect on brand trust of Scarlett Whitening product. Thus, the purpose of this study is to investigate the effects of brand ambassador, digital marketing, and Instagram use on brand trust of Scarlett Whitening product.

II. Review of Literature

2.1 Brand Ambassador

Brand ambassadors are a means used by companies to establish relationships with many people to increase sales (Lea-Greenwood, 2012). Indicators of brand ambassadors are known as the VisCAP concept which is formed from the popularity (visibility), credibility, attractiveness, and power that exists in public figures who represent products or services so that they can persuade potential customers to buy the product or services (Rossiter & Percy, 1997).

2.2 Digital Marketing

Understanding digital marketing in simple terms is an effort to achieve marketing goals through the use of digital technology (Chaffey & Ellis-Chadwick, 2012). In addition, according to Chaffey & Ellis-Chadwick (2012), digital marketing is also defined as the application of the internet and digital technology related to traditional marketing to achieve marketing goals. In the era of globalization, it is very important to implement digital marketing because it has a wide scope and is easy to use. Digital marketing makes it easy for businesspeople to monitor and provide all the needs and desires of potential consumers, potential consumers can also search and get product information just by browsing the virtual world so as to facilitate the search process. Based on previous explanations, it can be said that consumers today are increasingly independent in selecting and sorting products and making purchasing decisions based on their search results through social media (Gunawan, 2020). Meanwhile, social media is a broader term. Social media is a web-based platform that allows workers to communicate messages to specific co-workers or broadcast messages to everyone in an organization, including sharing information files with each other with anyone and at any time within their organization (Leonardi in Marbun, 2020). According to Saputra & Ardani (2020), digital marketing has several measurement indicators, including:

a) Complete Information

Regarding brand marketing activities, companies must provide complete information in the implementation of digital marketing so that it is clear, easy to understand, and unbiased so as to convince customers to buy products or services.

b) Customer Enthusiasm

Customers who have great attention and interest, and are active in providing feedback on the products or services used, will make it easier for companies to analyze and evaluate because of the reciprocal relationship of customers.

c) Up to date information

Companies need to provide product or service information regularly if there are changes related to content, new products, promotions, and so on so that customers stay connected to the product or service.

2.3 Instagram Use

According to Evans & McKee (2010), marketing on social media involves consumers who are active users of social media where consumers take time to use social media in their daily lives. Social media in the real world is connecting with people or colleagues, friends, and using that media to meet new people. In cyberspace, the principle is the same, but the power of technology provides another advantage, namely users are no longer obstructed by place and space. Users can view people's profiles and send e-mails anytime and from any computer. In fact, sometimes, communicating through cyberspace feels more comfortable and complete than communicating face to face. Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media. In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants. (Hasbullah, 2018) Overall adults tend to use social media for personal reasons and not work (Khairifa, 2019). Communication through social media promises a comfortable state of communication, where someone who cannot compose words can be someone who is very poetic, with a very relaxed appearance and state, someone can carry out communication activities with others, lecturers, or someone when we communicate with it must take care of all things, appearance and style of language, but communicating through social media do not have to pay attention to it, sit back with a cup of coffee and use casual clothes a person can carry out communication activities (Marlina, 2020). The social media indicators of Instagram include (As'ad & Alhadid, 2014):

a) Online Community

Companies use social media to build communities or groups around interest in products or services aimed at forming loyalty, trust, encouraging discussion and providing useful information for the development and progress of the product or company. In simple terms, advertising is defined as "A message that offers a product that is addressed to the public through the media". Basically, the only purpose of advertising is to sell a product, service or idea or the real purpose is effective communication, which is where the final effect of advertising is to change the attitude or behavior of the recipient of the message (Suharyanto, 2018).

b) Interaction

In social media, there is greater interaction with the online community because the interaction between fellow social media users gets information that is always updated and relevant from consumers.

c) Share Content

Sharing content on social media is very important and becomes the main basis for marketing through social media. In this context, consumers will always know what products will be released from a business, which Brand Ambassador to use for promotions, what are the latest innovations for their products. Indeed, sharing content is the scope of individual exchange, distribution, and has become a rule in social media.

d) Accessibility

Accessibility on social media leads to easy access and minimal costs in using social media as a marketing activity.

e) Credibility

Credibility is described as sending a clear message to build credibility for what is said or done that relates emotionally to the target audience.

2.4 Brand Trust

According to Delgado-Ballester & Munuera-Aleman (2005), brand trust is a consumer's thoughts about trust based on experience or more in a sequence of transactions

and interactions marked by the fulfillment of expectations and product satisfaction. Furthermore, there are two indicators that can influence brand trust, including (Delgado-Ballester & Munuera-Aleman, 2005):

a) Brand Reliability

Brand reliability of a product can meet the promised value or a brand can meet the needs and desires of consumers. Brand reliability is essential because it is able to form trust in a brand. This condition causes a brand to have met the requirements set by consumers and makes consumers feel confident about what they get and need.

b) Brand Intention

This indicator can reflect the consumer's belief that the brand is able to prioritize the interests of its consumers when a conflict in the use of the product arises unexpectedly. Therefore, interest in a brand is needed by consumers and will not take advantage of the ignorance of a consumer.

2.5 Analytical Framework

Trust is considered one of the keys to improving relationships with customers or with a particular brand, and it has been recognized that trust is a core variable for building long-term relationships with customers (Kim & Ko, 2012). Furthermore, digital marketing can be a solution as a means of interacting, exchanging information and presenting products or services to increase trust (Zulfikar & Mikhriani, 2017). Moreover, many businesses use social media (e.g. Instagram) as a marketing tool because this marketing strategy offers various opportunities to achieve business goals, one of which is building brand trust (As'ad & Alhadid, 2014). In line with this argument, ambassadors and or influencers can have a positive and significant effect on brand trust (Kolarova, 2018).

Based on this explanation, the hypothesis can be formulated as follows:

H1: There is a positive and significant effect between brand ambassador and brand trust.

H2: There is a positive and significant effect between digital marketing and brand trust.

H3: There is a positive and significant effect between Instagram use and brand trust.

III. Research Methods

This research design uses a descriptive design which aims to describe the nature of something that is taking place at the time the research is conducted and examine the causes of a particular symptom by distributing questionnaires using the accidental sampling method. This study is designed to analyze the influence of digital marketing, brand ambassadors, and the use of Instagram on brand trust using a quantitative approach. The variables in this study consisted of independent variables and dependent variables. The variables studied include brand ambassadors (X1), digital marketing (X2), use of Instagram (X3), and brand trust (Y).

The population of this study is all followers of the Scarlett Whitening Instagram account who use the Scarlett Whitening product. The technique of determining the sample in this study is the accidental sampling method, namely the technique of determining the sample based on chance. So, anyone who coincidentally interacts with researchers on Instagram and fills out a google form can be used as a sample, if the person is deemed suitable as a data source and meets the criteria as respondents (Sugiyono, 2014). The criteria set by the researchers include as follows:

- a) Respondents are active and real followers of Scarlett Whitening's instagram account (@scarlettwhitening);
- b) Respondents are active and real followers of Felicy Angelista's instagram account (@felicyangelista_) as owner and brand ambassador;

- c) Respondents use Scarlett Whitening products;
- d) The respondent is domiciled in South Jakarta;
- e) Respondents are women belonging to the Y and Z generation categories.

Based on the above criteria, the sample size used in this study was 96. The data collection method uses a questionnaire, which is a data collection technique carried out by giving a set of written statements to respondents to answer (Sugiyono, 2014). This study also utilizes documentation technique, which is a record of events that have passed (Sugiyono, 2014). The data obtained from the documentation of the researchers' visit to Scarlett Whitening's head office. In this study, questionnaires were distributed to customers using Scarlett Whitening products.

IV. Discussion

Table 1. Multiple Linear Regression

Variable	Coefficient	P> t
Brand Ambassador	0.253	0.001
Digital Marketing	0.004	0.969
Instagram Use	0.772	0.000
Constant	-0.193	0.381
Observation	96	
Adjusted R-squared	0.841	
Prob>F	0.00	

Source: Authors' own calculation, 2021

From Table 1, it is clear that $BT = -0.193 + 0.253BA + 0.004DM + 0.772IU$. Based on the results of this equation, it can be explained as follows:

- a) The brand ambassador's coefficient and p-value respectively are about 0.253 and 0.001, indicating that the BA variable has a positive and significant influence on brand trust. It means that the higher the BA, the brand trust also increases and vice versa. If BA increases by one unit, then brand trust will increase by 0.253, holding other independent variables constant. In line with Kolarova's (2018) study, ambassadors and or influencers can produce a positive effect on brand trust;
- b) The digital marketing's coefficient and p-value respectively are about 0.004 and 0.969, indicating that the DM variable has a positive and insignificant influence on brand trust. It means that the higher the DM, the brand trust also increases and vice versa. If DM increases by one unit, then brand trust will increase by 0.004, holding other independent variables constant. This insignificant result somehow contradicts with Zulfikar & Mikhriani's (2017) as well as Hairunnisa's et al. (2021) studies;
- c) The coefficient of use of Instagram and p-value respectively are about 0.772 and 0.000, indicating that the SI variable has a positive and significant influence on brand trust. It means that the higher the SI, the brand trust also increases and vice versa. If the SI increases by one unit, the brand trust will increase by 0.772, holding other independent variables constant. This result somehow supports Mahayani's et al. (2019) study where there is a positive and significant effect between customer engagement through Instagram and brand trust;
- d) The adjusted R Square figure is 84.1%. It means that the brand trust of scarlet whitening products is influenced by brand ambassadors, digital marketing, and Instagram use by 84.1%, while the remaining 15.9% is influenced by other variables not examined, such as product quality and ease of access.

V. Conclusion

This research was conducted on 96 customers of generation Y and Z in South Jakarta that used Scarlett Whitening products. Here, this study aimed to investigate whether brand ambassador, digital marketing, and Instagram use had a positive and significant effect on banking stock prices. It can be concluded that brand ambassadors and the use of Instagram have a positive and significant effect on brand trust for Scarlett Whitening products. While another independent variable, namely digital marketing, has no significant effect. This is probably caused by the quality of other products that tend to be more influential.

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