# THE INFLUENCE OF BTS AS A BRAND AMBASSADOR, BRAND IMAGE, AND PRODUCT QUALITY ON PURCHASE INTENTION OF SAMSUNG GALAXY SMARTPHONES IN LHOKSEUMAWE CITY

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## Abstract

This research aims to determine the influence of Brand Ambassador, Brand Image, and Product Quality on Purchase Intention of Samsung Galaxy Smartphones in Lhokseumawe City. The method used in sampling is Non-Probability Sampling, with a Purposive Sampling technique, with a total of 110 respondents. Primary data in this research was taken by questionnaires and observations. The data analysis technique used is Multiple Linear Regression Analysis Method, Classic Assumption Test, Instrument Test (Validity and Reliability), and hypothesis testing using SPSS 25.0 program. The results of this test show partially that, the brand ambassador variable (X1) has a positive and significant effect on purchase intention (Y), the brand image variable (X2) does not have a significant effect on purchase intention (Y), and the product quality variable (X3) has a positive and significant effect on purchase intention (Y). The managerial implications in this research show that improving the Brand Ambassador, Brand Image, and Product Quality will enhance the purchase intention for Samsung Galaxy Smartphones. Samsung Galaxy smartphones should continue to leverage these variables to further increase consumer interest.

**Keywords:** *Brand Ambassador, Brand Image, Product Quality, And Purchase Intention*

## INTRODUCTION

The development of information technology, particularly communication tools, has greatly assisted people's lives. Nowadays, society's needs increasingly depend on information technology, such as mobile phones, which have become an essential part of daily life. Smartphones, as a rapidly developing technology, have now become the main focus of technology companies in creating products that meet customer demands. This is driven by the increased use of the internet and the large population in Indonesia. In addition to communication, smartphones also serve as a symbol of prestige and self-confidence, with design and features playing an important role in the selection process (Yasser, 2017). Advancements in features and functions of smartphones have become the main attraction for the product. Smartphone manufacturers launch a variety of high-quality products, adding diversity to the market. One of the technologies that rapidly updates its sophistication, both in terms of features and models, is the Samsung smartphone brand (Wardani & Istiyanto, 2022).

Samsung maintains its reputation with high-quality products that are favored by the public, with aspects of quality, design, price, and brand image that are widely recognized in Indonesia. Today, Samsung is one of the best-selling smartphone brands in the world, particularly in Indonesia. Its success shows that Samsung products are popular among consumers from various segments. Samsung continues to innovate, developing advanced smartphones with the latest specifications and features that meet consumer needs (Piri et al., 2021). The increase in Samsung's sales can be attributed to the success of its brand ambassador and the brand image itself. Samsung successfully leveraged smartphone innovation by collaborating with BTS *(Bangtan Sonyeondan)*, a South Korean K-pop boy band famous worldwide. As the largest and internationally recognized boy band, BTS became a significant attraction. This collaboration helped Samsung expand its market share, enhance its brand image, and create sales opportunities through a strategic partnership with BTS (Nurwanti & Aulia, 2022).

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This phenomenon shows that Samsung competes with other smartphone brands by using various marketing strategies to attract consumer interest. Samsung also leverages its brand image to become more recognized and liked. Consumers tend to purchase products that capture their attention, with purchasing decisions driven by the buying interest that arises from the difference between their current situation and the desired one (Hidayat & Faramitha, 2022).

## IMPLEMENTATION METHOD

This research uses quantitative research methods. Data were collected using a questionnaire distributed to respondents with an assessment technique using a Likert scale. Sampling technique This research uses a non-probability sampling. The study was conducted on a sample of 110 respondents Which use Samsung Galaxy smartphones in the city of Lhokseumawe. Data collection was carried out through the distribution of questionnaires directly Samsung Galaxy smartphone users in the city of Lhokseumawe. Data analysis uses multiple linear regression with SPSS 25. Validity test using Pearson correlation, reliability test using chronbach alpha provision, classical assumption test consisting of normality test (Normal P-P Plot of Regression Standardized Residul & K-S One-Sample Kolmogorof-Smirnov Test). multicollinearity test (tolerance & VIF), heteroscedasticity test (ZPRED and its remaining SRESID). Multiple linear tests using hypothesis tests, t tests.

## RESULTS AND DISCUSSION
### 1. Validity Test

Df = 110 - 2 = 108, with a significant rate of 5% in the number obtained in $r_{tabel}$ 0.187 (Double-sided test). For more clarity, the results of the validity test can be seen in the following table:

**Table of Validity Test Results**

| Item | $r_{hitung}$ | $r_{tabel}$ | Keterangan |
|------|--------|--------|------------|
| X1.1 | 0,941 | 0,187 | Valid |
| X1.2 | 0,932 | 0,187 | Valid |
| X1.3 | 0,953 | 0,187 | Valid |
| X1.4 | 0,943 | 0,187 | Valid |
| X2.1 | 0,862 | 0,187 | Valid |
| X2.2 | 0,864 | 0,187 | Valid |
| X2.3 | 0,833 | 0,187 | Valid |
| X3.1 | 0,824 | 0,187 | Valid |
| X3.2 | 0,869 | 0,187 | Valid |
| X3.3 | 0,849 | 0,187 | Valid |
| X3.4 | 0,783 | 0,187 | Valid |
| X3.5 | 0,776 | 0,187 | Valid |
| X3.6 | 0,812 | 0,187 | Valid |
| X3.7 | 0,792 | 0,187 | Valid |
| X3.8 | 0,896 | 0,187 | Valid |
| Y.1 | 0,886 | 0,187 | Valid |
| Y.2 | 0,866 | 0,187 | Valid |
| Y.3 | 0,850 | 0,187 | Valid |
| Y.4 | 0,850 | 0,187 | Valid |

*Source: Statistical Software Data Processing Results, 2024*

### 2. Reliability Test

If alpha chronbach > 0.6 it is concluded that the variable is reliable, if alpha chronbach < 0.6 it is concluded that the variable in this study is not reliable.

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**Table of Reliability Test Results**

| No | Variabel | *Cronbach's alpha* | *Standar alpha* | Keterangan |
|----|----------|------------------|----------------|------------|
| 1 | Brand Ambassador | 0,958 | 0,60 | Reliabel |
| 2 | Brand Image | 0,810 | 0,60 | Reliabel |
| 3 | Product Quality | 0,932 | 0,60 | Reliabel |
| 4 | Purchase Intention | 0,884 | 0,60 | Reliabel |

*Source: Statistical Software Data Processing Results, 2024*

The table above shows that overall, Cronbach's alpha has a value greater than 0.6, meaning that it can be concluded that all variables in this study are reliable.

### 3. Normality Test

Normality test of this research data was carried out using regression calculations which were detected using two approaches, namely the Kolmogrov Smirnov test

**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|---|---|---|
| N | | 110 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 1.99581578 |
| Most Extreme Differences | Absolute | .078 |
| | Positive | .049 |
| | Negative | -.078 |
| Test Statistic | | .078 |
| Asymp. Sig. (2-tailed) | | .095[c] |

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

*Source: Statistical Software Data Processing Results, 2024*

Based on the processing results in the table, the Kolmonogrov-Smirnov magnitude is 0.095. The significance value is greater than 0.05, so it can be said that the residual value is normally distributed.

### 4. Multicollinearity Test

The multicollinearity test is used to test whether the regression model finds a correlation between the independent variables.

**Table of Multicollinearity Test Results**

| No. | Variabel | Toleransi | VIF |
|-----|----------|-----------|-----|
| 1 | Brand Ambassador | 0.839 | 1.192 |
| 2 | Brand Image | 0.428 | 2.336 |
| 3 | Product Quality | 0.414 | 2.418 |

*Source: Statistical Software Data Processing Results, 2024*

Based on above the results of the multicollinearity test show that all variables, namely Brand Ambassador (X1), Brand Image (X2), and Product Quality (X3), do not occur multicollinearity, this is due to the tolerance value in the variable Brand Ambassador (X1) is valued at 0.839 > 0.1 and VIP is valued at 1.192 < 10. Furthermore,

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Brand Image (X2) is valued at 0.428 > 0.1 and VIP is valued at 2.336 < 10. Furthermore, the Product Quality (X3) is valued at 0.414 > 0.1 and VIP is valued at 2.418 < 10.

## 5. Heteroskedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual between one observation and another, the heteroscedasticity test in this study can be seen using a plot graph between the predicted value of the dependent variable (ZPRED) and its residual (SRESID). The results of the heteroscedasticity test in this study are as follows:
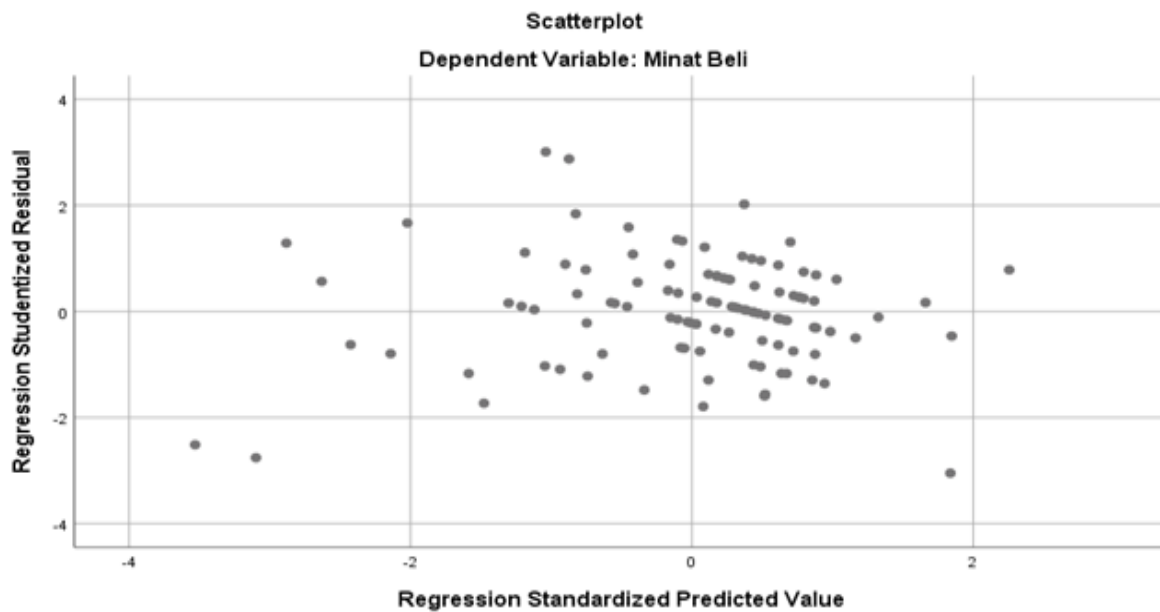


Based on picture 1 above shows that there is no clear pattern, and the dots spread above and below the number 0 on the y-axis, it can be concluded that there are no symptoms of heterokedasticity.

## 6. Data Analysis

To find out the influence of Brand Ambassadors, Brand Image, and Product Quality on Purchase Intention, the following table shows the results:

**Coefficients[a]**

| Model | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|
| 1 (Constant) | .863 | 1.307 | | .661 | .510 |
| Brand Ambassador | .252 | .049 | .343 | 5.196 | .000 |
| Brand Image | .188 | .136 | .127 | 1.379 | .171 |
| Product Quality | .285 | .056 | .479 | 5.098 | .000 |

a. Dependent Variable: Purchase Intention

The results of the multiple linear regression equation can be arranged into the equation:

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$$Y = 0{,}863 + 0{,}252 (X1) + 0{,}188 (X2) + 0{,}285 (X3)$$

1) The constant value (a) is 0.863, which indicates that if there is an influence (increase/decrease) in the values of variables X1, X2, and X3, assuming they remain constant, the purchase intention for Samsung Galaxy smartphones is 0.863.
2) The first coefficient, brand ambassador (X1), is 0.252, which means that if there is an increase in brand ambassador (X1) by 1 Likert scale, it will increase the purchase intention for Samsung Galaxy smartphones (Y) by 25.2 percent.
3) The second coefficient, brand image (X2), is 0.188, which means that each increase in brand image (X2) by 1 Likert scale will increase the purchase intention for Samsung Galaxy smartphones (Y) by 18.8 percent.
4) The third coefficient, product quality (X3), is 0.285, which means that each increase in product quality (X3) by 1 Likert scale will increase the purchase intention for Samsung Galaxy smartphones (Y) by 28.5 percent.

## 7. Uji t

The proof is conducted through t testing or partial testing of all observed variables using the t test. This test will be performed by comparing the $t_{hitung}$ value > $t_{tabel}$ value at a 5% significance level ($\alpha = 0.05$).

**T-test Results**
Purchase Intention

| Variabel | B | Signifikansi | $t_{hitung}$ | $t_{tabel}$ |
|---|---|---|---|---|
| Brand Ambassador | .252 | .000 | 5.196 | 1.659 |
| Brand Image | .188 | .171 | 1.379 | 1.659 |
| Product Quality | .285 | .000 | 5.098 | 1.659 |

*Source: Statistical Software Data Processing Results, 2024*

The results of the partial test (t-test) in Table 4.15 above show that if the Sig value < 0.05, it means there is an effect of the relationship between variable X and variable Y, whereas if the Sig value > 0.05, it means there is no effect between variable X and variable Y. The following are the t-test results:

1) The significance value of the brand ambassador variable is 0.000 < 0.05, so it can be concluded that brand ambassador (X1) has a significant effect on purchase intention.
2) The significance value of brand image is 0.171 > 0.05, so it can be concluded that brand image (X2) does not have a significant effect on purchase intention.
3) The significance value of the product quality variable is 0.000 < 0.05, so it can be concluded that product quality (X3) has a significant effect on purchase intention.

## DISCUSSION

**1. The Effect of Brand Ambassador on Purchase Intention for Samsung Galaxy Smartphones**

Based on the results of the multiple linear regression conducted by the researcher, the $t_{hitung}$ value for the brand ambassador variable is 5.196 > $t_{tabel}$ 1.659, and the significance value is 0.000 < 0.05. Therefore, the brand ambassador variable has a positive and significant effect on purchase intention for Samsung Galaxy smartphones. This is in line with the research conducted by...Dini et al., (2023) This shows that the brand ambassador has a positive and significant effect on purchase intention. Therefore, it can be concluded that H1 is accepted, meaning that the brand ambassador has a positive and significant effect on purchase intention for Samsung smartphones.

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## 2. The Effect of Brand Image on Purchase Intention for Samsung Galaxy Smartphones

Based on the results of the multiple linear regression conducted by the researcher, the $t_{hitung}$ value for the brand image variable is $1.379 < t_{tabel}$ 1.659, and the significance value is $0.171 > 0.05$. Therefore, the brand image variable does not have a significant effect on purchase intention for Samsung Galaxy smartphones. This is consistent with the research conducted by...Gultom et al., (2021) This shows that brand image does not have a significant effect on purchase intention for Galaxy smartphones. Therefore, it can be concluded that H2 is rejected, meaning that brand image does not have a significant effect on purchase intention for Samsung smartphones.

## 3. The Effect of Product Quality on Purchase Intention for Samsung Galaxy Smartphones

Based on the results of the multiple linear regression conducted by the researcher, the $t_{hitung}$ value for the product quality variable is $5.098 > t_{tabel}$ 1.659, and the significance value is $0.000 < 0.05$. Therefore, the product quality variable has a positive and significant effect on purchase intention for Samsung Galaxy smartphones. This is consistent with the research conducted by...Hidayat & Faramitha, (2022) This shows that product quality has a positive and significant effect on purchase intention for Galaxy smartphones. Therefore, it can be concluded that H3 is accepted, meaning that product quality has a positive and significant effect on purchase intention for Samsung smartphones.

## CONCLUSION

Based on the results of the research and discussion, several conclusions can be drawn, including:

1. Brand ambassador has a positive and significant effect on purchase intention for Samsung Galaxy smartphones, meaning that the brand ambassador has a significant and positive impact on influencing consumers' decisions to purchase Samsung Galaxy smartphones. Brand ambassadors make consumers more interested and have a positive perception of the product. Their influence is proven to be significant, thus playing a key role in increasing consumer purchase intention.

2. Brand image does not have a significant effect on purchase intention for Samsung Galaxy smartphones, meaning that the brand image of Samsung Galaxy does not influence consumer purchase intention. The brand image has not successfully captured attention or made a significant impact on purchasing decisions. In other words, even though the brand image exists, it is not strong enough or influential in increasing purchase intention for Samsung Galaxy smartphones.

3. Product quality has a positive and significant effect on purchase intention for Samsung Galaxy smartphones, meaning that the quality of Samsung Galaxy smartphones has a strong and positive impact on increasing consumer purchase intention, as it is considered to be of high quality and influences purchasing decisions. Its influence is proven to be significant, so the good quality of Samsung Galaxy smartphones plays a crucial role in attracting consumer purchase intention.

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