THE INFLUENCE OF *BRAND AMBASSADOR PERCEPTION, BRAND AWARENESS,* AND PRICE *FAIRNESS* PERCEPTION ON THE PURCHASE DECISION OF Y.O.U BEAUTY PRODUCTS AT YOGYA TEGAL DEPARTMENT STORE

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Abstract : The objectives of this study are 1) To determine the influence of *brand ambassador perception* on the purchase decision of Y.O.U Beauty products at Yogya Tegal Department Store, 2) To find out the influence of *brand awareness* on the purchase decision of Y.O.U Beauty products at Yogya Tegal Department Store, 3) To find out the influence of *price fairness* perceptionto determine the influence of brand *ambassador perception, brand awareness,* and price *fairness* simultaneously on the purchase decision of Y.O.U Beauty products at Yogya Tegal Department Store. The population in this study is the people of Tegal City who use Y.O.U Beauty products. The sample in this study is 100 respondents. The sampling technique used is *non-probability sampling.* The data analysis tools used were multiple linear regression analysis and determination coefficient analysis. The conclusions of this study are 1) There is a positive and significant influence of *Brand ambassador perception* on the purchase decision of Y.O.U Beauty products at Yogya Tegal Department Store. It is proven that the level of significance obtained is $0.041 < 0.05$, 2) There is a positive and significant influence *of Brand awareness* on the purchase decision of Y.O.U Beauty products at Yogya Tegal Department Store. It was proven that the level of significance obtained was $0.001 < 0.05$, 3) There was a positive and significant influence of price *fairness* perception on the purchase decision of Y.O.U Beauty products at Yogya Tegal Department Store. It is proven that the level of significance obtained is $0.001 < 0.05$, 4) There is a significant influence *of Brand Ambassador perception, Brand Awareness,* and Price *Fairness* perception simultaneously on the purchase decision of Y.O.U Beauty products at Yogya Tegal Department Store. It is proven that the level of significance obtained is $0.000 < 0.05$.
Keywords: Brand ambassador perception, *Brand awareness,* **Price fairness** *perception,* **Purchase decision**

Abstract : The aims of this research are 1) To determine the influence of brand ambassador perceptions on purchasing decisions for Y.O.U Beauty products at Yogya Tegal Department Store, 2) To determine the influence of brand awareness on purchasing decisions for Y.O.U Beauty products at Yogya Tegal Department Store, 3) To determine the influence of price fairness perceptions on decision to purchase Y.O.U Beauty products at the Yogya Tegal Department Store, 4) To determine the influence of brand ambassador perceptions, brand awareness, and price fairness perceptions simultaneously on the decision to purchase Y.O.U Beauty products at the Yogya Tegal Department Store. Thepopulation in this research is the people of Tegal City who use Y.O.U Beauty products. The sample in this consisted of 100 respondnts. The sampling technique used is non-probability sampling. The data analysis tools used are multiple linear regression analysis and coefficient of determination analysis. Conclusions from this research 1) There is a

positive and significant influence on Brand Ambassador perceptions on purchasing decisions for Y.O.U Beauty products at the Yogya Tegal department store. It is proven that the level of significance obtained is 0.041 < 0.05, 2) There is a positive and significant influence of Brand awareness on the decision to purchase Y.O.U Beauty products at the Yogya Tegal department store. It is proven that the level of significance obtained is 0.001 < 0.05, 3) There is a positive and significant influence of the perception of price fairness on the decision to purchase Y.O.U Beauty products at the Yogya Tegal department store. It is proven that the level of significance obtained is 0.001 < 0.05, 4) There is a significant influence of Brand Ambassador perception, Brand Awareness, and Price Fairness perception simultaneously on the decision to purchase Y.O.U Beauty products at the Yogya Tegal department store. It is proven that the significance level obtained is 0.000 <0.05.

Keywords: Perception of Brand ambassador, Brand awareness, Perception of Price fairness, Purchase Decision

INTRODUCTION

The development of the business world today is experiencing very rapid progress, one of which is the emergence of companies that produce the same products. In order to remain competitive, entrepreneurs must be able to provide consumers with a good image of the products offered. In this case, companies must also know how market share is achieved politically, socially, and economically. To gain market share, a company must implement various appropriate strategies to gain a competitive advantage so that the goods offered sell well. This must be done by every business to retain and satisfy its consumers, one example is beauty products (Lukmanul Hakim et al, 2019).

The development of the Indonesian fabric industry shows the improvement of fabrics. According to daitai Baidain Pengaiwais Obait dain Maikainain (BPOM), the cosmetics industry expects an increase in the number of people in the world up to 20.6% until September 2022 (Mediai Indonesiai, 2022). Baigi wainitai, the leader is the aiset yaing saingait is important to invest yaing saingait is important, kairenai payai daisairnyai wainitai selailu wants to taimpil caintik dain irrike. Kitai melihait dairi kelifeain aitaiu rutinitais sehairi-hairi baihwai wainitai tidaik bisai lepais dairi cosmetics. Cosmetics according to Peraiturain Kepailai Baidain Pengaiwaisain Obait dain Maikainain (BPOM) RI No 23 Taihun 2019 aidailaih baihain aitaiu are originally used in the body to be used in the main body, such as the skin, air, uterus, nails, lips dain ailait kelaimin luair aitaiu teeth dain mukosai mouth, terutaimai to clean the fabric, mewaingikain, to repair baiu baidain yaing determined aitaiu cloth to protect aitaiu body condition baiik (BPOM RI, 2019).

Daitai taibel following aidailaih daitai volume of the latest taihun saitu taihun at Y.O.U

Beaiuty Toserbai Yogyai Tegail Taihun 2022, which is as follows:

Table 1
Cosmetics Sales Volume at Yogya Tegal Department Store

Moon	Wardah	Makeover	Y.O.U
January	4,352,120.00	4,245,300.00	3,879,400.00
February	5,573,220.00	5,049,849.00	5,828,200.00
March	5,660,340.00	5,522,140.00	9,414,050.00
April	6,135,510.00	5,312.000.00	1,848,700.00
May	7,532,120.00	7,054,000.00	4,804,100.00
June	7,541,170.00	5,411,700.00	5,057,500.00
July	6,774,200.00	6,853,200.00	5,209,100.00
August	8,231,200.00	8,673,500.00	8,632,875.00
September	9,752,000.00	8,657,000.00	5,461,050.00
October	8,735,212.00	8,917,200.00	5,628,200.00
November	8,450,200.00	7,729,500.00	5,302,275.00
December	9,727,560.00	8,978,000.00	2,548,000.00
Total	88,464,852.00	82,403,389.00	63,614,025.00

Source: Yogya Tegal Department Store in 2022

Based on table 1 above, it can be seen that some of the cosmetics sold at the Yogya Tegal Department Store, Wardah cosmetics sales rank first with the most cosmetics sales. Unlike Y.O.U cosmetics, its sales are very low compared to other cosmetics. From the provisional results carefully examined at the Yogya Tegal Department Store, it is clear that the purchase decision of Y.O.U. cosmetics is still low and cannot keep up with the sales of Wardah cosmetics which have better sales than other cosmetic products (Yogya Tegal Department Store, 2022).

LITERATURE REVIEW

Purchase Decision

Maingkunegairai (2019:43) Commenting on the decision of the buyer aidailaih to the network of aitaiu performance in accordance with the yaing to tell the aipai yaing that the consumer is believed to be the buyer of the buyer's decision. The performance of the performance was neglected by the two faiktors of the utaimai, that is, the other is not suspected. If the performance of the dairi is not fasted, the consumer is not fasting. In fact, the performance of the product meets the consumer's hair, and the performance of the product is the result of joy.

Braind AImbaissaidor

Braind aimbaissaidor aidailaih supporters of iklain aitaiu perwaikilain products selected dairi oraing terkenail aitaiu not dinail with the dream of aitaiu kepribaidiain yaing waterik to water the interests of consumers (Kotler & Keller, 2016:181). Anonymous *Braind aimbaissaidor* Chosen Dairi Kailaingain Celebrity Aitaiu Oring Popular Laiinnyai Yaing Bainyaik Sponsor Dairi Pihaik Lain.

Braind AIwaireness

According to AInaing Firmainsyaih (2019:86) *Braind aiwaireness* It is a kesaidairain brand that is high in hairaipkain as a general purpose dairi communicator of the people. Every time a category is needed, the brand is called dairi ingaitain, that is, it is then used to make a choice of the dailaim who is willing to make a decision. *Braind aiwaireness* Pointing out the brand's consumer awareness fabric.

Price Faiirness

According to Ma Rowena dain(2020:70) menga kewaijairain ha aidailaih perba trainsaiksi a lhaik yes different when aidai difference hairgai, up to Kesaimaiain tra Rupakain FA important Assess the cost hairgai.

HYPOTHESIS

Based on the theory of the dai haisil keraingkai of the thought that yaing is being studied, maikai daipait is formulated as the following research of aidailaih research:

H1   : Attached to the waterer *Braind Aimbaissaidor* the decision of buyers of Y.O.U Beaiuty products in Toserbai Yogyai Tegail.

H2   : Attached to the waterer *Braind Aiwaireness* the decision of buyers of Y.O.U Beaiuty products in Toserbai Yogyai Tegail.

H3   : Hydration *Price Faiirness* the decision of buyers of Y.O.U Beaiuty products in Toserbai Yogyai Tegail.

H4   : Attached to the waterer *Braind Aimbaissaidor, Braind Aiwaireness* Dain *Price Faiirness* a simultain liquid is affected by the decision of buyers of Y.O.U Beaiuty products in Toserbai Yogyai Tegail.

RESEARCH METHODS

Types of Researchers

Researcher Yes Aikain dila Using the type of researcher quaiintitious. Researcher Quantitative diairtikain seba Research Methods The philosophy of positivism, yes Population Settlement aitaiu sa Specific, using ailait peneriset to collect Daitai, A Daitai Bersifa Quaiintitif/STA Da Aiming to test the hypothesis Dita study (Sugiyono, 2019:16).

Populaisi da Saimpel

Populaisi pa researcher this a maisyairaikait Kota Tegail yes using the product Y.O.U Bea yaing jumla tidaik da dipaitain. By Lemeshow formula, the value of sa (n) yes the didiapait a 96.04 yes the later results of 100 respondents.

Gathering Techniques Daitai

The technique of collecting daitai dailaim researchers is a questionnaire. Questionnaire aidailaih daitai collection technique in the toy of the respondents were asked for a written questionnaire (Sugiyono, 2019:199). Questionnaire yaing aikain is aired as liquid cloth *offline* maiupun *Online* The respondents submitted their questions by using a Google Form link that was then filled out by the respondents using the relevant competitor *semairtphone*.

Technique A

According to Sugiyono (2019:206) a Daitai A kegiaitain ya Laikukain Setela All Respondents A Source: DA other collected. Method a Yaing Used aidailaih KUA method yes daitai ya A-shaped yaing sifa DAIPAI CALCULATED Jumlaihnyai to be processed Using the STA method. A ainailisis da dailaim peneriset This uses MSI test (*Methode Of Succesive Interva),* Test A Klaisik, Berga Linear Regression, hypothesis test, and Determine Coefficient Test.

HAISIL DAIN MEMBAIHAISAIN

Berga Indai _

The multi-regression analysis _ the _ is in the water _ is more than the (independent) with in and the _ is dependent (dependent). Calculation regression ainailysis using *SPSS* 26. Ha perhitungain regression berga aidailaih seba as follows:

Haisil A Linear Regression Berga

Type	Unstaindairdized Coefficients		Staindairdized Coefficients	T	Sig.
	B	Std. Error	Betai		
(Constaint)	5.986	2.353		2.544	.013
Braind aimbaissaidor	.155	.074	.156	2.075	.041
Braind aiwaireness	.419	.125	.364	3.343	.001
Price faiirness	.461	.138	.372	3.341	.001
ai. Dependent Vairiible: Breakingain Buyer					

Source: Da processed by SPSS 26 (2023)

Berdaisairkain ta diaitais, da dilati persa bera inda linear regression as follows:

Y = 5.986 + 0.155X1 + 0.419X2 + 0.461X3 + e

So that da dijelaiskain ba :

a. Value *Constain t* = 5.986 have baihwai indigo constain da persaimaiain keputusa buyer (Y) yes the previous aid diwaterer terha perception *Braind a* (X1), *Braind a* (X2), *Price perception fa* (X3) a 5,986.

b. Assess the regression coefficient for the *Braind a* of 0.155 bera inda indai a positive _ _ Braind a *beneficiary* . a decision the buyer of a product Y.O.U Bea at the Department Store Yogyai Tega. Hail this bera semaikin ba *Braind a* , maikai a semaikin high keputusa the buyer of Y.O.U Bea products at the Department Store Yogyai Tega.

c. Assess the regression coefficient for the Brainda as soon as 0.419 witha positive *indication of a positive Braind a* in the decision the buyer of the product Y.O.U Bea at the Department Store Yogyai Tega. Sema tinggi *Braind a* maikai a semaikin also keputusain buyers Y.O.U Bea products at the Department Store Yogyai Tega.

d. Assess the regression coefficient for the price *of the price of the price* of Hail this bera semaikin ba *Price fa* maikai a semaikin high keputusa the buyer of Y.O.U Bea products at the Department Store Yogyai Tega.

Hypothesis Test

Test t (Pa)

The test is used to test the significance the relationship inaintairai va independent da dependent a vairiaibel independent yes *Braind a* , *Bra aiwaireness,* dain *Price fa* Decided buy it. The criterion determining decision is that if of sig < 0.05 ma H0 is rejected maikai H_{ai} is accepted.

Haisil PairsPairs Significance Test (Test-t)

	Coefficientsai					
Type	Unstaindairdized Coefficients		Staindairdized Coefficients		t	Sig.
	B	Std. Error	Betai			
(Constaint)	5.986	2.353			2.544	.013
Braind aimbaissaidor	.155	.074	.156		2.075	.041
Braind aiwaireness	.419	.125	.364		3.343	.001
Price faiirness	.461	.138	.372		3.341	.001
ai. Dependent Vairiible: Breakingain Buyer						

Source: Da processed by SPSS 26 (2023)

Berdaisairkain ta diaitais ha ainailisis da dengain using test t diketa baihwai penga vairiaibel-vairiaibel independent terha vairiaibel dependent a sebaigaii as follows:

1) Berdaisairkain ta daipait obtained indigo significance of ir. 0.041. Ma daipait disumulka baihwai Ho diola dain Ha . Denga demikiain a terdaipait penga signifikain

Braind A terhaidaip Keputusa Buyer of Products Y.O.U Bea at the Department Store Yogyai Tega.

2) Berda taibel da obtained indigo significance as much as 0.001. Ma daipait disumulka baihwai Ho diola dain Ha. Denga demikiain a terdaipait penga signifikain *Braind A* terhaidaip Decision Buyer of Y.O.U Bea Products at Department Store Yogyai Tega.

3) Berdaisairkain ta daipait obtained indigo significance as much as 0.001. Ma daipait disumulka baihwai Ho diola dain Ha. Denga demikiain a terdaipait penga signifikain *Price Fa* terhaidaip Decision Buyer of Products Y.O.U Bea at the Department Store Yogyai Tega.

Test F (Simulta)

The F test is used to show that all vairiaibel independent a vairiaibel beba yaing dima kedailaim model has a in iriaibel. Haisil hypothesis da SPSS 26 seba as follows:

Haisil Significance Simultain (F-test)

AINOVAIai					
Type	Sum of Squaires	Df	Meain Squaire	F	Sig.
Regression	3415.835	3	1138.612	59.630	.000b
Residuail	1833.075	96	19.095		
Totail	5248.910	99			
ai. Dependent Vairiible: Breakingain Buyer					
b. Predictors: (Constaint), *Price faiirness*, *Braind aimbaissaidor* , *Braind aiwaireness*					

Source: Da processed by SPSS 26 (2023)

Berdaisairkain ta diaitais indicates inbaihwai nila signifikainsi a 0.000 < 0.05 ma, Ho diolaik dain Ha accepted. Da is concluded that ba vairiaibel *Braind a* (X1), *Braind a* (X2), da *Price fa* (X3) seca simultain berpengairuh signifikain terha Decision of Buyer product Y.O.U Bea at the Department Store Yogyai Tega.

Determina Coefficient (R2)

The content determine coefficient (R2) is obtained and the content of the corella coefficient (R2). Sema besair R^2 maikai sema kuait also linkain a vairiaibel terika dengain sa aitaiu ba vairiaibel beba.

Haisil Determine Coefficient Test

Type	R	R Squaire	AIdjusted R Squaire	Std. Error of the Estimaite
1	.807ai	.651	.640	4.370
ai. Predictors: (Constaint), *Price faiirness*, *Braind aimbaissaidor* , *Braind aiwaireness*				
b. Dependent Vairiaible: Breakingup the buyer				

Sunber: Da processed by SPSS 26 (2023)

Berdaisairkain ta diaitais ha daipait concluded baihwai nila aidjust R Squa sebesair 0.651 a value of determina sebesair 65% shows besairnyai proportion tota values va keputusain buyer yaing da dijelaiskain mela waterer *Braind a* , *Braind a* , da *Price fa* has a liquid payer bersa terha keputusain buyer product Y.O.U Bea in The convenience Yogyai Tega sebesair 65% shows the level of penga yaing quite kua, seda the remaining 35% is used by other ya the absence of da dijelaiskain.

THE REMEDY

Berdaisairkain ha ainailisis yes the study of dila , ma the following a haisil pemba payai researcher this:

Braind Perception Affected Decision Buyer

Haisil researcher showed that the cloth ba is processed tilapia positive coefficient yes 0.155 da significance as well as ir 0.041 < 0.050, while of t is calculated 2.075 so that H0 is rejected Hα is accepted, a terdaipait penga yaing positive da signifikain a perception *Braind a* is a victim of a decision buyer. Reported indication the people, with Kim so-hyun seba celebrity ya dikenail ma, having da tairik da of the pesonai ya baigus da in having ima yaing positive dika maisyairaikait, with my eyes yes raimaih also dengain seguda achievement yes mengigumkain keperia in its own right in ha maisyairaikait terha product yes sales

Braind Juicer Beverage Determination Buyer

Haisil researchers show that the cloth ba is processed tilapia positive coefficient yes 0.419 da significance as a percentage 0.001 < 0.050 , while of t is calculated 3.343 so that H0 is rejected Hα is accepted, a terdaipait penga yaing positive da signifikain a *Braind a* terhaidaip keputusa pembuyain. Thisis possible is baibai by several faiktor such as the product Y.O.U Bea yaing ma classified as ba aitaiu is also used pesa yaing ma at *the top of mind*. Therefore, diha Y.O.U Bea continues to mela promotion a kaimpainye terha Y.O.U Bea.

Juicer of Price Perception Trends in Purchasing

The researcher shows that the cloth ba is processed tilapia positive coefficient yes 0.461 da significance as ir 0.001 < 0.050 , while value of t is calculated 3.341 so H0 is rejected Hα is accepted, a terdaipait penga yaing positive da signifikain a *price fa* terhaidaip keputusa pembuyain. Divided the of the factor in the decision. Y.O.U Bea hairus asks dain menkake *price fa* dengain give ika hairgai ya maisuk a, ha paidai sa promotion, kena hairgai da perbaindingain ha dengain pesa. In the meantime, it to increase of the buyer daipait dila dengain to give inhairgai ya the straight line with quailitais a consumer terta to make a decision the buyer.

Perception Juicer Braind a , Bra aiwaireness, dain Perception Price fa Terhaidaip Keputusa Buyer

Haisil researcher showed that the cloth ba value F calculated to obtain tilapia 59.630 da value of significance aidailaih < 0.000 ma. Ho diolaik dain Ha accepted. A baihwai va perception *Braind a* (X1), *Braind a* (X2), da perception *Price fa* (X3) seca simultain berpenga terhaidaip product buyer Y.O.U Bea at the Department Store Yogyai Tega. I Y.O.U Duties haired and paid for the purchase of the goods. Y.O.U Bea maimpu implements the the daiyai ta seoraing *braind a* so that da dengain young iyik perha maisyairaikait a younger nail the product of Y.O.U Bea.

Along with in relation to the company, the iingain _iuty _itkain_ iwaireness _ a sponsor of the event. Denga keterlibaitain da event da meningkaitkain *braind a_* maisyairaikait da meningkaitkain keputusa pembuyain. Consumers a_of the food they receive mainfaiait, kua_, tilapia, da kenyaimainain yes a while.

KESIMPULAIN DAIN SAIRAIN

Kesimpulain

Kesimpulain yaing daipait is the dairi of this researcher as follows:

1. The perception of *Braind aimbaissaidor* with positive water is significant in the decision of buyers of Y.O.U Beaiuty products in Toserbai Yogyai Tegail.

2. *Positive aiwaireness* is significant in the decision of buyers of Y.O.U Beaiuty products in Toserbai Yogyai Tegail.

3. The perception of *price faiirness* is positively affected by the decision of buyers of Y.O.U Beaiuty products in Toserbai Yogyai Tegail.

4. Perception *of Braind aimbaissaidor, Braind aiwaireness,* dain Perception *of Price faiirness* as liquid simultain with significant energy in the decision of buyers of Y.O.U Beaiuty products in Toserbai Yogyai Tegail.

Sairain

Berdaisairkain payai baiihaisain haisil researcherin yaing study dilaikukain, maikai sairain yaing daipait is given aidailaih as follows:

1. Baigi Perusaihaiain

   a. PT. HEBE Beaiuty yaing is being bid by the cosmetics industry to be more popular with the *Braind aimbaissaidor* as a toy nailed by maisyairaikait dain maimpu implements daiyai tairik seoraing *Braind aimbaissaidor* so that the daipait irrikes the beauty of maisyairaikait aigair is younger to nail a product dain to increase the decision of the buyer.

   b. PT. HEBE Beaiuty has raised the brand kesaidairain fabric yaing kuait dailaim to wear the position of the dailaim brand in maisyairaikait, that is, with the logo of the dailaim brand in maisyairaikait. Dengain demikiain dihairaiipkain daipait increased the decision of buyers of Y.O.U Beaiuty products.

   c. PT. HEBE Beaiuty is more likely to increase the quality of the fabric to make the world

more precise. The focus of utaimai pelainggain aidailaih hairgai, ketikai hairgai yaing ditaipkain is assessed waijair maikai maisyairaikait aikain raises the decision of the buyer.

2. Baigi Researcher Says

For the researcher yaing aikain daitaing sebaiiknyai daipait kaiji vairiaibel laiin yaing is suspected to be related to the buyer's decision to increase the effectiveness of the vairiaibel-vairiaibel dailaim to improve the buyer's decision.

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