



## The Influence of Marketing Influence and Brand Ambassadors on Consumer Loyalty with Brand Personality as a Moderation of Mineral Water in Le Mineral Product Packaging

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### ABSTRACT

*This study aims to investigate the relationship between marketing influence, brand ambassadors, and consumer loyalty, as well as the role of brand personality as a moderator in the relationship. The research method used is a survey with questionnaires distributed to a sample of consumers from various demographic backgrounds. This study focuses on the population of the community in the Greater Jakarta area with a sample of 125 respondents representing a predetermined population in answering questions related to the research variables. Data analysis was carried out using multiple regression techniques and moderator analysis. The results of the study show that marketing influence and brand ambassadors significantly affect consumer loyalty. In addition, brand personality has also been proven to moderate the relationship between marketing influence and brand ambassadors and consumer loyalty. These findings indicate the importance of paying attention not only to marketing strategies and the use of brand ambassadors, but also to brand characteristics in building consumer loyalty. This research contributes to the understanding of the factors that affect consumer loyalty in the digital era, by highlighting the important role of marketing influencers, brand ambassadors, and brand personalities. The practical implications of this research can help companies in designing more effective marketing strategies to maintain and increase their consumer loyalty.*

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**Keywords: Marketing Influence, Brand Ambassador, Consumer Loyalty, Brand Personality**

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## INTRODUCTION

Marketing plays an important role in economic dynamics by helping to create economic value which in turn determines the price of goods and services. Production, marketing, and consumption are the main factors in the creation of such value, where marketing acts as a vital link between production and consumption. Various experts have put forward a definition of marketing, and in the context of marketing activities, exchange activities are the main focus. Exchange here refers to a person's efforts to offer various goods or services of relevant value to various social groups to meet their needs.

According to (Puspita et al., 2023) Marketing Strategy can be described as a social and managerial process in which individuals and groups acquire the goods and services they need and want through the creation, offering, and exchange of valuable products with other parties. In this perspective, marketing can also be understood as an effort to meet the needs of both buyers and sellers (Supriyant, 2024).

It is undeniable how important consumer loyalty is in marketing strategies. Marketers are always striving to maintain their customer base in the long run, realizing that loyal consumers are a valuable asset to a company's business continuity. According to (Ningrum, 2023) Customer loyalty is often associated with repeat purchases, although the two have significant differences. Brand loyalty reflects a psychological commitment to a particular brand, while repeat purchases are simply related to making purchases from the same brand repeatedly.

Another way that can be used to increase customer purchasing power and interest in products with promotions is brand ambassadors. Brand ambassadors act as a tool used by the company as a communication medium aimed at the public with the aim of better understanding the public in absorbing the information. As a means of conveying information to the public, of course, brand ambassadors must have an attractive appearance and are knowledgeable about their products, which can form a positive impression and consumer trust. According to (Herianto & Hasbi, 2023) Stating that a Brand Ambassador is someone who is properly contracted with a brand marketing organization also acts as a brand spokesperson for a company.

In addition to brand ambassadors, there are other vectors that can increase consumer satisfaction with their products, namely marketing influence. Marketing influence is basically the same concept as a brand ambassador who both promote products to customers or consumers, the difference is how to convey the promotion. Marketing influence uses the help of social media such as Instagram, Shoppe, Tokopedia, Tiktok in marketing its products promoted by an influencer can be a celebrity or celebgram etc., while digital influence is the ability to influence, change opinions and behaviors online, generally through social networking. In simple terms, digital influencers are those who have great influence on social media. These influential individuals have earned the trust

of their online peers, and their opinions can have a tremendous impact on online reputation, including for the product/brand (Uyuun, 2022).

Products that have a good image can create a mindset or view given by consumers in shopping, that mindset is known as brand personality. Brand personality itself has the meaning of a collection of views attached to an existing product, this view can be in the form of a view from the good or negative side. Companies must develop their products through brand personality, because brands are an efficient way for companies to explain or solidify their advantages and become a comparison from other brands, consumers are often selective in using a brand that has a good brand personality and a concept (Halim et al., 2022) Brands with a strong brand personality and in accordance with consumers' desires and personalities can increase trust in the brand so as to create a bond or good view from consumers.

## **LITERATURE REVIEW**

### **Theory of Reasoned**

Theory of Reasoned Explain the relationship between attitudes and behaviors in human actions. Theory of Reasoned Action serves as a tool to forecast the behavior of individuals by taking into account existing attitudes and intentions towards the Action (Moh'd, 2024). The core purpose of this theory is to understand voluntary action by examining the underlying motivation behind it. Theory of Reasoned states that a person's intention to perform a behavior is the main indicator of whether the action will be carried out. In addition, Reasoned Action Theory suggests that stronger intentions encourage greater effort to engage in behavior, thereby increasing the likelihood of such behavior occurring (Kwarteng & Servoh, 2024).

### **Marketing Influence**

Marketing influencer involves using individuals or groups that have a significant presence and influence on social media platforms to promote products, services, or brands to their audience, the indicators that exist in marketing influence include: product benefits, confidence, and appearance (Gunawan, 2023). This concept encompasses different types of influencers, from celebrities to micro-influencers, depending on the size and nature of the intended audience. Information technology is developing rapidly. This development is taken advantage of by various businesses, from small to large. Entrepreneurs consider many competitors to enter the very tight competition (Reken et al., 2020).

### **Brand Ambassador**

One of the ways brand ambassadors increase sales of their products is by informing buyers about how they can be used. In addition to benefiting from signing a contract with a brand ambassador, there are several problems that can arise with a brand ambassador, such as a celebrity or individual who does not fit the brand, which can cause the company to terminate the contract with them. Replacing an old ambassador with a new one can also affect sales. So, to find out how much influence a brand ambassador has on a brand, a study needs to be conducted on brand ambassadors (Wulandari et al.,

2021). As a communication tool used by companies to connect with the public, celebrities are considered a supporting factor that is able to influence consumer attitudes and beliefs towards products. They act as distributors, speakers, and liaisons in advertisements to introduce products or services to consumers. The use of celebrities, athletes, or public figures in promotions is considered a representation of the product's identity, which is expected to increase consumer sales, the indicators contained in brand ambassadors include: popularity, credibility, and attractiveness, strength. (Amin & Yanti, 2021).

### **Consumer Loyalty**

To increase business profits, customer loyalty is essential for companies both products and services. If customers are not loyal to the company's products, then customers are likely to switch to other products, and the company must maintain customer loyalty (Diansyah & Putera, 2017). Consumer loyalty refers to consumer loyalty to a company, brand, or product (Lonan et al., 2023). (Napitupu & Lukiana, 2017) This is explained as a strong commitment to consistently choose a particular product in the future, despite facing various situational constraints and marketing efforts that can tempt consumers to switch to existing indicators including: repurchases, product usage habits, liking brands, recommending brands (A. Kurniawan et al., 2023).

### **Brand Personality**

One of the strengths of a brand is brand personality, which is built to introduce and maintain a product in the market. Brand personality is a strategic tool used to build communication with customers (Cici & Mardikaningsih, 2022). (I. S. Kurniawan et al., 2019) defines brand personality as a collection of human traits associated with a brand. This structure comes from the Big Five Psychology: the relationship between customers and brands shapes the brand's experience and their personality assessments; Customer experience with a brand shapes a brand personality through the process of their experience using it, the indicators that exist in brand personality include: honesty, competence, shopping, character prominence.

### **The Effect of Marketing Influence on Consumer Loyalty (H1)**

Online marketing has an impact on customer loyalty, if online marketing is well received, then customer loyalty will also be well received and vice versa, therefore marketing is one of the most important aspects in determining a consumer's purchase decision (Khotimah et al., 2023). (Hair & Alamer, 2022), It is suspected that the involvement of consumers with marketing strategies that affect them positively will increase the level of consumer loyalty to a particular brand, Successful marketing efforts in building an emotional connection with consumers tend to increase their loyalty levels towards the brand. (Ramadhan & Aprianti, 2022) Suggesting that the use of influencers in marketing strategies can have a significant impact on consumer purchasing behavior, thus, the hypothesis of this study predicts that the influence of marketing influence will contribute positively to consumer loyalty. In relation to the studies that have been carried out, the following hypothesis has been formed: H1: Marketing Influence Affects Consumer Loyalty.

### **The Influence of Brand Ambassadors on Consumer Loyalty (H2)**

People who love a brand and want it to be successful are brand ambassadors. If a company chooses a brand ambassador, they will promote your brand regularly within a predetermined period of time. Brand ambassadors as a means of promotion to sell products and increase sales. This has a lot to do with the idea that brand ambassadors are a tool used by companies to inform the public about the methods they use to increase sales (Ghadani et al., 2022). The effective use of brand ambassadors can increase consumer loyalty to a particular brand. Wisely adopting a brand ambassador strategy can significantly affect the level of consumer loyalty to the brand they represent. Recent research conducted by (Cenamor, 2021) emphasized that when brand ambassadors have high credibility and are relevant to the target market, then they are able to increase consumer loyalty to the brand they are promoting. In relation to the study that has been carried out, the following hypothesis has been formed: H2: Brand Ambassador Affects Consumer Loyalty.

### **The Influence of Brand Personality on Consumer Loyalty (H3)**

Brand personality has a significant role in shaping consumer perceptions and preferences, the first hypothesis in this study is proposed, namely that the consistency between brand personality and the values desired by consumers will increase the level of consumer loyalty to the brand (Hermawati, 2023). In line with the findings revealed by (Purnomo & Irmawati, 2024), which states that consumers tend to form an emotional relationship with brands that have a personality that matches their identity or aspirations, the second hypothesis is formulated, namely that the level of consistency between the brand personality and the consumer's self-image will positively affect the level of consumer loyalty to the brand. (Daniswara & Rahardjo, 2023) Finding that a unique and consistent brand personality can be a source of consumer trust in the brand, therefore, the third hypothesis in this study is proposed, namely that the perception of uniqueness and consistency of brand personality will contribute positively to consumer loyalty to the brand. In relation to the study that has been carried out, the following hypothesis has been formed: H3: Brand Personality Affects Consumer Loyalty.

### **Brand Personality Moderation on the Influence of Marketing Influence on Consumer Loyalty (H4)**

The complexity of the interaction between these factors in the context of constantly changing consumer behavior (Vikaladi, 2024). According to (Amanda et al., 2024) Brand personality significantly influences consumer perception of brands, while marketing influences have an important role in shaping purchasing preferences and behavior. Highlighting that moderation factors can strengthen or weaken the relationship between these variables, revealing a deeper complexity in the process of establishing consumer loyalty. Therefore, a deep understanding of how brand personality and marketing influence interact with each other in moderating consumer loyalty can provide valuable insights for marketing practitioners to develop effective strategies for maintaining and increasing consumer loyalty in a competitive market. In relation to the study that has been carried out, the following hypothesis has been formed: H4: Brand Personality Moderation on the Influence of Marketing Influence on Consumer Loyalty.

### **Brand Personality Moderation on the Influence of Brand Ambassadors on Consumer Loyalty (H5)**

Previous research such as (LISA, 2023), indicating that brand personality has a significant impact on consumers' perception of brands, while the influence of brand ambassadors can strengthen or moderate the relationship between brands and consumers. (Al Hamid & Rummyeni, 2024) highlighting the important role of brand ambassadors in shaping brand image and influencing consumer purchasing decisions. In this context, a better understanding of how brand personalities and brand ambassadors interact in moderating consumer loyalty is key to developing highly effective marketing strategies and creating long-term good relationships with consumers in the digital age full of fierce competition. In relation to the study that has been carried out, the following hypothesis has been formed: H5: Brand Personality on the Influence of Brand Ambassadors on Consumer Loyalty.

### **RESEARCH METHOD**

This study focuses on the population of the community in the Greater Jakarta area with a sample of 125 respondents representing a predetermined population in answering questions related to the research variables. The Hair method is used to determine a sample size that ranges from five to 10 times the number of relevant indicators or survey questions (Hair & Alamer, 2022). Sampling is carried out by the convenience method, which allows selection based on availability and ease of communication (Bambang Sudaryana et al., 2022). Data analysis was carried out using a regression technique with a moderation test, also known as path analysis using the Partial Least Squares (PLS) method (Sekaran & Bougie, 2022). The software used for the analysis is SmartPLS (Musyaffi et al., 2022).

The stages of data analysis include variable descriptive statistical data, validity testing, reality testing, hypothesis testing, and other existing explanations (Sugiarto, 2022). Variable statistics are the maximum and minimum variable values. Validity testing is a test that is applied to calculate the results of the answers contained in the questionnaire, reliability testing acts as an existential test of input from participants to find out the seriousness of the existing answers, hypothesis testing is a test of discussion that is put into a single unit that can be accepted or rejected. The determination coefficient is the ability of an independent variable when the dependent variable is explained (Gunawan, 2022).

### **RESULTS AND DISCUSSION**

This study involved 125 respondents from various backgrounds, including the general public and students, with 68 men (54.4%) and 57 women (45.6%). The age of respondents was divided into three groups: 15-18 years old (28.8%), 19-21 years old (33.6%), and 22 years and older (37.6%). The education level of respondents includes junior high school (28.8%), high school/vocational school (32%), and university (39.2%). Statistical analysis uses SPSS, while data quality tests are carried out with Partial Least Squares (PLS) Analysis, an approach in the Structural Equation Model (SEM) based on variance components. Data processing uses SmartPLS (Partial Least Square) software.

### **Validation Test**

The validity of the study is satisfied when all indicator load factors reach a value of 0.5 or more. The results of the Validation Test showed that all indicators on the original sample had a value of >0.5, confirming the validity of all the variables studied (Gunawan, 2023).

### **Reliability Test**

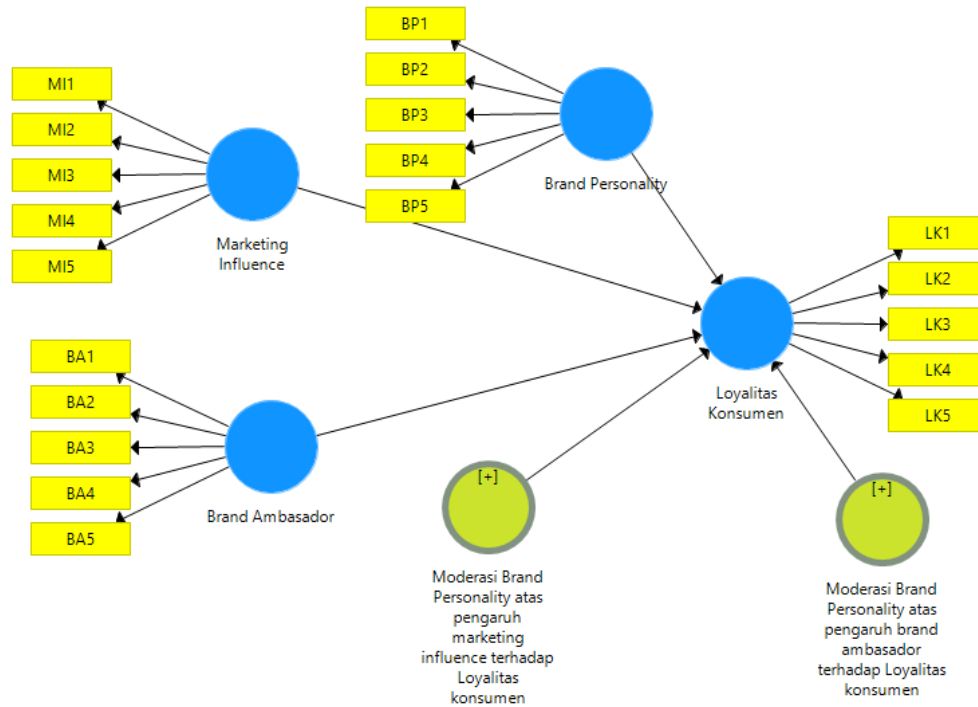
Reliability tests measure the extent to which measurements can be made without errors, ensuring consistency in each of its indicators. In the context of Partial Least Squares (PLS), this test can be evaluated through criteria such as Cronbach's Alpha which must exceed a value of 0.7, a Rho\_a value that must also exceed 0.7, and Composite Reliability which must achieve a value above 0.7 to meet reliability standards. In addition, the Average Variance Extracted (AVE) value must reach a value greater than 0.5 to verify the reliability of the construct.

**Table 1. Reliability Test**

	Cronbach's Alpha	rho A	Composite Reliability	Average Variance Extracted (AVE)
Marketing influence	0.909	0.911	0.932	0.734
Brand Ambsador	0.876	0.882	0.91	0.671
Consumer Loyalty	0.883	0.889	0.915	0.683
Brand Personality	0.823	0.889	0.881	0.615
Moderation of Brand Personality on the Influence of Marketing influence on Consumer Loyalty	1	1	1	1
Brand Personality Moderation on the Influence of Brand Ambassadors on Consumer Loyalty	1	1	1	1

From the data that has been presented, it can be concluded that the Marketing Influence variable shows a high level of reliability, with a Cronbach's Alpha value of 0.909, which indicates the consistency of the results in the study. In addition, the Composite Reliability value of 0.932 confirms the consistency of this variable in its form, and the Average Variance Extracted (AVE) value of 0.734 indicates the acceptance of the variable. The Brand Ambassador variable also showed strong reliability with Cronbach's Alpha, Composite Reliability, and AVE values of 0.876, 0.910, and 0.671, respectively. This shows the consistency of this variable in the study and validates its use as a research variable. The Consumer Loyalty variable also showed good reliability with Cronbach's Alpha, Composite Reliability, and AVE values of 0.883, 0.915, and 0.683 respectively.

These values show the consistency of the variables in the study and support its validity as a research variable. Meanwhile, the Brand Personality variable shows positive and consistent results with Cronbach's Alpha value of 0.823, Composite Reliability of 0.881, and AVE of 0.615. These values indicate the consistency of these variables in the study and support their use as relevant variables in the context of the research.



**Figure 1 PLS Algorithm**

**Table 2. Bootstrapping Top of Form Bottom of Form**

Hypothesis	Original Sample	T Statistics	P Values	Conclusion
Marketing Influence -> Consumer Loyalty	0.271	3.133>1.96	0.002<0.05	Accepted
Brand Ambassador -> Consumer Loyalty	0.23	1.97>1.96	0.049<0.05	Accepted
Brand Personality -> Consumer Loyalty	0.313	4.604>1.96	0<0.05	Accepted
Moderation of Brand Personality X Marketing Influence -> Consumer Loyalty	0.193	2.825>1.96	0.005<0.05	Accepted
Moderation of Brand Personality X Brand	-0.259	3.642>1.96	0<0.05	Accepted



Ambassadors to > Consumer Loyalty				
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**The first hypothesis proof**, based on the calculation of the path coefficient in the Marketing Influence test, the original sample value of 0.271 was obtained, with a T-statistic value of 3.133 which exceeded the threshold of 1.96, and a P-value of 0.002. This shows that Marketing Influence has a significant influence on Consumer Loyalty, with a path coefficient of 0.271 indicating that any improvement in marketing strategy can increase the purchase of goods by 2.71%. Therefore, the H1 hypothesis that Marketing Influence affects Consumer Loyalty is acceptable. These findings are consistent with the results of previous studies Budimansyah, (2024), which also confirms that Marketing Influence affects Consumer Loyalty.

**Proving the second hypothesis**, The results of the calculation on the path coefficient in the Brand Ambassador test showed an original sample value of 0.23, with a T-statistic value of 1.97 which exceeded the threshold of 1.96, and a P-value of 0.049. Thus, it can be concluded that Brand Ambassador has a significant influence on Consumer Loyalty, with a path coefficient of 0.23 indicating that any improvement in Brand Ambassador strategy can increase product purchases by 23%. Therefore, the H2 hypothesis that Brand Ambassadors have an effect on Consumer Loyalty is acceptable. These findings are consistent with the results of previous studies Sopandi & Samsudin, (2023) which also found that Brand Ambassadors influence Consumer Loyalty.

**Proving the third hypothesis**, Based on the results of the calculation on the path coefficient in the Brand Personality test, the original sample value was obtained of 0.313, with a T-statistic value of 4.604 which exceeded the threshold of 1.96, and a P-value value of 0. This indicates that Brand Personality has a significant influence on Consumer Loyalty, with a path coefficient of 0.313 which means that any improvement in Brand Personality aspect can increase product purchases by 3.12%. Therefore, the H3 hypothesis that Brand Personality has an effect on Consumer Loyalty is acceptable. The results of this study support previous findings Tanuwijaya, (2023) which shows that Brand Personality significantly affects Consumer Loyalty.

**Proving the fourth hypothesis**, The results of the coefficient calculation in the Brand Personality moderation test on the influence of Marketing Influence showed an original sample value of 0.193, with a T-statistic value of 2.825 which exceeded the threshold of 1.96, and a P-value of 0.005. This indicates that Brand Personality moderation on Marketing Influence has a significant influence on Consumer Loyalty, with a path coefficient of 0.193 which indicates that an increase in Brand Personality interaction with Marketing Influence can increase product purchases by 1.93%. Therefore, the H4 hypothesis that Brand Personality has a significant moderation of the influence of Marketing Influence on Consumer Loyalty is acceptable. These findings are also in line with the opinion Hia, (2024) which emphasizes the importance of Brand Personality influenced by Marketing Influence in increasing Consumer Loyalty to the products sold.

**Proving the fifth hypothesis**, from the results of the coefficient calculation in the Brand Personality moderation test on the influence of Brand Ambassador, the original sample value of -0.259 was obtained. The T-statistic is 3.642, which exceeds the threshold of 1.96, and the P-value value is 0. This shows that the moderation of Brand Personality on the influence of Brand Ambassador has a significant influence on Consumer Loyalty, with a path coefficient of -0.259. This means that an increase in interaction between Brand Personality and Brand Ambassador can reduce product purchases by 2.59%. Thus, the H5 hypothesis that Brand Personality has a significant moderation of the influence of Brand Ambassadors on Consumer Loyalty is acceptable. These findings are in line with the opinion of (Hidayahtullah & Asteria, 2024) which emphasizes the importance of Brand Personality in moderating the influence of Brand Ambassadors on Consumer Loyalty in the context of selling goods.

## CONCLUSION

This study provides evidence on the influence of Marketing Influence and Brand Ambassadors on Consumer Loyalty, with Brand Personality acting as a moderator. The findings of the study show that Marketing Influence, Brand Ambassador, and Brand Personality positively and significantly affect Consumer Loyalty. Brand Personality moderation on the influence of Marketing Influence also has a positive and significant impact on Consumer Loyalty, as well as Brand Personality moderation on the influence of Brand Ambassadors. The positive and significant influence of Marketing Influence on Consumer Loyalty shows that intense promotional efforts can increase competitiveness and competitiveness with other manufacturers. Brand Ambassadors have also been shown to have a strong and positive influence on Consumer Loyalty, while Brand Personality also has a significant positive impact on Consumer Loyalty. For future studies, it is recommended to increase the number of samples to strengthen the accuracy of the data. It is important to observe and analyze changes in consumer behavior over time in ongoing research.

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