



THE EFFECT OF BRAND AMBASSADORS, ONLINE CUSTOMER REVIEWS AND PRODUCT QUALITY ON BRAND IMAGE LOCAL SHOES

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ABSTRACT

The tremendous growth of the regional footwear industry in Indonesia is increasing consumer interest in home-made goods. Ventela is a well-known brand that can compete in both domestic and overseas markets. The purpose of this study is to examine how the brand image of local Ventela shoes is influenced by brand ambassadors, online customer reviews, and product quality. Quantitative research using a survey approach was the methodology used. The data approach was collected using a questionnaire, and analysis was conducted using multiple linear regression analysis. The conclusion of the study shows that brand image is significantly influenced by the three independent variables. By working with famous actors and artists who have a large fan base, brand ambassadors help increase customer trust. Consumer perceptions of product quality and longevity are influenced by online user reviews. The main element affecting consumer happiness and loyalty to the Ventela brand is product quality. The competitiveness of local products in the global market and brand image can be improved by marketing methods centered on product quality, online customer reviews, and brand ambassadors.

DISCUSSION

The local shoes industry is seeing significant expansion in Indonesia, driven by shifting consumer preferences towards domestically-made products and active support from the government. Local brands such as Ventela and Compass are gaining widespread recognition thanks to their attractive designs, competitive quality, and effective marketing strategies. One form of government support can be seen from initiatives such as GTG Sneakers Day 2024 in Tangerang Regency, which aims to encourage creativity and promote local products to a wider market. Through instruction in local shoes design and production, the event also seeks to encourage the growth of creativity among shoes enthusiasts. It is expected that local shoes brands will expand and compete in a larger market with GTG Sneakers Day, which will also create opportunities for local shoes in Tangerang Regency to gain more recognition. Among the well-known local shoes companies are Ventela and Compass.

Brand image is one of the important elements that can encourage consumers to buy products. The better the

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brand image attached to the product, the more interested consumers will be in buying the product. According to Sutisna (2001: 83) there are several benefits of a positive brand image, namely consumers with a positive image of a brand are more likely to make purchases, companies can develop product lines by utilizing the positive image that has been formed on old product brands, family branding and leverage branding policies can be carried out if the product brand image is positive (Mahiri, n.d.).

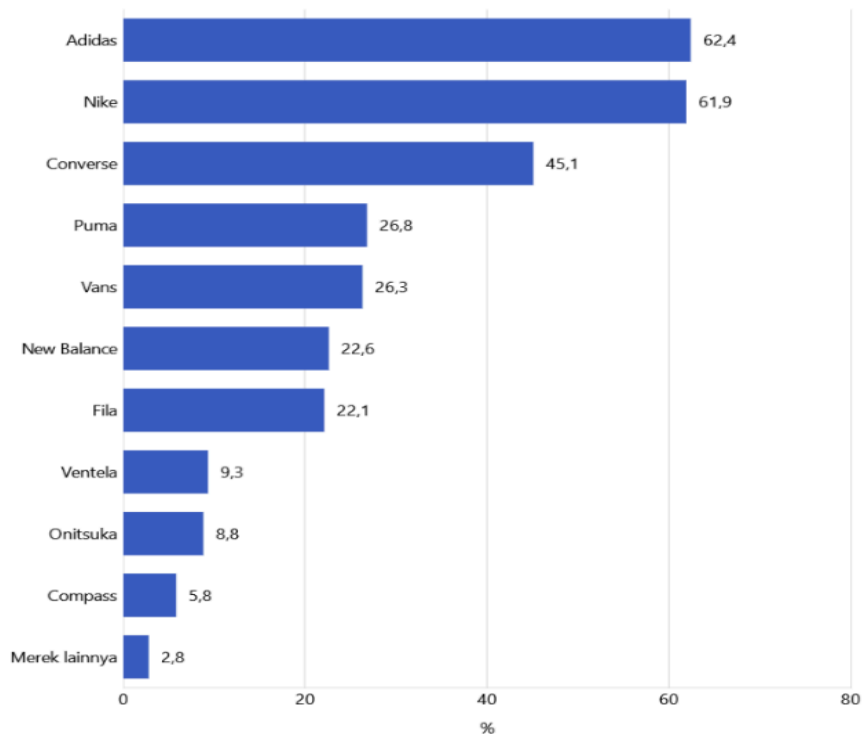
Brand ambassadors are cultural or identity representations that promote a product through marketing. Brand ambassadors are people who enhance a company's reputation by partnering with prominent community members (Novitasari, 2025). As stated in Larasati et al. (2018) by Lea Greenwood (2012). Brand ambassadors are people or organizations involved with companies in an effort to boost sales with the general public (Ajnya I Gusti Ayu Agung Mitha Saritha Dian et al., 2023; Alena & Hasanah, 2023). Where in previous research results, public figures and celebrities can represent the desired market segment, using them to promote goods has a significant impact on brand image. The level of popularity of a brand ambassador can serve as a reflection of the brand it represents. This can serve as an example of the level of fame and self-esteem of the celebrity brand representative (Mellynda & Susanti, 2022).

By 2020, almost every e-commerce website will definitely have a product review option, Farasila & Pradekso predict. When consumers are already more knowledgeable about a product, believe that it meets their needs, and find it attractive. Customers find the product attractive, which makes them accept the information presented in these online customer reviews to end with a reaction regarding the purchase decision (Alena & Hasanah, 2023). Where in the results of previous research, it is consistent with studies published in the journals Hanafiah & Kasmoo (2019) and Angelique (2021), which found that online customer reviews have a significant impact on brand image. A good customer experience with the product is reflected in good reviews, which increases the brand's reputation among other customers (Desi Novelayanti et al., 2024).

Product quality, according to Tjiptono & Diana (2018), is the capacity of a product to deliver results that meet or exceed customer expectations. Customers will be unhappy if the quality of the service product provided does not match their expectations; conversely, they will be happy if the quality of the service product offered is equal to or higher than their expectations (Kristianto & Karna Suganda, 2024). The capacity of a product to perform its purpose, including durability, reliability, accuracy, ease of operation and repair, and other overall product features, is what Kotler & Armstrong define as product quality (Riyanto & Satinah, 2023) (Pahmi, 2024). Where in previous research results, customers' opinions about a brand may be influenced by how well they think the product is made; there is a close connection between brand image and product quality. Pasaribu (2022) Customers are more likely to trust high-quality products (Chandra, 2023).

Based on the figure below and the findings of the Kurious survey conducted by Katadata Insight Center (KIC), the largest market is adidas, with 62.4% of the market Indonesian local shoes that compete in the global shoes market are ventela brand shoes. In addition, two domestic products ventela and compass have market shares that are comparable to international goods. With a market share of 9.3% and a market share of 5.8%, Ventela is the first local shoe to enter the top 10 sneakers favored by Indonesians (Annur Mutia Cindy, 2023).

As of February 2023, the most popular sneaker brands among Indonesians



Source: katadata.co.id

Ventela, as one of the fast-growing local shoes brands, is recognized not only through the quality of its products but also through promotional strategies involving well-known brand ambassadors, positive online customer reviews, as well as a focus on high product quality. With a variety of styles and models, Ventela seeks to meet the needs of consumers from different market segments. The growth of homemade goods demonstrated by Ventela Shoes Company is able to compete in both domestic and overseas markets. Ventela Shoes Company was founded in 2017 by William Ventela, who has owned a vulcanized shoe company in Bandung, West Java, Indonesia, since 1989. Ventela shoes come in a number of designs and varieties suitable for various occasions. These include Republic, New Public, All Is Well, Armor, Urban, Sang Sekerta, P'76 (public) Gum Series, Hard13 Noir, Public Suede Series, Back To 70's Series, P'76 (public) Series, Gum (bts) Series. From material selection and production to strict quality checks, each pair of Ventela shoes undergoes a protracted and intricate process. This shows how Ventela shoes are able to attract customers with premium goods and reasonable costs. It is impossible to separate the success of Ventela shoes from the significant impact that online customer reviews, brand ambassadors, and product quality have on the perception of Ventela shoes.

However, despite Ventela's popularity among consumers, there is a need to better understand how brand ambassadors, online customer reviews, and product quality influence Ventela's brand image in the Indonesian footwear market. This is important as brand image plays a strategic role in building consumer loyalty and increasing competitiveness in the global market.

Based on the background of the problems described, the researcher feels the need to analyze whether brand ambassadors, online customer reviews and product quality affect the brand image of local shoes. Where in previous research, the results of research (Mellynda & Susanti, 2022), namely the brand ambassador nature republic has had a positive and significant influence on the product's brand image. In the results of research (Desi Novelayanti et al., 2024), namely online customer reviews have a significant influence on the erigo brand image in shopee e-commerce. In the results of research (Chandra, 2023), namely brand image is significantly influenced by product

quality. Therefore, the purpose of this study is to analyze the influence of brand ambassadors, online customer reviews, and product quality on the brand image of Ventela local shoes. This research is expected to contribute to the development of more effective marketing strategies for local shoe brands in Indonesia.

LITERATURE REVIEW

Theoretical and Conceptual Background

Brand Ambassador

Brand ambassadors are advertising supporters who can creatively communicate marketing messages to arouse consumer interest in the products being sold (Nurazhari & Putri, 2022) (Syaharni & Kesumahati, 2023). To promote the brand A Firmansyah (2023), industrial marketing is employed along with internal brand ambassadors. A brand ambassador is a person who represents a brand based on its reputation, according to Sadrabadi et al. (2018).

According to (Luthfiyyah Arief et al., 2024), brand ambassadors are representatives of well-known brands who embody the reputation of brand A. Rossiter and Percy (2018: 265) list a number of brand ambassador indicators, such as

- 1) Popularity: Popularity is the level of fame or notoriety of the celebrity chosen by the target to represent the brand.
- 2) Credibility: A celebrity's ability to be a brand ambassador, such as their familiarity with the product and ability to inspire confidence in its use, is a sign of credibility.
- 3) Attractiveness: The target will be more easily converted if the target customer finds the brand ambassador's physical appearance attractive.
- 4) Power: Power measures how well a Celebrity has the power to attract attention and encourage consumers to use the goods promoted by the brand ambassador (Hana Selfiana & Retno Susanti, 2024).

In conclusion, *brand ambassadors* have an important role in product marketing strategies, including in promoting Ventela shoes. As advertising supporters, brand ambassadors are able to creatively communicate marketing messages to increase consumer interest in Ventela shoes. The selection of brand ambassadors is based on their reputation and ability to represent the brand. According to experts, the effectiveness of *brand ambassadors* is determined by several key indicators, namely popularity, credibility, attractiveness, and power to influence consumers. By selecting suitable brand ambassadors, Ventela can strengthen its brand image and improve the competitiveness of its products in the market.

Online Customer Reviews

One type of word-of-mouth advertising for internet purchases is online customer reviews. Filieri (2014), where customers who profit from a product provide information about it to potential buyers. Because digital marketing is used so quickly, it is now easier for customers to find comparisons with similar products provided by other online merchants. This is beneficial for customers as it eliminates the need for them to visit multiple vendors in person. Yasmin and colleagues (2015: 69). Online reviews are a type of Electronic Word of Mouth (E-WOM), which is a person's direct opinion rather than advertising, according to Arbaini et al. (2020). According to Constantinides & Holleschovsky (2016), reviews have an impact on purchase volume, but customers are not always inclined to make purchases based solely on the number of reviews, this can attract customer attention, which leads

to the desire to buy (Nurfitriani & Hasanah, 2022).

There are four indicators of online customer reviews, according to Lackermair and Kanmaz (2013: 1-5):

- 1) Awareness, Customers are aware of the Shopee product review option and utilize it when making decisions.
- 2) Frequency: Shopee's product review feature is frequently used by customers as a source of information.
- 3) Comparison: Before making a purchase, customers read and contrast the reviews of the products they want to buy, which are listed on Shopee in order.
- 4) Impact: Shopee's product review feature influences product choice (Eka Dewi et al., n.d.).

In conclusion, online customer reviews are a form of *word of mouth* advertising that plays an important role in digital marketing, including the purchase of Ventela shoes. Customers who have used the product can provide information and their experiences to potential buyers, which helps in decision-making. In a digital ecosystem like Shopee, product reviews have four main indicators, namely awareness, frequency, comparison, and impact. Customers are aware of the existence of reviews, often use them as references, compare different products before buying, and ultimately, the reviews have an effect on purchasing decisions. Thus, online reviews are a crucial factor in improving the competitiveness of Ventela shoes in the digital market.

Product Quality

Product quality is defined as the product's overall performance, accuracy, reliability, comfort of use, repairability, and other important characteristics (Qazzafi, 2019). Jia et al. (2023) defined product quality as the capacity of a product to fulfill its intended purpose and meet its requirements. Businesses should always work to improve the quality of their products because happy customers are more likely to repurchase goods and services with high quality products. Customer interest is greatly affected by product quality (Arif et al., 2024)

Kotler and Armstrong (2012) say that one of the main positioning marketing strategies is product quality (Baihaqi, 2022). This is in line with organizational goals, which include producing acceptable goods, meeting customer needs, and satisfying customers. Customers will also be attracted to buying needs determined by a number of factors, including the products provided and price (Elmas et al., 2023).

According to Fandy Tjiptono (2016: 134), there are eight indicators of product quality, namely Efficiency, Characteristics, Reliability, Compliance with requirements, Perseverance, Reliability, Beauty, Perceived Excellence (Maulidio et al., n.d.).

In conclusion, product quality plays an important role in attracting customer interest in Ventela shoes. Product quality includes performance, reliability, comfort and other factors that affect customer satisfaction. Effective marketing strategies, such as quality-based positioning, can improve the competitiveness of Ventela shoes in the market. Eight indicators of product quality, such as efficiency, reliability, and perceived superiority, are key factors in building customer loyalty and driving purchase decisions. By continuously improving quality, Ventela can meet customer needs and strengthen its position as a competitive shoe brand.

Brand Image

Kotler and Keller (2013) state that brand image is the consumer's response to the overall offering provided by the company. The company's image can also be understood as a number of beliefs and impressions of customers to the company. Nguyen and Leblanc (Tjiptono, 2008) state that brand image is the overall impression formed in the minds of the public about the company. The company name, architecture, product range, customs, beliefs, and the way each employee communicates with company customers all contribute to the business image (Priansa Donni June, 2017).

Brand image, Kotler and Keller (2016) state that this impression is obtained by customers when they hear the slogan they remember. Furthermore, Kotler and Keller (2016) define brand image as the opinions and views that customers have, which are reflected in the associations that are incorporated in their minds (Genoveva & Samukti, 2020). Kotler (2008: 53) defines brand image as opinions as well as customer responses such as these are represented in the associations that occur in their memories. Everything that buyers remember about a brand is generally referred to as its image. According to Suryani (2008: 101), brand image is the total impression that consumers have of it, which is formed by their knowledge and interaction with the brand (Launtu, 2023)

Kotler & Keller (2016) state that the following methods can be used to measure brand image:

- 1) **Strengthness**, This brand advantage rests on the physical attributes of the brand so that it can be referred to as an advantage when compared to other brands. Included in this strengthness group are physical appearance, product price, the functioning of all product facilities, as well as the appearance of supporting facilities for the product.
- 2) **Uniqueness**, is the ability to know the difference between a brand and other brands. This impression arises from attributes that differentiate or have differentiation from other products. Included in this category are price variations, service variations, as well as the appearance or name of a brand and the physical product itself.
- 3) **Favorable**, is the ease with which the brand can be pronounced and the ability of the brand to be remembered by customers as well as the suitability between the brand impression in the minds of consumers and the image that the company wants for the brand in question (Liyono Arie, 2022).

In conclusion, consumers' perceptions and attitudes towards the Ventela brand are shaped by their experiences, interactions, and product attributes. This image is influenced by various factors, such as design, price, function, and brand communication with customers. According to Kotler and Keller, brand image can be measured through three main aspects: strength (product superiority over competitors), uniqueness (product differentiation from other brands), and *favorability* (ease of brand recall and in accordance with customer expectations). By building a strong brand image through brand ambassadors, online customer reviews and product quality, Ventela can increase consumer appeal and loyalty in the market.

Empirical Review and Hypotheses

Relationship between Brand Ambassador and Brand Image

The findings of this study show that brand ambassadors affect corporate reputation. Famous brand ambassadors, such as Evil & Ivory Martin, Chicco Jerikho, or Jerome Polin, can enhance the brand reputation of Ventela shoes. Customers are convinced that Ventela shoes are a high-quality choice because of their trustworthiness when endorsing the product. In addition, the physical and non-physical attractiveness of brand ambassadors contributes to the favorable opinion of the item, while the ability of brand ambassadors to influence public opinion can increase Ventela's customer loyalty and forge a stronger brand identity than its competitors. These results are consistent with research published in the journal Masyita et al. (2017), which found that the two variables were related in the same way, suggesting that brand ambassadors enhance brand perception. In addition, because public figures and celebrities can represent the desired market segment, using them to promote goods has a significant impact on brand image. The level of popularity of a brand ambassador can serve as a reflection of the

brand it represents. It can serve as a demonstration of the brand ambassador's level of fame and celebrity self-esteem.

Hypothesis 1: Brand ambassadors significantly improve the perception of a brand.

Relationship between Online Customer Review and Brand Image

The findings of this study show the importance of brand image in online customer reviews. It shows that brand image is greatly enhanced by online customer reviews. Consumer awareness of the Ventela brand is increased through positive customer reviews on e-commerce sites. Consumer perception is reinforced by the prevalence of highly positive reviews on some e-commerce sites. Reviews comparing Ventela to other brands show how much better these shoes are in terms of comfort and quality, which enhances the brand's reputation among customers. Customer reviews have a huge impact on the decision to buy because, before making a purchase, consumers are more likely to trust what other shoes users say. This result is consistent with studies published in the journals Hanafiah & Kasmoo (2019) and Angelique (2021), which found that online customer reviews have a significant impact on brand image. A good customer experience with the product is reflected in good reviews, which increases the brand's reputation among other customers.

Hypothesis 2: Brand image is greatly enhanced by online customer reviews.

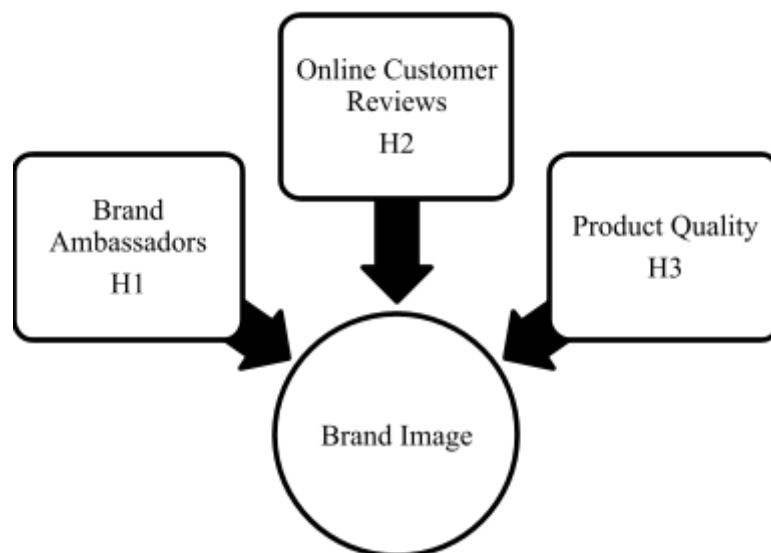
Relationship between Product Quality and Brand Image

The study findings show that brand image is influenced by the quality of goods. Customers are happy with Ventela's superior products in terms of functionality, sturdiness, and appearance. For example, Ventela's durable and comfortable shoes satisfy consumers and contribute to the brand's position as a premium regional product. Additional characteristics that set Ventela apart from competitors and enhance its marketability include modern design and premium materials. In addition, durable products give clients greater trust in Ventela, to create favorable perceptions and brand loyalty, and stylish Ventela shoes that follow current fashions provide an upscale look, which helps the company become more well-known as a regional brand of global caliber. This finding is in line with research in Zeithaml's journal, (2009) that the quality of the product or service will correlate with the reputation associated with the brand that the company produces. Thus, the role of product quality is an inseparable part of brand image. Every quality product that is purchased and rated well by consumers will also form a good image of the brand, this is often referred to as a brand image. The results of Rizki's research (2016) show that product quality has a positive effect on brand image, this finding can be explained that when respondents' assessment of product quality is getting better, it causes a higher brand image of a brand. Basically, the quality of any product is very important to create an image in the eyes of consumers of the products purchased. So product quality becomes a parameter for consumers to buy or not a product. So every company product must be able to properly maintain product quality so that consumers are not disappointed. The ability of product quality to influence the existence of a brand image cannot be separated from the existence of product quality. For this reason, product quality through online or offline marketing needs to pay attention to the quality of product packaging and the benefits that can attract consumers, so that products that are marketed and sold to consumers will be able to increase the brand image of the product. Consumers will continue to look for products that are comfortable and always maintain the desires of their expectations (Supriadi et al., 2021).

Hypothesis 3: Brand image improves significantly with product quality.

RESEARCH AND METHODOLOGY

This research uses a quantitative method with a survey approach. This approach was chosen because it allows the collection of large amounts of data that can be statistically processed to identify the relationship between brand ambassadors, online customer reviews, product quality, and Ventela brand image. Surveys are considered more appropriate than qualitative or mixed methods because this research aims to measure and analyze the influence of these variables objectively and generalistically, and provide results that can be generalized to a wider population. In addition, surveys allow for the collection of data from a wide range of consumer demographics, which is important for comprehensively understanding consumer perceptions of the Ventela brand.



Population and Sample

All buyers and users of Ventela shoes in Indonesia constituted the study population. The sample was drawn purposively, involving 161 respondents who met the following criteria: 13 to 35 years old, have purchased and used Ventela shoes, and are active on social media or e-commerce platforms. This sample selection was based on Ventela's primary market segmentation, which focuses on young, digitally active consumers who tend to be influential in shaping market opinion through online reviews.

This selection of age groups aims to ensure that respondents are truly representative of Ventela's target market. However, this study recognizes potential biases, such as reliance on respondents who are more active online, which may not fully reflect the entire population of Ventela users. In addition, other limitations include the limited access of respondents from certain regions who are less active on online platforms. Therefore, the results of this study should be interpreted with these limitations in mind.

Data collection techniques

Data was collected through an online survey distributed using Google Forms. The survey was designed to measure respondents' perceptions of brand ambassadors, online customer reviews, product quality, and Ventela brand image. Questions were structured on a Likert scale to facilitate quantitative analysis.

Data Analysis Technique

The data collected was analyzed using the SmartPLS application with multiple linear regression analysis

methods. This method was chosen because it is able to test the simultaneous influence of several independent variables on the dependent variable. This technique also makes it possible to identify the strength and direction of the relationship between the variables under study.

RESULTS AND DISCUSSION

Results

Descriptive Statistics

Table 1
Respondent Criteria

| Criteria | Total | percentage |
|-------------------------|--------------|-------------------|
| Gender | | |
| Male | 99 | 61% |
| Female | 62 | 39% |
| Age | | |
| 13 - 18 | 39 | 24% |
| 19 – 24 | 90 | 56% |
| 25 – 30 | 21 | 13% |
| 31-35 | 11 | 7% |
| Last Education | | |
| SMP | 4 | 3% |
| SMA/SMK | 102 | 63% |
| Higher Education | 55 | 34% |
| Profession | | |
| Employees | 41 | 25% |
| Entrepreneurship | 18 | 11% |
| Student | 101 | 63% |
| Fishing | 1 | 1% |
| Total | 161 | 100% |

Table 1 shows the criteria of Profession, age, gender, and final educational institution as respondents. The majority of respondents were male (61%), and females amounted to 39%. Based on the age category, most respondents were in the age range of 19 - 24 years old (56%), 13 - 18 years old (24%), 25 - 30 years old (13%), and 31 - 35 years old (7%). From the last education category, the majority of respondents have a high school / vocational high school background (63%), college graduates (34%) and junior high school graduates (3%).

Meanwhile, in the profession category, most respondents were students (63%), employees (25%), entrepreneurs (11%), and fishing professions which only amounted to 1 person (1%). The total number of respondents in this study was 161 people.

Outlier Test Evaluation

Table 2

Residual Statistic^a

| | N | Minimal | Maximum |
|-------------|-----|---------|---------|
| Brand Image | 161 | -1,746 | 1,871 |

Table 2 displays the findings of the residual statistics-based outlier evaluation. 161 respondents provided the remaining data on aspects of Brand Image. The residual values range from -1.746 at the minimum to a maximum of 1.871. This finding indicates that no significant outliers are visible in the research data as the range of residual values is appropriate for statistical analysis.

Indicator Validity Measurement

Table 3

Cross Loading

| Variables | Indicator | Factor Loading Value |
|-------------------------------------|-----------|----------------------|
| Brand Ambassador (X1) | X1.1 | 0,763 |
| | X1.2 | 0,712 |
| | X1.3 | 0,808 |
| | X1.4 | 0,769 |
| Online Customer Reviews (X2) | X2.1 | 0,708 |
| | X2.2 | 0,730 |
| | X2.3 | 0,744 |
| | X2.4 | 0,847 |
| | X2.5 | 0,802 |
| | X2.6 | 0,718 |
| Product Quality (X3) | X3.1 | 0,733 |
| | X3.2 | 0,706 |
| | X3.3 | 0,704 |
| | X3.4 | 0,717 |

| | | |
|------------------------|------|--------------|
| | X3.5 | 0,729 |
| | X3.6 | 0,794 |
| Brand Image (Y) | Y.1 | 0,707 |
| | Y.2 | 0,745 |
| | Y.3 | 0,823 |
| | Y.4 | 0,868 |
| | Y.5 | 0,737 |
| | Y.6 | 0,761 |

The findings of the indicator validity assessment using the cross-loading values of the PLS model are shown in Table 3. Factor loadings were used to determine indicator validity; values greater than 0.7 were considered valid. Brand Ambassador Variable (X1): The factor loading values for all indicators (X1.1 to X1.4) were greater than 0.7, with X1.3 having the highest value (0.808). Online Customer Review Variable (X2): Each indication (X2.1-X2.6) has a factor loading value greater than 0.7, with X2.4 (0.847) having the highest value. Product Quality Variable (X3): The loading factor values for indications X3.1 to X3.6 range from 0.704 to 0.794. Indicators X3.2 (0.706) and X3.3 (0.704) are still considered valid even though their values are close to the upper limit of 0.7. Brand Image Variable (Y): The factor loading values for all indicators (Y.1 to Y.6) are greater than 0.7, with Y.4 having the highest value (0.868). This finding supports the validity of each indicator in the table as a means to measure the corresponding variable.

Latent Variable Correlation

Table 4
Latent Variable Correlation

| | Brand Ambassador (X1) | Online Customer Reviews (X2) | Product Quality (X3) | Brand Image (Y) |
|-------------------------------------|------------------------------|-------------------------------------|-----------------------------|------------------------|
| Brand Ambassador (X1) | 1,000 | 0,505 | 0,440 | 0,596 |
| Online Customer Reviews (X2) | 0,505 | 1,000 | 0,404 | 0,555 |
| Product Quality (X3) | 0,440 | 0,404 | 1,000 | 0,689 |
| Brand Image (Y) | 0,596 | 0,555 | 0,689 | 1,000 |

The findings of this study's latent variable associations are shown in Table 4. The correlation value illustrates how the variables are related, specifically: Brand Ambassador (X1) and Brand Image (Y) have a positive association of 0.596. There is a 0.440 correlation with product quality (X3). 0.505 correlation with Online Customer Reviews (X2). With a correlation of 0.689, Brand Image (Y) and Product Quality (X3) have the strongest association. There is an association of 0.555 with Online Customer Reviews (X2). The relationship between Product Quality (X3) and Online Customer Reviews (X2) is 0.404. Any positive correlation value indicates a one-way relationship between the variables. Brand Image (Y) and Product Quality (X3) have the strongest association, but Product Quality (X3) and Online Customer Reviews (X2) have the worst correlation .

Structural Model Test

Table 5
R-Square

| | R-Square |
|-------------------------------------|----------|
| Brand Ambassador (X1) | |
| Online Customer Reviews (X2) | |
| Product Quality (X3) | |
| Brand Image (Y) | 0,616 |

The R-Square value for the structural model test results is shown in Table 5. The R-Square value for the dependent variable Brand Image (Y) is 0.616. With an R-Square of 0.616, the predictive power of this model is rather large.

Convergent Validity

Table 6
AVE

| Item | Loading Factor | AVE | Criteria | Comments |
|--------------------------------|----------------|-------|----------|----------|
| Brand Ambassador | | | | |
| BA1 | 0,763 | 0,584 | 0,500 | Valid |
| BA2 | 0,712 | | 0,500 | Valid |
| BA3 | 0,808 | | 0,500 | Valid |
| BA4 | 0,769 | | 0,500 | Valid |
| Online Customer Reviews | | | | |
| OCR1 | 0,707 | 0,601 | 0,500 | Valid |
| OCR2 | 0,745 | | 0,500 | Valid |

| | | | | |
|------------------------|-------|-------|-------|-------|
| OCR3 | 0,823 | | 0,500 | Valid |
| OCR4 | 0,868 | | 0,500 | Valid |
| OCR5 | 0,737 | | 0,500 | Valid |
| OCR6 | 0,761 | | 0,500 | Valid |
| Product Quality | | | | |
| PQ1 | 0,733 | | 0,500 | Valid |
| PQ2 | 0,706 | | 0,500 | Valid |
| PQ3 | 0,704 | | 0,500 | Valid |
| PQ4 | 0,717 | 0,535 | 0,500 | Valid |
| PQ5 | 0,729 | | 0,500 | Valid |
| PQ6 | 0,794 | | 0,500 | Valid |
| Brand Image | | | | |
| BI1 | 0,708 | | 0,500 | Valid |
| BI2 | 0,730 | | 0,500 | Valid |
| BI3 | 0,744 | | 0,500 | Valid |
| BI4 | 0,847 | 0,577 | 0,500 | Valid |
| BI5 | 0,802 | | 0,500 | Valid |
| BI6 | 0,718 | | 0,500 | Valid |

The findings outlining Convergent Validity regarding the research variables-Product Quality Factor, Brand Image, Online Customer Reviews, and Brand Ambassadors-are displayed in Table 6. Check the Factor Loading and Average Extracted Variance (AVE) values of each item to verify their veracity. Here's why: Brand Representative: All items are genuine, and the loading factor values of the range BA1 to BA4 are 0.712 to 0.808. The AVE score of 0.584 exceeds the minimum required score of 0.500. Customer reviews on the internet: With an AVE value of 0.601 greater than 0.500 and factor loading values for OCR1 to OCR6 ranging from 0.707 to 0.868, all items are legitimate. Product Quality: Each item is genuine; the factor loading AVE score is 0.535, which is more than 0.500, and the values for components PQ1 to PQ6 vary from 0.704 to 0.794. Brand Image: The AVE value is 0.577, which is more than 0.500, and the factor loading values of items BI1 to BI6 vary from 0.708 to 0.847. Every item is genuine. With an AVE value > 0.500, each variable in the table meets the requirements of convergence validity, indicating that each indicator can accurately represent its construction.

Composite Reliability and Cronbach's Alpha

Table 7

Composite Reliability and Cronbach's Alpha

| Variables | Cronbach's Alpha | Rho-A | Composite Reliability | Criteria | Comments |
|-------------------------|-------------------------|--------------|------------------------------|-----------------|-----------------|
| Brand Ambassador | 0,762 | 0,767 | 0,848 | 0,700 | Reliable |
| Online Customer Reviews | 0,869 | 0,888 | 0,900 | 0,700 | Reliable |
| Product Quality | 0,826 | 0,828 | 0,873 | 0,700 | Reliable |
| Brand Image | 0,852 | 0,858 | 0,891 | 0,700 | Reliable |

For a number of study variables, including those related to product quality, brand image, online customer reviews, and brand ambassadors, Cronbach Alpha, Rho-A, and Composite Reliability test results are shown in Table 7. Reliability was assessed by comparing the results using the minimum cutoff criterion of 0.700. As the Cronbach Alpha score of 0.762 of brand ambassadors, the Rho-A score of 0.767, and the Composite Reliability score of 0.848 all exceeded the standard of 0.700. The reliability of online customer reviews was indicated by Cronbach Alpha scores higher than the threshold of 0.869, Rho-A of 0.888, and Composite Reliability of 0.900. Product Quality The reliability standard is met by a Cronbach's Alpha value of 0.826, a Rho-A value of 0.828, and a Composite Reliability value of 0.873. Brand Image met the reliability requirements with a Cronbach's Alpha of 0.852, Rho-A of 0.858, and Composite Dependability of 0.891. Considering the findings in Table 7, all variables in this study have good reliability as their values exceed the criterion of 0.700.

Inner Model

Table 8
Model Fit

| Measurements | Results | Criteria | Comment |
|---------------------|----------------|---------------------|----------------|
| SRMR | 0,086 | < 0.08 ^a | Model Fit |
| NFI | 0,710 | > 0.90 ^b | Model Fit |
| Rms Theta | 0,161 | < 0.12 ^a | Model Fit |

SRMR, NFI, and RMS Theta are the three main indicators used in Table 8 of the Model Fit test findings to assess the applicability of the research model. While the boundary requirement is less than 0.08, the Standard Root Mean Square Residual (SRMR) value is 0.086. This result is considered to meet the model fit although it is just above the upper limit. For a model to be considered a good fit, the NFI (Normed Fit Index) score must be greater than 0.90, which is 0.710. This is still listed as a model fit in Table 8. In this table, Theta RMS is classified as a model fit even though its value of 0.161 is greater than the requirement of <0.12 .

Discussion

The results show that brand ambassadors, online customer reviews, and product quality have a significant influence on Ventela's brand image. The influence of brand ambassadors is reflected in how the involvement of public figures, such as celebrities and influencers, can increase consumer trust in brands. In a real-world context, this means that consumers are more likely to buy products promoted by figures they trust and admire.

The results of this analysis are in line with research conducted by Masyita, et al (2017) which states that there is a relationship between the two variables in the same direction, meaning that brand ambassadors have a positive influence on brand image. In addition, the use of brand ambassadors in promoting products also has a considerable influence on brand image because the use of celebrities and public figures is able to represent the targeted market segment. The popularity that brand ambassadors have can be a representative of the brand they carry. Based on this research, it can be said that the brand ambassador chosen by Ventela is quite good and favored by customers. One brand ambassador that can be done by the company is good credibility in the eyes of consumers. Because celebrities can act as brand ambassadors in several ways, including by promoting products and showing their familiarity with them. The results of this study provide managerial implications for ventela, namely optimizing the brand ambassador strategy ventela can continue to collaborate with brand ambassadors who have a strong influence on social media to increase customer awareness and trust.

Meanwhile, positive online customer reviews provide social validation of product quality and reinforce consumers' positive perceptions of the brand. Reviews that highlight product advantages such as comfort, design and durability contribute to the formation of a positive image in the minds of consumers. Meanwhile, superior product quality drives consumer satisfaction and loyalty, which ultimately strengthens the brand image in a competitive market.

According to Lackermair and Kanmaz (2013: 1-5) Online Customer Review which consists of Awareness, Frequency, Comparison, Effect. Based on the results of the convergent validity test, it can be seen that each indicator of online customer reviews partially has a significant effect on brand image. Online customer reviews are one of the best models for measuring how good a brand image is in the eyes of consumers. The findings of this study are consistent with studies published in the journals Hanafiah & Kasmoo (2019) and Angelique (2021), which found that online customer reviews have a significant impact on brand image. A good customer experience with a product is indicated by a good review, which increases other customers' opinions about the brand. And the results of this study provide managerial implications to ventela in the form of improving interaction and management of customer reviews, namely the company must continue to monitor and actively respond to customer reviews on various e-commerce platforms and social media to strengthen relationships with clients.

The findings of this study support the findings of Rizki (2016), who found that brand image is positively influenced by product quality. This result can be explained by the fact that product quality affects brand image when respondents' evaluation of product quality increases markedly. In essence, product quality has a significant impact on how people perceive it. Customers use this quality as their main criteria when deciding whether to buy or not. Therefore, to prevent customers from feeling disappointed, every business must ensure that the quality of the products it offers is maintained. Brand image, which is closely related to product quality, will be affected by high-quality products. Through online and offline marketing, it is imperative for businesses to focus on product

excellence and packaging quality to increase consumer interest and enhance product brand image. In general, consumers are looking for convenient products that meet brand standards.

A good product is a product that is made by considering how long the product will last. Because products that have a strong and long durability can build a positive image of consumers and provide a sense of satisfaction when consumers use these products. This is one of the focuses for entrepreneurs to prevent the emergence of superior competitors. The results of this study also provide managerial implications to Ventela in the form of a focus on improving product quality, namely companies need to continue to improve product quality standards, both in terms of design, comfort, and durability, to maintain a positive brand image in the market. Based on the results of this study, it can be said that to build a good brand image in the eyes of consumers, companies or business people must improve the quality of the products they make.

However, the findings also expand understanding by showing that the interaction between the three factors simultaneously has a greater impact on Ventela's brand image than when viewed separately. This provides new insights into the importance of an integrated marketing approach in the local footwear industry.

This study recognizes limitations in the interpretation of the results. One limitation is that differences in consumer demographics may influence perceptions of brand ambassadors or product quality. For example, young consumers' preferences may differ from older consumers in assessing the credibility of brand ambassadors or product quality. In addition, pre-established brand loyalty could be a factor that strengthens or weakens the influence of brand ambassadors and online reviews on brand image.

Negative online reviews that are not properly addressed also have the potential to degrade the brand image. Therefore, it is important for Ventela to actively monitor and respond to consumer feedback on online platforms to maintain a positive perception of the brand.

Taking these factors into account, the results of this study provide a more comprehensive picture of how marketing strategies involving brand ambassadors, managing online reviews, and improving product quality can shape and strengthen brand image in the local footwear industry.

CONCLUSIONS

The conclusion of this study shows that brand ambassadors, online customer reviews, and product quality have a significant influence on Ventela's brand image. These three factors interact directly in shaping consumers' perceptions and trust in the brand.

Brand ambassadors play an important role in building trust and attracting consumer attention through the representation of public figures who are widely recognized and have high credibility. Consumers are more likely to trust products promoted by figures they admire, so the presence of strong brand ambassadors can enhance Ventela's positive image in the market.

Positive online customer reviews serve as social validation, strengthening consumers' belief in product quality. Reviews that highlight a product's comfort, design and durability not only influence purchasing decisions but also build a positive reputation for the brand in the digital realm.

Product quality is the main foundation in shaping consumer loyalty. Products with superior quality provide a

positive experience that encourages consumers to make repeat purchases and recommend them to others. This not only strengthens Ventela's brand image, but also increases its competitiveness in local and global markets.

By understanding the important role of these three factors, Ventela can design more effective marketing strategies to strengthen its brand image and build long-term relationships with consumers. This research makes a practical contribution to the development of marketing strategies in the local footwear industry, as well as providing a basis for future research to further explore the influence of these factors on brand image.

All things considered, a marketing plan that incorporates online customer feedback, brand ambassadors, and product quality can make local shoes more competitive in the market. Because of these qualities, Ventela has a great opportunity to compete with goods from other countries and grow in the Indonesian shoe market.

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