

The Influence of Electronic Word-of-Mouth, Brand ambassador, and Social Media Influencer on the Brand image of Scarlett Whitening

By Faddara Rizqia

Abstract

Scarlett Whitening is one of the local brands that has become a public conversation due to a wave of negative electronic word-of-mouth (eWOM) on social media. This study aims to analyze the influence of eWOM, Brand ambassadors, and Social Media Influencers on Scarlett Whitening's brand image. The research was conducted using a quantitative approach to 125 respondents who are familiar with Scarlett products and live in the Jabodetabek area. Data were collected through online questionnaires and analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method through the SmartPLS 4 application. The results of the analysis show that eWOM has a positive and significant influence on brand image, with an original sample value of 0.599, $p\text{-value} = 0.000 (<0.05)$, and $t\text{-statistic} = 4.642 (>1.984)$. Meanwhile, the Brand ambassador and Social Media Influencer variables do not show a significant influence on brand image, indicated by the $t\text{-statistic}$ values of 1.028 and 1.675 (both < 1.984), and the $p\text{-value}$ of 0.304 and 0.094 (> 0.05), respectively. Thus, it can be concluded that in this context, Scarlett Whitening's brand image is influenced more by eWOM than through Brand ambassador and Social Media Influencer.

Keywords: *Brand image, eWOM, Brand ambassador, Social Media Influencer*

Pengaruh *Electronic Word-Of-Mouth*, *Brand ambassador*, Dan *Social Media Influencer*, Terhadap *Brand image* Scarlett Whitening

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Abstrak

Scarlett Whitening merupakan salah satu brand lokal yang sempat menjadi perbincangan publik akibat gelombang *electronic word-of-mouth* (eWOM) negatif di media sosial. Penelitian ini bertujuan untuk menganalisis pengaruh eWOM, *Brand ambassador*, dan *Social Media Influencer* terhadap *Brand image* Scarlett Whitening. Penelitian dilakukan dengan pendekatan kuantitatif terhadap 125 responden yang mengenal produk Scarlett dan berdomisili di wilayah Jabodetabek. Data dikumpulkan melalui penyebaran kuesioner online dan dianalisis menggunakan metode Partial Least Squares Structural Equation Modeling (PLS-SEM) melalui aplikasi SmartPLS 4. Hasil analisis menunjukkan bahwa eWOM memiliki pengaruh positif dan signifikan terhadap *brand image*, dengan nilai *original sample* sebesar 0,599, *p-value* = 0,000 ($< 0,05$), dan *t-statistic* = 4,642 ($> 1,984$). Sementara itu, variabel *Brand ambassador* dan *Social Media Influencer* tidak menunjukkan pengaruh signifikan terhadap *Brand image*, ditunjukkan oleh nilai *t-statistic* masing-masing sebesar 1,028 dan 1,675 (keduanya $< 1,984$), serta *p-value* masing-masing sebesar 0,304 dan 0,094 ($> 0,05$). Dengan demikian, dapat disimpulkan bahwa dalam konteks ini, *Brand image* Scarlett Whitening lebih banyak dipengaruhi oleh eWOM daripada melalui *Brand ambassador* dan *Social Media Influencer*.

Kata Kunci : *Brand image, eWOM, Brand ambassador, Social Media Influencer*