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THE INFLUENCE OF BRAND AMBASSADOR, PRODUCT QUALITY, AND PRICE ON PURCHASING DECISIONS FOR COLLAGENA

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Abstract: *This study examines the influence of brand ambassadors, product quality, and price on consumers' purchase decisions regarding Collagena, a collagen supplement. Against the backdrop of a rapidly expanding health and beauty market, the research investigates how endorsements by public figures, perceptions of product efficacy, and pricing strategies shape purchasing behavior. A quantitative survey was conducted using a structured questionnaire distributed online, yielding 100 valid responses from individuals who had purchased or considered purchasing Collagena. The measurement items for Brand Ambassador, Product Quality, Price, and Purchase Decision were validated (all item–total correlations $r > 0.197$) and demonstrated strong reliability (Cronbach's $\alpha = 0.884$). Classical assumption tests confirmed normality (Kolmogorov–Smirnov $p = 0.200$), no multicollinearity (VIF < 10 for all variables), and homoskedasticity (Glejser's test $p > 0.05$). Multiple linear regression analysis revealed that Brand Ambassador ($\beta = 0.270$, $p = 0.001$), Product Quality ($\beta = 0.319$, $p < 0.001$), and Price ($\beta = 0.335$, $p < 0.001$) each exert a significant positive partial effect on purchase decisions. Simultaneously, these three factors collectively explained 39.5% of the variance in purchase decision (Adjusted $R^2 = 0.395$, $F = 22.578$, $p < 0.001$). The findings suggest that Collagena's marketing strategies should prioritize credible ambassador partnerships, transparent quality communication, and value-based pricing to strengthen consumer trust and drive sales. Future research may explore additional variables—such as brand image or promotional activities—to account for the remaining variation in purchase behavior.*

Keywords*: Brand ambassador, Product quality, Price, Purchase Decision, Collagen Supplement*

1. INTRODUCTION

In the current health-conscious era, Collagena is strategically positioned to capitalize on the growing public emphasis on health and self-care. Consumers are increasingly prioritizing collagen supplements due to their dual benefits in enhancing skin vitality and supporting joint health. This trend aligns with a broader shift toward holistic wellness, where beauty and physical well-being are intertwined, providing fertile ground for Collagena to establish itself as a science-backed, trusted brand. Concurrently, the rise of digital marketing and social media engagement has transformed consumer interactions. Campaigns leveraging influencers and brand ambassadors have proven crucial in shaping perceptions. Platforms such as Instagram and TikTok amplify reach through relevant content, user testimonials, and viral challenges, making authentic engagement a primary driver of brand awareness and loyalty. Additionally, accessibility remains a key factor in converting interest into sales; consumers expect seamless purchasing options, whether through e-commerce giants like Amazon or Shopee, partnerships with local pharmacies, or direct-to-consumer platforms. The convergence of these factors—heightened health awareness, digitally driven brand storytelling, and omnichannel availability—highlights opportunities for Collagena to meet modern demands while navigating a dynamic and competitive market.

At the societal level, this trend reflects a deeper shift: the digitization of trust, the globalization of health culture, and an increasing emphasis on individual responsibility in health management. Analyzing these dynamics offers insights into how technology, culture, and commerce intersect to redefine what it means to live "well" in the twenty-first century. For academics, marketers, and policymakers, this knowledge is essential for devising strategies that resonate with modern consumers, while addressing ethical, environmental, and economic challenges.

Song Hye Kyo's role as a brand ambassador for collagen products—such as Collagena and VITAL BEAUTIE's Super Collagen Essence—has a significant impact on consumer purchase decisions by drawing on her global reputation as an ageless beauty icon and trusted skincare authority. Her campaigns, which emphasize her youthful appearance and personal skincare rituals, generate aspirational appeal and credibility, as evidenced by Indonesian fans praising her "goddess-like" visage and attributing her radiant skin to these products. This aligns with findings from studies on K-beauty influencers, where celebrity endorsements enhance brand visibility and trust, especially when paired with relevant narratives and scientific claims. However, the effectiveness of her influence depends on balancing authenticity with commercial objectives; while her partnership with VITAL BEAUTIE emphasizes clinical efficacy and "inner and outer" beauty, consumer skepticism toward exaggerated claims (e.g., "miraculous" results) and market saturation pose challenges. Reviews of products she endorses—such as VITALBEAUTIE's collagen injections—highlight her role in driving trial purchases, with customers citing her endorsement as a primary motivator despite mixed feedback on long-term value. Ultimately, the cultural appeal of Song Hye Kyo and her alignment with health-conscious beauty trends position her as a potent catalyst for Collagena's market penetration, bridging aspirational marketing with consumer trust in premium, science-backed solutions.

Perceptions of Collagena's product quality significantly shape purchase decisions, as consumers increasingly prioritize scientifically validated efficacy, ingredient transparency, and visible results when investing in collagen supplements. Positive quality perceptions depend on factors such as third-party certifications (e.g., hydrolyzed collagen bioavailability), clinical studies demonstrating improved skin elasticity or joint health, and endorsements from trusted sources (e.g., dermatologists or influencers like Song Hye Kyo). However, gaps emerge when marketing claims (e.g., "instant glow") clash with real-world outcomes, leading to skepticism or buyer remorse if results are delayed or subtle. Reviews highlighting texture, taste, or packaging also influence perceived quality, especially among discerning purchasers who equate premium presentation with efficacy. For Collagena, aligning product performance with consumer expectations—through transparent communication about benefits, limitations, and usage guidelines—is essential for converting trial purchases into repeat, loyal customers. Reinforcing quality perceptions requires consistent results, user testimonials, and educational content to bridge the gap between scientific promises and actual consumer experiences.

Price sensitivity and market competitiveness also critically influence Collagena purchase decisions, as consumers weigh cost against perceived value in a crowded collagen market. While premium pricing can signal high quality and efficacy—attracting health-conscious buyers willing to invest in science-backed formulations—it risks alienating price-sensitive segments, particularly in regions with lower incomes or where competitors offer similar benefits at lower prices (e.g., generic collagen powders). Competitiveness hinges on Collagena's ability to balance affordability with differentiation, such as combining collagen with vitamins or offering subscription discounts to enhance perceived value. However, price wars on e-commerce platforms and aggressive promotional tactics by rivals can erode margins, compelling Collagena to justify prices through transparent claims (e.g., clinical data, sustainable sourcing) or exclusive benefits like personalized health guidance. Emerging markets reinforce price sensitivity, where cashback deals or partnerships with local payment platforms may be necessary to compete. Ultimately, Collagena's success depends on aligning pricing strategies with consumer expectations for quality and accessibility, ensuring affordability without compromising its premium positioning, while leveraging data-driven insights to tailor promotions and sustain loyalty in a cost-conscious landscape.

Based on the foregoing, this study aims to investigate the influence of brand ambassadors, product quality, and price on consumers' purchase decisions for collagen supplements, with a particular focus on Collagena.

2. LITERATURE REVIEW

2.1 Brand Ambassador

Brand ambassador programs have become an integral part of modern marketing strategies, with their effectiveness dependent on measurable indicators. The following key indicators—derived from academic and industry insights—have been compiled to evaluate the impact and success of brand ambassador initiatives:

1. Brand Awareness and Reach: Metrics such as social media impressions, follower growth, and geographic penetration reflect how effectively ambassadors expand a brand's audience.

2. Engagement Metrics: Engagement measures audience interaction with ambassador-generated content, including likes, comments, shares, and time spent on branded posts. High engagement indicates resonance with the target demographics.
3. Conversion and Sales Impact: Direct financial impact is assessed through conversion rates, sales attributed to ambassador-specific promo codes, and customer acquisition costs.
4. Sentiment and Brand Trust: Qualitative indicators—such as social media sentiment analyses, online reviews, and customer surveys—reveal shifts in brand perception. Authentic ambassadors (e.g., those sharing personal product experiences) enhance credibility.
5. Sustainability and Ethical Alignment: Modern consumers increasingly prioritize brands that reflect their values. Ambassadors who advocate ethical practices (e.g., eco-friendly sourcing, sustainable packaging) bolster brand reputation.

2.2 Product Quality

Product quality serves as a primary determinant of consumer purchase decisions, especially in competitive markets like collagen supplements. The following indicators—sourced from academic studies and industry benchmarks—provide a framework for evaluating product quality and its impact on consumer behavior:

1. Customer Satisfaction and Perception: Online reviews, ratings, and satisfaction surveys are critical indicators of perceived quality.
2. Product Efficacy and Performance: Scientific validation through clinical trials and third-party testing fortifies perceived quality.
3. Compliance with Industry Standards: Certifications (e.g., ISO, FDA, or Halal) and adherence to Good Manufacturing Practices (GMP) serve as objective quality indicators.
4. Shelf Life and Consistency: Product stability over time and batch-to-batch consistency are essential to maintaining consumer trust.
5. Comparative Benchmarking: Quality is often assessed relative to competitors. Blind taste tests, ingredient comparisons (e.g., Type I versus Type III collagen), and cost–benefit analyses help differentiate products.

2.3 Price

Research on pricing is essential for understanding market dynamics in the collagen supplement sector, which are shaped by production costs, consumer demand, competitive positioning, and regional economic disparities. The following key indicators—derived from academic and industry insights—help evaluate pricing strategies and their effects on market behavior:

1. Production Costs and Raw Material Sourcing: Collagen product pricing is heavily influenced by raw material costs and extraction processes.
2. Market Competition and Pricing Strategies: The collagen market is highly concentrated, with major players such as GELITA AG and Darling Ingredients controlling over 60% of market share. Their economies of scale reduce unit costs, enabling competitive pricing.
3. Perceived Value by Consumers: Price sensitivity varies across demographics and regions, influenced by perceived benefits and brand positioning.
4. Distribution Channel Markup: E-commerce platforms can reduce intermediary costs, allowing direct-to-consumer brands to offer competitive prices while maintaining margins.
5. Regulatory and Quality Assurance Costs: Compliance with certifications (e.g., FDA, ISO) and third-party testing for heavy metals or allergens add production costs, necessitating higher retail prices.

2.4 Purchase Decision

Purchase decision indicators encompass metrics and factors that influence how consumers evaluate and select products. Based on interdisciplinary research from psychology, marketing, and consumer behavior studies, the following indicators are essential:

1. Review Valence and Credibility: Online reviews significantly shape buying behavior, with negative reviews often receiving more attention than positive ones.
2. Psychological and Emotional Triggers: Psychological factors, such as cognitive fluency and emotional resonance, strongly influence decisions.
3. Social and Cultural Influences: Social factors, including family, reference groups, and cultural norms, shape preferences.
4. Personal and Economic Factors: Demographics (age, income) and lifestyle preferences drive purchase behavior.

2.5 Research Framework

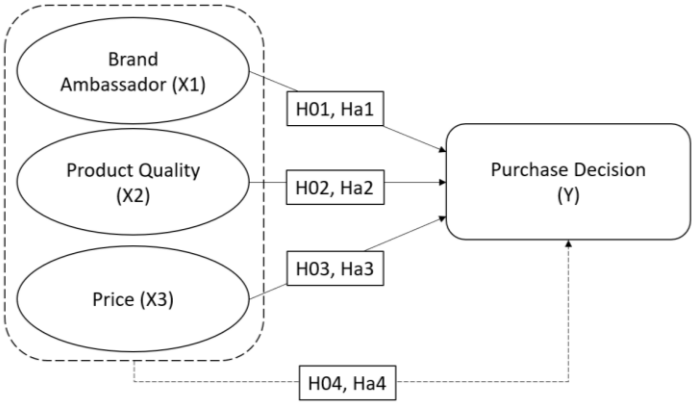


Figure 2.1 Research Framework

Information:
_____: Partial influence
_ _ _: Simultaneous influence
Based on this framework, the following hypotheses are proposed:

- $H_{0\ 1}$: Brand Ambassador (X_1) does not have a significant effect on Purchase Decision (Y).
- H_{a1} : Brand Ambassador (X_1) has a positive effect on Purchase Decision (Y).
- $H_{0\ 2}$: Product Quality (X_2) does not have a significant effect on Purchase Decision (Y).
- H_{a2} : Product Quality (X_2) has a positive effect on Purchase Decision (Y).
- $H_{0\ 3}$: Price (X_3) does not have a significant effect on Purchase Decision (Y).
- H_{a3} : Price (X_3) has a positive effect on Purchase Decision (Y).
- $H_{0\ 4}$: Brand Ambassador (X_1), Product Quality (X_2), and Price (X_3) do not have a significant simultaneous effect on Purchase Decision (Y).
- H_{a4} : Brand Ambassador (X_1), Product Quality (X_2), and Price (X_3) have a concurrent positive effect on Purchase Decision (Y).

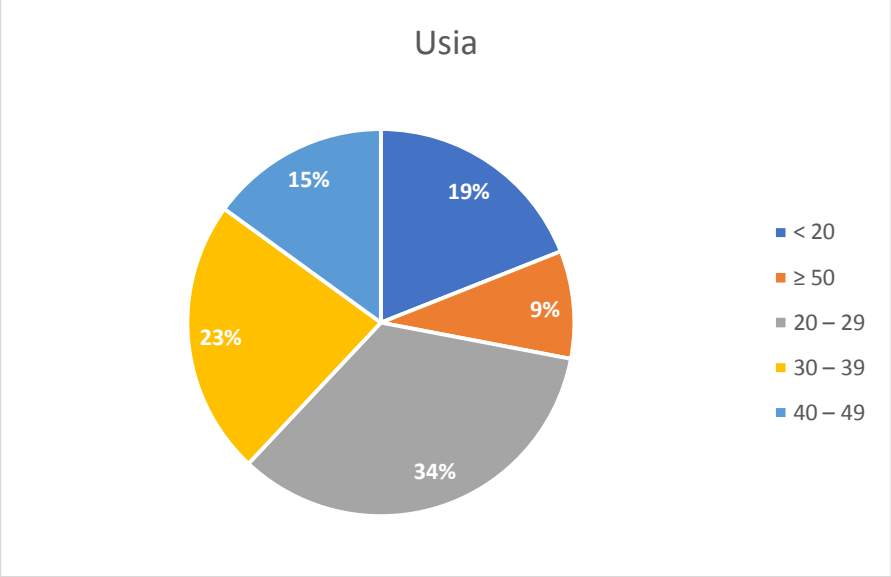
3. RESEARCH METHODOLOGY

This study employs a quantitative research design to examine the influence of brand ambassadors, product quality, and price on the purchase decisions of Collagena, a skincare supplement product. The methodology follows validated frameworks and statistical techniques from prior consumer behavior research.

The study targeted consumers who had purchased or considered purchasing Collagena, gathering data through a structured online questionnaire that yielded 100 valid responses. A questionnaire was designed to measure four constructs—Brand Ambassador (X_1), Product Quality (X_2), Price (X_3), and Purchase Decision (Y)—with multiple items for each construct on a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). Instrument validity was assessed via item-total corrected correlations, with items deemed valid if $r > 0.30$ (Sugiyono, 2017), while internal consistency reliability was measured using Cronbach's Alpha, accepting coefficients greater than 0.60 (Sugiyono, 2017). Prior to hypothesis testing, classical assumption tests were performed: normality of residuals was evaluated with the Kolmogorov–Smirnov test ($\alpha > 0.05$ indicating normality), multicollinearity was checked by ensuring tolerance values exceeded 0.10 and VIF values remained below 10, and heteroskedasticity was examined using Glejser's test (with p-values > 0.05 indicating homoskedasticity). Subsequent multiple linear regression analysis explored both the partial and simultaneous effects of X_1 , X_2 , and X_3 on Y according to the equation $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$, and hypothesis testing employed t-tests for each independent variable (significance at $p < 0.05$) and an F-test to assess the combined influence of the three variables (significance at $p < 0.05$), while the coefficient of determination (R^2) quantified the proportion of variance in Purchase Decision explained by the predictors. Throughout the study, respondent anonymity was maintained to protect confidentiality.

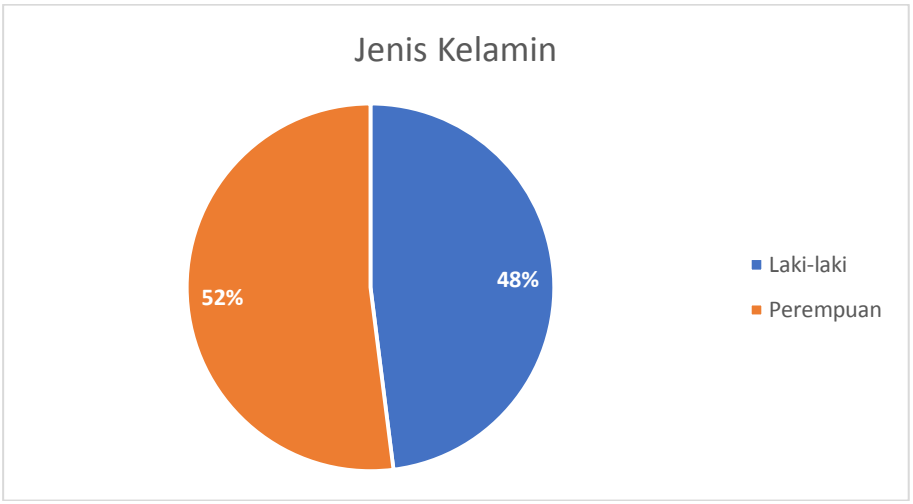
4. RESULTS AND DISCUSSION

In this research, respondents have criteria based on age, gender, last education, experience using beauty supplements, and monthly income. Based on the results of the questionnaire, the following respondent data were obtained:



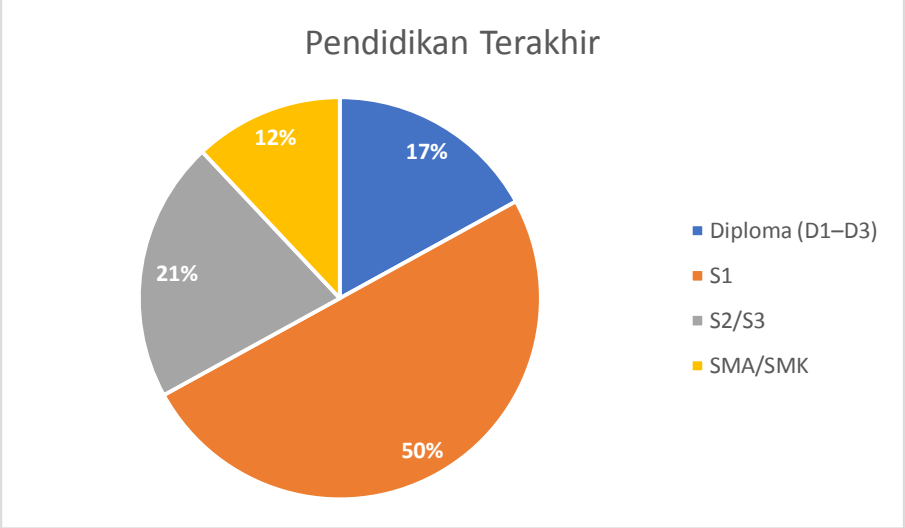
Source: Processed questionnaire data (2025).
Figure 4.1 Respondents by Age

Based on Figure 4.1, it can be concluded that the majority of the population or sample analyzed is dominated by the young to early middle age group, especially between 20 and 39 years. The 20-29 age group is the largest, followed by the 30-39 age group. The proportion of individuals under 20 years and between 40-49 years is at the middle level, while the 50 and over age group is the smallest minority.



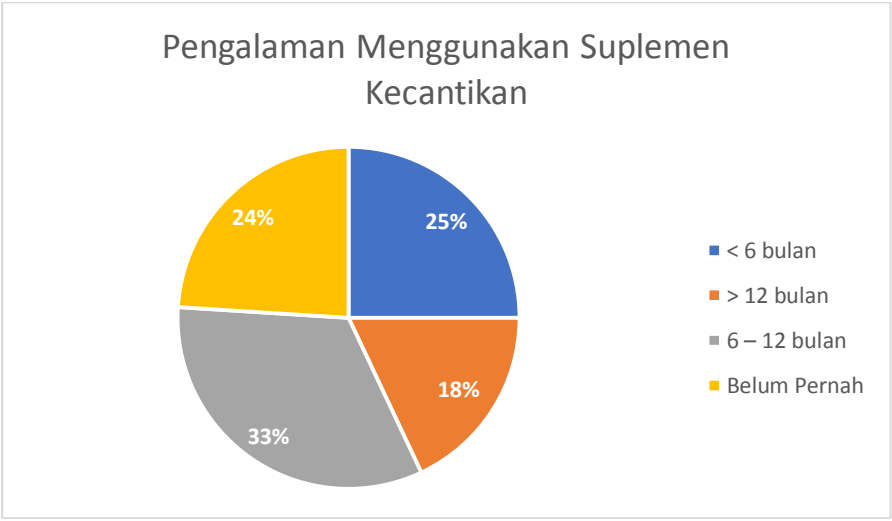
Source: Processed questionnaire data (2025).
Figure 4.2 Respondents by Gender

Based on Figure 4.2, it can be concluded that in the population or sample reviewed, the number of female individuals is slightly more than the number of male individuals, although the difference is not too significant. This shows that the gender composition in this data is quite even.



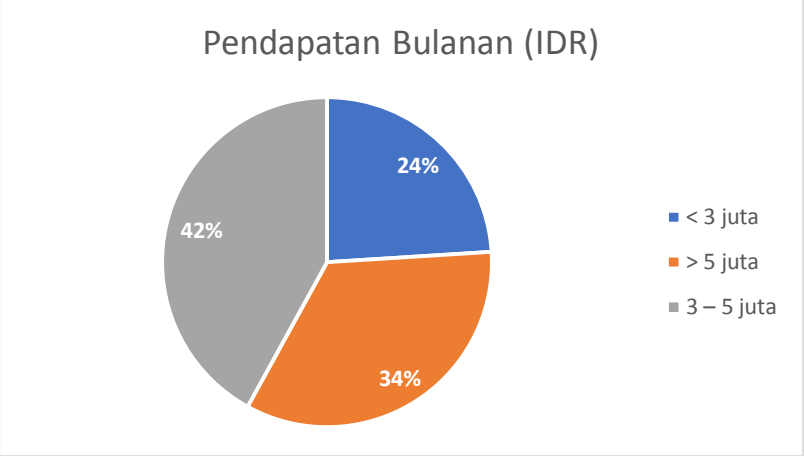
Source: Processed questionnaire data (2025).
Figure 4.3 Respondents based on Last Education

Based on Figure 4.3, it can be concluded that the level of education in the population or sample analyzed tends to be high, with the majority of individuals (50%) having a bachelor's degree (S1). In addition, more than one-fifth of the population (21%) have postgraduate education (S2/S3), indicating that high education levels are very common. Groups with Diploma (D1-D3) and SMA/SMK education are a minority, with SMA/SMK graduates being the smallest group.



Source: Processed questionnaire data (2025).
Figure 4.4 Respondents based on Experience Using Beauty Supplements

Based on Figure 4.4, it can be concluded that the majority of individuals in this data have experience using beauty supplements, with the largest group being those who have used them for 6-12 months. There is also an almost balanced proportion between new users (less than 6 months) and those who have never tried beauty supplements. The long-term user group (more than 12 months) is the smallest segment.



Source: Processed questionnaire data (2025).
Figure 4.5 Respondents based on Monthly Income

Based on Figure 4.5, it can be concluded that most of the population or samples analyzed have a monthly income in the middle range (3-5 million IDR). The group with income of more than 5 million IDR is also a substantial segment, while the group with income below 3 million IDR is the least.

4.1 Validity Test

The validity test assessed the accuracy of the measurement instrument using SPSS 26 with 100 respondents. The criterion for validity is an item-total corrected correlation (r) greater than the r-table value (0.197). Results are shown in Table 4.1.

Table 4.1
Validity Test

Variable	Item	Item-Total Correlation (r)	r-Table	Result
Brand Ambassador (X1)	X1.1	0.852	0,197	VALID
	X1.2	0.784	0,197	VALID
	X1.3	0.839	0,197	VALID
	X1.4	0.782	0,197	VALID
	X1.5	0.828	0,197	VALID
Product Quality (X2)	X2.1	0.757	0,197	VALID
	X2.2	0.787	0,197	VALID
	X2.3	0.758	0,197	VALID
	X2.4	0.752	0,197	VALID
	X2.5	0.782	0,197	VALID
Price (X3)	X3.1	0.753	0,197	VALID
	X3.2	0.795	0,197	VALID
	X3.3	0.784	0,197	VALID
	X3.4	0.858	0,197	VALID
	X3.5	0.793	0,197	VALID
Purchase Decision (Y)	Y.1	0.780	0,197	VALID
	Y.2	0.763	0,197	VALID
	Y.3	0.829	0,197	VALID
	Y.4	0.785	0,197	VALID
	Y.5	0.780	0,197	VALID

Source: SPSS 26 Output (2025).

Table 4.1 data shows that all statements have a corrected item-total correlation (r count) > r-table, which is 0.197. The results obtained show that each statement per variable is declared valid.

4.2 Reliability Test

Reliability testing evaluated the internal consistency of the questionnaire items. Cronbach's Alpha was used as the metric, with $\alpha > 0.60$ indicating acceptable reliability. The results are presented in Table 4.2.

Table 4.2
Reliability Test

Cronbach's Alpha	N of Items
0.884	20

Source: SPSS 26 Output (2025).

Based on table 4.2 above, it is known that the Cronbach's Alpha value of 0.884 indicates that the research instrument used has a very good or high level of reliability. This means that the 20 items in the instrument are internally consistent and can be relied on to measure the intended construct. Respondents tend to provide consistent answers to items that measure the same concept.

4.3 Normality Test

The normality test was conducted to determine whether the data in this study were normally distributed or not. This test used the Kolmogorov-Smirnov method with the help of SPSS 26. The decision-making criteria in the normality test are:

a. If the significance value is > 0.05, then the data is normally distributed.
b. If the significance value is <0.05, then the data is not normally distributed.

Table 4.3
Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	4,28478607
Most Extreme Differences	Absolute	,053
	Positive	,042
	Negative	-,053
Test Statistic		,053
Asymp. Sig. (2-tailed)		,200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: SPSS 26 Output (2025).

Based on table 4.3, the significance value (0.200) is greater than 0.05, so the null hypothesis (H0) is accepted. Thus, it can be concluded that the Unstandardized Residual is normally distributed. This is important in regression analysis because the assumption of residual normality is one of the key assumptions for the validity of statistical inference.

4.4 Multicollinearity Test

Multicollinearity test is conducted to determine whether there is a high correlation between independent variables in the regression model. This test uses the Tolerance and Variance Inflation Factor (VIF) values with the help of SPSS 26.

Decision-making criteria:

a. If the Tolerance value> 0.1 and VIF < 10, then there is no multicollinearity.
b. If the Tolerance value < 0.1 and VIF> 10, then there is multicollinearity.

Table 4.4
Multicollinearity Test
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1,156	1,739		,664	,508		
	Brand Ambassador (X1)	,270	,078	,280	3,447	,001	,927	1,079
	Product Quality (X2)	,319	,085	,310	3,752	,000	,892	1,121
	Price (X3)	,335	,080	,339	4,194	,000	,933	1,072

a. Dependent Variable: Purchase Decision (Y)
Source: SPSS 26 Output (2025).

Based on table 4.4, there is no serious multicollinearity problem in this regression model, because all Tolerance values > 0.1 and VIF < 10. This means that the independent variables are not too highly correlated with each other.

4.5 Heteroskedasticity Test

The heteroscedasticity test is conducted to determine whether there is inequality of variance of the residuals in the regression model, which can cause the estimation results to be inefficient. This test uses the Glejser test with the help of SPSS 26.
Decision-making criteria:
a. If the significance value (Sig.) > 0.05, then there is no heteroscedasticity.
b. If the significance value (Sig.) < 0.05, then there is heteroscedasticity.

Table 4.5
Heteroscedasticity Test
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	4,321	1,033		4,182	,000		
	Brand Ambassador (X1)	-,084	,046	-,186	-1,805	,074	,927	1,079
	Product Quality (X2)	,068	,050	,143	1,355	,179	,892	1,121
	Price (X3)	-,047	,047	-,103	-,996	,322	,933	1,072

a. Dependent Variable: Abs_Res
Source: SPSS 26 Output (2025).

Based on the test results in table 4.5, where the dependent variable is the absolute value of the residual, it can be concluded that there is no heteroscedasticity problem in this regression model. This is indicated by the significance value (Sig.) of all independent variables (Brand Ambassador, Product Quality, and Price) which are all greater than 0.05. This means that the residual variance is constant across the range of independent variable values, so the assumption of homoscedasticity is met.

4.6 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the effect of independent variables on dependent variables. In this study, the independent variables are Brand Ambassador (X1), Product Quality (X2), and Price (X3) while the dependent variable is Purchase Decision (Y).

Table 4.6
Multiple Linear Regression Analysis
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1,156	1,739		,664	,508	1,156	1,739
	Brand Ambassador (X1)	,270	,078	,280	3,447	,001	,270	,078
	Product Quality (X2)	,319	,085	,310	3,752	,000	,319	,085
	Price (X3)	,335	,080	,339	4,194	,000	,335	,080

a. Dependent Variable: Purchase Decision (Y)
Source: SPSS 26 Output (2025).

From Table 4.6, the multiple linear regression equation is as follows:

Y=1.156+0.270X1+0.319X2+0.335X3

Where:
Y = Purchase Decision
X1 = Brand Ambassador
X2 = Product Quality
X3 = Price
The results of the previous multiple linear regression equations show that:

a. Intercept (β_0 = 1.156): When Brand Ambassador, Product Quality, and Price are all zero, the expected Purchase Decision score is 1.156.
b. β_1 (Brand Ambassador) = 0.270: A one-unit increase in the Brand Ambassador variable is associated with a 0.270-unit increase in Purchase Decision, holding other variables constant.
c. β_2 (Product Quality) = 0.319: A one-unit increase in Product Quality corresponds to a 0.319-unit increase in Purchase Decision, ceteris paribus.
d. β_3 (Price) = 0.335: A one-unit increase in Price is associated with a 0.335-unit increase in Purchase Decision, assuming other variables remain the same.

4.7 t-Test (Partial)

The t-test is used to determine whether each independent variable (Brand Ambassador, Product Quality, and Price) has a significant influence on the dependent variable (Purchase Decision) individually (partially).
Decision Making Criteria:

a. If t-count > t-table and significance value < 0.05, then the independent variable has a significant effect on the dependent variable.
b. If t-count < t-table and significance value > 0.05, then the independent variable does not have a significant effect on the dependent variable.

Table 4.7
t-Test (Partial)
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1,156	1,739		,664	,508	1,156	1,739
	Brand Ambassador (X1)	,270	,078	,280	3,447	,001	,270	,078
	Product Quality (X2)	,319	,085	,310	3,752	,000	,319	,085
	Price (X3)	,335	,080	,339	4,194	,000	,335	,080

a. Dependent Variable: Purchase Decision (Y)
Source: SPSS 26 Output (2025).

Based on table 4.7 t-test results, it can be concluded that partially, the variables Brand Ambassador (X1), Product Quality (X2), and Price (X3) have a significant influence on Purchase Decision (Y) because the Sig. value of the three independent variables is <0.05. In other words, these three independent variables individually and significantly influence purchasing decisions.

4.8 F Test (Simultaneous)

The F test is used to determine whether the independent variables in the regression model (Motivation and Work Discipline) simultaneously have a significant effect on the dependent variable (Employee Performance).

Decision Making Criteria:

a. If F-count > F-table and the significance value <0.05, then the independent variables simultaneously have a significant effect on the dependent variable.
b. If F-count <F-table and the significance value >0.05, then the independent variables simultaneously do not have a significant effect on the dependent variable.

Table 4.8
F Test (Simultaneous)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1282,420	3	427,473	22,578	,000[b]
	Residual	1817,580	96	18,933		
	Total	3100,000	99			

a. Dependent Variable: Purchase Decision (Y)
b. Predictors: (Constant), Price (X3), Brand Ambassador (X1), Product Quality (X2)

Source: SPSS 26 Output (2025).

Based on table 4.8, the significance value (Sig.) of the F test is 0.000, which is smaller than 0.05 (0.000 < 0.05), so it can be concluded that simultaneously (together), the variables Brand Ambassador (X1), Product Quality (X2), and Price (X3) have a significant influence on Purchase Decision (Y). In other words, the regression model involving these three independent variables as a whole is significant and can explain the variation in the dependent variable (Purchase Decision).

4.9 Coefficient of Determination Test

The coefficient of determination (R^2) test is used to measure how much the independent variables (Brand Ambassador, Product Quality, and Price) can explain the dependent variable (Purchase Decision). The following are the results of the coefficient of determination test obtained from the SPSS output:

Table 4.9
Coefficient of Determination Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,643[a]	,414	,395	4,351

a. Predictors: (Constant), Price (X3), Brand Ambassador (X1), Product Quality (X2)
b. Dependent Variable: Purchase Decision (Y)

Source: SPSS 26 Output (2025).

Based on table 4.9 above, it is known that the Adjusted R Square Value of 0.395 (or 39.5%) indicates that 39.5% of the variation in the dependent variable Purchase Decision (Y) can be explained simultaneously by the independent variables Brand Ambassador (X1), Product Quality (X2), and Price (X3). The rest, namely 100%−39.5%=60.5% of the variation in Purchase Decision (Y), is explained by other factors outside this regression model or other variables not included in the study.

4.10 Summary of Research Results

Based on the results of the research that has been conducted by testing and analyzing the influence of brand ambassadors, product quality, and price on purchasing decisions for Collagena. From the analysis that has been described, the following is the discussion in this writing:

Table 4.10
Summary of Research Results

Analysis Tool	Analysis Results	Explanation
Validity Test	The calculated r for each indicator or statement item is greater than the r-table value of 0.197.	Based on data obtained from distributing the questionnaire to 100 respondents, all indicators or statement items in this study are declared valid.
Reliability Test	The Cronbach's Alpha coefficient for each variable is greater than the significance threshold of 0.60.	Based on data obtained from distributing the questionnaire to 100 respondents, all indicators or statement items in this study are declared reliable.
Normality Test	The significance value for Asymptotic Significance (2-tailed) is 0.200, indicating that the data have a sig value > 0.05.	Based on the results of the normality test, the data in this study are normally distributed.
Multicollinearity Test	Tolerance values are all > 0.10, and Variance Inflation Factor (VIF) values are all < 10.	Based on the multicollinearity test results, the regression model in this study does not exhibit multicollinearity.
Heteroskedasticity Test	The significance (p-value) for the constant is 0.000, Brand Ambassador (X_1) is 0.074, Product Quality (X_2) is 0.179, and Price (X_3) is 0.322, indicating that all sig values are > 0.05.	Based on the heteroskedasticity test results, the regression model in this study does not exhibit heteroskedasticity.
Multiple Linear Regression Analysis	The multiple linear regression equation is: $Y = 1.156 + 0.270\ X_1 + 0.319\ X_2 + 0.335\ X_3$.	• The constant (1.156) indicates that if Brand Ambassador (X_1), Product Quality (X_2), and Price (X_3) are all zero, Purchase Decision (Y) equals 1.156. • A one-unit increase in Brand Ambassador (X_1) increases Y by 0.270, indicating a positive relationship. • A one-unit increase in Product Quality (X_2) increases Y by 0.319, indicating a positive relationship. • A one-unit increase in Price (X_3) increases Y by 0.335, indicating a positive relationship.
t-Test (Partial)	• Brand Ambassador (X_1): Sig. = 0.001 (< 0.05) – significant. • Product Quality (X_2): Sig. = 0.000 (< 0.05) – significant. • Price (X_3): Sig. = 0.000 (< 0.05) – significant.	Based on the t-test analysis, Brand Ambassador (X_1), Product Quality (X_2), and Price (X_3) each individually have a significant effect on Purchase Decision (Y).
F-Test (Simultaneous)	The calculated F-value is 22.578 with Sig. = 0.000 (< 0.05), indicating a significant joint	Based on the F-test results, Brand Ambassador (X_1), Product Quality (X_2), and Price

	effect of Brand Ambassador (X_1), Product Quality (X_2), and Price (X_3) on Purchase Decision (Y).	(X_3) together have a significant simultaneous effect on Purchase Decision (Y).
Coefficient of Determination Test (R^2)	The coefficient of determination (R^2) is 0.395 (39.5%).	Based on the R^2 test results, 39.5% of the variance in Purchase Decision (Y) can be explained by Brand Ambassador (X_1), Product Quality (X_2), and Price (X_3).

5. CONCLUSION AND SUGGESTIONS

5.1 Conclusion

This study aims to assess whether brand ambassadors, product quality, and price affect consumers' purchase decisions, both partially and simultaneously. Based on the data collected and analyses conducted using multiple linear regression and SPSS (Statistical Package for the Social Sciences), the following conclusions can be drawn:

1. The brand ambassador variable has a significant partial effect on Collagena purchase decisions.
2. The product quality variable has a significant partial effect on Collagena purchase decisions.
3. The price variable has a significant partial effect on Collagena purchase decisions.
4. The brand ambassador, product quality, and price variables together have a significant simultaneous effect on Collagena purchase decisions.

5.2 Suggestion

Based on the results of this study, the following recommendations are offered:

1. For the Company:
   The company should ensure that the selected brand ambassador possesses strong relevance, credibility, and resonance with Collagena's target market, maintain and guarantee consistently high product quality standards that align with consumer expectations, and periodically offer promotions, discounts, or bundled packages to attract new customers and encourage repeat purchases without undermining the overall perceived value of the product.

2. For Future Researchers:
   When selecting research objects, choose subjects that are readily accessible and whose characteristics are well understood to avoid prolonging and complicating the process of collecting and processing primary data.

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