

## The Influence of Fuji Jian's Personal Branding on Purchasing Decisions Ms. Glow, a resident of Tanjung Priuk

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### Abstract

The TEARS model (trustworthiness, expertise, attractiveness, respect, similarity) is used to see or measure the effectiveness of using endorsers in the minds of the public. With personal branding that follows the TEARS model, researchers can find out whether the TEARS model influences purchasing decisions.

The purpose of this study is to determine whether there is an effect of Trustworthiness on purchasing decisions, whether there is an influence of Expertise on purchasing decisions, Attractiveness on purchasing decisions, Respect on purchasing decisions, and also Similarity on purchasing decisions.

This study uses quantitative research with explanatory survey methods. By using the explanatory survey method, the questionnaire is the main instrument in collecting the necessary data for further analysis using statistics. In this study, researchers used questionnaires to collect data about personal branding and purchasing decisions.

### Keywords:

Personal Branding, Purchasing Decisions, Influence of Brand Ambassadors and Celebrity Endorsers on Purchasing Decisions, Ms. Glow Brand.

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**INTRODUCTION**

One of the technological developments that occurs in digital media at this time, has made the use of social media experience very rapid progress throughout the world, including in Indonesia. In terms of internet consumption, social media is the most widely accessed content by Indonesian citizens. The We Are Social survey in 2017 showed that 106 million Indonesians use social media out of a total population of 262 million people. The national economic growth also impacts the people's welfare growth, where goals such as poverty reduction, increase in employment, and economic groups' elevations are expected.

Some of the most widely used social media are Instagram, Facebook, and Twitter. Even though currently the use of Instagram social media is the one that is most widely used by young people, which has a lot of users.

Part of their goal in using Instagram is to post individual portraits so that they can be seen and exhibited to their social media friends, besides that many old people including students use Instagram to be able to talk to old friends who may have lost contact. Research by Ayun (2015: 126) young people try to create a positive image of themselves through their social media.

How do students perceive the use of the social network Instagram. What is certain is that this is closely related to one's self-image. In this case, millennials may already be familiar with the word personal branding. Personal branding is a process of forming, attracting and maintaining people's perceptions related to aspects that a person has such as abilities, achievements.

Commodities offered on social media are very diverse, such as fashion products, beauty care, spare parts and food. One of the commodities with the most sales through online marketing is beauty care. In various countries, beauty care has always been the target of every woman, beauty care has become a staple food that women must have and use. Beauty care has become a necessity that is considered important for people in various countries, including in Indonesia.

Under pressure due to the COVID-19 pandemic, this manufacturing group was able to make a significant contribution to foreign exchange through the achievement of its export value which exceeded US\$ 317 million or Rp. 4.44 trillion (exchange rate of Rp. 1,000/US\$) in semester I-2020 or an increase of 15.2% compared to the same period the previous year (www. cnbcindonesia. com).

Social media actually cannot describe an individual user equally, so that young people make social media a positive image grower. Young people tend to give a positive impression when on social media and hope that this is what makes many business actors interested in joining the world of beauty, especially skincare. Not only offering care services in places of care such as beauty clinics and salons, especially at this age, business actors offers a complete product package that is sure to be easy for consumers.

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The TEARS model (trustworthiness, expertise, attractiveness, respect, similarity) is used to see or measure the effectiveness of using endorsers in the minds of the public. With personal branding that follows the TEARS model, researchers can find out whether the TEARS model influences purchasing decisions. Based on the main problems found, the researcher identified several problems that became the focus of this research, as follows:

1. Does any influence of Trustworthiness on purchasing decisions?
2. Does any influence of Expertise on purchasing decisions?
3. Does any influence of Attractiveness effect on purchasing decisions?
4. Does any influence of Respect on purchasing decisions?
5. Does any influence of Similarity on purchasing decisions?

### LITERATURE REVIEW

Basically, communication is a process of conveying a message which can be in the form of an idea or ideas conveyed by the communicant with the aim of making a similarity in meaning between the message to be conveyed and the message received. In everyday life, surely we will interact with other people, and so we will definitely communicate with that person. Communication is intended to be able to provide information, entertain or even influence.

Stimulus response communication theory is one of the behavioral and cognitive theories that has developed from psychology and tends to focus its observations on human beings individually. This theory describes the process of communication between "stimulus" or it can be said stimulation, and "response" or response. In view of this theory, communication is considered as a manifestation of behavior, thought processes, and "bio-neural" functions of individuals.

This communication process can be reciprocal and each effect can change the next communication action. However, this theory has a weakness, namely humans are only considered as reaction machines. In this theory, the stimulus given to individuals can be accepted or rejected. If the stimulus is rejected, it means that the stimulus is not effective enough in influencing individual attention. But on the contrary, if the stimulus is received, it means that the stimulus is effective in attracting individual attention.

If the stimulus is received, the next process that will occur is processing the stimulus until the individual is willing to respond to the stimulus he has received. In this study, the stimulus given was the brand ambassador as well as celebrity endorser Fuji Jian and the expected response was a purchase decision.

This model was put forward by Terrence A. Shimp (in Lima & Thompson, 2017: 24-26) The TEARS model is used in determining the indicators of brand ambassadors as well as celebrity endorsers



### Trustworthiness

An idol or celebrity who becomes a brand ambassador as well as an endorser of a brand must be able to gain the public's trust through a number of personal qualities other than an attractive physical appearance, such as self-confidence, integrity. By gaining public trust, idols, celebrities, and also brand ambassadors have succeeded in making brands trusted by these audiences.

In this case the company must be able to choose idols or celebrities as well as brand ambassadors who have reliable qualities to become brand ambassadors as well as celebrity endorsers. Fuji Jian recently has attracted the public's attention as a newcomer young celebrity who has the attitude and quality of being trustworthy and integrity, clean from scandals and has a low profile compared to other young celebrities who are social committees.

### Expertise

In this case, the expertise and experience possessed by idols or celebrities as well as brand ambassadors relate to the brands they support. However, the most important thing in this case is actually more on how the intended target audience sees the brand ambassador as well as the endorser because they will be more persuasive in attracting attention so it will be easier to convince the intended target audience.

Fuji Jian has experience in being a brand ambassador as well as an endorser of other big corporate brands. The brand is engaged in various kinds such as beauty products, clothing, and many others. Fuji Jian was able to persuade people to buy the brand being promoted. With undoubted expertise, Ms Glow made Fuji Jian their brand ambassador and endorser.

### Attractiveness

Physical attraction here is not only about the appearance of the brand ambassador as well as the endorser. Rather, it is an interest in the lifestyle, characteristics and even the individual uniqueness of the brand ambassador as well as the endorser. Persuasion will occur through identification if the target audience finds what attracts their attention from the brand ambassador and endorser.

The public sees Fuji Jian as a young celebrity who is attractive in appearance, unique, beautiful, and have an ideal body, and a good attitude in carrying the brand they promote. Ms Glow is a beauty product that targets young people, so Fuji Jian is considered suitable to become Ms Glow's brand ambassador as well as endorser.

### Respect

When an idol or brand ambassador as well as an endorser is liked by the public, usually the brand presented by the brand ambassador as well as the endorser will also be affected by the good influence, this tends to increase the equity of the brand. The popularity of Fuji Jian is currently very

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high and well in Indonesia. Fuji Jian can persuade people with the good personality of a Fuji Jian. Fuji Jian also received a good and positive response from the public by becoming the brand ambassador and endorser of Ms Glow.

### Similarity

The similarity here refers to elements, gender, social status and others in brand ambassadors as well as endorsers and target audiences, as shown in the brands they carry. The Ms Glow brand is in Asia, in Indonesia to be precise and the target audience for Ms Glow is young generation Z and millennials. Fuji Jian also seems to have a liking for Ms Glow. So that Fuji Jian is suitable to be the brand ambassador as well as the endorser of Ms Glow because of the correlation between the target audience and the brand.

### Buying Decisions

Based on Kotler and Armstrong (2016: 177) purchasing decisions are part of consumer behavior, namely the study of how individuals, groups or organizations choose to buy. Deciding and using goods or services to satisfy their own needs and wants. So basically the purchase decision is a way, the steps taken by consumers when they want to decide to buy or consume a product.

### RESEARCH METHODS

Trustworthiness has three questions related to integrity, trust, and self-image and personal branding.

Expertise has three questions related to brand messages, experiences, and consumer attractiveness to make purchasing decisions.

Attractiveness has three questions related to attractiveness, good influence, and also positive character.

Respect has three questions related to popularity, good self-image, and positive traits.

Similarity has 3 questions related to experience and also a good product.

This study uses quantitative research with explanatory survey methods. By using the explanatory survey method, the questionnaire is the main instrument in collecting the data obtained to be further examined using statistics. In this study, questionnaires were used by researchers to collect data about personal branding based on the attributes used, namely the TEARS model and also purchasing decisions. Later, the researcher will make statements on the questionnaire, then the sample as respondents can answer the questionnaire with a Likert scale.

### RESULTS AND DISCUSSION

This research will make regression model by using the sample result obtained. The linear regression model will be formed and the decision making will be done by utilizing SPSS software. The validity test and rehabilitation will be done, followed by the classic assumption test.



Based on Sugiyono (2016: 64), a hypothesis is a temporary conjecture in the formulation of a research problem, in which the formulation has been presented in the form of a question. The hypothesis is stated temporarily because what is given is only based on theory.

Ha: There is an influence of Fuji Jian's personal branding on purchasing decisions

H0: There is no influence of Fuji Jian's personal branding on purchasing decisions

The t test will also be done to show how far the influence of one independent variable individually in describing the dependent variable variant with hypothesis

One, if the value of Asymp Sig. < 0.05 or t count > t table, it means that Ho is rejected, Ha is accepted. If can be said that the independent variable affects the bond variable. Two, if the value of Asymp Sig. > 0.05 or tcount <ttable, then Ho is accepted, Ha is rejected. It can be said that the independent variable has no effect on the dependent variable.

Indications:

Y = Buying decision

X = Fuji Jian personal branding based on TEARS model attributes

Validity Test and Reliability

Validity and Reliability Test

All indicators on the variables trustworthiness, expertise, attractiveness, respect, similarity and purchasing decisions are declared valid, where these variables have a calculated r value that is greater than the table value, so that all indicators are valid and have a cronbach's alpha value above 0.5, so that it can be concluded that all indicators are valid and reliable, and can be used in this study.

### Normality Test

This research used normality test Kolmogorov-Smirnov (K-S). In this testing, a set of data can be found out to have normal distribution if the Asymp. Sig (2-tailed) value is bigger than the research alpha used, that is 0,05. The testing result shows that the Asymp. Sig (2-tailed) value is bigger than 0,05 therefore it can be concluded that the data in this research is normal.

### Hypothesis Test Simultaneously (F Test)

To better find out whether the formed regression model can be used or not, F test should be done using this following hypothesis:

Ha: There is an influence of Fuji Jian's personal branding on purchasing decisions

H0: There is no influence of Fuji Jian's personal branding on purchasing decisions

Test result obtained Sig F value (0,000) ≤ α (0,05), therefore Ho is rejected, which means the regression model is considered to be significant and can be used in this service usage decision research.



On the results of the f test, comparing the value of f table with f count is the basis for decision making in this study. The f test on simple linear regression analysis was carried out to find out how much influence the Personal Branding variable based on the TEARS Model has on the purchasing decision variables simultaneously.

As a result, the calculated f value of 1.803 is greater than the table f value of 3.940. So, it can be said simultaneously that the Personal branding variable based on the TEARS Model influences the purchasing decision variable.

### Partial Test (t Test)

Based on the testing, the regression equation obtained as followed:

Indications:

$Y =$  Buying Decisions

$X =$  Fuji Jian personal branding based on TEARS model attributes

On the results of the t table test, comparing the value of t table with t count is the basis for decision making in this study. The t test on simple linear regression analysis was carried out to prove the hypothesis in this study. As a result, the calculated t value of 42.508 is greater than the t table value of 1.98472. So, it can be said in the hypothesis,  $H_a$  is accepted and  $H_o$  is rejected.

So in general, personal branding has a positive and significant effect on purchasing decisions. a positive beta value indicates a positive direction of influence. Then the sig value below 0.05 indicates that there is a significant effect.

### Determination Coefficient Test (R<sup>2</sup>)

The value (R Square) is known to be 0.949. That is, the Personal Branding variable based on the TEARS Model as an independent variable influences the purchase decision variable as the dependent variable by 94.9%.

### CONCLUSIONS

Based on the research that has been performed, a few conclusions can be obtained are as followed:

1. Trustworthiness, has a positive and significant effect on purchasing decisions. This can be seen from how Fuji Jian has high integrity in branding himself on social media and Fuji Jian himself also has personal branding that can make Ms Glow trusted by consumers and attractive and good for audiences to see.
2. Expertise, has a positive and significant effect on purchasing decisions. This can be seen from how Fuji Jian is able to convey brand messages well so as to encourage consumers to make purchasing





decisions and the figure of Fuji Jian himself is also very appropriate in comparing himself because he has a lot of experience.

3. Attractiveness, has a positive and significant effect on purchasing decisions. This can be seen from how a Fuji Jian has an attractive physical appeal and also has a positive character and can be trusted in everything to do anything. This also made Fuji Jian's figure known by many people, judging from how he compared himself.

4. Respect, has a positive and significant effect on purchasing decisions. this can be seen from how Fuji Jian is respected by the public because of his popularity and also how Fuji Jian can persuade the public well and Fuji Jian is also appreciated because he has a myriad of achievements that make many people proud of him.

5. Similarity, has a positive and significant effect on purchasing decisions. This can be seen from how Ms Glow's target audience really reflects Fuji Jian's personal branding and Ms Glow's audience experience also reflects Fuji Jian's personal branding and audience appreciation for Fuji Jian's myriad achievements.

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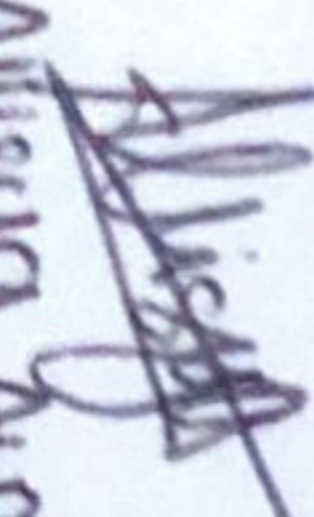
Tanggal Sidang : 19 April 2023

Judul Karya Akhir : Pengaruh Personal Branding Fuji Jian Terhadap Keputusan

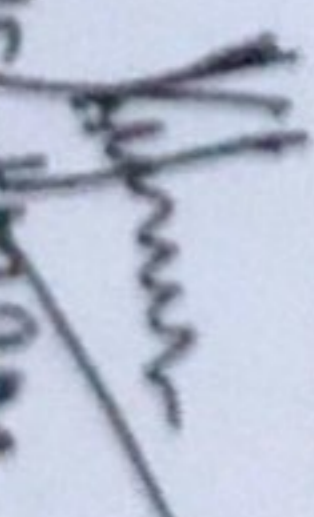
Pembelian Ms - Glow Warga Tanjung Priuk

Jakarta, 29 / 04 20 23

Mahasiswa/I

  
(Allisya Augustin Zachrie Banari)

Pembimbing

  
(Dr. Pranam Narayana)