



Analysis of Brand Ambassador, Country of Origin and Word of Mouth on Consumer Trust and Purchasing Decisions (Case Study on Non Member Consumers of Herbalife Nutrition Products)

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Abstract: This study aims to analyze the exogenous variables of brand ambassador, country of origin as well as word of mouth in the endogenous variables namely consumer trust and purchasing decisions. The research object is consumers (non-members) of Herbalife Nutrition products. The type of research used is descriptive research and uses quantitative methods. The sample size is 185 respondents using a calculation based on five times the number of indicators. The data analysis method uses the Structural Equation Model-Partial Least Square (SEM-PLS). The results of the study show that the variables brand ambassador, country of origin, as well as word of mouth have a significant positive influence on consumer confidence and purchasing decisions. Managerial implications in research is to increase consumer confidence and purchasing decisions.

Keywords: Brand Ambassador, Country of Origin, Word of Mouth, Consumer Trust, Purchase Decision.

INTRODUCTION

The health condition of the Indonesian people in the last 30 years has experienced serious threats from non-communicable diseases. Non-communicable diseases (PTM), namely stroke, heart disease, diabetes, cardiovascular disease and kidney failure are examples of non-communicable diseases. The beginning of the non-communicable diseases that we often encounter is obesity, according to the journal Seidell, JC and Halberstadt, J. (2015) explained that obesity has a major contribution to the incidence of cardiovascular disease, type two diabetes mellitus, cancer, osteoarthritis, and sleep apnea throughout the world. world, this statement is in line with the quote in Warta KESMAS, GERMAS, (2017) which argues that obesity is the initial gate of the emergence of non-communicable diseases (PTM).

In addition to attacking all age levels, non-communicable diseases also attack all groups, both rural and urban communities. Aceh, East Java and Riau are the provinces with the highest adult obesity rates, followed by Jakarta. In 2017, the Ministry of Health of the

Republic of Indonesia reported an increase in the total number of adults over the age of 18 who were obese, with 1 in 4 adults being obese. According to the Nutrition Status Monitoring (PSG) of the Ministry of Health, 25.8% of adults were considered obese in 2017. Whereas in 2016 it was only 10.6%, this figure has doubled.

The phenomenon of high obesity and balanced nutrition consumption is an opportunity for companies to compete in the field of nutrition. Nutrition companies are competing to offer their best products to support a healthy, active lifestyle and to accompany your weight management needs. The main thing is to be fitter and away from many kinds of dangerous diseases so that people are looking for alternatives to get health in a short and practical way.

Health products from both natural and chemical ingredients compete to win in the market. The distribution of many kinds of brands in the same category, namely "special diet milk" makes the competition even tighter and encourages producers to be observant in developing appropriate marketing methods to increase sales and win in the market.

Measurement of the Top Brand Index in the "special diet milk" category uses three parameters, namely: market share measures how to gain market share in each type of product; mind share brand measurement that is often remembered by buyers; and commitment share measures commitment to use a particular brand. Several brands enter and compete in this category, namely WRP, Herbalife, Entrasol and Tropicana Slim.

In this case Herbalife Nutrition is a brand with a direct sales method, and does not play in the retail industry. Have exclusive trade rights regulated by the government i.e., prohibited to use mainstream media to promote their products.

Factors influencing the total top brand index score from Herbalife Nutrition can be due to the selling price of Herbalife Nutrition products which is quite expensive when compared to its competitors. Herbalife Nutrition takes great pride in the quality of its products in various countries. (HN Global Responsibility Report, 2020). Owning and managing private farms creates the highest quality raw materials for meal replacement products, which is one of the main reasons for the significant price difference between Herbalife Nutrition and competitors' products. Second, because Herbalife Nutrition is only produced in its home country, namely the United States.

Other factors that have contributed to making Herbalife Nutrition included in the ranks of the Top Brand Index for more than 5 years, namely politics, technology, finance, culture, product, price, location, promotion, people, process, as well as physical evidence influence the attitude of buyers in processing all information and respond to it. (Bunchari Alma, 2016)

The author tries to conduct a pre-survey of consumer perceptions who decide to consume Herbalife Nutrition. The pre-survey was conducted with a total of 36 respondents who contributed, 57.9% of respondents were women while 42.1% were men. This sampling was carried out randomly, to find out the response from respondents to Herbalife Nutrition products. The majority of respondents were Millennials (1980-1995), as many as 42.2%, Gen X (1965-1980) as much as 42.1%, Baby Boomers (1946-1964) and Gen Z (1997-2000) as much as 7.9%. There are 8 variable statements presented, as follows:

Table 1. Comparison of Retail Selling Prices

No	Variable	Questions	Agree	Don't agree	Percentage
1	Country Of Origin	Supplement or drug products from America are known to be good products	28	8	77.78%
2	Word Mouh	I often hear other people talk about their experiences using Herbalife products	28	8	77.78%
3	brand ambassadors	Cristiano Ronaldo as a brand ambassador has a good reputation, which comes with	35	1	97.22%

		his healthy lifestyle			
4	<i>Lifestyle</i>	Many family and friends use Herbalife Nutrition products to meet their daily needs	19	17	52.78%
5	<i>Price</i>	I choose products for diets or meal replacements that are the most affordable	25	11	69.44%
6	<i>Warranty</i>	The money guarantee program when allergies occur when consuming the product is a consideration for me in deciding to buy	27	9	75%
7	<i>Digital Marketing</i>	Instagram is where I look for information on products I want to know about	24	12	66.67%
		Which of the three brands below do you know best as special diet milk?			
8	<i>Brand Image</i>	herbalife	17		47.20%
		Diabetasol	12		33.30%
		WRP	7		19.40%

If related to the survey results, it can be concluded that the strength of Herbalife Nutrition to survive in the intense business competition is the role of brand ambassadors, country of origin as well as marketing using word of mouth. Brand ambassadors are items used by companies to interact with the public in order to increase their sales figures. The selection of brand ambassadors is based on their credibility, which can be measured by their expertise, trust and people's liking for them.

Meanwhile, from the results of the pre-survey that has been going on, 76.30% of respondents agree that purchasing decisions are influenced by the country of origin of the product. When a company promotes its products to the global market, apart from considering the brand image of a product, it is also important to consider the image of the country of origin as well as developing a good way to compete. If a country has a good image, then the company will benefit from international marketing. Conversely, if this country does not have a good image, then the company's marketing method must focus on providing a product. 76.30% of respondents agree that they often hear information regarding Herbalife Nutrition products from their immediate environment. Submission of positive reviews or reviews from consumers to other people, commonly called word of mouth or can be called "person-to-person oral communication between the recipient and the communicator that does not intend to commercialize a product, brand or service".

In addition to influencing purchasing decisions, the 3 biggest variables also have a role in creating trust for consumers, for example: the credibility of brand ambassadors, word of mouth mediators, as well as country of origin considerations in buying expensive products.

From several previous studies and with the results of a pre-survey of 38 respondents, the researcher is interested in raising the research title Brand Ambassador Analysis, Country Of Origin and Word Of Mouth with Consumer Trust and Purchasing Decisions (Case Study on Herbalife Nutrition Non-Member Consumers), Topic This research was appointed to find out how strong the influence given by brand ambassadors, country of origin and word of mouth on consumer trust for product consumption is also about how much the above variables influence consumers to decide to buy and of course consume Herbalife Nutrition, so that it can still keep up with product competition in category "special diet milk".

LITERATURE REVIEWS

Marketing Management

Identifying and satisfying human as well as social needs is the essence of marketing, according to Kotler and Keller (2017). "Meeting a need profitably" is the definition of good, succinct marketing. Tanama Putri (2017) emphasizes that the word "marketing management" originates from two words, namely management and marketing. Marketing is the process of planning, implementing, analyzing and monitoring programs used to build, establish and maintain profitable exchanges with target customers as the achievement of company goals. The process of planning, organizing, acting, directing and controlling, on the other hand, is management According to Kotler & Armstrong (2019).

Marketing Communications

Kotler and Keller (2009) state that marketing communications is a way for businesses to try to educate, persuade, and remind customers directly or indirectly about the brands and products they sell. Not only that, marketing communications serve a variety of customer needs. Customers can be shown or told how and why a product is used, by where, whom and when, through marketing communications. Advertising, events and experiences, sales promotion, public relations and publicity, interactive marketing, direct marketing, word of mouth marketing, and personal selling are the eight marketing communications mixes.

Brand Ambassadors

People employed by a company to act as salespeople and physical representatives of the business in terms of sales and marketing are known as brand ambassadors. According to Sumarwan (2003), celebrity credibility will later describe the views of buyers (readers) in the expertise and knowledge of celebrities with the products being promoted, as well as celebrity beliefs (honesty about the products advertised). According to Royan (2012), Lea-Greenwood, visibility, credibility, attractiveness, and strength are the characteristics of brand ambassadors.

Country of Origin

Country of origin is the country of origin of the product. In order to show the country of origin (COO) the word "made in" is often written on the product packaging. Some people are very familiar with the word "made in", so when they see the word "made in" on a product's packaging, they immediately say that the product comes from a certain country. For example, if the product packaging says "made in the USA", they will later interpret the product as originating from the United States (Keegan, 2010). Country of origin or country of origin (COO) is information that is often used by consumers when assessing a product (Listiana, 2014). Indicators of country of origin according to Listiana (2013) are country beliefs, people's affect and desired interaction.

Word of Mouth

Word of mouth according to Kotler & Armstrong (2019) is a direct sales method that spreads recommendations for a product, this personal marketing channel is one that has a major impact on product selection. Personal influence carries a heavy burden for an expensive, and risky, product. In the marketing world it is difficult to gain the trust of customers, because it is "recommendations of family and friends" occupies the top place in almost all surveys about the influence of purchases. A recent study found that more than 90% of customers trust "recommendations from consumers" while trust in advertising occupies from the highest rate of 40% to less than 10%. Meanwhile Sernovitz (2009), describes that there are five things about word of mouth that are known by 5T, namely:

Consumer Trust

According to Nielsen's Redone Exploration Administrations in Schiffman and Kanuk (2010), consumer trust in many different sources of buyer information explains that word-of-mouth interaction or advice on other buyers in the mouth of a group automatically becomes a reliable source of consumer information. According to Mowen and Minor in Donni Juni (2017) Trust is all the knowledge possessed by the buyer as well as all the conclusions made by the buyer regarding objects, equipment as well as uses. According to Rofiq (2007) there are three items that make a person's trust in other matters namely ability (capacity), kindness (altruism), and integrity (honesty).

Buying decision

According to Tjiptono (2014), consumers begin the process of identifying problems, seeking information about products, as well as evaluating the effectiveness of each alternative to overcome these problems before making a purchase decision. According to Buchari Alma (2017), a number of factors influence purchasing decisions. Social, cultural, personal and psychological factors all fall into this category.

hypothesis

- H1 : Brand ambassador also has a significant positive influence on consumer confidence.
- H2 : Country of origin also has a significant positive effect on consumer confidence.
- H3 : Word of mouth also has a positive effect on consumer confidence.
- H4 : Consumer confidence also has a significant positive effect on purchasing decisions.
- H5 : Brand ambassador also has a significant positive influence on purchasing decisions.
- H6 : Country of origin also has a significant positive effect on purchasing decisions.
- H7 : Word of mouth also has a positive influence on purchasing decisions.

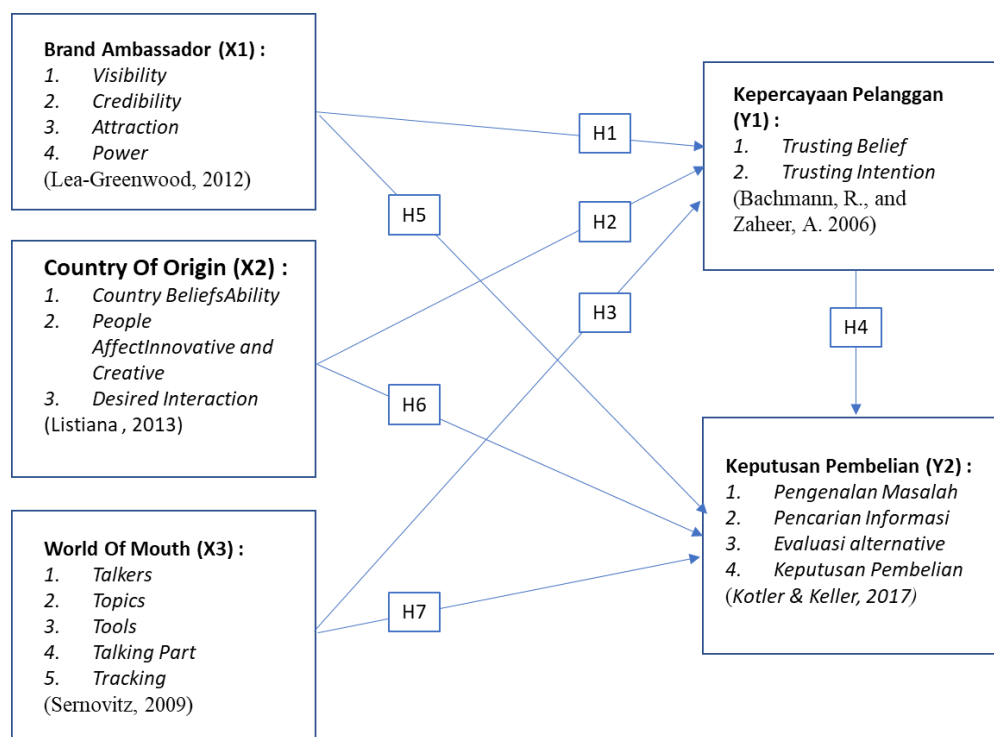


Figure 1. Thinking Framework
Source: Processed data (2022)

RESEARCH

In this study, the researcher used a causal research type to find out and test a causal relationship between variables, whether a variable causes other variables to change. (Sekaran & Bougie, 2016). The variables to be tested are exogenous variables consisting of brand ambassadors, country of origin as well as word of mouth with endogenous variables consisting of consumer trust and purchasing decisions.

Types and types of research using quantitative research to test and prove the hypotheses that have been made, measured using a research instrument and analyzed through statistical procedures (Creswell & Creswell, 2018). The population in this study are consumers (non-members) who consume Herbalife Nutrition products. The sample used by the researchers was consumers (non-members) of Herbalife Nutrition products. Non-probability sampling is used for the sampling method in this study. The questionnaire (questionnaire) served as the foundation for this research method. This study uses the PLSSEM type analysis method with two evaluation steps: evaluation of the measurement model, or external model, to determine the convergent validity and reliability of the model, and evaluation of the structural model, or internal model, to predict the relationship between other models. variable.

RESULTS AND DISCUSSION

Results

1. Outer Model

In testing the measurement model (outer model) it is based on the values of convergent validity, discriminant validity, and construct reliability.

Convergent Validity

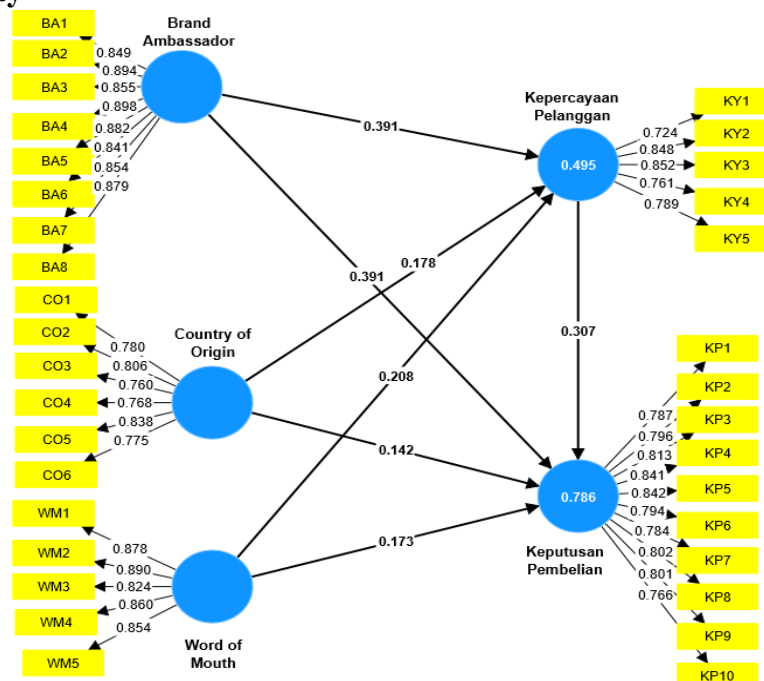


Figure 2. Measurement model using PLSSEM

Discriminant Validity

Cross-loading between indicators and constructs indicates discriminant validity testing. If an indicator has the highest loading factor for the construct in question compared to the loading factor for the other constructs, then it is considered valid. The following table displays the results of the cross loading discriminant validity test.

Table 2. Cross Loading Value

Indicator	Brand Ambassadors	Country of Origin	Customer Trust	Buying Decision	Word of Mouth
BA1	0.849	0.543	0.569	0.734	0.637
BA2	0.894	0.632	0.612	0.738	0.712
BA3	0.855	0.556	0.596	0.728	0.715
BA4	0.898	0.582	0.611	0.718	0.684
BA5	0.882	0.568	0.607	0.705	0.669
BA6	0.841	0.554	0.527	0.683	0.617
BA7	0.854	0.596	0.544	0.72	0.676
BA8	0.879	0.519	0.567	0.685	0.627
CO1	0.484	0.78	0.421	0.536	0.452
CO2	0.543	0.806	0.405	0.572	0.599
CO3	0.421	0.76	0.465	0.512	0.493
CO4	0.536	0.768	0.437	0.545	0.533
CO5	0.554	0.838	0.493	0.584	0.589
CO6	0.555	0.775	0.505	0.536	0.59
KP1	0.757	0.557	0.58	0.787	0.622
KP2	0.793	0.527	0.604	0.796	0.651
KP3	0.582	0.532	0.63	0.813	0.538
KP4	0.602	0.536	0.632	0.841	0.54
KP5	0.596	0.543	0.671	0.842	0.577
KP6	0.595	0.536	0.602	0.794	0.529
KP7	0.706	0.62	0.638	0.784	0.695
KP8	0.633	0.591	0.595	0.802	0.654
KP9	0.653	0.558	0.586	0.801	0.649
KP10	0.642	0.567	0.554	0.766	0.661
KY1	0.676	0.59	0.724	0.623	0.675
KY2	0.506	0.447	0.848	0.611	0.442
KY3	0.491	0.415	0.852	0.576	0.397
KY4	0.393	0.335	0.761	0.487	0.349
KY5	0.498	0.427	0.789	0.543	0.41
WM1	0.65	0.582	0.509	0.638	0.878
WM2	0.642	0.647	0.559	0.667	0.89
WM3	0.645	0.56	0.514	0.631	0.824
WM4	0.691	0.566	0.558	0.66	0.86
WM5	0.68	0.613	0.573	0.696	0.854

Source: Processed data (2022)

The next discriminant validity test is based on the Fornell Larcker approach. Based on the results of data processing, the Fornell Larcker value is obtained as shown in the table below:

Table 3. Fornell Lacker Test Results

	<i>Brand Ambassadors</i>	<i>Country Of Origin</i>	<i>Trust</i>	<i>Buying decision</i>	<i>Word of Mouth</i>
<i>Brand Ambassadors</i>	0.869				
<i>Country Of Origin</i>	0.655	0.788			
CUstomer trust	0.667	0.577	0.796		
Buying decision	0.822	0.695	0.759	0.803	
<i>Word of Mouth</i>	0.769	0.690	0.631	0.766	0.861

Source: Processed data (2022)

Based on the results of the discriminant validity test based on HTMT, it shows that brand ambassadors, country of origin, word of mouth, trust, and purchasing decisions produce a value less than 0.9 so that they meet the requirements in HTMT.

Table 4. HTMT Test Results

	<i>Brand Ambassadors</i>	<i>Country Of Origin</i>	<i>Trust</i>	<i>Buying decision</i>	<i>Word of Mouth</i>
<i>Brand Ambassadors</i>					
<i>Country Of Origin</i>	0.715				
CUstomer trust	0.711	0.639			
Buying decision	0.863	0.764	0.822		
<i>Word of Mouth</i>	0.823	0.768	0.671	0.822	

Source: Processed data (2022)

Construct Reality

Construct reliability in the PLS test can be done based on Cronbach's alpha as well as composite reliability. Cronbach's alpha measures the lower limit of the reliability value contained in a construct while composite reliability measures the actual reliability value contained in a construct. The provisions are that the composite reliability and cronbach's alpha values are required to have a cut-off value of more than 0.7.

Table 5. Cronbach's Alpha Value

Research variable	Cronbach's Alpha
<i>Brand Ambassadors</i>	0.954
<i>Country Of Origin</i>	0.878
<i>Word of Mouth</i>	0.913
Trust	0.857
Buying decision	0.939

The value of Cronbach's alpha in the variable brand ambassador, country of origin, word of mouth, trust, and purchasing decisions is greater than 0.70. So, it can be obtained that the five research variables fulfill the requirements in construct reliability testing using Cronbach's alpha values.

Table 6. Composite Reliability Value

Research variable	Composite Reliability
Brand Ambassadors	0.954
Country Of Origin	0.879
Word of Mouth	0.914
Trust	0.867
Buying decision	0.939

2. InnerModel R Square

Table 7.R Square value

Endogenous Variables	R Square
Trust	0.495
Buying decision	0.786

Cross-validated redundancy (Q^2)

Furthermore, to test the level of relevance of the model used, cross-validated redundancy analysis was carried out ($Q^2_{predict}$). The criterion used is if the Q^2 value > 0 then the model has relevant predictions.

Table 8. Cross-Validated Redundancy Values

Endogenous Variables	$Q^2_{predict}$
Trust	0.602
Buying decision	0.706

3. Hypothesis test

Then testing the research hypothesis will be carried out where the criteria used are if P values $< 5\%$ (0.05) so the research hypothesis is accepted. The results of hypothesis testing can be seen in the table below.

Table 9. Hypothesis Testing Results

Influence Between Variables	Original Sample	P values	Information
Brand ambassadors ->trust	0.391	0.000	H1 is accepted
Country Of Origin ->trust	0.178	0.033	H2 is accepted
Word of mouth ->trust	0.208	0.032	H3 is accepted
Trust -> purchase decision	0.307	0.000	H4 is accepted
Brand ambassadors ->buying decision	0.391	0.000	H5 accepted
Country Of Origin ->buying decision	0.142	0.020	H6 is accepted
Word of mouth ->buying decision	0.173	0.005	H7 accepted

DISCUSSION

1. The first hypothesis which states that brand ambassadors have a good influence is also significant with consumer trust being accepted. This means that the use of Christian Ronaldo's brand ambassador is able to influence consumer confidence. Brand ambassadors are a variable in this study that causes trust in Herbalife Nutrition consumers. The results of this study encourage previous research conducted by Yudhistira, V., & Patrikha, F. (2021) which proves that brand ambassadors have a significant effect on consumer trust.

2. The second hypothesis which states that the country of origin has a significant effect on consumer trust is also accepted. This means that things owned by the original country can have an influence on consumer confidence. Country of origin is a variable that causes trust in Herbalife Nutrition consumers. The results of this study are the same as the research conducted by Kanitra (2018) which obtained the result that country of origin has a significant effect on customer trust.
3. The third hypothesis which states that word of mouth has a good effect is also significant with consumer trust being accepted. This means that conversations carried out either orally or in writing directly or through electronic media among the public make a response to consumer trust. Word of mouth is a variable that causes trust in Herbalife Nutrition consumers. The results of this study encourage previous research that word of mouth variables affect trust (Hajli et al., 2013).
4. The fourth hypothesis which states that trust has a significant effect on buying decisions is also accepted. This means that the higher the level of trust a buyer has in a product, the higher the decision to buy. The results of this study encourage previous research that the trust variable influences purchasing decisions (Andini et al., 2014)). Opinions of Mowen and Minor in Donni Juni (2017) trust is all the knowledge that consumers have as well as all conclusions made by consumers about objects, equipment and their uses. Herbalife Nutrition consumers who have trust means that buyers feel confident that a product will benefit them so that consumers make the decision to buy.
5. The fifth hypothesis which states that brand ambassadors have a positive influence is also significant with purchasing decisions being accepted. This means that the higher the image that is owned by a brand ambassador who can represent a brand, such as in terms of achievement, experience, good reputation, etc., the higher the decision to make a purchase. The results of this study encourage previous research conducted by Dewi et al (2020) that brand ambassadors have a significant influence on purchasing decisions. Brand ambassadors are used as an image to represent a brand or brands to raise awareness and improve consumer purchasing decisions.
6. The sixth hypothesis which states that the country of origin has a positive influence is also significant with the purchase decision being accepted. This means that the better the image that is owned by the country of origin of the product, the higher the decision to make a purchase. Herbalife Nutrition itself is a product from the United States which is imaged as a country that has a high level of education and mastery of technology, is a developed country, is creative in creating good products. The results of this study encourage previous research conducted by Amin & Yanti (2020) and Kanitra and Revi (2018) that country of origin has a significant influence on purchasing decisions. These results provide information that if the United States has a good face.
7. Hypothesis seven which states that word of mouth also has a significant positive effect on purchasing decisions is accepted. This means that the better the information received through word of mouth, the more decisions will be made to make purchases. The results of this study encourage previous research conducted by Nzorubara & Libada (2017) and Nzorubara & Libada (2017) that word of mouth has a significant effect on purchasing decisions.

CONCLUSION

According to the findings obtained in the previous chapter, the conclusions in this study are:

1. Brand ambassadors also have a significant positive influence on consumer trust so that an increase in the image of Herbalife Nutrition product brand ambassadors can lead to an increase in consumer confidence in Herbalife products.

2. Country of origin also has a significant positive effect on consumer trust so that consumer perceptions of the country of origin lead to an increase in consumer confidence in Herbalife Nutrition products.
3. Word of mouth has a positive and significant influence on consumer trust so that information conveyed by other consumers that is directly related to the superiority of a product can influence consumer trust in Herbalife Nutrition products.
4. Trust also has a significant positive influence on purchasing decisions so that the confidence that consumers have with a product can influence consumer purchasing decisions on Herbalife Nutrition products.
5. Brand ambassadors also have a significant positive influence on consumer purchasing decisions so that an increase in the image of Herbalife Nutrition product brand ambassadors can lead to an increase in consumer purchasing decisions on Herbalife Nutrition products.
6. Country of origin also has a significant positive influence on consumer purchasing decisions so that an increase in the image of the country of origin can lead to an increase in consumer purchasing decisions on Herbalife Nutrition products.
7. Word of mouth also has a positive and significant influence on consumer purchasing decisions so that an increase in word of mouth interaction by experienced buyers in using the product leads to an increase in consumer purchasing decisions on Herbalife Nutrition products.

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