THE INFLUENCE OF PRODUCT UNIQUENESS ON PURCHASING DECISIONS WITH BRAND AMBASSADOR AS A MODERATING VARIABLE

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Abstract

This research is a quantitative study with an explanatory approach, namely an approach that relies on a number of previous studies as an initial foundation for building articles with the latest variations. The data used in the article is primary data that researchers obtained from 500 JNT employees spread throughout Indonesia. The data that was successfully collected was analyzed using the smart PLS 4.0 analysis tool. The result in this reserach show that the researcher's assumption regarding the Product Uniqueness variable can have a positive relationship direction and a significant influence on Purchasing Decisions can be accepted because the P-Vlues value is positive and below the significance level of 0.05, namely 0.014. In the second hypothesis, the researcher speculates with various credible research sources that the Brand Ambassador variable can strengthen the influence of the Product Uniqueness variable on Purchasing Decisions. The results of the second row of the third table of the Path Efficiency above show concomitant results because the P-Values also point to positive and are below the significance level of 0.05, namely 0.000, which is more significant than direct testing of 0.014. This indicates that the better the Brand Ambassador owned by a product, the more the product is known to the public until it can finally strengthen the occurrence of Purchasing Decisions. Thus, the first and second hypotheses in this study can be accepted and proven.

Keywords: Product Uniqueness, Purchasing Decisions , Brand Ambassador

1. INTRODUCTION

In today's business era, competition between entrepreneurs is very tight, one of the most dangerous is the price war. To avoid this, an entrepreneur must be able to produce goods that have their own uniqueness. The uniqueness of a product will provide its own superior value because the product cannot be directly compared to similar products from other competitors. According to (Arianty 2016), product uniqueness is a condition of a supplier who produces goods very specifically so that a company has a higher bargaining position compared to companies whose products are commodity products (Triana and Sayuti 2022).

According to (Amron 2018), the uniqueness of a product basically comes from research conducted to meet consumer needs involving innovation and high technology. The uniqueness of the product itself is also important because it makes a product different from most products (Peter 2013). The uniqueness of a product not only creates its own advantages but also provides benefits to the company (Yazid 2013). The following are the benefits of product uniqueness: a. Uniqueness will extend the life cycle of a product b.

Uniqueness can make it easier for consumers to remember the product c. Uniqueness makes a product look better than competitors' products d. Uniqueness makes the selling value of a product higher e. Uniqueness can help create the image of a product.

To create a unique competitive product, there are several things that need to be considered. a. Pay attention to competitors For businesses, competitors can sometimes bring something positive. By knowing the weaknesses and strengths of competitors, an entrepreneur can learn how to maximize their own products. b. Always willing to accept criticism and suggestions An entrepreneur will be able to create a unique product that has positive value if they always accept constructive criticism and suggestions from consumers. With the criticism and suggestions submitted, entrepreneurs have the opportunity to improve their products to be better. c. Bringing out creativity As entrepreneurs, if they want to dominate a market, they should create a creative power that will later be accepted by consumers. Basically, creativity is the result of creative and courageous ideas to be implemented. d. Ready to accept all the consequences of the risks to be taken As an entrepreneur, what has been planned usually does not always go according to plan. Therefore, in order not to make mistakes in planning, everything must be calculated properly (Rita 2020).

Measurement of product uniqueness according to (Hartanty and Ratnawati 2018) as follows: a. Product type Product type is everything that concerns various things such as physical form, model, color, size that aims to make it easier for consumers to identify the uniqueness of a product so that it will strengthen the product identity. b. Product taste Taste is a response that arises from the five human senses when consuming a product. If a product has a unique taste when consumers first consume it, then the product will be able to satisfy consumers. c. Product presentation The presentation of a product aims to protect the product from damage. However, in an effort to attract consumers' attention, the presentation or packaging must be made unique and attractive so that later consumers will decide to buy it (Kotler 2009).

Based on the explanation above, researchers believe that Product Uniqueness can have a positive relationship direction and significant influence on Purchasing Decisions (FAMELIA 2021). According to(Darmadji 2011), purchasing decisions are the process of buyers understanding problems and searching for information related to certain products and brands and evaluating several alternatives used to solve existing problems and then directing consumers to make purchasing decisions (Tjiptono 1997). The opinion about purchasing decisions according to Kotler is related to a stage carried out by prospective consumers before they will later make a decision to buy a product (Devi, 2019). According to Buchari Alma (2016), purchasing decisions are described as consumer actions to determine choices that are influenced by the following things: 1) Economy 2) Technology 3) Politics 4) Culture (Belief) 5) Price 6) Location 7) Promotion 8) Physical (Uniqueness or Variety of Product Flavors) 9) People 10) Process.

Based on this, the purchasing decision can be concluded as an action taken based on thinking about various considerations before consumers buy a product (Keller 2016). According to Kotler and Armstrong, there are several stages in reaching a purchasing decision, including: 1) Consumer recognition of the problem of their needs. 2) Searching for information related to the goods or services to be purchased. 3) Assessment of various alternative products or services available. 4) Determining the purchasing decision Post-purchase behavior or after experiencing the benefits offered by the product or service used (Kotler 2008).

According to (AZIZAH 2023), indicators in purchasing decisions are: 1) Attention Providing an interesting message is an initial step for a product to introduce itself to

potential consumers so that the product is easy to remember, know and recognize. This process can be said to be a process of awareness of the existence of a product that is delivered to consumers. 2) Interest After delivering the message to consumers, there will definitely be a feeling of interest which makes potential consumers have a feeling of curiosity, want to observe, and see more carefully. This happens because of the interest that arises in consumers after receiving the intended message. 3) Desire The desire that arises in consumers is caused by two motives, namely rational motives which consider consumers against the advantages or disadvantages that will be obtained. As for emotional motives which occur because of emotions about purchasing a product. 4) Action After receiving the message well and having a strong desire, consumers will take action to make a purchase of the product offered (Fadhilah 2015).

There are several previous studies (Putri 2023); (Nofrizal 2021); (AFREDO 2022); (Pramadhika 2013) & (Vocke Poli, Kindangen, and Ogi 2015)that have a positive relationship direction and a significant influence on Purchasing Decisions. Unlike the five studies above, this study adds the Brand Mabssador variable as a moderating variable.

2. RESEARCH METHODS

Figure 1
Model
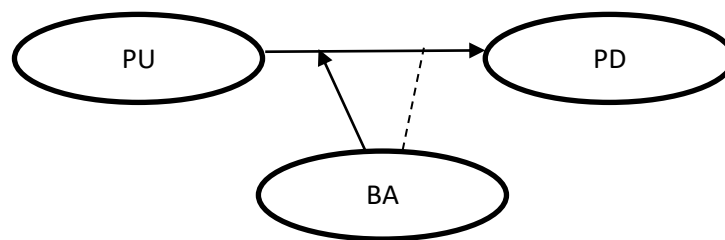
Noted:
PU: Product Uniqueness
PD: Purchasing Decisions
BA: Brand Ambassador

The first image of the research model above shows that the researcher has the intention and purpose to analyze the influence of Product Uniqueness on Purchasing Decisions. These results are in line with five previous studies, namely (Putri 2023); (Nofrizal 2021); (AFREDO 2022); (Pramadhika 2013) & (Vocke Poli, Kindangen, and Ogi 2015). Unlike the five studies above, this study adds the Brand Ambassador variable as a moderating variable (Sugiyono 2019). This research is a quantitative study with an explanatory approach, namely an approach that relies on a number of previous studies as an initial foundation for building articles with the latest variations (Handayani, Deriawan, and Hendratni 2020). The data used in the article is primary data that researchers obtained from 500 JNT employees spread throughout Indonesia (Abdurahman 2016). The data that was successfully collected was analyzed using the smart PLS 4.0 analysis tool with the hypothesis below (Adrian, J.A., & zeplin 2017).
Hypothesis:
H1: The Influence of Product Uniqueness on Purchasing Decisions
H2: Brand Ambassador Can Moderates The Influence of Product Uniqueness on Purchasing Decisions

3. RESULT AND DISCUSSION
Background Analysis

In today's business era, competition between entrepreneurs is very tight, one of the most dangerous is the price war. To avoid this, an entrepreneur must be able to produce goods that have their own uniqueness. The uniqueness of a product will provide its own superior value because the product cannot be directly compared to similar products from other competitors. According to (Arianty 2016), product uniqueness is a condition of a supplier who produces goods very specifically so that a company has a higher bargaining position compared to companies whose products are commodity products (Triana and Sayuti 2022).

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Validty Test

The validity test stage aims to ensure that each data used in this article is valid or not. The data referred to in this article is data obtained from 500 employees spread throughout the world. The following are the results of the validity test in this article (Sugiyono 2019):

Table 1
Validity Test

Variable	Question Item	Loading Factor
Product Uniqueness (X)	Product uniqueness can attract consumers	0.852
	Product uniqueness can influence Purchasing Decisions	0.866
	Product uniqueness can increase consumer loyalty	0.861
	Product uniqueness can make consumers continue	0.878

	to buy even though there are several competitors	
Purchasing Decisions (Y)	Purchasing Decisions can be influenced by unique products	0.895
	Purchasing Decisions can be influenced by consumer creativity	0.899
	Purchasing Decisions can be influenced by Brand Ambassadors	0.905
	Purchasing Decisions can increase if the product is increasingly known to the public	0.908
Brand Ambassador (Z)	Brand Ambassadors can influence Purchasing Decisions	0.921
	Brand Ambassadors can make products more widely known to the public	0.942

Valid > 0.70

Reliability Test

After passing the validity test stage, the next stage that must be passed is the reliability test stage. If the validity test stage focuses on the data used in this study, then the reliability test stage focuses on each variable used in this article. The following are the results of the reliability test in this article (Hair 2010)

Table 2

Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Product Uniqueness	0.889	0.850	Reliable
Purchasing Decisions	0.942	0.903	Reliable
Brand Ambassador	0.987	0.945	Reliable

Reliable > 0.70

Path Coefisien

After going through stages by stages, the next stage is the stage of proving the hypotheses used in this article. This stage is usually called the Path Coefficient stage. The following are the results of the Path Coefficient in this article (Sarstedt et al. 2014):

Table 3

Path Coeifisien

	Variable	P-Values	Noted
Direct Influence	PU->PD	0.014	Accepted
Indirect Influence	BA* PU->PD	0.000	Accepted

Significant Levell < 0.05

The results of the third table of Path Coefficients above show that the researcher's assumption regarding the Product Uniqueness variable can have a positive relationship direction and a significant influence on Purchasing Decisions can be accepted because the

P-Vlues value is positive and below the significance level of 0.05, namely 0.014. This indicates that the more unique the product, the more distant the competition and the more consumers are interested in making Purchasing Decisions. This is in line with five previous studies, namely (Putri 2023); (Nofrizal 2021); (AFREDO 2022); (Pramadhika 2013) & (Vocke Poli, Kindangen, and Ogi 2015). In the second hypothesis, the researcher speculates with various credible research sources that the Brand Ambassador variable can strengthen the influence of the Product Uniqueness variable on Purchasing Decisions. The results of the second row of the third table of the Path Efficiency above show concomitant results because the P-Values also point to positive and are below the significance level of 0.05, namely 0.000, which is more significant than direct testing of 0.014. This indicates that the better the Brand Ambassador owned by a product, the more the product is known to the public until it can finally strengthen the occurrence of Purchasing Decisions. Thus, the first and second hypotheses in this study can be accepted and proven.

4. CONCLUSION

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