

**THE INFLUENCE OF BRAND AMBASSADOR SONG HYE KYO ON  
COLLAGENA'S CUSTOMER JOURNEY, BRAND IMAGE, AND  
PURCHASE DECISION**

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### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



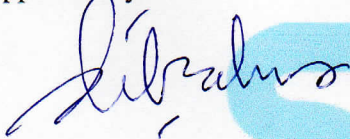
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## ABSTRACT

### THE INFLUENCE OF BRAND AMBASSADOR SONG HYE KYO ON COLLAGENA'S CUSTOMER JOURNEY, BRAND IMAGE, AND PURCHASE DECISION

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The purpose of this study was to determine and analyze the influence of brand ambassador Song Hye Kyo on Collagena's customer journey, brand image, and purchase decision. The target respondents for this study were Collagena customers who aware Song Hye Kyo as a brand ambassador, aged 20 years or above with domiciles in Tangerang and Jakarta. This study uses a quantitative approach and the method uses Partial Least Squares - Structural Equation Modeling (PLS-SEM) and descriptive. The number of samples used in this study was 100 people using the purposive sampling and snowball sampling techniques. The results of this study indicate that brand ambassador Song Hye Kyo has a positive and significant influence on the customer journey, brand ambassador Song Hye Kyo has a positive and significant influences on the brand image of Collagena, brand ambassador Song Hye Kyo has a positive and significant influences on purchasing decisions. Based on customer perception, it shows that the brand ambassador Song Hye has the most influence on customer journey at the attention stage.

*Keywords: brand ambassador, customer journey, AIDA model, brand image, and purchase decision*



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## DEDICATION

I dedicate this work to my family and friends, who have been my biggest source of strength during this journey with their unwavering presence, support, and encouragement.



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3. Prof. Dr. Peter Weber, co-advisor, for the valuable input and suggestions that helped improve the quality of this research.
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5. All lectures and staff at the Faculty of Business and Communication, Swiss German University, for the knowledge, experience, and support provided during my academic journey.

Finally, I hope this thesis can contribute positively to the academic world and be beneficial for the further research. I am fully aware that this thesis is far from perfect. Therefore, constructive criticism and suggestions are highly welcomed.

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## TABLE OF CONTENTS

|                                                                                 |    |
|---------------------------------------------------------------------------------|----|
| STATEMENT BY THE AUTHOR .....                                                   | 2  |
| ABSTRACT .....                                                                  | 3  |
| DEDICATION .....                                                                | 5  |
| ACKNOWLEDGEMENT .....                                                           | 6  |
| TABLE OF CONTENTS .....                                                         | 7  |
| LIST OF FIGURES .....                                                           | 9  |
| LIST OF TABLES .....                                                            | 10 |
| CHAPTER 1 - INTRODUCTION.....                                                   | 11 |
| 1.1 Background of the Study .....                                               | 11 |
| 1.2 Problem Statement .....                                                     | 15 |
| 1.3 Research Objectives .....                                                   | 16 |
| 1.4 Research Questions .....                                                    | 16 |
| 1.5 Significance of the Study .....                                             | 17 |
| 1.6 Scope and Limitation .....                                                  | 17 |
| CHAPTER 2 - LITERATURE REVIEW .....                                             | 18 |
| 2.1 Theoretical Framework .....                                                 | 18 |
| 2.1.1 The Health and Beauty Industry .....                                      | 18 |
| 2.1.2 Marketing.....                                                            | 19 |
| 2.1.3 Marketing Communication.....                                              | 20 |
| 2.1.3.1 Brand Ambassador.....                                                   | 21 |
| 2.1.3.1.1 Song Hye Kyo .....                                                    | 23 |
| 2.1.4 Customer Journey .....                                                    | 25 |
| 2.1.4.1 The AIDA Model .....                                                    | 26 |
| 2.1.5 Brand Image .....                                                         | 28 |
| 2.1.6 Purchase Decision.....                                                    | 29 |
| 2.2 State of the Art of Research on the Effectiveness of Brand Ambassadors..... | 30 |
| 2.3 Previous Studies on Brand Ambassador.....                                   | 31 |
| 2.4 Gaps in the Literature of Influence of brand ambassador .....               | 39 |
| 2.5 Research Framework.....                                                     | 41 |
| 2.6 Hypothesis Development .....                                                | 41 |
| CHAPTER 3 - RESEARCH METHOD .....                                               | 43 |

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|                                                                     |     |
|---------------------------------------------------------------------|-----|
| 3.1 Research Design.....                                            | 43  |
| 3.2 Population and Sample.....                                      | 43  |
| 3.2.1 Population.....                                               | 43  |
| 3.2.2 Sample and Sampling Technique.....                            | 43  |
| 3.3 Data Collection Methods.....                                    | 44  |
| 3.4 Data Analysis Techniques.....                                   | 49  |
| 3.4.1 Type of Study.....                                            | 50  |
| 3.4.1.1 Descriptive.....                                            | 50  |
| 3.4.1.2 Explanatory.....                                            | 50  |
| 3.4.2 Unit of Analysis.....                                         | 53  |
| 3.4.3 Operationalization variables.....                             | 53  |
| CHAPTER 4 - FINDINGS AND DISCUSSION.....                            | 55  |
| 4.1 Presentation of Data.....                                       | 55  |
| 4.1.1 Characteristic of Respondent.....                             | 55  |
| 4.1.2 Respondent Interaction on Brand Ambassador and Collagena..... | 56  |
| 4.1.3 Descriptive Analysis.....                                     | 57  |
| 4.2 Analyse of Findings.....                                        | 58  |
| 4.2.1 Measurement Model (Outer Model).....                          | 58  |
| 4.2.2 Structural Model (Inner Model).....                           | 61  |
| 4.3 Discussion of Result.....                                       | 64  |
| 4.4 Implication of the Study.....                                   | 66  |
| CHAPTER 5 - CONCLUSION AND RECOMMENDATIONS.....                     | 67  |
| 5.1. Summary of Findings.....                                       | 67  |
| 5.2. Conclusion.....                                                | 68  |
| 5.3. Managerial Implications.....                                   | 68  |
| 5.4. Recommendation for Future Researchers.....                     | 69  |
| REFERENCES.....                                                     | 71  |
| APPENDICES.....                                                     | 79  |
| CURRICULUM VITAE.....                                               | 115 |

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## LIST OF FIGURES

|                                                       |    |
|-------------------------------------------------------|----|
| Figure 1 Official Brand Ambassador Announcement ..... | 23 |
| Figure 2. Conceptual Framework.....                   | 41 |



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## LIST OF TABLES

|                                                                          |    |
|--------------------------------------------------------------------------|----|
| Table 1. Types of Advertisements Media .....                             | 24 |
| Table 2. Literature Review of Brand Ambassador .....                     | 31 |
| Table 3. Measurement Items .....                                         | 45 |
| Table 4. Operationalization Variable Table .....                         | 53 |
| Table 5. Characteristic of Respondent .....                              | 55 |
| Table 6. Interaction with Collagena and Brand Ambassador .....           | 56 |
| Table 7. Frequency interaction with Collagena product .....              | 57 |
| Table 8. Descriptive Analysis on AIDA stage .....                        | 57 |
| Table 9. Convergent Validity Test Result test .....                      | 58 |
| Table 10. HTMT test result data .....                                    | 60 |
| Table 11. Data from Cronbach's Alpha and Composite Reliability Test..... | 61 |
| Table 12. Data from R-Square and Q-Square test results .....             | 62 |
| Table 13. Path Coefficients .....                                        | 63 |

