



THE INFLUENCE OF BRAND AMBASSADOR, BRAND IMAGE, WORD OF MOUTH, AND PRODUCT QUALITY ON SKINTIFIC SKINCARE PURCHASE DECISIONS

Syahlira Sayidatina¹⁾, Erny Rachmawati^{2)*}, Naelati Tubastuvi³⁾, Dian Widyaningtyas⁴⁾

^{1,2,3,4)} Faculty of Economics and Business, University of Muhammadiyah Purwokerto, Indonesia

^{1,2,3,4)} ernyrachmawati67@gmail.com (*), syahlirasayidatina29@gmail.com, naelatitubastuvi@ump.ac.id, dianoer@gmail.com

ARTICLE HISTORY

Received:
December 30, 2025
Revised:
January 5, 2026
Accepted:
January 6, 2026
Online available:
April 01, 2026

Keywords:

Brand Ambassador, Brand Image, Word of Mouth, Product Quality, Purchase Decision

*Correspondence:

Name: Erny Rachmawati
Email:
ernyrachmawati67@gmail.com

Editorial Office

Ambon State Polytechnic
Center for Research and
Community Service
Ir. M. Putuhena Street, Wailela-
Rumahtiga, Ambon
Maluku, Indonesia
Postal Code: 97234

ABSTRACT

Introduction: This study aims to analyze the influence of brand ambassadors, brand image, word-of-mouth, and product quality on Skintific skincare purchase decisions.

Methods: The study uses a quantitative, 5-point Likert-scale assessment. The selected sample uses purposive sampling. The population in this study is the general public of Purwokerto who have purchased Skintific skincare twice. Data were collected through the distribution of questionnaires, yielding 125 responses. Furthermore, the data were analyzed using SPSS version 24.

Results: The study shows that brand ambassadors and product quality have a positive and significant effect on purchase decisions, whereas brand image and word of mouth do not.

Conclusion and suggestion: This study shows that brand ambassadors and product quality are important factors in consumers' choice of skincare products. However, brand image and word of mouth have not had an optimal influence on purchase decisions, so companies need to improve their strategies to strengthen brand image and word of mouth through more effective marketing and improve consumer experience to order to drive purchase decisions.

INTRODUCTION

In the current era of globalization, the dynamics of skin health development are needed not only for women. Thus, the development of skin care needs increases. Lifestyle guidelines that prioritize attractive and perfect appearance, especially facial care, make cosmetics an important need for many people, thus driving this industry (Putri & Ahmadi, 2025). People in Indonesia, especially in urban areas, are increasingly aware of the benefits of skin care, as evidenced by the increasing demand for skincare products (Arfiana et al., 2025). This growth was supported by an increase in the number of middle-class consumers, which was influenced by improvements in income levels.

Increasing consumer purchasing power, and demand for quality skincare have also contributed to the growth of the middle class in developing countries. Therefore, Indonesian people are increasingly educated about the importance of ingredients used in skincare, and this encourages demand for products that use natural ingredients and have the latest technological innovations (Evana et al., 2024).

The skincare market features many brands that offer quality products at different prices. Various companies foster creativity by developing innovative products and highlighting the advantages of their offerings to attract consumer interest (Azzahra et al., 2025). Each brand will compete to expand their market share to a greater extent by developing innovative products and running an effective market. Some of the skincare that is popular at this time are wardah, scarlett, MS glow, hanasui, skintific, somethinc, garnier. These various types of brands offer quality and benefits according to the needs of the skin and according to the user's pocket (Firmadona et al., 2025). Brand is one of the main factors that consumers consider before making purchasing choices (Ramadani & Rachmawati, 2022). Competition between brands is getting fiercer, with various local and international brands competing to expand market share through product innovation and marketing strategies.

The skincare industry in Indonesia has shown significant growth due to increasing public awareness of skin health and personal aesthetics. Indonesia's skincare market revenue is projected to increase consistently every year, estimated that in 2024, the market value will be recorded at USD 2.76 billion, with an annual growth rate of 4.07% until 2029 (Nurfatiha *et al.*, 2025). Skintific is a skincare and beauty brand from Canada. The products offered by Skintific include cleanser, moisture gel, toner, serum, sunscreen, mask. This Skintific product has not appeared in Indonesia for a long time, but in less than two years, the brand has managed to surpass local brands (Handayani & Susanti, 2024).

Table 1 Top 10 Best-Selling Face Mask Brands on Shopee by Market Share

Skincare Brands	Market Share
Eileen Grace	9,58%
Polynia	7,61%
Glad2Glow	6,91%
Dr. Schatz	5,75%
Skintific	5,06%
Bioaqua	3,46%
Some by Mi	3,27%
Sadoer	2,9%
Acnaway	2,54%
Medigeal	2,44%

Source : goodstats.co.id,2025

Based on data from the goodstats.co.id dashboard for the January-March 2025 period, Eileen grace leads the market with a market share of 9.58%, followed by Polynia 7.61%, Glad2Glow 6.91%, Dr. Schatz 5.75% and Skintific occupies the fifth position with a market share of 5.06%. This position shows a decline in brand performance amid increasing competition in the skincare industry. This condition reflects that the attractiveness of skintific in the eyes of consumers is weakening, both from the position of brand image and the experience of using the product. This condition is an important reason to research Skintific more deeply in the local context, especially in the Purwokerto area. Purwokerto is a sub-district as well as a center of economic, educational, and trade activities in Banyumas district. Purwokerto has a dominance of the productive age population and a high level of skincare consumption. The economy in Purwokerto is growing positively which shows that people's purchasing power is relatively stable or increasing, which means that consumers have the potential to spend money on goods such as skincare (antaranewsjateng.com).

Purchase decision is a process of consumer decision when determining the product to be chosen. According to Purboyo, (2021) consumers make purchasing decisions after they identify problems, evaluate, and obtain several factors that affect consumers' views on their purchase decisions. From some of these theories, it is included in the choice to meet the needs and create consumers to be interested in a product offered.

The first factor that influences the purchase decision is brand ambassadors. Brand ambassadors are cultural icons that act as marketing tools, reflecting individualism, human success, and the commodification and commercialization of products (Sigar *et al.*, 2021). They act as the face of a company or organization, conveying the message and values carried by the brand. Brand ambassadors are considered to be able to be an attraction in their own right and can influence consumer preferences, because their existence is often a reference in choosing products. Based on the analysis conducted by Amalia & Rizal, (2022); Handayani, (2022); Rahmawati *et al.*, (2022) who identified brand ambassadors as having a positive effect on purchasing decisions. However, not all studies show consistent results Novitasari, (2025); Putri & Fitriyah, (2025); Pamungkas & Wardhani, (2024) found that brand ambassadors had no effect on purchasing decisions.

In addition to the role of brand ambassadors, brand image is also an important factor that influences consumer purchase decisions. Brand Image is a view or impression formed in the mind of consumers that is inherent in the customer's or consumer's memory (Rahmani *et al.*, 2022). Brand image is a reference to the overall perception of the brand in the form of past experience and information about the brand. A good brand image is able to increase the motivation to make a purchase decision because they feel that the product is able to deliver the results they want. Previous findings by Augustinah *et al.*, (2024); Vianita *et al.*, (2025); Amalia & Rizal, (2022) show that brand image has a positive and significant effect on purchasing decisions. On the other hand, not all studies show the same results. Research by Annafa *et al.*, (2024); Rasyad & Ikasari, (2024); Handayani, (2022) found that brand image did not have a significant effect on purchasing decisions.

The next factor is word of mouth Kotler & Keller, (2016) defines word of mouth as the process of conveying information from consumers to other parties by reviewing positive things related to a product, service and brand. The satisfaction felt by consumers usually encourages them to share their experiences voluntarily. A high number of positive reviews can strengthen consumer confidence and encourage them to make a purchase decision. Some of the studies that support this include, Mukti & Isa, (2024); Amalia & Rizal, (2022); Febrisa *et al.*, (2023) produced word of mouth that had a positive and significant effect on purchase decisions. In contrast to research conducted by Handayani & Susanti, (2024); Perdiansyah & Tarigan, (2025); Tania *et al.*, (2022) produced the conclusion that word of mouth had no effect on purchasing decisions.

The next factor is product quality. Kotler & Armstrong, (2019) define product quality as the performance of the product in providing performance or results that suit consumer needs, even able to exceed their expectations. By having quality products, companies can maintain and increase market share, as well as create sustainable relationships with customers. Referring to the research of Setiyadi *et al.*, (2022); Kanya & Adilla, (2022); Malakiano & Susila, (2025) show that product quality has a positive and significant effect on purchase decisions. It is different when compared to the findings of Ambarita & Wasino, (2024); Andrianti & Kusuma, (2025); Anggraini & Efnita, (2022) stated that product quality has no effect on purchase decisions.

This study is a development of previous research by Amalia & Rizal, (2022) regarding the influence of brand ambassador, brand image, word of mouth on instant noodle purchase decisions in adolescents. Then, adding the product quality variables sourced from Setiyadi et al., (2022), the object of research is the main differentiator between this study and previous research. Researchers in this study focused on Skintific consumers in Purwokerto. This research is expected to be able to add insight and enrich references related to marketing, especially in understanding consumer behavior in the skincare sector.

LITERATURE REVIEW

Consumer Behavior

This research is based on the theory of consumer behavior. (Kotler & Keller 2021) defines consumer behavior as the study of the process by individuals or groups in making choices, making purchases, and using products or services to meet their needs. The consumer behavior approach leads marketers to be more customer-oriented than just selling available products. Consumer behavior is the basis that influences a person in making a purchase decision. Before buying an item, consumers usually consider it first until they finally make a purchase decision.

Purchase Decision

Purchase decisions are a series where consumers finally make real purchases Kotler & Amstrong, (2014) Purchase decisions are a process where a person is aware of his needs, followed by searching for products or brands, evaluating various options, and finally choosing the alternative that is considered the most suitable to meet his needs (Tjiptono, 2012). According to Kotler & Keller, (2014) said that the purchase decision is a choice made by potential consumers regarding whether they make a decision to purchase a product or not. Some of the indicators used according to Kotler & Amstrong (2016) include 1) Product Choice, 2) Brand Choice, 3) Distributor Choice, 4) Purchase Time, 5) Purchase Amount, 6) Payment Method.

Brand Ambassador Towards Purchase Decisions

A brand ambassador can be said to be a celebrity who is in charge of promoting a certain product or company, and representing the company in providing information related to the product or company in a way that can influence the purchase decision of the product (Dinny & Purwanto, 2022). A brand ambassador is a figure who shows great interest in a brand and helps introduce it to the public, often voluntarily sharing various information about the brand. Brand ambassadors function as a medium for companies to build communication with the public to expand and increase sales (Lea-Greenwood, 2013). Some of the indicators of brand ambassadors according to Greenwood (2013) include Transference, Congruence, Credibility, Attractiveness, power. The results of previous research show Amalia & Rizal, (2022); Handayani, (2022); Rahmawati et al., (2022) Brand ambassadors who identify have a positive impact on purchasing decisions.

H1 : Brand ambassadors have a positive influence on purchase decisions

Brand Image Towards Purchase Decisions

Brand image is one of the considerations that consumers consider, how they assess a brand in the market by comparing it with other brands that are in the same category (Sulistiyawati et al., 2023). A positive brand can increase consumer interest so as to encourage them to buy (Salsabillah & Wardani, 2023). Mujid & Adrian, (2021) define brand image as consumer perception of a brand, both through products and services offered. Some of the indicators of brand image according to Keller (2013) include 1) Excellence of Brand Associations, 2) Strength of Brand Associations, 3) Uniqueness of Brand Associations. The results of previous research show Augustinah et al., (2024); Vianita et al., (2025); Amalia & Rizal, (2022) that brand image has a positive and significant effect on purchase decisions.

H2 : Brand Image has a positive effect on purchase decisions

Word of Mouth On Purchase Decisions

Word of mouth is a term that refers to the delivery of information between individuals directly, where promotion arises from the consumer's experience and perception of an aspect that they then recommend to others.

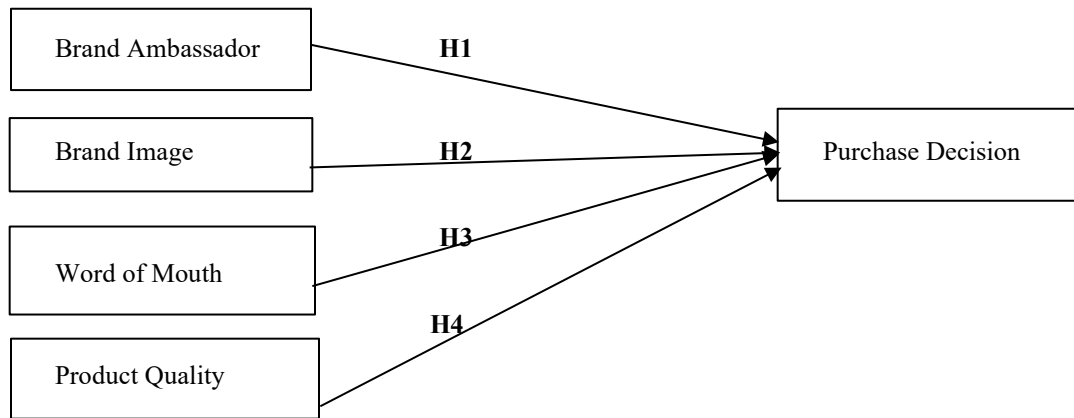
According to Chalil, (2021) word of mouth describes communication originating from individuals outside the service provider, both personally and non-personally, to potential consumers. Word of mouth is also a form of marketing that occurs from one individual to another, either through face-to-face communication, writing, or internet-based communication media, which arises from their experience of a product (Kotler & Keller, 2016). Word-of-mouth communication is a promotional strategy that aims to convey information, provide recommendations, and convey assessments so that a product is better known by the wider community (Kurniawati, 2020). This shows that customer feedback is an important source of information for customers and brands (Rachmawati, 2024). Some of the indicators of Word of Mouth according to Lupiyoadi (2016) include 1) getting information, 2) fostering motivation, 3) getting recommendations. The results of the study then show that Mukti & Isa, (2024); Amalia & Rizal, (2022); Febrisa et al., (2023) that word of mouth has a positive and significant effect on purchasing decisions.

H3 : Word of Mouth has a positive effect on purchasing decisions

Product Quality Against Purchase Decisions

Product quality can be defined as the potential of the product in producing optimal performance and exceeding consumer expectations (Kotler & Armstrong, 2016). According to Kotler & Armstrong, (2019), product quality is the entire element provided to consumers so that it can attract interest, buy, or be used to meet needs and satisfy consumers. Product quality, namely the high or low value of a product, is closely related to the ability of a product to satisfy the needs and expectations of consumers (Hadi et al., (2023). Product quality indicators according to Kotler & Armstrong (2016) are 1) function, 2) reliability, 3) durability, 4) conformity with specifications, 5) features, 6) design and after-sales service. The results of the findings show that Setiyadi et al., (2022); Kanya & Adilla, (2022); Malakiano & Susila, (2025) product quality has a positive and significant effect on purchase decisions.

H4 : Product Quality has a positive effect on purchasing decisions



Source : Image processed by researcher, 2025

Figure 1. Conceptual Framework

Based on figure 1, it explains the relationship between independent variables, namely Brand Ambassador, Brand Image, Word of Mouth, and Product Quality, which have a positive effect on Purchase Decisions. The analysis used SPSS 24 for the evaluation of descriptive analysis tests, validity tests, reliability tests, classical assumption tests including normality tests, multicollinearity tests, heteroscedasticity tests, multiple linear regression tests and model fit tests including determination tests, f tests, and t tests.

RESEARCH METHODS

This research was conducted using a quantitative approach (Sugiyono, 2023). Skintific skincare consumers in Purwokerto who have made purchases are the target of this finding. The number of populations cannot be ascertained, so the method of calculating the sample size is carried out with the Lameshow Formula (Caniago & Rustanto, 2022).

Based on the calculations made, the minimum number of respondents needed for this study is 96 people. However, in order to improve the results and reduce the possibility of errors in generalizations, the number of samples was increased by 30% so that the total number of respondents was 125 people, as suggested by (Sugiyono, 2023). Data was collected through the distribution of questionnaires. The method used is purposive sampling, with the criteria of having bought skincare skintific products at least 2 times and domiciled in Purwokerto. The data was obtained through an online questionnaire based on google form aimed at skincare consumers. The data was analyzed using SPSS version 24.

Regression Formula:

$$KP : \alpha + \beta_1 BA + \beta_2 BI + \beta_3 WOM + \beta_4 KPR + e$$

RESULT AND ANALYSIS

Table 2 presents the characteristics of the respondents obtained as follows:

Table 2 Characteristics of Respondents

Category	Description	Frequency	Present (%)
Gender	Male	1	0,8
	Women	124	99,2
	Total	125	100
Age (Years)	17-20	19	15,2
	21-30	102	81,6
	31-40	4	3,2
	Total	125	100
Address	South Purwokerto	42	33,6
	East Purwokerto	51	40,8
	West Purwokerto	21	16,8
	North Purwokerto	11	8,8
	Total	125	100
Jobs	Students	5	4
	Students	93	74,4
	Employees/Employees	23	18,4
	Self-employed	4	3,2
	Total	125	100
Income/allowance	IDR 1,000,000 – IDR 2,000,000	68	54,4
	> IDR 2,000,000 – IDR 3,000,000	27	21,6
	>IDR 3,000,000 – IDR 4,000,000	16	12,8
	>IDR 4,000,000 – IDR 5,000,000	7	5,6
	>IDR 5,000,000	7	5,6
	Total	125	100

Source : Data processed, 2025

Based on table 2, the characteristics of the respondents show that the majority of participants in the study were female with a percentage (99.2%), most participants in the age group of 21-30 years (81.6%), and most of them were students (74.4%). The most address is in East Purwokerto with a percentage (40.8%). In terms of income or pocket money, the most respondents were in the category of IDR 1,000,000 – IDR 2,000,000 (54.4%). The majority of students with lower middle income are students with lower middle income.

Statistical Descriptive Test

Descriptive analysis showed that in the Brand Ambassador variable, item BA4, namely the appearance of the Skintific skincare brand ambassador, was very interesting and made me interested in trying the product, had the highest mean value of 4.20, while the BA5 item, namely I bought Skintific skincare products because they were influenced by the brand ambassador, showed the lowest mean value of 3.82. In Brand Image, the highest mean value is 4.17 in the BI3 item, which is that I easily recognize Skintific skincare products among other skincare brands, while the lowest mean value is 3.85 in the BI1 item, which is that I consider Skintific skincare to have better quality than other skincare products. For the Word of Mouth variable, the WOM4 item, which is I became more and more confident to use Skintific skincare products after hearing the results obtained by others, had the highest mean of 4.09, while the WOM1 item showed the lowest mean value of 3.87. For the Product Quality variable, the KPR6 item, namely the packaging and appearance of the available Skintific skincare products, looks beautiful and attractive, has the highest mean value of 4.18, while the KPR2 item, namely the quality of Skintific skincare products that I bought according to the complaints I am feeling, shows the lowest mean value of 3.97. In addition, the Purchase Decision variable, in item KP4, namely I buy Skintific products at stores or official platforms to guarantee the authenticity of the product, has the highest mean value of 4.43, while the item KP5, namely I buy Skintific skincare products When there is a new product that suits my skin's needs, shows the lowest mean of 3.93.

Validity Test and Reliability Test

The validity test aims to ensure that the research instrument is able to measure the specified aspects (Sugiyono, 2022). According to Ghozali, (2016) the reliability test was carried out to measure the ability of the questionnaire as a consistent indicator for a variable.

Table 3 Validity Test and Reliability Test

Variable	Item	Validity Test	Reliability Test
		R count	Cronbach's Alpha
Brand Ambassador	I feel that Skintific skincare brand ambassadors are known to have a good image.	0,721	0,791
	I feel that the selection of brand ambassadors is right for Skintific skincare products.	0,754	
	I believe that Skintific skincare brand ambassadors really understand the products being promoted.	0,759	
	The appearance of the Skintific skincare brand ambassador is very interesting and makes me interested in trying the product.	0,726	
	I bought Skintific skincare products because I was influenced by brand ambassadors.	0,743	
Brand Image	I consider Skintific skincare to have better quality than other skincare products.	0,799	0,831
	I feel that Skintific skincare uses safer and higher quality ingredients.	0,711	
	I easily recognize Skintific skincare products among other skincare brands.	0,767	

	Skintific skincare gives a positive impression and is also a brand that is easy for consumers to remember.	0,716	
	Skintific skincare products have a distinctive tagline compared to other skincare products.	0,718	
	The packaging design of the available Skintific skincare products looks unique.	0,705	
Word of Mouth	I know about Skintific skincare products from other people who have used the product.	0,801	0,896
	I often get information from friends about Skintific skincare products.	0,807	
	Other people's experiences in using Skintific skincare products encouraged me to try the product.	0,813	
	I became more and more confident to use Skintific skincare products after hearing the results obtained by others.	0,835	
	I received a lot of advice from others to use Skintific skincare products.	0,817	
	I often receive recommendations from friends who are satisfied with Skintific skincare products.	0,797	
Product Quality	The Skintific skincare products that I use have a positive impact on my skin health.	0,775	0,846
	The quality of the Skintific skincare products that I bought was in accordance with the complaints I was feeling.	0,776	
	Skintific skincare products can be used for a long time without degrading their quality.	0,774	
	Skintific skincare products are in accordance with the descriptions and claims listed on the packaging.	0,815	
	Skintific skincare products have textures and formulas that are comfortable to use.	0,794	
	The packaging and appearance of the available Skintific skincare products look beautiful and attractive.	0,583	
Purchase Decision	I get a lot of variations of Skintific skincare products so it's easy to choose a product.	0,723	0,866
	There are many choices of Skintific skincare variants to suit skin needs.	0,693	

	I believe Skintific is a trusted and quality skincare brand.	0,758	
	I buy Skintific products in an authorized store or platform to guarantee the authenticity of the product.	0,623	
	I buy Skintific skincare products when there is a new product that suits my skin's needs.	0,602	
	I bought Skintific skincare products When my skincare stock started to run out.	0,759	
	I can buy some Skintific skincare products according to my skin's needs.	0,726	
	I buy more Skintific skincare products when there is a discount or bundling promo.	0,705	
	I chose the cheapest payment method when buying Skintific skincare products.	0,677	

Source : SPSS 24, 2025 data processing results

The results of the validity test of 125 respondents were declared valid because the r value was calculated > the r value of the table (0.175). The results of the Cronbach's Alpha reliability test were greater than 0.60 all variables were declared reliable.

Classic Assumption Test

Normality Test

The normality test functions to ensure that the data in the regression model, both for dependent and independent variables, are distributed normally or not (Ghozali, 2016).

Table 4 Normality Test – Monte Carlo

		Unstandardized Residual
N		125
Asymp. Sig. (2-tailed)		0,003
Monte Carlo Sig (2-tailed)	Sig	0.144d
	99% Confidence Interval Lower Bound	0,135
	Upper Bound	0,153

Source : SPSS 24, 2025 data processing results

The results in table 4 show that the Monte Carlo Sig (2-tailed) value obtained a value of 0.144 > 0.05, so the data is declared normal.

Multicollinearity Test

Ghozali, (2016) revealed that to ensure that the regression model is declared free of multicollinearity, if the VIF value is less than 10, while the tolerance value is greater than 0.10.

Table 5 Multicollinearity Test

Variable	Tolerance	VIVID
Brand Ambassador	0.312	3.206
Brand Image	0.219	4.557
Word of Mouth	0.345	2.895
Product Quality	0.232	4.317

Source : SPSS 24, 2025 data processing results

In table 5, the Tolerance values for the Brand Ambassador variable are 0.312, Brand Image 0.219, Word of Mouth 0.345 and Product Quality 0.232. All tolerance values > 0.10, thus showing the absence of multicollinearity.

Heteroscedasticity Test

According to Sugiyono (2022), heteroscedasticity is defined as the difference in residual variance at each level of a good independent model variable is homogeneity, that is, the residual variance is the same. If the sig exceeds 0.05, the data is free of heteroscedasticity, inversely proportional if the sig is below 0.05, symptoms of heteroscedasticity appear.

Table 6 Heteroscedasticity Test

Variable	Sig
Brand Ambassador	0.233
Brand Image	0.491
Word of Mouth	0.722
Product Quality	0.074

Source : SPSS 24, 2025 data processing results

Multiple Linear Regression Test

Gujarati, (2013), stated that regression analysis is the study of how dependent variables are influenced by one or several independent variables, the purpose of estimating the average of dependent variables that arise due to the influence of independent variables.

Table 7 Multiple Linear Regression Test

Models	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.289	1.477		2.226	.028
Brand Ambassador	.437	.121	.246	3.598	.000
Brand Image	.231	.121	.156	1.913	.058
Word of Mouth	.034	.075	.030	.462	.645
Product Quality	.749	.110	.541	6.827	.000

Source : SPSS 24, 2025 data processing results

Based on table 7, the regression test equation obtained:

$$KP = 3,289+0.437BA+0.231BI+0.034WOM+0.749KPR$$

1. The constant is 3.289 if the increase is 1 unit, the value increases by 3.289.
2. The value of the Brand Ambassador coefficient is 0.437, the brand ambassador increases by 1 unit assuming the other variables are 0, the purchase decision also increases by 0.437 units.
3. The value of the Brand Image coefficient is 0.231, the brand image increases by 1 unit, assuming other variables are valued by 0, the purchase decision also increases by 0.231 units.
4. The value of the Word of Mouth coefficient is 0.034, if the word of mouth increases by 1 unit, assuming other variables are worth 0, then the purchase decision also increases by 0.034 units.

- The value of the Product Quality coefficient is 0.749 if the product quality increases by 1 unit, assuming other variables worth 0 purchasing decisions also increase by 0.749 units.

Model Fit Test

Determination Test

The determination coefficient (R^2) functions to assess the size of dependent variables can be explained by the model, with a value range of 0 to 1 (Ghozali, 2016).

Table 8 Determination Test

Model R	R Square	Adjusted R Square	Std. Error of the Estimate
1.	0,825	0,820	2,169

Source : SPSS 24, 2025 data processing results

In table 8, the Adjusted R Square is 0.820 or 82.0%. This shows that independent variables consisting of Brand Ambassador, Brand Image, Word of Mouth, and Product Quality were able to explain the influence of 82.0% on the Purchase Decision variable. Meanwhile, another 18% were related to variables that were not analyzed.

Test F

Table 9 ANOVA

Models	Sum of Squares	Df	Mean Square	F	Sig.
Regression	2670.960	4	667.740	141.899	0.000
Residual	564.688	120	4.706		
Total	3235.648	124			

Source : SPSS 24, 2025 data processing results

The F test showed a significance value of $0.000 < 0.05$ which identified the regression model used as feasible (fit).

T Test

Ghozali, (2016) stated that the t-test functions to analyze each independent variable individually against the variation of the dependent variable, which is tested through the t-test, with the provision that if the independent variable is declared to have an effect on the dependent variable, if the p-value is < 0.05 while the p-value > 0.05 shows no effect.

From table 7, the t-test is arranged as follows:

1. H1 : Brand ambassadors have a positive influence on purchase decisions

From the results in table 7, the value of the brand ambassador coefficient is 0.437. T is calculated as 3.598 while t table is 1.979 (t is calculated $>$ t table) means that there is an influence. Significant is 0.000, which means < 0.05 (significant). So that the findings show that brand ambassadors have a positive and significant influence on purchase decisions. With these results, the hypothesis states that Brand Ambassador has a positive effect on the Purchase Decision, H_a is accepted.

2. H2 : Brand Image has a positive effect on purchase decisions

Based on table 7, the value of the brand image coefficient is 0.231. T count as 1.913, t table of 1.979 (t count $<$ t table) means that it has no effect. Significant is 0.058, which means > 0.05 (insignificant). So that the findings prove that brand image has no effect and is not significant on purchase decisions even though the direction is positive. As a result, the hypothesis that the brand image has a positive effect on the purchase decision, H_a rejected.

3. H3 : Word of Mouth has a positive effect on purchasing decisions

It is known in table 7 that the word of mouth coefficient value is 0.034. T is calculated by 0.462 while t is calculated by 1.979 (t is calculated $<$ t table) means that it has no effect. Significant is 0.645, meaning > 0.05 (insignificant). So the results of the study show that word of mouth does not have an insignificant effect on purchase decisions even though the direction is positive. As a result, the hypothesis that word of mouth has a positive effect on purchasing decisions, H_a rejected.

4. H4 : Product Quality has a positive effect on purchasing decisions

It can be seen in table 7 that the product quality coefficient value is 0.749. The t count is 6.827 while the t-value of the table is 1.979 (t count > t table) has an effect. The significance is 0.000 which means < 0.05 (significant). Thus, the results of the study show that product quality has a positive and significant effect on purchase decisions. With these results, the hypothesis that confirms that product quality has a positive effect on purchasing decisions, H_a is accepted.

DISCUSSION

Brand Ambassadors Have a Positive Impact on Purchase Decisions

These findings show that brand ambassadors have a positive influence on skincare purchase decisions. A brand ambassador is a celebrity who is in charge of promoting a specific product or company, and represents the company in providing information related to the product or company in a way that can influence the purchase decision of the product (Dinny & Purwanto, 2022). This shows that consumers consider the existence of brand ambassadors in skincare products to be effective in arousing consumer buying interest. This result is the contribution of the highest respondents' answer about brand ambassadors, namely the appearance of Skintific skincare brand ambassadors is very interesting and makes me interested in trying the product. The existence of this statement shows that consumers are interested in trying Skincare Skintific because of the attractive appearance of the brand ambassador. This study also obtained the lowest answer, namely I bought Skintific skincare products because they were influenced by brand ambassadors, this shows that brand ambassadors need to influence, provide information related to Skintific skincare products so that potential consumers feel confident to buy skintific skincare products. The efforts made by brand ambassadors to increase the purchase decision of Skincare Skintific products, so Skincare Skintific products increase the power of brand ambassadors to influence potential consumers. The appearance of a brand ambassador should always be maintained to keep it attractive. The results of this study are in line with Amalia & Rizal, (2022); Stuart & Stuart (2024); Rahmawati et al., (2022) who stated that brand ambassadors have a positive and significant influence on purchase decisions.

Brand image has no effect on purchase decisions

These findings show that Brand Image has no effect. Brand image is an aspect that consumers consider, how they assess a brand in the market by comparing other brands that are in similar types of products (Sulistiyawati et al., (2023). This identifies that brand image does not necessarily influence consumer purchasing decisions. The brand image owned by skincare skintific has not been the main factor in encouraging consumers to make purchase decisions. Consumers tend to consider other aspects more such as product quality. Given the many skincare choices from various brands, causing brand image is no longer a strong differentiator in influencing purchase decisions. The results of this finding have been carried out by Annafa et al., (2024); Rasyad & Ikasari, (2024); Sinaga et al., (2024) who stated that Brand Image has no effect on purchase decisions.

Word of Mouth has no effect on purchase decisions

The findings were obtained that Word of Mouth had no effect on skincare purchase decisions. Word of mouth is the process of sending information, either positive or negative comments, information that a person shares with others after he or she uses a product or service (Kotler & Keller, 2016). This shows that even though there are recommendations or talks about Skintific Skincare, it does not always lead to a decision to purchase Skintific Skincare products. The information that consumers receive is more of an experience sharing, not a direct invitation or encouragement to buy. Therefore, while such information is often received, it does not necessarily influence a purchase decision. Potential consumers still consider other factors before making a purchase decision. The findings of this research have been carried out by Perdiansyah & Tarigan, (2025); Tania et al., (2022); and Suryaningsih et al., (2024) which show that word of mouth has no effect on purchase decisions.

Product Quality Has a Positive Effect on Purchase Decisions

This finding explains that Product Quality has a positive effect on Skintific Skincare Purchase Decisions. According to Kotler, P., & Amstrong (2019), product quality is the whole element offered to consumers so that it can

attract attention, buy, or be used to meet needs and increase consumer satisfaction. Affirming the better the quality of the product, the more likely it is that consumers will be interested in buying it. The results of this finding obtained the highest respondents' answers, namely the packaging and appearance of the available Skintific skincare products look beautiful and attractive. This reflects that the quality of Skintific skincare products in terms of packaging and appearance attracts the attention of consumers and must always be maintained in quality. This research also obtained the lowest answer, namely the quality of the Skintific skincare product that I bought according to the complaints I was feeling. Efforts that can be made to further improve the quality of products in accordance with consumer complaints. These findings are in line with Setiyadi et al., (2022); Malachian & Susila, (2025); and Kanya & Adilla, (2022) stated that Product Quality has a positive and significant effect on purchasing decisions.

CONCLUSION

This finding presents in an analysis of the Influence of Brand Ambassador, Brand Image, Word of Mouth, and Product Quality on Skintific Skincare Purchase Decisions, it was found that Brand Ambassador and product quality have a positive and significant influence on Skintific skincare purchase decisions. On the other hand, Brand Image and Word of Mouth have no significant effect on purchasing decisions. In contrast, brand image and word of mouth do not influence purchasing decisions. Thus, it can be concluded that consumer purchasing decisions are more influenced by brand ambassadors and product quality than by brand image and word of mouth, because there are many other skincare brands that are better and need to maintain communication with customers in marketing products. The limitations of this study lie in the lack of efficient time constraints and the limited coverage of the area. This situation makes the data collection process impossible to do directly and quickly. This condition causes the questionnaire filling process to take longer and less efficiently. The suggestion for this study in the future is to consider the addition of other variables, such as Online Customer Reviews, Live Streaming or Content Marketing that may play a role in shaping purchasing decisions. In addition, it is necessary to use a larger sample and cover a wider geographic area for the research findings to be applicable in general.

REFERENCES

- Amalia, W. T., & Alimuddin Rizal. (2022). The Influence of Brand Ambassador, Brand Image, and Word of Mouth on Purchase Decisions. *Journal of Management Science*, 10(4), 1227–1236. <https://doi.org/10.26740/jim.v10n4.p1227-1236>
- Ambarita, L. F., & Wasino, W. (2024). The Influence of Product Quality, Price, and Brand Image on Skintific Skincare Purchase Decisions on Shopee E-Commerce. *ECo-Buss*, 7(2), 992–1009. <https://doi.org/10.32877/eb.v7i2.1600>
- Armstrong, K. & (2014). *Principles of Marketing Edition 14*.
- Andrianti, A. S., & Kusuma, K. A. (2025). The Influence of Product Quality, Social Media Creative Content and Consumer Testimonials on Purchasing Decisions. *Scientific Journal of Unit Management*, 13(2), 1203–1214. <https://doi.org/10.37641/jimkes.v13i2.3141>
- Anggraini, D., & Efnita, Y. (2022). THE EFFECT OF PRODUCT QUALITY AND PRODUCT PACKAGING ON PURCHASE DECISIONS THROUGH BRAND TRUST IN COSMETIC MAKEOVER PRODUCTS (CASE STUDY ON GEN Z WOMEN IN THE CITY OF PEKANBARU) Delsi Anggraini Faculty of Economics and Business, Islamic University of Riau Yul Ef. *Anggraini, D., & Efnita, Y. (2022). THE EFFECT OF PRODUCT QUALITY AND PRODUCT PACKAGING ON PURCHASE DECISIONS THROUGH BRAND TRUST IN MAKEOVER COSMETIC PRODUCTS (CASE STUDY ON GEN Z WOMEN IN THE CITY OF PEKANBARU) Delsi Anggraini Faculty of Economics and Bi*, 18(1), 308–329.
- Anisa Putri, M., & Arqy Ahmadi, M. (2025). The Influence of Brand Ambassadors and Celebrity Endorsements on Social Media on Purchase Decisions on Skintific Products. *Journal of Digital Management and Marketing*, 3(1), 1–9. <https://doi.org/10.38035/jmpd.v3i1.278>
- Annafa, R. U., Setiyono, W. P., & Sari, H. M. K. (2024). Analysis Brand Image, Product Quality, And Brand Ambassador On Customer Purchase Decision For Scarlett Whitening Product In Sidoarjo. *EKOMBIS REVIEW*:

- Scientific Journal of Economics and Business*, 12(4), 3611–3624. <https://doi.org/10.37676/ekombis.v12i4.6529>
- Arfiana, S. R., Mahdani, & Kesuma, T. M. (2025). The Effect of Brand, Product Completeness and Product Quality on Consumer Satisfaction and Its Impact on Repeat Orders at Srala Store. *International Journal of Scientific Research and Management (IJSRM)*, 13(02), 8471–8486. <https://doi.org/10.18535/ijssrm/v13i02.em14>
- Augustinah, F., Listyawati, L., Herawati, A., & Perdana, S. P. (2024). Analysis of the Influence of Brand Image and Product Variety on Purchasing Decisions for Wizzmie in Sidoarjo Regency. *International Journal of Scientific Research and Management (IJSRM)*, 12(10), 7737–7750. <https://doi.org/10.18535/ijssrm/v12i10.em17>
- Azzahra, C. F., Nursanti, A., & Noviasari, H. (2025). The influence of product quality, brand ambassador and brand image on the purchase decision of Skintific skincare in the city of Pekanbaru. *Journal of Student Business*, 5(5), 2359–2372. <https://doi.org/10.60036/jbm.795>
- Caniago, A., & Rustanto, A. E. (2022). Service Quality in Increasing Consumer Buying Interest in MSMEs. *Journal of Thought and Research in the Fields of Administration, Social, Humanities and Public Policy*, 5(1), 19.
- Chalil. (n.d.). BRAND, ISLAMIC BRANDING, & REBRANDING "The Role of Brand Strategy in Creating Global Industry and Business Competitiveness. 2021.
- Ekombis Review -Scientific Journal of Economics and Business, J., Seira Febrisa, T., & Soleh, A. (2023). The Influence of Social Media Promotion and Word of Mouth on Purchase Decisions at Dto Thaitea Bengkulu. *EKOMBIS REVIEW: Scientific Journal of Economics and Business*, 11(1), 11. <https://jurnal.unived.ac.id/index.php/er/indexDOI:https://doi.org/10.37676/ekombis.v11i1>
- Evana, Silvia, Ahmadi, Mirzam. (2024). PENG_Peranan+Brand+Image+and+Customer+Experience+Against+Decision+Purchase+Re+on+Product+S kincare+Skintific (1). *PENG Journal of Economics and Management*, 2(1b), 1154–1164.
- Ghozali. (2016). *Application of Multivariate Analysis with IBM SPSS Program 23*.
- Gujarati. (2013). *Basic Economics*.
- Hadi, T., Fathorrahman, & Pradiani, T. (2023). The Influence of Product Quality, Service Quality and Wom on Consumer Purchase Decisions of Chicken Noodle Restaurant Ny Wong, Jakarta. *Exchange: Journal of Economics and Business*, 2(1), 61–69. <https://doi.org/10.59086/jeb.v2i1.232>
- Imani Kurniawati, N. (2020). Analysis of the influence of word of mouth and brand image on the purchase decision of cosmetic makeover products in Semarang City. *Economic Forum*, 22(2), 286–295. <http://journal.feb.unmul.ac.id/index.php/FORUM EKONOMI>
- Kanuk, S. and. (2008). *Consumer behavior 7th edition*.
- Kanya, N., & Adilla, F. (2022). The Influence of Beauty Vloggers and Product Quality on Purchase Decision. *Almana: Journal of Management and Business*, 6(1), 197–208. <https://doi.org/10.36555/almana.v6i1.1839>
- Keller, K. & (2014). *Marketing Management*.
- Kiki Restu Handayani, & Retno Susanti. (2024). The Influence of Product Quality Perception, Brand Image and Word of Mouth on Skintific Care Product Purchase Decisions. *Digital Business: Journal of Management Science and E-Commerce Publications*, 3(3), 206–222. <https://doi.org/10.30640/digital.v3i3.3218>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th ed., Global Edition)*. In *Pearson Education* (Vol. 22).
- Kotler & Amstrong. (2016). *Principles of Marketing (16th ed.)*.
- Kotler & Amstrong. (2019). *Principles of Marketing (Global Edition)*.

Kotler & Keller. (2009). *Marketing management*.

Kotler, Keller. (2021). *The Sixth Edition of Marketing Management*. Yogyakarta: NO.

Lea-Greenwood. (2013). *Fashion Marketing Communications*.

Malachiano, G., & Susila, I. (2025). The Influence of Digital Marketing, Brand Awareness, and Product Quality on Purchase Decisions for Somethinc Skincare Products. *Indonesian Interdisciplinary Journal of Sharia Economics (IJSE)*, 8(1), 1626–1643.

Mujid & Adrian. (2021). Brand Image Strategy, Service Quality, and Price on Interest in Continuing School. *Journal of Scientific Management Ubhara*.

Mukti, F. O. D., & Isa, M. (2024). The Effect of Digital Marketing, Word of Mouth, Brand Trust and Image on the Purchase Decision. *Scientific Journal of Unit Management*, 12(4), 1317–1324. <https://doi.org/10.37641/jimkes.v12i4.2739>

Novitasari, S. (2025). The Influence of Brand Ambassadors and Brand Image on Purchase Decisions on E-Commerce Tokopedia. *Indonesian Interdisciplinary Journal of Sharia Economics (IJSE)*, 8(1), 787–799.

Perdiansyah, V. A. M., & Tarigan, S. (2025). Word of Mouth Influence, Product Quality, and Brand Loyalty to Purchasing Decisions Modern Starling Coffee in West Bandung Regency. *American Journal of Economic and Management Business (AJEMB)*, 4(6), 712–724. <https://doi.org/10.58631/ajemb.v4i6.242>

Product, P. K., Image, B., Brand, D. A. N., & Pekanbaru, M. D. I. (2025). *Azizah+Signadona*. 4(1), 1576–1588.

Purboyo. (2021). *Consumer Behavior*.

Putri, B. N. A., & Fitriyah, Z. (2025). THE INFLUENCE OF BRAND AMBASSADOR AND CONTENT MARKETING ON DECISIONS TO PURCHASE ULTRA MILK PRODUCTS (CASE STUDY OF INSTAGRAM USERS IN SURABAYA) Betaria. *Indonesian Interdisciplinary Journal of Sharia Economics (IJSE)*, 8(1), 605–615.

Rachmawati, E. (2024). The Role of Influencer Marketing, Customer Feedback, Corporate Social Responsibility, and Product Quality on Brand Image and Customer Loyalty in the Beauty and Personal Care Market in Indonesia. *The Es Economics and Entrepreneurship*, 3(01), 128–144. <https://doi.org/10.58812/ese.v3i01.301>

Rahmawati, R., Jatmiko, R. D., & Sa'diyah, C. (2022). The Effect of Brand Ambassador, Website Quality, and E-WOM on Purchase Decision in Shopee E-commerce. *Journal of Aksipreneur: Management, Cooperatives, and Entrepreneurship*, 12(1), 218. <https://doi.org/10.30588/jmp.v12i1.1023>

Ramadani, A. G., & Rachmawati, E. (2022). The Influence of Brand Awareness, Brand Association, Brand Image, and Word of Mouth on Samsung Smartphone Purchase Decisions. *JBMP (Journal of Business, Management and Banking)*, 8(1), 73–86. <https://doi.org/10.21070/jbmp.v8i1.1610>

Rara Dwi Yanti Handayani, M. (2022). Economics: The Economics Journal of Kadiri University The Influence of Brand Ambassadors, Brand Image, and Promotion on Instagram Media on Purchasing Decisions on Beauty Skincare Products Bening's in the City of Surabaya. *Economics*, 7(2). <http://ojs.unik-kediri.ac.id/index.php/ekonika>

Rasyad, G. B. A., & Ikasari, H. (2024). The Influence of Brand Image, Price, Promotion, and Product Quality on the Decision to Purchase Indosat Postpaid Card in Semarang. *Journal of Management Economics and Accounting*, 13(2), 534–544.

Riyan Pamungkas, A., & Fahmi Wardhani, M. (2024). The Influence of Lifestyle, Brand Am Bassador and Product Price on Consumer Purchase Decisions on Skintific Skincare Products (Study on Skintific Semarang Product Consumers). *Journal of Dermatology*, 13(2), 362–369. www.idxchannel.com,

Salsabillah, F. F., & Wardani, N. I. K. (2023). The Influence of Brand Image and Online Promotion on Purchase

- Decisions (Case Study: Starbucks Coffee Surabaya MERR). *J-MAS (Journal of Management and Science)*, 8(1), 442. <https://doi.org/10.33087/jmas.v8i1.775>
- Sekar Dinny, D. A., & Purwanto, S. (2022). The Influence of Brand Ambassadors and NCT Dream Fans' Consumptive Behavior on the Decision to Buy Lemonilo Noodles. *J-MAS (Journal of Management and Science)*, 7(2), 762. <https://doi.org/10.33087/jmas.v7i2.622>
- Setiyadi Indiyatno Nur, Alamsyah Agus Rahman, & Rachmawati Ike Kusdyah. (2022). The Influence of Product Quality, Social Media Marketing, E-WOM, and Promotion on Consumer Purchasing Decisions of Alzena Skincare Products in Pati Regency. *Journal of Management*, 8(July), 122–236. <http://www.maker.ac.id/index.php/maker>
- Sinaga, H. D. E., Gultom, P., & ... (2024). The Influence of Promotion and Brand Image on Honda Motorcycle Purchase Decisions at Pt. Indah Sakti Motorindo. *Journal of Science ...*, 4307(1), 38–43. <https://jurnal.goretanpena.com/index.php/JSSR/article/view/1710%0Ahttps://jurnal.goretanpena.com/index.php/JSSR/article/viewFile/1710/1091>
- Sugiyono. (2023). *Quantitative and Qualitative Research Methods*,.
- Sulistiyawati, B. S., Istiqomah, F. N., Mustofa, H., Diski, K. M., Melati, N. V. S., & Rahadhini, M. D. (2023). The Influence of Price Perception and Brand Image on Purchase Decisions: A Consumer Case Study of Wardah Cosmetics Surakarta. *Jambura*, 6(2), 770–778. <http://ejournal.ung.ac.id/index.php/JIMB>
- Suryaniningsih, S., Nurlaeli, F., & Yolanda, S. Y. (2024). The Influence of Product Availability and Word of Mouth on Purchase Decisions on CV Consumers. *Alisa. Medikonis*, 15(2), 113–120. <https://doi.org/10.52659/medikonis.v15i2.106>
- Tania, A. E., Sari, M. I., & Tyas, W. M. (2022). The Influence of Location, Product Completeness and Word of Mouth on Purchase Decisions at BUMDES Ajong Rejo. *National Multidisciplinary Sciences*, 1(3), 345–354. <https://doi.org/10.32528/nms.v1i3.87>
- Tjiptono. (2012). *Strategic Marketing*.
- Vianita, R., Hidayati, N., & Zamzam, N. A. N. (2025). The Influence of Product Innovation, Brand Image, and Service Quality on Purchase Decisions at GTT Kediri Souvenir Center. *Journal of Ocean Economics and Business*, 16(1), 132–146. <https://doi.org/10.33059/jseb.v16i1.10804>