The Influence of Brand Ambassador, Brand Image, and Brand Awareness on Decisions to Purchase Skincare

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Abstract

This research aims to analyze the influence of Brand Ambassador, Brand Image, and Brand Awareness on purchasing decisions for Skintific skincare products in Batam City. In the highly competitive the skin care industry, these factors are believed to influence consumers' decisions to purchase products. The method used in this research is a quantitative approach with a survey design, where data is collected through questionnaires distributed to 385 respondents who are Skintific consumers in Batam City. Data analysis was carried out using the multiple linear regression method to test the relationship between the independent variables (Brand Ambassador, Brand Image and Brand Awareness) and the dependent variable (Purchase Decision). The research results show that Brand Ambassador, Brand Image, and Brand Awareness have a significant positive influence on purchasing decisions for Skintific products. Among these three factors, Brand Ambassador shows the greatest influence on purchasing decisions. This research also found that Brand Image and Brand Awareness play an important role in shaping consumer perceptions and increasing intentions to purchase Skintific skincare products. Based on these findings, it is recommended that Skintific strengthen their marketing strategy by selecting relevant brand ambassadors, strengthening a positive brand image, and increasing brand awareness among consumers through various marketing channels.

INTRODUCTION

Current technological developments have a huge impact on social and economic aspects, causing very rapid progress and competition in the business sector. This is a business opportunity and opportunity for business people to utilize and identify consumer needs so that it is easy to fulfill all consumer needs. The local cosmetics industry in Indonesia displays an interesting beauty phenomenon. Currently, the world of skincare is becoming a public discussion after a doctor who has the TikTok account @dokterdetective explained the ingredients contained in several skincare products which are considered Overclaim or skincare products which make claims that do not match the facts which can

cause harm such as irritation, financial loss, psychological impact and skin texture (Inews, 2024).

Graph 1. Number of Cosmetics Business Actors
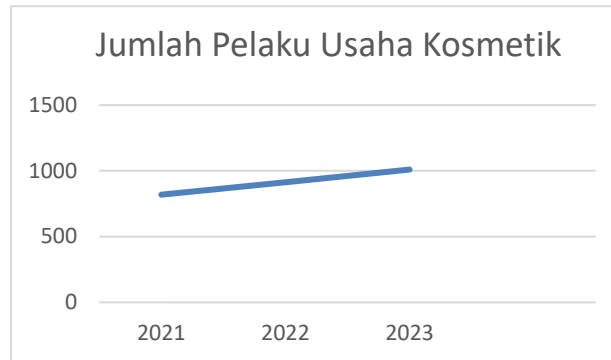
Source: Indonesia.go.id, 2024

Based on graph 1 After the Covid-19 pandemic or endemic phase, the cosmetics industry showed impressive growth, both in terms of the number of business actors, production volume and market share. Business actors experience an increase every year so it can be concluded that the increasing demand in the cosmetics market for certain products will increase the size of the brands or companies that produce them. This is one of the factors in the development of companies and the cosmetics industry. This is also influenced by increasing public awareness of the importance of taking care of one's appearance.

In intense competition, companies must continue to develop the characteristics of their products, both in terms of packaging, type and basic materials used, so that consumers are interested in buying. Cosmetic products produced with high quality ingredients will attract more consumers' attention and make them choose to buy. Consumer decisions about what they buy depend on the company's marketing strategy (Zusrony, 2019).

In 2023, marketing has undergone a major shift and we are in the midst of an inevitable wave of trends. Of course, business people have to adapt to the latest trends. However, business people don't need to worry because several marketing services have updated their marketing strategies to provide very satisfying business results. One strategy for promoting products is to use Influencer Marketing. This marketing strategy involves collaborating with individuals or groups who have a large influence on social media or in a particular niche. The aim is to take advantage of the popularity and credibility of these influencers to promote products or brands to their audience (Ravika, 2023).

Skintific, a beauty brand that is popular in Indonesia, originates from Canada and was founded by Kristen Tveit and Ann-Kristin Stokke in 1957.

Graph 2. Skintific Sales Value in 2024

Source: Markethac.id

Based on the results of the Compass Market Insight Dashboard, during the first quarter of 2024, the Skintific brand managed to achieve a sales value of more than IDR 70 billion. The success shown in graph 1.3 cannot be separated from the effective strategy implemented by scientists, namely maximizing Brand Ambassadors. Thus, brand ambassadors can be said to be important because brand ambassadors greatly influence sales and the smooth running of a business (Sukmawati & Fitriyah, 2021).

Developing a company's brand is vital to its marketing strategy. Brands are able to create value, shape customer views, and function as a source of income for companies (Dewi et al., 2020). Consumers' tendency to buy products from a company will increase if the company has a strong brand image, and vice versa. Consumers' tendency to buy products from a company will increase if the company has a strong brand image, and vice versa. Apart from external appearance factors, the values promoted by the company must also be in line to build a solid brand image. Brand awareness is the main focus of marketing to make people more aware of the existence of a brand or product. This is the first step in building relationships with broader consumers (Perkins, 2015)

Based on the description above, various things can influence people's purchasing decisions for synthetic skincare in Batam. This is the basis for conducting research entitled the influence of brand ambassadors, brand image and brand awareness on purchasing decisions among skincare consumers in the city of Batam.

METHOD

This research was conducted to determine the influence of brand ambassadors, brand image and brand awareness on purchasing decisions for skincare products in Batam City. This chapter will discuss research methods and prove hypotheses from explaining the type of research, variables and operational definitions of variables, data sources, to hypothesis testing designs. The number of the population studied cannot be clearly identified, so this research uses a non-probability sampling technique. The

sample chosen was Skintific consumers who live in Batam City, Indonesia. The number of samples required is 385 (Cochran, 1963).

Primary data will be obtained through a questionnaire that has been distributed to respondents via Google Form who are deemed able to understand the written questions in the questionnaire. These following are the step in collecting data as follows: Create a questionnaire about the influence of brand ambassadors, brand image and brand awareness on purchasing decisions about skincare products in Batam City; Distribute questionnaires to respondents that match the specified respondent characteristics.; Collect 385 completed questionnaires and selected the questionnaires to see whether they met the criteria, namely valid or invalid. Processed the data by testing it for research purposes using SPSS.

RESULTS AND DISCUSSION
Result

Table 1. Frequency of Respondents

Statistics

		Jenis Kelamin	Usia	Pendidikan
N	Valid	385	385	385
	Missing	0	0	0
Mean		1.60	1.36	1.44
Minimum		1	1	1
Maximum		2	3	4

Source: SPSS Data Processing Results 25, 2025

Table 1 illustrates that the number of respondents studied was 385 people and the characteristics of the respondents consisted of gender, age and education.

Table 2. Age

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12 s.d 27 Tahun	249	64.7	64.7	64.7
	28 s.d 43 Tahun	132	34.3	34.3	99.0
	44 s.d 59 Tahun	4	1.0	1.0	100.0
	Total	385	100.0	100.0	

Source: SPSS Data Processing Results 25, 2025

Based on Figure 2, the characteristics of respondents aged 12 to 27 years are 65%, aged 28 to 43 years are 34% and 44 to 59 years are 1%. The age division is based on generational groupings (Gen Z, Gen Millennials, Gen X and Baby Boomers). In terms of age frequency, Gen Z respondents dominate.

Table 3. Gender

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	153	39.7	39.7	39.7
	Perempuan	232	60.3	60.3	100.0
	Total	385	100.0	100.0	

Source: SPSS Data Processing Results 25, 2025

The table above illustrates that the respondents numbered 385 people and were divided into two genders. The percentage of gender division above consists of 40% for men and 60% for women.

Table 4. Education

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	221	57.4	57.4	57.4
	S1	159	41.3	41.3	98.7
	S2	4	1.0	1.0	99.7
	S3	1	.3	.3	100.0
	Total	385	100.0	100.0	

Source: SPSS Data Processing Results 25, 2025

Based on table 4, the characteristics of Skintific consumers are 57% with a high school education, 41% with a bachelor's degree, 1% with a second degree (S2) and 0.3% with a third degree (S3).

Table 5. Validity Test Result

Nilai Validasi	Sig. Level	Kesimpulam
Brand Ambassador		
0,680	>0.098	Valid
0,607	>0.098	Valid
0,628	>0.098	Valid
0,578	>0.098	Valid
0,625	>0.098	Valid
Brand Image		
0,556	>0.098	Valid
0,645	>0.098	Valid
0,551	>0.098	Valid
0,610	>0.098	Valid
0,621	>0.098	Valid
0,658	>0.098	Valid
Brand Awareness		
0,544	>0.098	Valid
0,522	>0.098	Valid
0,593	>0.098	Valid
0,588	>0.098	Valid
0,595	>0.098	Valid
0,631	>0.098	Valid
Keputusan Pembelian		
0,624	>0.098	Valid

0,615	>0.098	Valid
0,461	>0.098	Valid
0,574	>0.098	Valid
0,570	>0.098	Valid
0,596	>0.098	Valid

Source: SPSS Data Processing Results 25, 2025

Based on the results of the validity test carried out, each item in the research variable has a calculated r value that is greater than the r table which is 0.098. This shows that all items in the research instrument have an adequate level of validity. In other words, each item accurately measures what it intends to measure based on research objectives. Therefore, this research instrument is considered valid and suitable for use in data collection in this research (Suliyanto, 2018, pg. 233).

Table 6. Reliability Test Results

Variabel	Alpha Cronbach	Keterangan
Brand Ambassador	0.608	Reliabel
Brand Image	0.658	Reliabel
Brand Awareness	0.604	Reliabel
Keputusan Pembelian	0.606	Reliabel

Source: SPSS Data Processing Results 25, 2025

Based on the results of the reliability test carried out, each variable in the research instrument showed a Chronbach alpha value greater than 0.60. This shows that the questionnaire used in this research has met adequate reliability standards, which means that if you carry out measurements on the same object several times, you will get relatively the same results, although there is still tolerance for differences (Suliyanto, 2018, pg. 254).

Table 7. t Test Results (Partial Regression)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.176	1.310		5.479	.000
	Brand Ambassador	.581	.045	.541	12.820	.000
	Brand Image	.041	.037	.045	1.105	.270
	Brand Awareness	.165	.041	.170	3.994	.000

a. Dependent Variable: Keputusan Pembelian

Source: SPSS Data Processing Results 25, 2025

The calculation results listed in the table provide important information regarding the influence of independent variables on the dependent variable, namely Purchase Decisions. An explanation of the t value and significance (sig) for each variable can be explained as follows:

Brand Ambassador Variables

The t value for the brand ambassador variable is 12.820, with a sig value. of 0.270, which is smaller than the significance level of 0.05. This shows that promotion partially has a significant influence on purchasing decisions. This means that changes in the level of Brand Ambassador will significantly influence consumers' decisions to make purchases. So Ho1 (brand ambassadors have no influence on the decision to purchase Skintific products in the city of Batam) is rejected and Ha1 (brand ambassadors have an influence on the decision to purchase Skintific products in the city of Batam) is accepted.

Brand Image Variable

The t value for the Brand Image variable is 1.105, with a sig value. of 0.270 which is greater than 0.05. This indicates that partial brand image does not have a significant influence on purchasing decisions. So Ho1 (brand image has no influence on the decision to purchase Skintific products in the city of Batam) is accepted and Ha1 (brand image has an influence on the decision to purchase Skintific products in the city of Batam) is rejected.

Brand Awareness Variable

The t value for the Brand Awareness variable is 3.994, with a sig value. of 0.000 which is much smaller than 0.05. This indicates that partial brand awareness has a significant influence on purchasing decisions. So Ho1 (brand awareness does not influence the decision to purchase Skintific products in the city of Batam) is rejected and Ha1 (brand awareness influences the decision to purchase Skintific products in the city of Batam) is accepted.

Table 8. F Test Results (simultaneous)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1204.462	3	401.487	79.103	.000^b
	Residual	1933.756	381	5.075		
	Total	3138.218	384			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Brand Awareness, Brand Image, Brand Ambassador

Source: SPSS Data Processing Results 25, 2025

Based on the table 8, the F test results show a significant value of 0.000, which is smaller than 0.05. This shows that brand ambassador, brand image, and brand awareness simultaneously have a significant influence on purchasing decisions. These findings indicate that the regression model used in this research is valid for analyzing the influence of the three variables on purchasing decisions for Skintific products in Batam City.

Discussion

The Influence of Brand Ambassadors on Purchasing Decisions for Skintific Skincare in Batam City

Partial statistical tests show that brand ambassadors have a positive and significant influence on purchasing decisions for Skintific skincare in Batam City. This means, the better the brand ambassador, the higher the decision to purchase Skintific skincare in Batam City. The results of research regarding the influence of brand ambassadors on purchasing decisions show that choosing the right brand ambassador can influence consumers' perceptions of a brand and ultimately influence their purchasing decisions. This is in accordance with what is explained by (Andriani, 2023, pg. 12) that the task of a brand ambassador is to introduce a product to invite and influence the public so that product sales increase.

The Influence of Brand Image on Purchasing Decisions for Skintific Skincare in Batam City

Research results showing that brand image has no partial influence on purchasing decisions could occur for several reasons. In this context, although brand image does play an important role in shaping consumer perceptions of brands, there are other factors that are more dominant in influencing purchasing decisions. Several reasons why this research result may occur, although brand image can influence purchasing decisions, consumers' final decisions are often influenced by various other factors, such as price, product quality, and situational factors (for example urgent needs, sales location, or special promotions). In the study, these factors may have a greater influence than brand image.

The Influence of Brand Awareness on Purchasing Decisions for Skintific Skincare in Batam City

This research shows that the influence of brand awareness is significant and partial, meaning that brand awareness plays an important role in influencing consumer purchasing decisions, although there may be other factors that play a role. The higher consumers' awareness of a brand, the more likely they are to consider or choose that product when they want to buy.

The Influence of Brand Ambassadors, Brand Image and Brand Awareness on Purchasing Decisions for Skintific Skincare in Batam City

The results of this research show that brand ambassadors, brand image and brand awareness simultaneously have a significant influence on skincare purchasing decisions in Batam City. Based on the results of the F test, the significance value obtained is 0.000, which is smaller than the significance level of 0.05. These results indicate that the three independent variables together strongly influence purchasing decisions. Overall, Brand Ambassador, Brand Image, and Brand Awareness support each other and strengthen their influence on consumer purchasing decisions.

CONCLUSION

This research strengthens the theory (Keller, 2013) that the three factors of brand ambassador, brand image, and brand awareness can work together to influence consumer purchasing decisions. Each factor can have a significant contribution, both directly and indirectly, in shaping consumers' views of the Skintific brand in Batam City. However, the insignificance of brand image needs to be reviewed further, indicating that other factors such as brand ambassadors or brand awareness are more dominant in this market context. so that it can open opportunities for further research.

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