

The Effect of Brand Ambassadors, Brand Image and Social Media Marketing on Purchase Decisions, Mediated by Brand Awareness

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ABSTRACT

The beauty industry in Indonesia is expanding rapidly, driving fierce competition and forcing cosmetic brands like Skintific to adopt adaptive marketing strategies. This study aims to analyze the effects of Brand Ambassador, Brand Image, and Social Media Marketing on Purchase Decisions, with Brand Awareness serving as a mediating variable among Skintific Cushion consumers. Utilizing an explanatory quantitative design with a survey method, data were collected via purposive sampling from 200 female university students (predominantly aged 20–29) at Sultan Ageng Tirtayasa University and UIN Sultan Maulana Hasanuddin Banten. The data were then analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) via SmartPLS. Hypothesis testing indicates that Brand Ambassador and Social Media Marketing have a positive and significant effect on Purchase Decisions. However, the study reveals a key anomaly: Brand Image has a negative and significant effect on Purchase Decisions, highlighting a gap between brand image expectations and actual consumer experiences. Consequently, this study concludes that to improve sales conversion, companies must align their brand image with perceived product quality while continuing to optimize social media content effectiveness and brand ambassador credibility.

INTRODUCTION

In this era of globalisation, competition in the beauty products sector is fierce, particularly as the beauty industry in Indonesia is experiencing rapid growth. Over the past ten years, trends have shown that this industry has become a significant player in the cosmetics market. Beauty products in Indonesia represent a promising and lucrative business opportunity. Nowadays, cosmetics and skincare are no longer merely a consumer desire but have become a basic necessity, particularly amongst women. This has prompted skincare companies to adopt unique and appealing approaches to encourage customers to use their products amidst the increasingly fierce competition in the skincare industry.

One beauty brand in Indonesia that is particularly active and proactive in promoting its products to boost sales is Skintific. Skintific has utilised various methods to market its products, such as launching sales in various shops, establishing a network of official distributors and resellers across numerous cities in Indonesia, and utilising social media as a platform to create effective marketing for their beauty products.

A company will be able to survive if it receives a positive response from customers when they decide to purchase the products on offer. A positive and favourable response from customers towards a product will manifest itself in the form of a purchase decision made by the consumer.

Prior to this study, there were several relevant studies on this topic, such as the research conducted by Chen et al. (2020) in **Marketing Intelligence & Planning**, which emphasised the importance of the integration between brand ambassadors, brand image and social media marketing in influencing purchasing decisions. The findings indicated that the combination of these three elements can create a more effective marketing strategy, which ultimately enhances consumer purchasing decisions.

Furthermore, research by Smith & Johnson (2021) in the **Journal of Marketing Research** indicates that brand ambassadors who possess a positive image and are relevant to the product can boost consumer purchasing decisions. The findings suggest that the presence of the right brand ambassador can increase trust and purchasing interest, particularly amongst the younger generation.

Furthermore, research conducted by Kumar & Singh (2024) in the **Journal of Business Research** revealed that brand awareness acts as an important mediator between brand ambassadors, brand image and purchasing decisions. This study showed that high brand awareness can strengthen the influence of brand ambassadors and brand image on purchasing decisions; thus, the higher the brand awareness, the more likely consumers are to make a purchase.

In contrast to previous research, this study aims to explore the extent to which brand ambassadors, brand image and social media marketing influence consumer purchasing decisions, mediated by brand awareness, specifically within the 'Cushion Skintific' beauty product sector. Consequently, this research introduces a new innovation and is expected to make a positive contribution to the advancement of the business industry.

The main difference between this study and previous research lies in its more comprehensive scope. This study examines a more complex combination of variables, namely the influence of Brand Ambassadors, Brand Image and Social Media Marketing on Purchase Decisions, with Brand Awareness acting as a mediating variable.

LITERATURE REVIEW

The Influence of Brand Ambassadors on Purchasing Decisions

The influence of brand ambassadors on purchasing decisions is an increasingly relevant topic in today's marketing landscape. Brand ambassadors, who are often public figures or influencers, have the ability to shape consumers' perceptions and attitudes towards a product. Research shows that the presence of the right brand ambassador can boost consumer confidence and, in turn, influence their purchasing decisions. For example, (Nurriszkiah 2021) found that widely recognised brand ambassadors can increase consumers' interest in purchasing specific products, such as Oreo X Blackpink, demonstrating that their influence is not only direct but can also impact the brand's overall image. In this context, brand image is a key variable that can mediate the relationship between brand ambassadors and purchasing decisions.

H1: There is a significant correlation between the influence of brand ambassadors and purchasing decisions

The Influence of Brand Image on Purchasing Decisions

The development of a hypothesis regarding the influence of brand image on purchasing decisions begins with the understanding that brand image is consumers' perception of a brand, formed through their experiences, communications and interactions with that brand. A possible hypothesis is that a positive brand image will enhance consumers' purchasing decisions. Previous research has shown that a strong brand image can influence consumer trust and loyalty (Halim and Hidayat 2021). The theoretical framework underpinning the influence of brand image on purchasing decisions can be explained through the AIDA model (Attention, Interest, Desire, Action). In this context, brand image plays a role in attracting consumers' attention, arousing their interest, creating a desire, and ultimately driving the act of purchase.

H2: There is a significant relationship between brand image and purchasing decisions

The Impact of Social Media Marketing on Purchasing Decisions

The development of a hypothesis regarding the influence of social media marketing on purchasing decisions begins with the understanding that social media has become a key platform in modern marketing strategies. A possible hypothesis is that the effective use of social media marketing will contribute to an increase in consumer purchasing decisions. Previous research has shown that interactions on social media can influence consumers' perceptions and attitudes towards brands (Khan and Rahman, 2021). The theoretical framework underpinning the impact of social media marketing can be explained through the

marketing communication model. In this model, social media serves as a channel for conveying marketing messages that can attract consumers' attention, arouse their interest and encourage them to make a purchase.

H3: There is a significant influence of social media marketing on purchasing decisions

The Impact of Brand Ambassadors on Brand Awareness

The influence of brand ambassadors on brand awareness begins with the understanding that brand ambassadors act as representatives of the brand who can influence consumer perceptions. A possible hypothesis is that the appropriate use of brand ambassadors will increase brand awareness amongst consumers. Previous research has shown that brand ambassadors with a positive image can enhance a brand's appeal and strengthen consumers' recall of that brand (Sari and Hidayat, 2021). The theoretical framework underpinning the influence of brand ambassadors on brand awareness can be explained through the marketing communication model. In this model, brand ambassadors act as a bridge between the brand and consumers, conveying the brand's message in an engaging and relevant way.

H4: There is a significant influence of brand ambassadors on brand awareness

The Effect of Brand Image on Brand Awareness

The influence of brand image on brand awareness begins with the understanding that brand image is consumers' perception of a brand, shaped through their experiences, communications and interactions with that brand. A hypothesis that can be put forward is that a positive brand image will increase brand awareness amongst consumers. Previous research has shown that a strong brand image can influence consumers' recognition and recall of a brand (Hassan and Shiu, 2021). The theoretical framework underpinning the influence of brand image on brand awareness can be explained through the brand identity model. In this model, brand image serves as a key element in shaping brand identity in the minds of consumers

H5: There is a significant relationship between brand image and brand awareness

The Impact of Social Media Marketing on Brand Awareness

It begins with the understanding that social media has become a highly effective platform for conveying marketing messages to consumers. A possible hypothesis is that an effective social media marketing strategy will increase brand awareness amongst consumers. Previous research has shown that interactions on social media can enhance consumers' brand recognition and recall (Bashir et al 2021). The theoretical framework underpinning the influence of social media marketing on brand awareness can be explained through the marketing communication model. In this model, social media acts as a channel for conveying brand messages that can capture consumers' attention.

H6: There is a significant influence of social media marketing on brand awareness

The Effect of Brand Image on Purchase Decisions, Mediated by Brand Awareness

It begins with the understanding that brand image is consumers' perception of a brand, shaped through experience and interaction. A possible hypothesis is that a positive brand image will increase brand awareness, which in turn will influence purchasing decisions. Previous research has shown that a strong brand image can enhance brand recognition and influence consumers' purchasing behaviour (Hassan et al 2021). The theoretical framework underpinning the influence of brand image on purchasing decisions via brand awareness can be explained through the consumer relationship model. In this model, brand image acts as a factor that shapes brand awareness, which in turn influences purchasing decisions.

H7: There is a significant influence of brand image on purchasing decisions, mediated by brand awareness

The Effect of Brand Ambassadors on Purchase Decisions, Mediated by Brand Awareness.

It begins with the understanding that brand ambassadors serve as representatives of a brand who can influence consumer perceptions. A possible hypothesis is that effective brand ambassadors will increase brand awareness, which in turn will influence purchasing decisions. Previous research has shown that brand ambassadors with a positive image can enhance a brand's appeal and strengthen consumers' recall of that brand (Hussain et al., 2021). The theoretical framework underpinning the influence of brand ambassadors on purchasing decisions via brand awareness can be explained through the marketing communication model. In this model, brand ambassadors act as a bridge between the brand and consumers, conveying the brand's message in an engaging and relevant manner.

H8: There is a significant influence of brand ambassadors on purchasing decisions, mediated by brand awareness

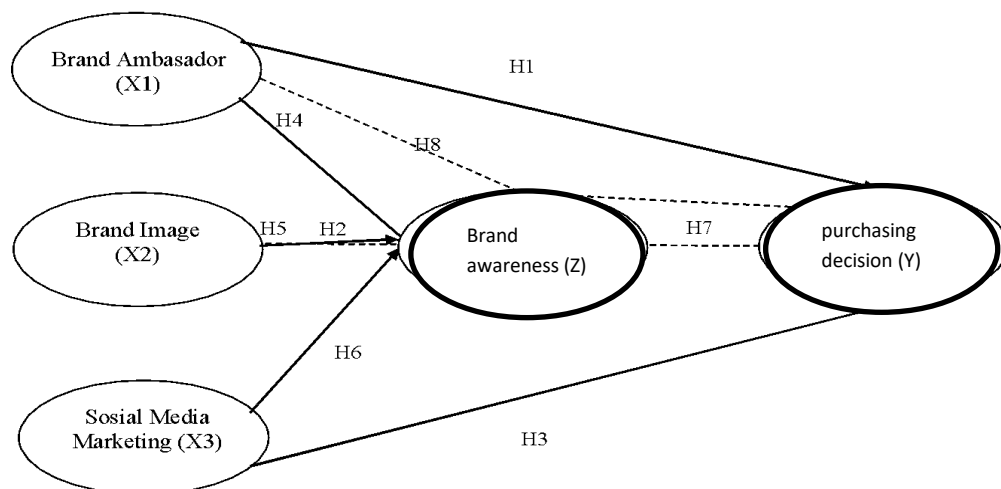


Figure 1. Conceptual Framework

METHODOLOGY

This study employs a quantitative research approach using a survey method as a case study of the Skintific Cushion brand. The primary objective of this study is to analyse the influence of Brand Ambassadors, Brand Image and Social Media Marketing on Purchase Decisions, with Brand Awareness acting as a mediating variable. The population for this study consists of consumers who are aware of and are potential purchasers of Skintific Cushion products. The sample was selected using purposive sampling, with specific criteria to ensure the respondents' relevance to the research topic.

The respondents in this study were female students from two major universities in the province of Banten, namely Sultan Ageng Tirtayasa University and Sultan Maulana Hasanudin State Islamic University, Banten. Both institutions are situated in highly strategic locations in the centre of Serang, Banten.

The sample size used in this study was 200 respondents. This figure was determined based on the population size and the recommended minimum sample size for Structural Equation Modelling (SEM) analysis, which was used to test the model involving mediating variables. Furthermore, this sample size also took into account the desired confidence level and margin of error for the study. This research took place from 4 June to 8 December 2025.

RESEARCH RESULT

Brand ambassadors (X1)

Based on the results of the descriptive analysis, the Brand Ambassador variable has a minimum value of 5 and a maximum of 20, with a mean of 14.94 and a standard deviation of 3.515. The mean value, which falls within the upper-middle category, indicates that, in general, respondents rate the presence of brand ambassadors quite highly. This suggests that brand ambassadors are perceived as capable of providing appeal, credibility and a positive influence on consumer perceptions. The relatively small standard deviation indicates that the variation in respondents' answers is not particularly large, or that the responses tend to be homogeneous.

Tabel 1: frequency distribution Brand Ambassador (X1)

No.	Interval	Limits		Frequency	Percentage
		lower	upper		
1.	5 – 8	4,5	8,5	17	8,5%
2.	9 – 12	8,5	12,5	18	9,0%
3.	13 – 16	12,5	16,5	94	47,0%
4.	17 – 20	16,5	20,5	71	35,5%
	Total			200	100%

Brand Image (X2)

The Brand Image variable has a minimum value of 5 and a maximum of 20, with a mean of 14.68 and a standard deviation of 3.205. This mean indicates that the brand image perceived by respondents falls within the 'fairly good' to 'good' category. This suggests that the brand under study has a positive image in the eyes of consumers, in terms of reputation, trust and perceived quality. The relatively low standard deviation indicates that respondents' perceptions of brand image are fairly consistent.

Tabel 2: frequency distribution Brand Image (X2)

No.	Interval	Limits		Frequency	Percentage
		Lower	Upper		
1.	5 – 8	4,5	8,5	14	7,0%
2.	9 – 12	8,5	12,5	19	9,5%
3.	13 – 16	12,5	16,5	107	53,5%
4.	17 – 20	16,5	20,5	60	30,0%
	Total			200	100%

Social Media Marketing (X3)

The Purchase Decision variable has a minimum value of 6 and a maximum of 24, with a mean of 16.74 and a standard deviation of 4.768. This mean value suggests that respondents' purchase decisions fall into the 'fairly high' category. This indicates that consumers have a strong tendency to purchase the product under study. However, the relatively large standard deviation indicates that there are differences in the level of purchase decision-making amongst respondents.

Tabel 3: frequency distribution Social Media Marketing (X3)

No.	Interval	Limits		Frequency	Percentage
		Lower	Upper		
1.	5 – 8	4,5	8,5	44	22,0%
2.	9 – 12	8,5	12,5	22	11,0%
3.	13 – 16	12,5	16,5	91	45,5%
4.	17 – 20	16,5	20,5	43	21,5%
	Total			200	100%

Brand Awareness (Z)

The Brand Awareness variable has a minimum value of 6 and a maximum of 24, with a mean of 17.85 and a standard deviation of 4.669. The relatively high mean value indicates that the respondents' level of brand awareness falls into the high category. This means that consumers are quite capable of recognising, recalling and identifying the brand effectively. However, the fairly large standard deviation indicates variation in the level of brand awareness amongst respondents.

Tabel 4: frequency distribution Brand Awareness (Z)

No.	Interval	Limits		Frequency	Percentage
		Lower	Upper		
1.	6 – 9	5,5	9,5	19	9,5%
2.	10 – 14	9,5	14,5	23	11,5%
3.	15 – 19	14,5	19,5	71	35,5%
4.	20 – 24	19,5	24,5	87	43,5%
	Total			200	100%

Purchase Decision (Y)

The Purchase Decision variable has a minimum value of 6 and a maximum of 24, with a mean of 16.74 and a standard deviation of 4.768. This mean value suggests that respondents' purchase decisions fall into the 'fairly high' category. This indicates that consumers have a strong tendency to purchase the product under study. However, the relatively large standard deviation indicates that there are differences in the level of purchase decision-making amongst respondents.

Tabel 4: frequency distribution Purchase Decision (Y)

No.	Interval	Limits		Frequency	Percentage
		Lower	Upper		
1.	6 – 9	5,5	9,5	27	13,5%
2.	10 – 14	9,5	14,5	23	11,5%
3.	15 – 19	14,5	19,5	88	44,0%
4.	20 – 24	19,5	24,5	62	31,0%
	Total			200	100%

DISCUSSION

a. Brand Ambassadors

A Brand Ambassador is an individual or group appointed to promote a brand, product or service with the aim of raising brand awareness and enhancing the brand's image amongst consumers. According to (Resti Prastiwi et al., 2020), a Brand Ambassador is a figure – whether an individual or a group – tasked with promoting a brand, product or service. This role is crucial in marketing strategy, as Brand Ambassadors can influence consumer perceptions and drive purchasing decisions.

In the context of marketing, Brand Ambassadors not only serve as the face of the brand, but also as a bridge between the company and consumers. They are expected to forge strong relationships with the audience, thereby building trust and loyalty towards the brand. (Yanti, Sadat, and Sari 2023) explain that a Brand Ambassador is an individual or group of people tasked with promoting a brand's products or services and working on behalf of an organisation or company. Based on this definition, the role of a Brand Ambassador is crucial as they are responsible for conveying messages about the products to be sold to consumers. Selecting the right Brand Ambassador is vital to achieving marketing objectives, as Brand Ambassadors act as advocates—or product spokespeople—who influence consumers' purchasing decisions.

Based on the Frequency Distribution Table for Brand Ambassadors (X1), it can be seen that the majority of respondents fell within the 13–16 age group, totalling 94 respondents or 47.0%. Furthermore, 71 respondents, or 35.5 per cent, fall within the 17–20 interval. Meanwhile, 18 respondents, or 9.0 per cent, fall within the 9–12 interval, and 17 respondents, or 8.5 per cent, fall within the 5–8 interval.

These results indicate that the majority of respondents gave relatively high ratings to the 'brand ambassador' variable. This suggests that the brand ambassadors used are perceived as capable of attracting attention, exerting a positive influence, and building consumer trust in the product.

b. Brand Image

Brand image is the perception and impression that consumers have of a brand, which is formed through their experiences, communications and interactions with that brand. (Yanti, Sadat, and Sari 2023) Building a positive brand image for a product is one of the steps that must be taken to make the product easily recognisable and memorable to consumers. Many celebrities and members of the public use social media to review and promote various cushion products. This creates a positive brand reputation for cushion products amongst the public, as user videos and reviews demonstrate the quality of these products. A good reputation will encourage cosmetics manufacturers or companies to raise the profile of their products. Therefore, based on the above explanation, this study aims to evaluate the influence of brand ambassadors, brand image, and social media marketing on purchasing decisions regarding cushion products.

The characteristics identified by previous researchers (Hernawati and Putra, 2023) comprise four key aspects, namely: 1) Product Quality: Consumers'

perceptions of the quality and reliability of the products offered by the brand. Good quality can enhance brand image. 2) Uniqueness: Distinctive features or differences that make the brand stand out from its competitors. This may take the form of design, features, or the values promoted. 3) Reputation: How the brand is viewed by the public and consumers, including its history, experiences, and reviews received. 4) Emotional Association: The emotional connection formed between consumers and the brand, which may include positive feelings or the values represented by the brand. 5) Consistency: The extent to which a brand is consistent in conveying its messages, values and experiences to consumers across various channels and over time. Based on the Brand Image Frequency Distribution Table (X^2), it can be seen that the majority of respondents fell within the 13–16 class interval, totalling 107 respondents or 53.5%. Furthermore, 60 respondents, or 30.0 per cent, fell within the 17–20 range. There were 19 respondents, or 9.5 per cent, in the 9–12 range, whilst 14 respondents, or 7.0 per cent, were in the 5–8 range.

These data indicate that the majority of respondents hold a positive perception of the product's brand image. The high frequency in the middle to upper categories suggests that the brand image has succeeded in creating a positive impression, is easily recognisable, and enjoys a good reputation in the eyes of consumers.

c. Social Media Marketing

Social media marketing is a marketing approach that utilises social media platforms to promote goods and services with the aim of increasing customer engagement and building closer relationships with the audience. The internet is one of the most rapidly developing information systems and technologies today, as it enables all human needs to be met more quickly and easily.

(Kholifah, Satriyono, and Pangastuti 2023) Social Media Marketing is the use of social media to engage with customers and build mutually beneficial relationships. With the growing popularity of social media, businesses can now reach a wider audience and interact directly with customers.

Based on the Frequency Distribution Table for Social Media Marketing (X^3), it can be seen that the largest number of respondents fell within the 13–16 class interval, totalling 91 respondents or 45.5 per cent. Next, 44 respondents, or 22.0 per cent, fell within the 5–8 interval, whilst 43 respondents, or 21.5 per cent, fell within the 17–20 interval. Meanwhile, the 9–12 interval had 22 respondents, or 11.0%.

These results show that the majority of respondents rated social media marketing activities as being in the 'fairly high' category. This indicates that marketing via social media is considered capable of providing information, attracting consumer attention, and enhancing interaction between companies and consumers.

d. Brand Awareness

Brand awareness is the level of consumer recognition and recall of a brand, which encompasses their ability to recognise or recall the brand in a specific context. According to Kotler and Keller (2020), brand awareness is the ability of

consumers to recognise or recall a brand within a specific product category. High brand awareness can provide a competitive advantage for companies, as consumers tend to choose brands they are familiar with when making purchasing decisions.

There are two types of brand awareness that are important to understand: brand recall and brand recognition. Brand recall occurs when consumers can recall a brand without prompting, whilst brand recognition occurs when consumers can recognise a brand after seeing it. According to Aaker (2020), both types of awareness contribute to how consumers evaluate and choose products. Therefore, companies need to design marketing strategies that can enhance both types of awareness.

Based on the Frequency Distribution Table for Brand Awareness, it can be seen that the majority of respondents fell within the 20–24 class interval, totalling 87 respondents or 43.5 per cent. Furthermore, 71 respondents, or 35.5 per cent, fell within the 15–19 interval. As for respondents in the 10–14 range, there were 23 respondents, or 11.5 per cent, whilst those in the 6–9 range totalled 19 respondents, or 9.5 per cent.

These data indicate that the respondents' level of brand awareness is relatively high. The majority of respondents were able to recognise, recall and understand the product brand well. This suggests that the brand has achieved a strong level of recognition amongst consumers.

e. Purchase Decision

Based on the Frequency Distribution Table of Purchase Decisions, it can be seen that the majority of respondents fell within the 15–19 class interval, totalling 88 respondents or 44.0%. Furthermore, 62 respondents, or 31.0 per cent, fell within the 20–24 interval. There were 27 respondents, or 13.5 per cent, in the 6–9 interval, whilst the 10–14 interval comprised 23 respondents, or 11.5 per cent.

These results indicate that consumers' purchasing decisions tend to fall into the high category. The majority of respondents demonstrated strong confidence and a strong inclination to purchase the product. Consequently, it can be inferred that the factors influencing purchasing decisions have successfully encouraged consumers to make purchases in a positive manner.

Based on the results of the descriptive statistical analysis, the Brand Ambassador (X1) and Brand Image (X2) variables had average indicator values falling within the moderate to fairly high category, indicating that respondents tended to hold a positive perception of the role of Brand Ambassadors and Skintific's brand image. The Social Media Marketing variable (X3) showed a relatively lower mean value but still fell within the 'fair' category, indicating that respondents perceived the effectiveness of social media marketing to be fair. Furthermore, the Purchase Decision variable (Y) had a mean value in the 'fair' category, reflecting that respondents had considered various aspects before making a purchase. As for the Brand Awareness (Z) variable, acting as a mediating variable, it shows an average value falling within the 'sufficient' to 'high' category, signifying that respondents possess a good level of brand

awareness; consequently, the data is deemed suitable for progression to the inferential analysis stage in this study.

Based on the results of the descriptive statistical analysis at the variable level, Brand Ambassador, Brand Image and Brand Awareness had average scores falling within the 'moderate' to 'high' categories, indicating that respondents held positive perceptions of the brand ambassador, the brand image and their level of awareness of the Skintific brand. The Social Media Marketing variable showed a relatively lower average score compared to the other variables, indicating that respondents still perceive the effectiveness of social media marketing as merely adequate. Meanwhile, the Purchase Decision variable had a fairly high average score, reflecting the respondents' tendency to make purchasing decisions regarding Skintific products. The relatively moderate standard deviation indicates a reasonable variation in respondents' answers, meaning the data is deemed suitable for use in further analysis in this study.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the analysis of the data from this study, the following conclusions have been drawn in response to the research questions:

1) The influence of brand ambassadors on purchasing decisions

Brand Ambassadors have been shown to have a positive and significant influence on purchasing decisions. This indicates that the credibility, reputation and communication of Brand Ambassadors are capable of encouraging consumers to purchase products. In other words, the more effective the role of Brand Ambassadors in promoting products, the greater the consumers' interest in purchasing.

2) The Influence of Brand Image on Purchase Decisions

Brand image has been shown to have a significant influence on purchase decisions, although the direction of this influence in this study is negative. This finding indicates that the perceived brand image does not always align with consumers' purchase decisions; therefore, marketing strategies need to be adjusted so that the brand image positively supports purchase decisions.

3) The Effect of Social Media Marketing on Purchase Decisions

Social media marketing has a positive and significant effect on purchase decisions. Social media marketing strategies, such as promotions, interaction and communication, are effective in increasing consumer engagement and encouraging product purchases.

4) The Effect of Brand Ambassadors on Brand Awareness

Brand ambassadors have a positive and significant effect on brand awareness. This indicates that the presence and activities of brand ambassadors are capable of enhancing consumer recognition and recall of the brand, thereby fostering strong brand awareness.

5) The Effect of Brand Image on Brand Awareness

Brand image has been shown to have a positive and significant effect on brand awareness. A positive brand image enhances consumer recognition and recall of the brand, which in turn can influence purchasing behaviour.

6) The Effect of Social Media Marketing on Brand Awareness

Social media marketing has a positive and significant effect on brand awareness. Digital marketing activities via social media increase brand visibility and recognition in consumers' minds.

7) The Effect of Brand Image on Purchase Decisions via Brand Awareness

Brand awareness has been shown to mediate the relationship between brand image and purchase decisions. This means that a positive perception of brand image can significantly drive purchasing decisions if supported by consumers' brand awareness.

8) The Effect of Brand Ambassadors on Purchasing Decisions via Brand Awareness

Brand awareness also mediates the relationship between brand ambassadors and purchasing decisions. In other words, the credibility and reputation of brand ambassadors are more effective at influencing purchasing decisions if consumers already have a high level of brand awareness.

Overall, Brand Ambassadors, Brand Image and Social Media Marketing play a significant role in influencing purchasing decisions, both directly and through the mediation of brand awareness. Brand awareness acts as a key variable that reinforces the influence of marketing strategies on consumer decisions.

Based on the research findings, companies are advised to maximise the role of brand ambassadors in building trust and influencing purchasing decisions, as well as to align their brand image strategies with consumer perceptions. Furthermore, social media marketing should be optimised through engaging digital content, active interaction with consumers, and repeated promotions to boost brand awareness, as brand awareness has been shown to mediate the influence of brand ambassadors and brand image on purchasing decisions.

Further research is recommended to include additional variables such as product quality, price, loyalty or user experience to strengthen the research model. Expanding the sample to include various consumer segments and different industries could enhance the generalisability of the findings. Furthermore, exploring other mediating or moderating variables, such as consumer trust, satisfaction or brand loyalty, could provide a deeper understanding of the mechanisms through which marketing strategies influence purchasing decisions.

ADVANCED RESEARCH

Although this study successfully revealed the influence of Brand Ambassadors, Brand Image and Social Media Marketing on Purchase Decisions, as well as the mediating role of Brand Awareness, there are several limitations that need to be noted:

1) Research Sample

This study only involved current university students as respondents; consequently, the generalisability of the findings to the entire population of skincare product consumers remains limited. The characteristics and behaviour of consumers outside the student group may differ, meaning that the influence of the research variables may also differ.

2) Product Type

This study focused on a specific skincare product (the Skintific brand), so the findings may not be fully applicable to other products or industries, particularly those with different target markets

3) Research Variables

The variables analysed are limited to Brand Ambassador, Brand Image, Social Media Marketing, Brand Awareness and Purchase Decision. Other factors that may potentially influence purchase decisions, such as price, product quality or user experience, are not included in this research model.

4) Data Collection Methods

Data were collected using a questionnaire based on respondents' perceptions; consequently, the research results are subjective and depend on the individual assessments of each respondent. This may affect the external validity of the research findings.

These limitations open up opportunities for future research to expand the sample scope, include other relevant variables, or test products from different industries to strengthen the generalisability of the findings.

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