

Research Article

## Influence of Brand Ambassadors and Social Media on Purchase Intention in Beauty Industry through Brand Image

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**Abstract:** The beauty industry is experiencing significant growth due to digital transformation, particularly through the use of brand ambassadors and social media marketing. This study investigates the impact of brand ambassadors and social media marketing on purchase intention, with brand image as the mediating variable. This research focuses on Azarine, the skincare from Indonesia and targets potential consumers in Riau Islands aged 18-44 who follow the Instagram account @azarinecosmeticoofficial and recognize Prilly Latuconsina, Syifa Hadju, Angga Yunanda, and Lee Min Ho as brand ambassadors. A quantitative approach was applied using Structural Equation Modeling (SEM) with SmartPLS software. The research shows that brand ambassadors and social media marketing positively and significantly influence purchase intentions, with a higher direct impact compared to an indirect one through brand image. This study highlights the effectiveness of digital brand strategies in shaping consumer decisions and offers insights for marketing professionals in the beauty sector. These results emphasize the strategic role of celebrity endorsements and content-based engagement in influencing consumer perceptions and purchasing behavior.

**Keywords:** Brand Ambassador, Brand Image, Purchase Intention.

### 1. Introduction

Due to the growing number of competitors, many businesses are finding it difficult to compete in the fiercely competitive and quickly expanding skincare sector (Chin et al., 2020). To maintain its existence, the company needs to implement product differentiation strategies through advertising and brand management (Xu et al., 2019). Using brand ambassadors-public personalities who represent the brand-is one of the most popular tactics for enhancing brand perception (Cartwright et al., 2022; Taillon et al., 2020).

Brand ambassadors have the power to improve customer brand recall, boost purchase intention, and affect how effective commercials are (Spry et al., 2011). Market reach is increased when a brand ambassador's popularity and favorable reputation are linked to the promoted product (Janssen et al., 2022; Masuda et al., 2022).

An actual instance of this tactic in action is the local skincare company Azarine. As brand ambassadors, Azarine works with worldwide actor Lee Min Ho and local superstars Prilly Latuconsina, Syifa Hadju, and Angga Yunanda. This strategy aims to increase public trust and brand exposure, especially among Generation Z and millennials. Social media platforms like Instagram, which are popular among Azarine's target demographic of people aged 18 to 44, also contribute to the strategy's success (Statista, 2024).

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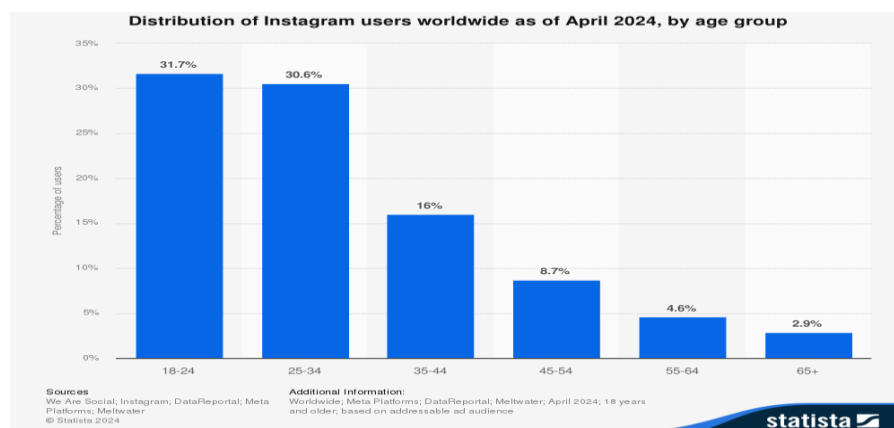
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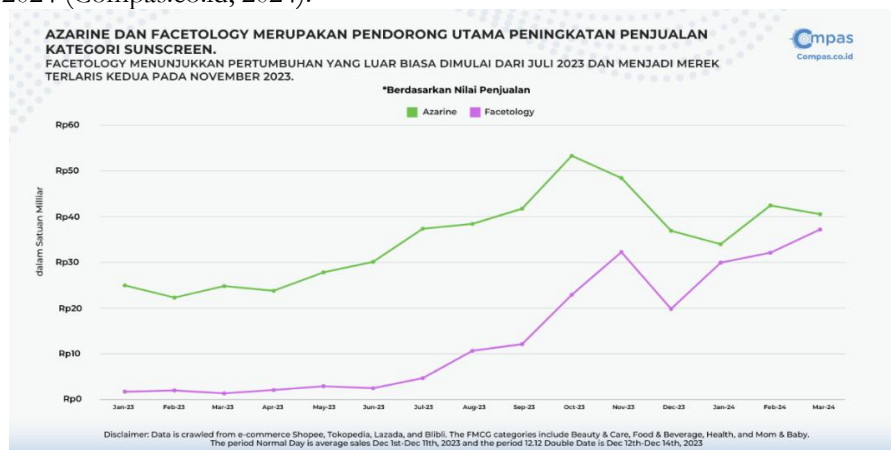
**Figure 1.** Distribution of Instagram Users by Age Group, 2024.

Source: Statista.com, 2024

Because social media makes it possible for brands and customers to communicate directly, it has grown in importance as a marketing tool. According to research, social media use improves brand perception and purchase intent (Charo et al., 2015; Chu et al., 2013; Phan et al., 2011). Customers' opinions of a brand are reflected in its image, which is crucial when making a purchase choice (Bian & Moutinho, 2011).

However, brand ambassadors do not always provide a consistent impact on purchase intention. While some research report noteworthy findings, others claim otherwise (Lova & Raharjo, 2023). The effect of brand image as a mediator between brand ambassadors and social media marketing on purchase intention has also received little attention, despite the fact that social media marketing has been studied in great detail (Luthfiana & Purworini, 2023).

Previous studies on Azarine also have limitations. For example, Rahmawati & Hasan (2023) only studied Generation Z, while Fatmawati (2024) only focused on sunscreen products. However, Azarine has a variety of products and targets a wider age group. The latest data shows that Azarine experienced a 62% increase in sunscreen sales from Q1 2023 to Q1 2024 (Compas.co.id, 2024).



**Figure 1.** Monthly sales value of the sunscreen category for Azarine and Facetology.

Source: Compas.co.id, 2024.

According to the description given above, it is crucial to investigate the ways in which social media marketing and brand ambassadors impact purchase intention, using brand image as a mediating variable. It is anticipated that the findings of this study would support digital marketing tactics in the Indonesian beauty sector.

## 2. Literature Review

The Theory of Planned Behavior proposed by Ajzen (1985) explains that individual behavior is influenced by intention, which is formed from three main components: attitude, subjective norms, and perceived behavioral control. In the context of this research, social media marketing and the usage of brand ambassadors are thought to influence consumer's favorable perceptions of Azarine skincare products. That attitude will influence consumers' purchase intentions, which ultimately determines their buying behavior.

Table 1. Relevant Previous Research

Researcher and the Journal	Variable	Population & sample	Data Analytics Technique	Result
Aji et al. (2020); Effect of Social media marketing on Instagram Towards Purchase Intention: Evidence from Indonesia's Ready to Drink Tea Industry	X= Social media marketing Y= Purchase intention	<b>Population:</b> Social media users in the Jabodetabek area <b>Sample:</b> convenience sampling 40 Respondent	Structural Equation Modeling (SEM)	Indonesian consumer's intentions to purchase ready-to-drink tea brands are directly impacted by social media marketing.
Nurunnisha et al. (2021); Female Students Perceptions on The Effect of Country of Origin, Brand Ambassador on Purchase Intentions: A Study on The Geographical Origin of Tokopedia E-Commerce Company, Indonesia	X <sub>1</sub> = Country of origin X <sub>2</sub> = Brand ambassador Y= Purchase intention	<b>Population:</b> Widyatama University students who have visited the website tokopedia.com <b>Sample:</b> 100 Respondent	Multiple linear regression analysis	Brand ambassadors have a big impact on tokopedia.com user's intentions to make a purchase.
Alfeel & Ansari (2019); The Impact of Social Media Marketing on Consumer Purchase intention: Consumer Survey in Saudi Arabia	X= Social media marketing Y= Purchase intention	<b>Population:</b> Consumers in Saudi Arabia <b>Sample:</b> 121 Respondent	Factor analysis, ANOVA, multiple regression	Purchase intention among consumers is positively impacted by social media marketing.

Source: Aji et al., 2020; Alfeel & Ansari, 2019; Nurunnisha et al., 2021.

## 2.1. Purchase Intention

Purchase intention refers to a person's desire or propensity to purchase a good or service as a result of their assessment of the product's worth (Ajzen, 1985). In a digital setting, social media activities like reviews, suggestions, and promotional content can also have an impact on this purchase intention. Peña-García et al. (2020), claim that customers purchase goods to satisfy hedonistic desires, add utilitarian value, or elevate their social standing. According to Utami et al. (2020) consumer's appraisal of the advantages of the provided goods determines their desire to buy.

Ferdinand et al. (2006) in Priansa (2017) outlines the indicators of purchase intention as follows:

- Transactional Interest: The tendency to purchase a product.
- Referral Interest: The desire to recommend a product to others.
- Preferential Interest: The tendency to choose a particular product as the primary option.
- Exploratory Interest: Interest in seeking more information about the product.

## 2.2. Brand Ambassador

A brand ambassador is a person chosen by a business to represent a brand and cultivate connections with its target audience. According to Kotler & Keller (2016), brand ambassadors are used as product spokespersons to increase awareness and interest in a product. According to Peng et al. (2016), a brand ambassador must have credibility and appeal to convey the appropriate message to the audience.

A study by Royan in Peng et al. (2016) a brand ambassador's characteristics include:

- Visibility: How well-known the figure is in society.
- Credibility: The ability to provide trusted information.
- Attraction: The charm or interest possessed.
- Power: The ability to influence consumer opinions or decisions.

## 2.3. Social Media Marketing

Social media marketing is a technique for reaching customers through digital channels like Facebook, YouTube, and Instagram. Kotler & Keller (2016), assert that social media is utilized to increase sales, improve brand image, and raise brand awareness. Gunelius (2010)

defining social media marketing as direct and indirect marketing that utilizes digital platforms to convey messages and create relationships with consumers.

Indicators of social media marketing according to Gunelius (2010):

- Content Creation: The ability to create engaging content.
- Content Sharing: The user's ability to share the content.
- Connecting: Efforts to build relationships between the brand and the audience.
- Advertisement: The use of digital advertising to expand reach.

## 2.4. Brand Image

The way that people see a brand is shaped by their interactions, experiences, and information. Kotler & Keller (2016) assert that the corporate, product, and user images all contribute to the formation of the brand image. Consumer trust will rise and purchasing intentions will be directly influenced by a positive brand image. In the digital era, brand image is not only shaped by one-way communication from the company but also by user experiences shared through social media.

## 2.5. The Relationship Between Variables

### 1) Brand Ambassador's Impact on Purchase Intention

Credible, attractive, and positive brand ambassadors can increase consumer trust and spark interest in buying the product. A well-chosen brand ambassador will fortify the business's message and establish an emotional bond with the target audience. Utami et al. (2020) claim that consumer's opinions of brand ambassadors have a significant impact on their attitudes about the brand, which in turn affects their intention to buy.

### 2) Social Media Marketing's Effect on Purchase Intention

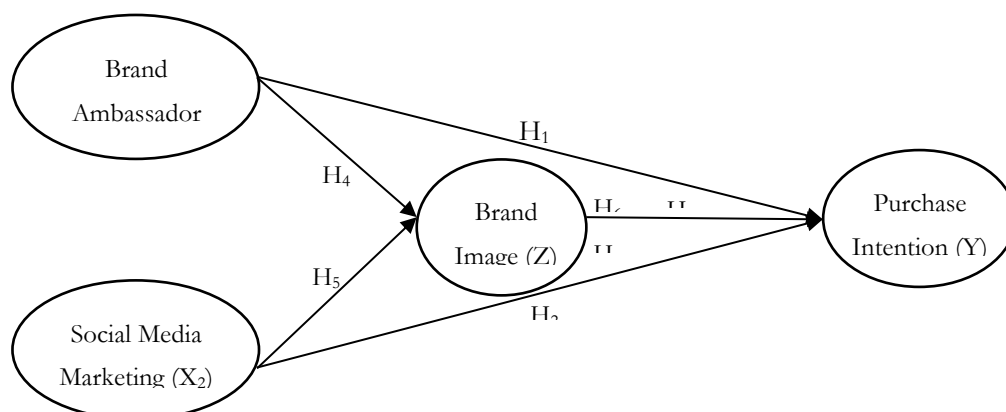
A successful social media marketing strategy can draw in customers, pique their curiosity, and influence their decisions to buy. Because social media marketing facilitates two-way communication, customers feel more connected to the brand. As reported by Wibowo et al. (2020) social media engagement generated by interesting and dynamic content has a direct effect on consumer's intentions to make purchases.

## 3. Methods of Research

This study employs a quantitative methodology and an explanatory research design to investigate how social media marketing and brand ambassadors affect consumers' intentions to buy Azarine skincare products. Potential Azarine consumers in the Riau Islands between the ages of 18 and 44 make up the study's demographic, and 223 respondents were chosen through the use of purposive sampling.

An online survey disseminated using Google Form serves as the data collection tool. Purchase intention (Y), social media marketing (X<sub>2</sub>), and brand ambassadors (X<sub>1</sub>) make up the study's variables. Multiple validated indicators are used to measure each variable.

With the aid of the SmartPLS application, the data analysis method employs Structural Equation Modeling-Partial Least Squares (SEM-PLS). The phases of analysis comprise the assessment of the inner model (R-square, Q-square, F-square, and direct and indirect hypothesis testing) as well as the outer model (validity and reliability).



**Figure 3.** Research Design

**Source:** Processed by researchers

### 3.1. Research Instrument

Research data is gathered using an instrument, also known as a measurement tool (Ardiansyah et al., 2023). Purchase intention (Y), brand ambassador (X<sub>1</sub>), social media marketing (X<sub>2</sub>), and brand image (Z) are the four factors that are examined in this study). This study uses a closed questionnaire because there are other options. therefore, participants can only fill in the current answers with the alternative answers that best suit themselves.

Here are the indicators for each research variable:

**Table 2.** Research Instrument

Variable	Indicator	Items	No
Purchase intention (Y) (Priansa, 2017)	Transactional Interest	I intend to buy Azarine skincare products in the near future.	1
		I want to buy Azarine skincare products because they meet my needs.	2
	Reference Interest	I would like to suggest others try the Azarine skincare products.	3
	Preferential Interest	I want to try Azarine skincare products compared to other brands.	4
	Exploratory Interest	I am interested in finding out more information about Azarine skincare products.	5
		I am comparing Azarine brand skincare products with similar products to determine their advantages.	6
		I feel the need to explore various variants of Azarine skincare products to find the one that suits me best.	7
Brand ambassador (X <sub>1</sub> ) (Peng et al., 2016)	Visibility	I know that the brand ambassador for Azarine skincare products is a famous celebrity.	8
		The brand ambassador for the Azarine skincare product made me more familiar with this brand.	9
		I know the brand ambassador of the Azarine skincare product from various social media.	10
	Credibility	The brand ambassador for the Azarine skincare brand has credibility in promoting skincare products.	11
	Attraction	The brand ambassador for Azarine skincare products has an appeal that influences my purchasing decision.	12
	Power	I like the personality and lifestyle of the brand ambassador for Azarine skincare products.	13
		The presence of the brand ambassador for Azarine skincare products makes me even more confident in the quality of those products.	14
		Brand ambassador of the Azarine skincare product line increases my confidence in the product.	15
Social media marketing (X <sub>2</sub> ) (Gunelius, 2010).	Content Creation	I am interested in the way Azarine skincare brand presents product information through Instagram @azarinecosmeticoofficial.	16
	Content Sharing	I saw the Instagram content of @azarinecosmeticoofficial shared by other Instagram users.	17
		I find it easy to share the Instagram content of @azarinecosmeticoofficial with my friends.	18
	Connecting	I feel that Instagram @azarinecosmeticoofficial makes it easy for me to interact directly with this brand.	19
		I feel that the Instagram account @azarinecosmeticoofficial actively responds to comments or questions from Instagram users.	20
	Advertisement	I am interested in buying Azarine skincare products after seeing their advertisement on Instagram @azarinecosmeticoofficial.	21
		The Instagram ad @azarinecosmeticoofficial made me better understand the advantages of its products.	22
Brand image (Z)	Corporate Image	Azarine skincare products are known as a brand that cares about the needs of its consumers.	23

(Nurhandaya ni et al., 2019)		I believe that Azarine skincare products are committed to providing high-quality products.	24
	Product	Azarine skincare products have quality that meets my expectations.	25
	Image	I feel that users of Azarine skincare products are people who pay attention to skin health.	26
	User Image	Azarine skincare products are suitable for all age groups.	27

**Source:** Gunelius, 2010; Nurhandayani et al., 2019; Peng et al., 2016; Priansa, 2017.

### 3.1.1. Test of Validity

The purpose of the validity test is to determine whether the questionnaire can measure the things it is intended to examine and whether each question item is appropriate (Ghozali, 2012). The R-Count value and the R-Table value ( $N=30$ ,  $R\text{-Table} = 0.361$ ) were compared in order to perform the validity test in this study using Pearson Correlation. If  $R\text{-Count} > R\text{-Table}$  or if the significance value ( $\text{sig.}$ )  $< 0.05$ , a statement is deemed valid.

**Table 3.** Pearson Correlation Value

Items	Pearson Correlation (R-Count)	Sig.
Y (Purchase Intention)		
PI1.1	0.920	0.001
PI1.2	0.895	0.001
PI2.1	0.896	0.001
PI3.1	0.912	0.001
PI4.1	0.888	0.001
PI4.2	0.844	0.001
PI4.3	0.895	0.001
X <sub>1</sub> (Brand Ambassador)		
BA1.1	0.864	0.001
BA1.2	0.942	0.001
BA1.3	0.897	0.001
BA2.1	0.893	0.001
BA3.1	0.906	0.001
BA3.2	0.893	0.001
BA4.1	0.894	0.001
BA4.2	0.771	0.001
X <sub>2</sub> (Social Media Marketing)		
SMM1.1	0.822	0.001
SMM2.1	0.806	0.001
SMM2.2	0.858	0.001
SMM3.1	0.919	0.001
SMM3.2	0.945	0.001
SMM4.1	0.883	0.001
SMM4.2	0.842	0.001
Z (Brand Image)		
BI1.1	0.949	0.001
BI1.2	0.940	0.001
BI2.1	0.866	0.001
BI3.1	0.898	0.001
BI3.2	0.916	0.001

**Source:** Data processed by the researcher using SmartPLS 3.0, 2025.

### 3.1.2. Test of Reliability

Questionnaires are indicators of variables or constructs, and reliability is a method for testing them. It is used to assess measurement accuracy and data consistency (Ghozali, 2012).

The reliability test uses the Cronbach Alpha method. The testing was conducted using IBM SPSS 29 with the condition that it is declared reliable if the Cronbach Alpha value is greater than 0.60 (Sujarweni, 2014).

**Table 4.** Instrument Reliability Test

Variable	Cronbach Alpha	Reliable Criteria	Information
Y (Purchase Intention)	0.957	>0,60	Reliable
X <sub>1</sub> (Brand Ambassador)	0.960	>0,60	Reliable
X <sub>2</sub> (Social Media Marketing)	0.945	>0,60	Reliable
Z (Brand Image)	0.949	>0,60	Reliable

**Source:** Data processed by the researcher using IBM SPSS 29, 2025.

## 4. Results and Discussion

### 4.1 Descriptive Analysis

The primary target market for Azarine skincare products is women, as indicated by the descriptive analysis's findings, with the majority of respondents (85.7%) being between the ages of 18 and 25 (74.9%). Each indicator's evaluation reveals a favorable reaction to the brand ambassador, social media marketing plan, brand perception, and intention to buy.

A subset of statistical analysis known as descriptive statistics uses the mean value to give a broad picture. The answers to the survey given to 223 Azarine skincare brand respondents are shown in the descriptive analysis that follows.

#### 4.1.1 Purchase Intention Variable (Y)

Transactional interest, referential interest, preferential interest, and exploratory interest are the four markers of purchase intention. The following table will display the frequency distribution results for the seven-question purchase intention variable based on the processed sample:

**Table 5.** Frequency Distribution of Purchase Intention Variable (Y)

No	Question Items	Mean
PI1.1	I intend to buy Azarine skincare products in the near future.	4.045
PI1.2	I want to buy Azarine skincare products because they meet my needs.	4.063
PI2.1	I would like to suggest others try the Azarine skincare products.	4.247
PI3.1	I want to try Azarine skincare products compared to other brands.	4.112
PI4.1	I am interested in finding out more information about Azarine skincare products.	4.090
PI4.2	I am comparing Azarine brand skincare products with similar products to determine their advantages.	4.143
PI4.3	I feel the need to explore various variants of Azarine skincare products to find the one that suits me best.	3.982
<b>Grand Mean</b>		<b>4.097</b>

**Source:** Data processed by the researcher using SmartPLS 3.0, 2025.

#### 4.1.2 Brand Ambassador Variable (X<sub>1</sub>)

There are four markers of brand ambassadors: power, appeal, credibility, and visibility. The next table will display the frequency distribution results for the brand ambassador variable, which consists of eight questions, based on the processed sample:

**Table 6.** Frequency Distribution of Brand Ambassador Variable (X<sub>1</sub>)

No	Question Items	Mean
BA1.1	I know that the brand ambassador for Azarine skincare products is a famous celebrity.	4.175
BA1.2	The brand ambassador for the Azarine skincare product made me more familiar with this brand.	4.179
BA1.3	I know the brand ambassador of the Azarine skincare product from various social media.	4.108

BA2.1	The brand ambassador for the Azarine skincare brand has credibility in promoting skincare products.	3.960
BA3.1	The brand ambassador for Azarine skincare products has an appeal that influences my purchasing decision.	3.987
BA3.2	I like the personality and lifestyle of the brand ambassador for Azarine skincare products.	3.861
BA4.1	The presence of the brand ambassador for Azarine skincare products makes me even more confident in the quality of those products.	3.713
BA4.2	Brand ambassador of the Azarine skincare product line increases my confidence in the product.	4.004
<b>Grand Mean</b>		<b>3.999</b>

**Source:** Data processed by the researcher using SmartPLS 3.0, 2025.

#### 4.1.3 Social Media Marketing Variable ( $X_2$ )

Social media marketing has 4 indicators, namely: content creation, content sharing, connecting, and advertisement. Based on the processed sample, the frequency distribution results for the social media marketing variable, which has 7 questions, will be presented in the table below:

**Table 7.** Frequency Distribution of Social Media Marketing Variable ( $X_2$ )

No	Question Items	Mean
SMM1.1	I am interested in the way Azarine skincare brand presents product information through Instagram @azarinecosmeticofficial.	3.915
SMM2.1	I saw the Instagram content of @azarinecosmeticofficial shared by other Instagram users.	3.709
SMM2.2	I find it easy to share the Instagram content of @azarinecosmeticofficial with my friends.	3.798
SMM3.1	I feel that Instagram @azarinecosmeticofficial makes it easy for me to interact directly with this brand.	3.919
SMM3.2	I feel that the Instagram account @azarinecosmeticofficial actively responds to comments or questions from Instagram users.	3.883
SMM4.1	I am interested in buying Azarine skincare products after seeing their advertisement on Instagram @azarinecosmeticofficial.	3.937
SMM4.2	The Instagram ad @azarinecosmeticofficial made me better understand the advantages of its products.	3.978
<b>Grand Mean</b>		<b>3.877</b>

**Source:** Data processed by the researcher using SmartPLS 3.0, 2025.

#### 4.1.4 Brand Image Variable ( $Z$ )

Brand image has 3 indicators, namely: corporate image, product image, and user image. Based on the processed sample, the frequency distribution results for the brand image variable, this will be displayed in the following table and consists of five questions:

**Table 8.** Frequency Distribution of Brand Image Variable ( $Z$ )

No	Question Items	Mean
BI1.1	Azarine skincare products are known as a brand that cares about the needs of its consumers.	3.933
BI1.2	I believe that Azarine skincare products are committed to providing high-quality products.	3.888
BI2.1	Azarine skincare products have quality that meets my expectations.	3.821
BI3.1	I feel that users of Azarine skincare products are people who pay attention to skin health.	3.991
BI3.2	Azarine skincare products are suitable for all age groups.	4.188
<b>Grand Mean</b>		<b>3.964</b>

**Source:** Data processed by the researcher using SmartPLS 3.0, 2025.



## 4.2 PLS Analysis

### 4.2.1 Evaluation of the Outer Model

The study instrument satisfies the requirements for validity and reliability, as demonstrated by the validity and reliability tests, which reveal that all indicators have an outer loading value  $> 0.7$ , Average Variance Extracted (AVE)  $> 0.5$ , and Composite Reliability  $> 0.7$ .

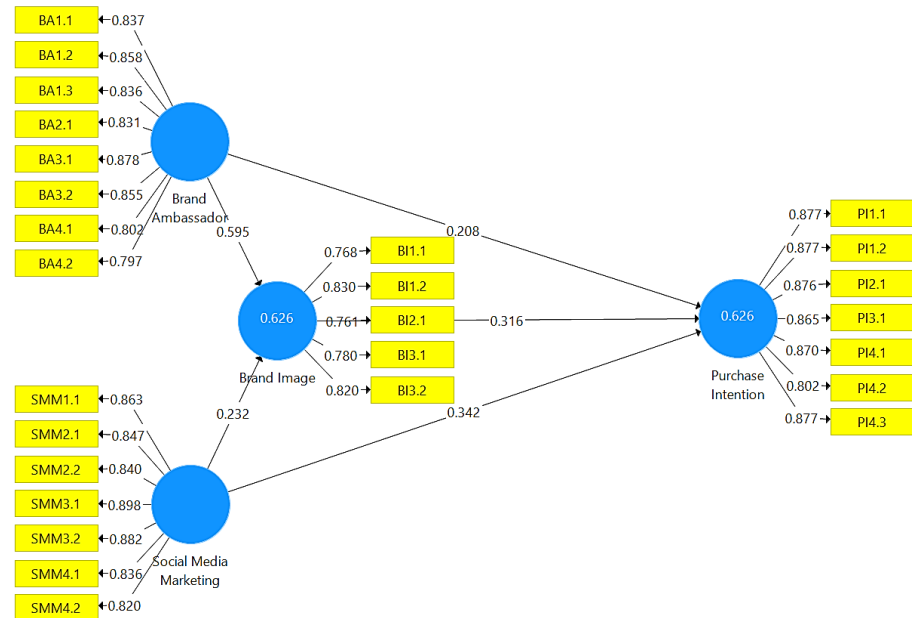


Figure 4. Results of the PLS Algorithm Process

#### a) Convergent Validity

Testing the relationship between items or indicators while measuring a construct is the goal of convergent validity. Average Variance Extracted (AVE) can be used to assess the convergent validity of each indicator used to measure a variable. If a variable instrument's AVE is more than 0.5, it is considered to pass the convergent validity test.

Table 9. Convergent Validity Based on AVE

Variable	AVE	Information
Y (Purchase Intention)	0.746	Valid
X <sub>1</sub> (Brand Ambassador)	0.701	Valid
X <sub>2</sub> (Social Media Marketing)	0.732	Valid
Z (Brand Image)	0.628	Valid

Source: Data processed by the researcher using SmartPLS 3.0, 2025.

The loading factor value, which shows the connection between the question item scores and the construct indicator scores measuring construct t, can also be used to evaluate convergent validity in addition to AVE. If the loading factor value of the indicators is greater than 0.7, the variable instrument is considered to meet high validity tests; if the loading factor value is less than 0.7, the indicator is considered to have low validity. A more lucid explanation of the loading factor's validity is provided below:

Table 10. Convergent Validity Loading Factor

Variable	Indicator	Outer Loading	P-Value	Outer VIF	Information
Y (Purchase Intention)	PI1.1	0.877	0.000	3.593	Valid
	PI1.2	0.877	0.000	3.399	Valid
	PI2.1	0.876	0.000	3.969	Valid
	PI3.1	0.865	0.000	3.195	Valid
	PI4.1	0.870	0.000	4.094	Valid
	PI4.2	0.802	0.000	2.509	Valid

	PI4.3	0.877	0.000	4.494	Valid
X <sub>1</sub> (Brand Ambassador)	BA1.1	0.837	0.000	2.801	Valid
	BA1.2	0.858	0.000	3.248	Valid
	BA1.3	0.836	0.000	2.769	Valid
	BA2.1	0.831	0.000	2.749	Valid
	BA3.1	0.878	0.000	4.266	Valid
	BA3.2	0.855	0.000	3.773	Valid
	BA4.1	0.802	0.000	2.692	Valid
	BA4.2	0.797	0.000	2.591	Valid
X <sub>2</sub> (Social Media Marketing)	SMM1.1	0.863	0.000	3.206	Valid
	SMM2.1	0.847	0.000	3.126	Valid
	SMM2.2	0.840	0.000	2.737	Valid
	SMM3.1	0.898	0.000	4.233	Valid
	SMM3.2	0.882	0.000	3.791	Valid
	SMM4.1	0.836	0.000	3.810	Valid
	SMM4.2	0.820	0.000	3.507	Valid
Z (Brand Image)	BI1.1	0.768	0.000	2.243	Valid
	BI1.2	0.830	0.000	2.023	Valid
	BI2.1	0.761	0.000	1.735	Valid
	BI3.1	0.780	0.000	2.296	Valid
	BI3.2	0.820	0.000	1.947	Valid

**Source:** Data processed by the researcher using SmartPLS 3.0, 2025.

b) Discriminant Validity

When measuring items or indicators from two constructs that do not have a high connection and when there is no correlation between the constructs' indicators, discriminant validity is examined. AVE's square root can be used to calculate discriminant validity. A successful measurement model requires that each latent construct have an AVE square root value  $> 0.5$ . If a variable's value is higher than the construct correlation value, it indicates that respondents have no trouble answering the questionnaire's questions. The Fornell-Larcker value shows the square root of the AVE value. The table below displays the findings of the square root of AVE computations:

**Table 11.** Fornel-Larcker Critarion

Variable	Brand Ambassador	Brand Image	Purchase Intention	Social Media Marketing
Y (Purchase Intention)	0.837			
X <sub>1</sub> (Brand Ambassador)	0.778	0.793		
X <sub>2</sub> (Social Media Marketing)	0.723	0.718	0.864	
Z (Brand Image)	0.787	0.701	0.727	0.856

**Source:** Data processed by the researcher using SmartPLS 3.0, 2025.

c) Composite Reliability

To determine a variable's genuine value or dependability, composite reliability is utilized.

**Table 12.** Composite Reliability

Variable	Composite Reliability	Cronbach's Alpha	Information
Y (Purchase Intention)	0.954	0.943	Reliable
X <sub>1</sub> (Brand Ambassador)	0.949	0.939	Reliable
X <sub>2</sub> (Social Media Marketing)	0.950	0.939	Reliable
Z (Brand Image)	0.894	0.853	Reliable

**Source:** Data processed by the researcher using SmartPLS 3.0, 2025.

### 4.3 Inner Model Evaluation

The inner model aims to test the relationship between latent variables by examining the extent of the explained variance and determining the significance of the P-Value. The model has good predictive power, as evidenced by the R-squared ( $R^2$ ) values of 0.621 and 0.622 for the brand image and buy intention variables, respectively. Additionally, the model's Q-square value is greater than 0.5, suggesting that it has strong predictive significance. The variables of brand image and purchase intention are significantly influenced by social media marketing and brand ambassadors, according to the F-square test.

**Table 13.** R-Square

Variable	R-Square
Purchase Intention	0.626
Brand Image	0.626

**Source:** Data processed by the researcher using SmartPLS 3.0, 2025.

**Table 14.** Q<sup>2</sup> Predictive

Variable	Q <sup>2</sup> Predictive
Purchase Intention	0.616
Brand Image	0.574

**Source:** Data processed by the researcher using SmartPLS 3.0, 2025.

**Table 15.** Goodness of Fit Index Value

Mean AVE	Mean R-Square	GoF Index	Information
0.702	0.626	0.663	High

**Source:** Data processed by the researcher using SmartPLS 3.0, 2025.

State in Yamin (2023) that the GoF index values should be interpreted as follows: 0.1 for low GoF, 0.25 for medium GoF, and 0.36 for high GoF. According to the computation findings, the model's GoF value is 0.663, falling into the high GoF category. This indicates that the empirical data can provide a high level of fit for both the measurement model and the structural model.

**Table 16.** F-Square Value

Variable	Brand Ambassador	Brand Image	Purchase Intention	Social Media Marketing
Y (Purchase Intention)				
X <sub>1</sub> (Brand Ambassador)	0.032			0.360
X <sub>2</sub> (Social Media Marketing)	0.113			0.055
Z (Brand Image)	0.100			

**Source:** Data processed by the researcher using SmartPLS 3.0, 2025.

In this study, the influence of an exogenous variable on an endogenous variable is ascertained using the F-Square value. The exogenous variable is considered to have a modest effect if its F-Square value is greater than 0.02; a medium effect if it is greater than 0.15; and a large effect if it is greater than 0.35 (Ghozali & Latan, 2015).

### 4.4 Hypothesis Testing

The purpose of hypothesis testing is to ascertain if a hypothesis can be accepted or rejected by looking for signs of a significant link between variables, such as a T-Statistic value > 1.96 and a P-Value < 0.05. SmartPLS 3.0 software was used for hypothesis analysis testing through bootstrapping. The following figure displays the findings of the direct and indirect effect hypothesis tests:

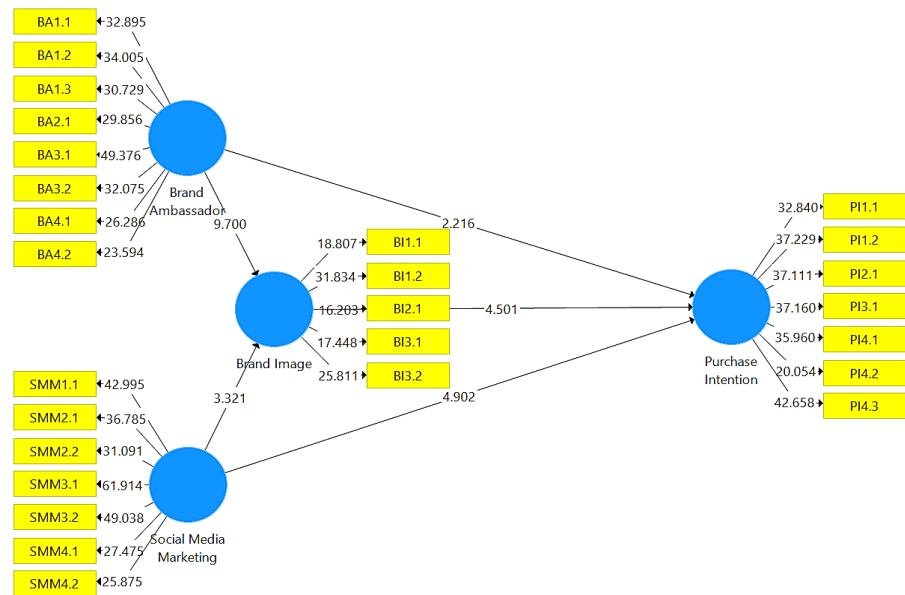


Figure 5. Bootstrapping Process Results

Source: Processed by researchers

According to Figure 4.7, the analysis entails switching the outer model to outer weight or loadings and P-Value and the inner model to path coefficients and P-Value. This results in the influence between variables, which is described in Figure 4.2. The direct influence can be explained by bootstrapping if the initial sample value was positive, indicating a positive influence direction.

Table 17. Hypothesis Testing

Hypothesis	Path Coefficient	P-Value	Information
Brand Ambassador → Purchase Intention	0.208	0.029	Accepted
Social Media Marketing → Purchase Intention	0.342	0.000	Accepted
Brand Image → Purchase Intention	0.316	0.000	Accepted
Brand Ambassador → Brand Image	0.595	0.000	Accepted
Social Media Marketing → Brand Image	0.232	0.001	Accepted
Brand Ambassador → Brand Image → Purchase Intention	0.188	0.000	Accepted
Social Media Marketing → Brand Image → Purchase Intention	0.073	0.009	Accepted

Source: Data processed by the researcher using SmartPLS 3.0, 2025.

The hypothesis test's findings indicate that:

- H1 is approved: Purchase intention is significantly and favorably influenced by brand ambassadors (coefficient 0.208; P-Value 0.029).
- H2 is approved: Purchase intention is positively and significantly impacted by social media marketing (coefficient 0.342; P-Value 0.000).
- H3 is approved: Purchase intention is positively and significantly impacted by brand image (coefficient 0.316; P-Value 0.000).
- H4: Brand ambassadors significantly and favorably impact brand image (coefficient 0.595; P-Value 0.000) is accepted.
- H5 is approved: Brand image is positively and significantly impacted by social media marketing (coefficient 0.232; P-Value 0.001).
- H6 is approved: The brand ambassador indirectly influences purchase intention by influencing brand image (coefficient 0.188; P-Value 0.000).
- H7 was approved: Social media marketing indirectly affects purchase intention by influencing brand image (coefficient 0.073; P-Value 0.009).

#### 4.5 Discussion

These results provide credence to the idea that popular, credible, and attractive brand ambassadors can improve a company's reputation. Brand image and, eventually, purchase intention are also improved by social media marketing tactics that involve producing interesting, interactive content and promotions. These findings are in line with earlier studies by (Astuti & Setiyadi, 2017; Erdogan, 1999; Keller, 2003), which found that internet marketing and celebrity endorsement had a big impact on consumer choices.

#### 5. Comparison

The study's findings support earlier studies on the impact of social media marketing and brand ambassadors on purchase intention and brand image.

First, these findings are consistent with the study of Astuti & Setiyadi (2017), which highlights how crucial a celebrity's good looks and reputation are in creating a favorable brand image. The choice of brand ambassadors for Azarine, including Prilly Latuconsina, Syifa Hadju, Angga Yunanda, and Lee Min Ho, has been successful in enhancing the company's reputation and boosting consumer interest in making a purchase, particularly among younger consumers.

Additionally, this study backs up Keller (2003) theory that brand image plays a significant mediating role in the relationship between promotion and purchase intention. Brand image has been shown to be an intervening variable in this study model that enhances the indirect impact of social media marketing tactics and brand ambassadors on purchase intention.

Furthermore, these results are in line with research by Bilgin (2018) and Chu et al. (2013), which claims that social media features like content production and interaction play a big role in fostering customer loyalty and confidence in a brand. In the context of Azarine skincare products, the use of Instagram with engaging content that directly involves the audience has proven to increase purchase intention through enhanced positive perception of the brand.

Astuti & Setiyadi (2017) study, on the other hand, indicated that micro-influencers or non-celebrity influencers have a stronger impact on purchase intentions than well-known celebrities. In the case of Azarine, national and international celebrities remain effective because their level of popularity is still very strong and aligns with the market segmentation of this brand, especially in the Indonesian market which still prioritizes high celebrity value.

#### 6. Conclusions

According to the study's findings, social media marketing and brand ambassadors significantly influence consumers' intentions to make purchases, both directly and indirectly through the mediating effect of brand image. The results demonstrate that Azarine's brand ambassadors' popularity, dependability, and beauty enhance the company's reputation, which in turn raises consumer buy intent. Similar to this, marketing tactics that use innovative, interactive content and ads on social media sites like Instagram have been successful in enhancing brand perception and influencing consumer behavior.

The impact of both independent variables on purchase intention is reinforced by brand image, which plays a considerable mediating function overall. These results emphasize how crucial it is to establish a favorable brand image as a primary tactic in the fiercely competitive beauty sector, particularly with regard to younger and tech-savvy consumers.

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