

The Effect Of Brand Ambassador, Brand Trust And Brand Image On Purchase Decision of Beauty Product Consumer

*Determinant of
Beauty Product
Purchase Decision*

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ABSTRACT

This study aims to determine: the influence of brand ambassador, brand trust and brand image on purchase decision. This study uses a quantitative approach and primary data as a data source obtained from a questionnaire. The population of this study is people who know and have bought beauty products. The sample taken was 130 respondents using purposive sampling technique. The method of collecting data by distributing questionnaires using google form, in this study using a Likert scale with a scale of 1-4. This study uses multiple linear regression analysis with the influence of three independent variables and one dependent variable. Based on the results of the research that has been conducted, it shows that brand ambassador have a positive and significant effect on purchase decision, brand trust has a positive and significant effect on purchase decision, and brand image has a positive and significant effect on purchase decision. Brand ambassador, brand trust and brand image together have an effect on purchase decision. This research is expected to provide important insights for marketers in designing effective marketing strategies for beauty products, especially in choosing brand ambassador and building brand trust and positive brand image.

Keywords: Brand Ambassador, Brand Trust, Brand Image, Purchase Decision

INTRODUCTION

In the current era, beauty products are very popular and have become a lifestyle for most people in Indonesia. This can be seen from the many beauty products offered and sold online and offline, ranging from local brands or foreign brands (Arifah et al., 2024; Chandra et al., 2019; Nurcahyani et al., 2023). Based on data from Kemenperin.go.id (2022) the largest segment of the National Cosmetics Industry market is the beauty segment, including skincare. Along with the development and variety of beauty products in Indonesia, this also creates intense competition between beauty product companies, so that each company needs to increase innovation and design the right marketing strategy in order to attract consumers in influencing their purchasing decisions (Saputra et al., 2024; Sinurat et al., 2024; Takaya et al., 2019). Companies must also identify and be able

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to see the phenomena and trends that exist in the current market in order to keep up with developments (Ghazmahadi et al., 2020; Supiati et al., 2021; Utama et al., 2020). One of the phenomena that is currently used by many companies in marketing their products is to use public figures or celebrities as brand ambassadors (Febrina et al., 2017; Imran, Arvian, et al., 2020; Miaty et al., 2024).

The use of brand ambassadors is one of the popular and frequently used sales promotion methods in the business world (Diawati *et al.*, 2021). In Indonesia, especially in the city of Jakarta, of course, we are familiar with the term brand ambassador because several brands have often held and held product promotion events by presenting celebrities as brand ambassadors to promote products directly to the target market (Fasha et al., 2022; Mariam et al., 2023; R. A. Pratama et al., 2023a). Then, Pangestoe *et al.*, (2020) revealed that companies implement marketing strategies with brand ambassadors to influence and attract consumers to use products to increase their sales figures. That brand ambassadors have the potential to influence consumer interest in a positive direction, because of their experience as public figures and have a strong appeal to carry out this role (Imran, Mariam, et al., 2020; Mariam et al., 2020; Nurdiansyah et al., 2020). Based on the results of research by Fadila *et al.*, (2021) which proves that there is a significant influence of brand ambassadors on purchase decisions. This happens because brand ambassadors are successful in promoting a product so that they can influence consumer interest and encourage purchasing behavior (M. P. Pratama et al., 2023; R. A. Pratama et al., 2023b; Rumaidlany et al., 2022).

Apart from using brand ambassadors, companies also try to prioritize brand trust among consumers (Meidiyanty et al., 2023; Sukarno et al., 2020; Thamanda et al., 2024). Companies really need to create and maintain trust from brands in order to build consumer commitment in terms of product purchases (Khasanah et al., 2021; Ramli, 2018). Chae *et al.* (2020) revealed that brand trust is created from experience which is an important principle for establishing a successful relationship between brands and their consumers, brand trust can also increase consumer confidence to choose their products. Then Dam (2020) states that if brand trust develops, the purchase rate will increase. Based on the results of research by Nurhasanah *et al.* (2021) proves that there is a significant effect of brand trust on purchase decisions. This is because the existence of brand trust or brand trust can create a feeling of security for consumers, and reduce negative thoughts or perceptions of risks that might occur so that it gives positive results.

Apart from brand ambassadors and brand trust, in order to remain competitive, companies can implement more effective marketing strategies including creating a strong brand image among consumers (Amalia et al., 2024; Mulyadi et al., 2020; Pramono et al., 2021). Then, Hermiyenti & Wardi (2019) and Kurniawati et al. (2024) revealed that the more brand image can represent a positive image of the product, the greater the level of consumer interest in being able to buy the product. If consumers feel interested in the product, this will increase the purchase decision (Ardhana et al., 2024; Diatmono et al., 2020; Ramli et al., 2020). Brand image has a crucial role for consumers in influencing their interest and purchase decisions (Fachridian et al., 2024; Mariam et al., 2022; Yunus et al., 2023). If a brand and product have a positive view in the minds of customers, the brand is easier to recognize and there is great certainty that consumers will buy the product (Darmansah & Yosepha, 2020). Based on research by Fadila *et al.* (2021) which proves that there is a significant effect of brand image on purchase decision. This can happen because the more positive the brand image is built and attached to a product can make consumers have a feeling of confidence when they want to decide to buy (Bachtiar et al., 2023; Kalim et al., 2024; Megawaty et al., 2024).

Previous research conducted by Suleman *et al.* (2022) shows the results of his research that brand ambassadors and trust have an effect on purchase decisions. This is due to the ability of brand ambassadors to create a good image of the product or brand and trust is proven to be one of the considerations for consumers which also encourages consumers to product purchasing behavior (Mariam et al., 2021; Steven et al., 2023; Sutriani et al., 2024). Based on the description above, there are differences in research conducted by

Suleman *et al.* (2022) with this study, previous research discusses research objects for fashion products and there are two independent variables, namely brand ambassadors and trust. Therefore, this study focuses on beauty products and adds a new variable, namely brand image as an independent variable, because brand image is also one of the aspects that has the potential to influence consumers towards purchase decisions.

The purpose of this study is to determine the effect of brand ambassadors, brand trust and brand image on purchase decisions and to determine how much influence brand ambassadors, brand trust and brand image together have on purchase decisions. Through this research, it is hoped that it can add important insights to marketers in designing good and effective marketing strategies for beauty products, especially in choosing brand ambassadors and building brand trust and positive brand image. This research is also expected to add new contributions to the development of marketing strategies in the beauty product sector and can be a reference for further research.

LITERATURE REVIEW

Purchase Decision

According to Lailiya (2020) purchase decision is a process or stage of determining consumer decisions where they factually purchase a product. Kendri & Saputra (2018) define purchase decision as a situation when consumers decide to buy a product and make a decision about whether or not to buy it after taking into account the information and facts they know about the product after seeing it. According to Berliani & Rojuaniah (2023) purchase decision is a consumer consideration in making a decision before making a purchase. According to Rahma *et al.* (2024) purchase decision is the tendency of consumers when they have to choose one of the many choices available in making purchasing behavior, besides that the purchase decision is determined through the stages of changing the values and benefits obtained by consumers, as well as the method used by a person to determine between various products and services that they want to buy based on various considerations. Riani *et al.* (2019) say that consumers face a problem known as consumer considerations in making decisions before making a purchase. According to Noor & Nurlinda (2021) purchase decision refers to the final purchasing attitude of consumers who buy products and services for their own use.

Brand Ambassador

According to Hartati *et al.* (2022) a brand ambassador is someone who is trusted to market a product and as a representative of the product. A brand ambassador is someone who is assigned to support and promote a product by showing positive things about the product, with the aim of encouraging consumer purchasing decisions for the promoted product (Yolanda & Soesanto, 2017). According to Akramiah *et al.*, (2021) a brand ambassador is someone who has popularity within the community or public, either from celebrities or public figures who can support the advertising of a product. Cece (2015) defines a brand ambassador as someone who has expertise in promoting and providing information about products to customers, the purpose of using a brand ambassador is to attract consumers through the popularity and influence of a brand ambassador, which includes a method commonly used by sellers in offering their products. Brand ambassadors are believed to be an important part of being able to shape the beliefs and attitudes of consumers towards the brands they choose (Azzuhra & Adlina, 2023; Rizky *et al.*, 2023; Situmorang *et al.*, 2023). Lailiya (2020) said that brand ambassadors can influence a person's beliefs and perceptions of a brand's products which are considered as a supporting component of the psychological side.

Brand Trust

Haudi *et al.* (2022) defines brand trust as a consumer relationship bond with a brand based on a sense of security and trust that the brand can be relied on in meeting consumer interests and needs. Brand trust or trust is a trait that exists in consumers to assist in making decisions from the information received (Febriani *et al.*, 2023; Fichri & Rojuaniah, 2022; Salma & Ramli, 2023). According to Atulkar (2020) brand trust

includes expectations of brand reliability, consistency, competence, and predictability of performance across products sold under that brand. Kwon *et al.* (2020) revealed that, brand trust is expressed in consumer confidence that a brand will perform certain functions, brand trust is considered an important component in the establishment of consumer relationships and business interactions that represent the extent to which consumers have confidence that the uses specified by the brand can be carried out properly. According to Lenggono *et al.* (2019) brand trust that exceeds the level of consumer satisfaction with functional performance will make consumers loyal to the brand. Nawaz & Usman (2011) state that brand trust is realized when the brand promises to provide good service and products that have guaranteed quality to consumers and has made this promise

Brand Image

According to Clarissa & Bernarto (2022) brand image is the consumer's view of the brand as a whole which is created from experience and information about the brand. Rahma *et al.* (2024) defines brand image as a perception formed by consumers about the brand and to compare the brand with other brands, besides that brand image can help consumers to initiate their needs and desires for a particular brand and to be a comparison between a product and another product. Brand image is considered as a consumer response to product characteristics obtained from their observation and consumption of an item (Harahap & Ramli, 2023). Benhardy *et al.* (2020) say that brand image can be considered as a unit of an observable brand product such as a logo, character letters and colors used, or consumers' views on an item or product it represents. According to Noor & Nurlinda (2021) brand image is a representative of the unity of consumer opinions about the brand created from experience and information from using the product. Consumers who have a positive view and perception of the brand are more likely to buy its products. Thanh *et al.* (2023) state that when a brand is able to continue to meet consumer needs and expectations, consumers will tend to trust the brand.

Relationship between Brand Ambassador and Purchase Decision

Hartati *et al.* (2022) said that brand ambassadors can increase product sales by utilizing the popularity of brand ambassadors. The credibility and appeal of brand ambassadors is partly based on their personal experience with the brand as well as similarities with the target audience target (Burton *et al.*, 2021). Sabella *et al.* (2022) revealed that companies use brand ambassadors with the aim of inviting and attracting consumers so that consumers are interested in buying and using their products. According to Nurhasanah *et al.* (2021) the existence of brand ambassadors can have the potential to influence and make consumers interested in buying, because the determination of brand ambassadors is usually based on the good image of celebrities or public figures who can influence consumer decisions, and the results of his research indicate that brand ambassadors have a positive and significant influence on purchase decisions. Then from the research of Suleman *et al.* (2022), Diyanti & Edastama (2022), Clarissa & Bernarto (2022), Fadila *et al.* (2021) prove that there is a positive and significant influence between brand ambassadors on purchase decisions. With the above statement, the following hypothesis can be drawn. H1: brand ambassadors has a positive effect on purchase decisions.

Relationship between Brand Trust and Purchase Decision

According to Ebrahim (2020) when brand trust is created among consumers in the target market, it can make it easier for companies to spread the promotional messages they want and build a positive impression of their brand in the minds of consumers, this also has a good impact on consumer purchasing decisions on the brand. Becerra & Korgaonkar (2011) say that brand trust can increase the level of consumer purchase decisions and provide influence and consumer confidence to buy a brand. According to Nurhasanah *et al.*, (2021) brand trust can determine the level of consumer purchases, it can also have the potential to build relationships that are of positive value and his research shows the results of a significant influence of brand trust on purchase decisions. Then in the research of Pop *et al.*, (2022), Rahajeng *et al.* (2024), Septi & Bangsawan (2023) show

a positive and significant influence between brand trust on purchase decisions. With the above statement, the following hypothesis can be drawn. H2: brand trust has a positive effect on purchase decision

Relationship between Brand Image and Purchase Decision

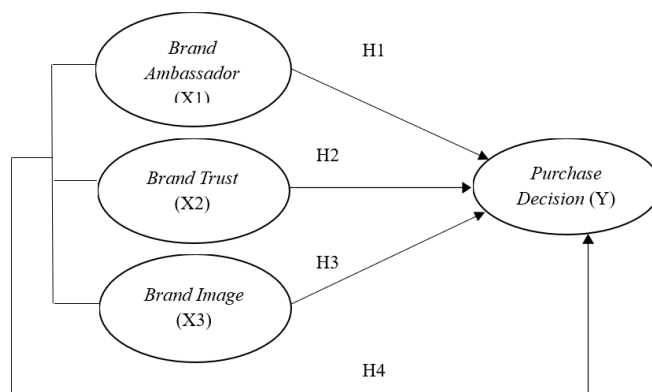
Consumers think that products or services that have a positive image will be better and provide security for them to make purchase decisions (Iswara & Jatra, 2017). According to Syah & Olivia (2022) brand image has a crucial role for consumers in influencing their interest and purchase decisions. Hermiyenti & Wardi (2019) reveal that the more a brand image can represent a positive image of a product, the more potential consumers will have an interest in deciding to buy. If someone feels interested in the product, it can increase the purchase decision. According to Darmansah & Yosepha (2020) if a brand has a positive and strong view in the minds of customers, the brand is easier to remember and there is great certainty that consumers will buy its products. The more positive the brand image, the higher the confidence that consumers can buy the product (Simonian *et al.*, 2012). Based on research by Fadila *et al.* (2021), Diyanti & Edastama (2022), Rahma *et al.* (2024) show the results that brand image has a positive effect on purchase decisions. With the above statement, the following hypothesis can be drawn. H3: brand image has a positive effect on purchase decision

Relationship between Brand Ambassador, Brand Trust and Brand Image on Purchase Decision

According to (Sabella *et al.*, 2022) companies use brand ambassadors not only to promote products, but also have the aim of increasing consumer tendencies to be closer to the brand and can encourage purchase decisions. In addition, companies really need to create and maintain brand trust in order to build customer commitment in terms of purchases, when consumers already believe in a brand, it will create a purchase decision on an increasingly large product (Dam, 2020). Hermiyenti & Wardi (2019) reveal that the more positive the brand image value of a product, the more consumers will have an interest in buying the product. If consumers are interested in the product, it will increase the purchase decision. Based on research by Diyanti & Edastama (2022), Rahma *et al.* (2024) which proves the significant influence of brand ambassadors and brand image on purchase decisions. Natasiah & Syaefulloh (2024) say that brand ambassadors, brand trust and brand image have an effect on purchase decisions. With the above statement, the following hypothesis can be drawn. H4: brand ambassador, brand trust and brand image have a direct effect together on purchase decision.

Research Model

In this study, researchers tried to analyze the effect of Brand Ambassador, Brand Trust and Brand Image on the Purchase Decision of Scarlett Whitening beauty products. Based on this, this research model has a purpose to facilitate research. So the relationship between the variables in this study used can be stated in a research model in the following figure:



Source: Primary Data processed (2024)

Figure 1. Research Model

METHODS

In this study, there are three independent variables, namely brand ambassador, brand trust, and brand image, and the dependent variable is purchase decision. The measurement of the variables studied was adapted from previous research, where the brand ambassador variable was measured using 6 items adapted from (Utami *et al.*, 2020). Brand trust variables are measured using 5 items adapted from (Becerra & Badrinarayanan, 2013). Then the brand image variable is measured using 6 items adapted from (Ansary & Nik Hashim, 2018). For purchase decision variables measured using 8 items adapted from (Martini *et al.*, 2022).

In this study using a causal research design. As stated by Sugiyono (2013) causal research design aims to show the cause-and-effect relationship that influences one variable with another. In this study, data was collected using a questionnaire tool that was distributed online and distributed once, so that the data collected from this questionnaire was considered primary data, namely data collected directly by researchers through the main source or from field data collection

Population includes a set of objects that are considered as research targets. In this study, the intended population is people who know and have bought Scarlett Whitening products, the number of which is not known for certain. Meanwhile, the sample refers to the object under study from the entire existing population. To determine the total sample in this study, the size formula according to Hair *et al.*, (2019) namely the number of samples used in factor analysis is at least 5 times the number of indicators. There are 25 statements in this research questionnaire, and the calculation of the number of samples in this study is $5 \times 25 = 125$, so a sample size of 125 respondents is required. In this study, sampling was carried out using a nonprobability sampling method which means that each population does not get the same opportunity/chance to become a research sample, using purposive sampling techniques, namely sampling techniques by determining specific characteristics and characteristics as a sample based on considerations or research objectives. The researcher has determined the sample to be used based on specific predetermined criteria, namely: respondents who are at least 17 years old, domiciled in Jakarta and Tangerang, respondents who know the brand ambassador of Scarlett Whitening and who have purchased Scarlett Whitening products at least 3 times in the last 1 year.

Quantitative data analysis is the method used in this study. For data collection is done online by distributing questionnaires to samples as respondents, in this study using a Likert scale type with a scale of 1 - 4. Therefore, a measuring instrument is needed to test the instrument, namely the validity test and reliability test. The Product Moment formula is used in the validity test and the Cronbach Alpha formula is used in the reliability test. Classical assumption test consisting of normality test, multicollinearity test, and heteroscedasticity test. In this study using multiple linear regression analysis techniques According to Janie (2012) multiple linear regression method is used to determine how two or more independent variables affect one dependent variable. To test the hypothesis of this study using the F Test (Simultaneous Significance), t Test (Partial Hypothesis Test) and the coefficient of determination. The F test is used to determine the effect of all independent variables contained in the model simultaneously on the dependent variable, in this study, namely to test whether the brand ambassador, brand trust, and brand image variables simultaneously affect the purchase decision. The t test is used to determine the effect of each independent variable (X) on the dependent variable (Y) The coefficient of determination (R) according to Sinambela *et al.*, (2014) is an indicator used to explain or describe how much variation is explained in the research model.

RESULTS AND DISCUSSION

Respondent Demographics

Based on the results of research that has been conducted with a total sample of 130 respondents who filled out the questionnaire, the results can be seen that the respondents

who have purchased Scarlett Whitening products are mostly female with a total of 102 people (77.7%). Then respondents based on the most age are aged 17-21 years with a total of 55 respondents (42.3%). Respondents based on domicile were mostly respondents with Jakarta domicile, totaling 74 people (56.9%). Furthermore, respondents based on the most occupations are student respondents with a total of 65 people (50%). And respondents based on the level of income / pocket money per month are mostly Rp. 2,600,000 - Rp. 4,000,000, totaling 43 people (33.1%).

Validity and Reliability Test

There were 25 questions tested through a pretest in the validity and reliability test conducted on 30 respondents with questionnaires distributed via the WhatsApp and Telegram platforms. Based on the results of the validity test with 25 questions consisting of brand ambassador variables, brand trust, brand image and purchase decision are declared valid for all total statements. All questions are said to be valid because the sig count is below 0.05. Thus, each question item can be considered valid as a measuring tool to measure each variable studied. Furthermore, in the reliability test, it can be seen that the test results of the brand ambassador variable (0.845), brand trust (0.880), brand image (0.905), and purchase decision (0.899) these results show that each variable obtained a Cronbach's Alpha value > 0.80 which means it is declared very reliable.

Classical Assumption Test

In the classic assumption test, one of which is the Normality Test, the data normality test is carried out by applying the Kolmogorov Smirnov method with a monte carlo approach. The normality test results obtained by monte carlo sig. (2-tailed) of 0.176, which is known to be a value greater than > 0.05 so that the normality test in this study is normally distributed. Then in the multicollinearity test results, the tolerance value of the brand ambassador variable is obtained (0.801), brand trust (0.904), and brand image (0.740) from these results it is known that the tolerance value of each variable is greater than $> 0, 10$ and seen from the VIF (Variance Inflation Factor) value for the brand ambassador variable (1.248), brand trust (1.106), brand image (1.352) from these results it is known that the VIF (Variance Inflation Factor) value for each variable is less than < 10.00 , it can be concluded that there is no multicollinearity in all variables. And the results of the heteroscedasticity test with scatterplot can be seen that the points are scattered randomly or irregularly above and below the number 0 on the y axis. Then the results of the heteroscedasticity test with Glejser obtained a Sig. value for the brand ambassador variable (0.868), brand trust (0.211), brand image (0.057) from these results it can be seen that the Sig. value for each variable is greater than 0.05, this proves that there are no symptoms of heteroscedasticity in the regression model, so that the regression model can be used to predict Purchase Decision based on the variables that influence it, namely brand ambassador, brand trust, and brand image.

Correlation Coefficient Analysis of Determination and Significant

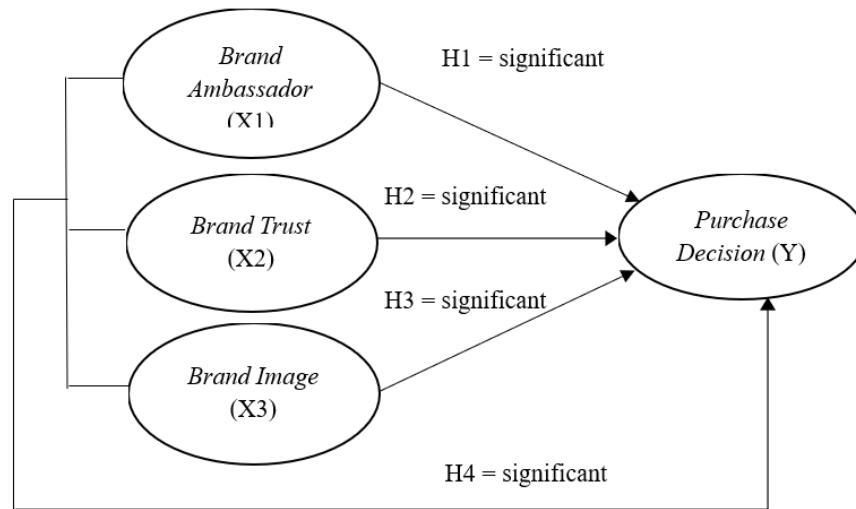
The coefficient of determination and significant analysis can be known from the R^2 value. In multiple linear regression equations, the coefficient of determination (R^2) is used to determine the extent to which several independent variables will simultaneously explain the dependent variable. Based on the results of the coefficient of determination test, the R^2 value of 0.459 is obtained, this figure is used to determine the magnitude of the influence of brand ambassadors, brand trust and brand image on purchase decisions. The purchase decision variable is influenced by the brand ambassador, brand trust, and brand image variables by 45.9% and the rest is influenced by other variables not examined in this study.

Whole Model Fit Analysis

Analysis of the suitability of the entire model can be seen from the results of the F Test which aims to see the independent variables together or simultaneously. The value in the F test will obtain the results of whether the test conducted using F count can be declared significant or not. Based on the results of the F test that has been carried out, the F test results are 35,658 and a significant level of 0.000. Because the probability value is less than 0.05, namely ($0.000 < 0.05$), thus H_0 is rejected H_a is accepted. From the results of

the F test, the independent variables, namely Brand Ambassador, Brand Trust, and Brand Image together have a significant effect on the dependent variable, namely Purchase Decision on Scarlett Whitening Beauty products.

Based on the model framework image with multiple linear regression variables, the R² value is obtained (0.459), which means 45.9% that the Purchase Decision variable can be explained by the independent variables Brand Ambassador, Brand Trust, and Brand Image. Furthermore, the hypothesis test table below introduces the hypothesis in this study.



Source: Primary data processed by researchers, 2024

Figure 2. Model Framework With Multiple Linear Regression Variables

Table 1 Research Model Hypothesis Testing Results

Hyphotesis	Hypothesis Statement	Significant P-Value < 0,05	Descriptions
H1	Brand Ambassador has a positive effect on Purchase Decision	0,000	The data supports and the hypothesis is accepted
H2	Brand Trust has a positive effect on Purchase Decision	0,042	The data supports and the hypothesis is accepted
H3	Brand Image has a positive effect on Purchase Decisions	0,000	The data supports and the hypothesis is accepted
H4	Brand Ambassador, Brand Trust and Brand Image have a direct effect together on Purchase Decision	0,000	The data supports and the hypothesis is accepted

Source: Primary data processed by researchers, 2024

Based on the table above, the brand ambassador variable (X1) has a significant value of 0.000 < 0.05, thus H0 is rejected and Ha is accepted, meaning that the brand ambassador variable has a positive and significant effect on purchase decisions on Scarlett Whitening beauty products. The brand trust variable (X2) has a significant value of 0.042 < 0.05, thus H0 is rejected and Ha is accepted, meaning that the brand trust variable has a positive and significant effect on purchase decisions on Scarlett Whitening beauty products. The brand image variable (X3) has a significant value of 0.000 < 0.05, thus H0 is rejected and Ha is accepted, meaning that the brand image variable has a positive and significant effect on purchase decisions on Scarlett Whitening beauty products.

In testing the first hypothesis, the results of this study indicate a positive and significant effect of brand ambassadors on purchase decisions on beauty products. These results prove that brand ambassadors in the Scarlett Whitening brand are an important aspect that can be considered as an influence in increasing purchase decisions. Customer attitudes and confidence in the products they buy can be influenced by the presence of brand ambassadors. When talking about brand ambassadors, consumers tend to see the level of attractiveness and popularity. Brand ambassadors who have good attractiveness

and popularity are considered to have the ability and expertise to promote products, attract the attention of the target market or consumers, provide information about products, and foster consumer confidence in products or brands. In addition, consumers tend to pay attention to the appearance and credibility of the brand ambassador on Scarlett Whitening, which has an impact on their choice to make a product purchase decision. Therefore, the better the brand ambassador, it can increase consumers' desire to buy Scarlett Whitening products. The results of this study are in line with the research of Nurhasanah *et al.* (2021), Suleman *et al.* (2022), Fadila *et al.* (2021), Diyanti & Edastama (2022) and Clarissa & Bernarto (2022) which states that brand ambassadors have an effect on purchase decisions.

In testing the second hypothesis, the results of this study indicate a positive and significant influence between brand trust on purchase decisions on beauty products. This result indicates that brand trust is also included in one of the things that can add influence to consumer decisions when buying Scarlett Whitening products. This brand trust can include consumer expectations of brand reliability, consistency, competence, and performance effectiveness across all products sold under the Scarlett Whitening brand. This means that the Scarlett Whitening brand has succeeded in instilling trust in its brand in the minds of consumers, so that consumers have confidence that Scarlett Whitening products are able to prioritize their consumers and fulfill the promised value. Consumers also feel comfortable with Scarlett Whitening products and will show their loyalty to the product by buying the product repeatedly, so that this brand trust can build a positive relationship between consumers and Scarlett Whitening. Therefore, the better the brand trust, it can increase consumer confidence to buy Scarlett Whitening products. The results of this study agree with the research of Nurhasanah *et al.* (2021), Pop *et al.* (2022), Rahajeng *et al.* (2024), Septi & Bangsawan (2023) which states that brand trust affects purchase decisions.

In testing the third hypothesis, the results showed that there is a positive and significant influence between brand image on purchase decisions on beauty products. These results determine that brand image is one of the supporting components for increasing purchase decisions. Through Scarlett Whitening's attractive brand image and high quality, it can make consumers loyal to make purchases and use this product. The more positive the brand image is built and strengthened on the product aims to make customers feel confident when they want to make a purchase, the underlying reason for consumers to buy the product is the perception that the product has a positive image and can be trusted, and gives consumers a feeling of security when they buy and use the product. In addition, this beauty product has a fairly high appeal and popularity, has its own characteristics and also advantages that distinguish it from other brands, which can make consumers continue to remember the brand. With the results of this study, it can prove that the more positive and successful Scarlett Whitening is in building its brand image to customers, the greater the desire of consumers to decide to purchase Scarlett Whitening products. The results of this study are in line with the results of research by Fadila *et al.* (2021), Diyanti & Edastama, (2022), Rahma *et al.* (2024), Suleman & Prasetyo (2022) and Launtu (2023) which states that brand image affects purchase decisions.

In testing the fourth hypothesis, the results showed a joint influence of Brand Ambassador, Brand Trust and Brand Image on Purchase Decision on Scarlett Whitening beauty products. These results can be interpreted that, consumers when buying Scarlett Whitening products can be influenced by the factor that the brand ambassador who promotes Scarlett Whitening products succeeds in attracting consumer interest in buying their products, then there is brand trust built by Scarlett Whitening which is strong enough to convince consumers of its brand and also the brand image owned by Scarlett Whitening is able to represent the characteristics of its products that are easily remembered by consumers. In addition, brand ambassadors who have the ability and attractiveness in conducting promotions will create a consumer's desire to seek deeper information about the product and can then generate consumer interest in purchasing behavior, then brand trust and brand image instilled by Scarlett Whitening to its consumers so that consumers

have confidence in Scarlett Whitening products is also important to maintain because it will be able to increase consumer purchase decisions and will make added value in increasing sales. This study has results that are in line with the research of Natasiah & Syaefulloh (2024) which proves that brand ambassadors, brand trust and brand image simultaneously affect purchase decisions.

CONCLUSION

Based on the results of research that has been conducted on brand ambassadors, brand trust and brand image on purchase decisions, with the description of the discussion above, the following conclusions can be drawn: (1) brand ambassador has a positive and significant effect on purchase decision, this proves that the brand ambassador in the Scarlett Whitening brand is one of the important aspects that can be considered as an influence in increasing the level of purchase decision of Scarlett Whitening beauty products. (2) brand trust has a positive and significant effect on purchase decision, this indicates that the Scarlett Whitening brand has succeeded in instilling trust in its brand in the minds of consumers, so that consumers have confidence that Scarlett Whitening products are able to prioritize consumers and fulfill the value promised to consumers, this also has an effect in increasing purchase decisions on beauty products. (3) brand image has a positive and significant effect on purchase decision, this indicates that through Scarlett Whitening's attractive and high quality brand image, it can make loyal customers make purchases and use this brand. (4) brand ambassador, brand trust and brand image together or simultaneously affect the purchase decision. (5) the magnitude of the influence of brand ambassador variables, brand trust and brand image on purchase decisions is 45.9% and the rest is influenced by other variables not examined in this study. This is because consumers in purchasing Scarlett Whitening beauty products can be influenced by the existence of brand ambassadors who have attractiveness, the brand trust built by Scarlett Whitening is quite strong and also the brand image owned by Scarlett Whitening is able to represent the characteristics of its products that are easy to remember, so that it will increase consumer purchase decisions.

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