

THE INFLUENCE OF BRAND AMBASSADORS AND BRAND CREDIBILITY ON PURCHASE DECISIONS OF GLAD2GLOW SKINCARE PRODUCTS ON TIKTOK IN BANDUNG CITY



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Abstract

This study aims to analyze the influence of brand ambassadors and brand credibility on purchase decisions among consumers of Glad2Glow skincare products through the TikTok platform in Bandung. A sample of 100 respondents was determined using the Lemeshow formula with a purposive sampling technique. Data were collected through Likert-scale questionnaires and analyzed using multiple linear regression with the assistance of SPSS version 21. The results show that both partially and simultaneously, brand ambassadors and brand credibility have a positive and significant effect on purchase decisions, highlighting the importance of utilizing credible brand ambassadors and strengthening brand credibility to enhance purchase decisions in social commerce contexts.

Keywords: Brand Ambassador, Brand Credibility, Purchasing Decision

INTRODUCTION

Technological developments continue to evolve rapidly, particularly the development of social commerce, which has had a significant impact on people's lives. Social commerce is described as a trend that combines social media interactions with shopping experiences, increasing customer engagement through reviews and recommendations (Loso Judijanto et al., 2025). Platforms like TikTok have evolved beyond mere entertainment venues into robust e-commerce ecosystems, a phenomenon that can be referred to as "TikTok Shops" or social commerce (Dewi & Wulandari, 2023). According to a report by We Are Social and Meltwater (2025), Indonesia has approximately 180 million social media users. TikTok recorded an advertising reach of up to 180 million users aged 18 and above, with an adoption rate of nearly 100% among adult women and 88.9% of the adult population as a whole. TikTok is ranked among the top three most used platforms. This creates significant opportunities for businesses to reach consumers through digital platform-based marketing strategies. This platform utilizes responsive algorithms for content virality, encouraging live shopping and shoppable content that increases impulse sales (Zulfan Zulkarnaen Z et al., 2025). With TikTok, consumers can view creator content, unboxings, reviews, and endorsements from artists or influencers in a more dynamic and interactive way. The creative advertising system is linked to the lifestyle of this generation in using viral products on social media. Several studies show that young consumers in Indonesia tend to rely on recommendations from public figures or TikTok content before deciding to purchase beauty products. The skincare industry in Indonesia has shown very rapid development in recent years. Referring to the ASD Report, the skincare market in Indonesia is projected to reach a value of 3.07 billion US dollars in 2025 and increase to 4.64 billion US dollars in 2032, with a compound annual growth rate (CAGR) of 6.10%. This increase is driven by increasing consumer awareness of skincare, especially among the younger generation who actively use social media.

As competition between local and international skincare brands intensifies, many companies are starting to utilize brand ambassadors as part of their digital marketing strategies. A brand ambassador is a person appointed by a company to authentically represent and convey the brand's values to the public, with the goal of building a positive image and increasing consumer awareness of the brand. (kol.id, 2024). The phenomenon of using brand ambassadors in skincare product marketing has become a common strategy implemented by cosmetic companies. Syifa Hadju, a young Indonesian actress and influencer with over 21 million Instagram followers and 5.6 million TikTok followers, is considered a key figure. The presence of public figures as brand ambassadors is believed to increase consumer trust in the promoted product through the source credibility theory proposed by Ohanian (1990) and further developed by Spry, Pappu, and Cornwell (2011). Glad2Glow is a local skincare brand targeting young female consumers in Indonesia. This product is specifically marketed through the TikTok platform by collaborating on influencer marketing strategies with Syifa Hadju as a brand ambassador (Glad2Glow Official, 2023). Syifa Hadju was chosen as the Glad2Glow product brand ambassador because she possesses three dimensions of credibility, including natural beauty synonymous with the concept of "glowing skin", a significant and influential number of social media followers, and the ability to create emotional connections with the audience. This phenomenon is interesting to study because it shows how the

integration of the Ambassador's personal brand credibility with product credibility can influence consumers' bold purchasing decisions. Bandung was chosen as the research location because it is a major city in Indonesia with a predominantly young population and a relatively high level of social media usage. Based on data from the West Java BPS (2025), Bandung City has approximately 452,300 active internet users out of a total population of 2.59 million, with the largest proportion being in the 18-30 age group, potential consumers of skincare products. This local context is crucial for understanding how digital marketing factors impact purchasing behavior at the city level. While research on influencer marketing and purchasing decisions has been conducted globally, there is a mixed literature on the specific dynamics of the TikTok platform, which has distinct algorithmic characteristics and content formats than conventional social media platforms (Zhao, Zhou, & Duan, 2023). Furthermore, research focusing on the combination of brand ambassadorship and brand credibility in the context of skincare product purchases in Indonesia is still limited (Wulandari & Dewi, 2023). Therefore, this study is important to fill this gap and provide a more comprehensive understanding of consumer behavior in the context of contemporary digital marketing in Indonesia.

REVIEW OF LITERATURE

Brand ambassadors is a very popular marketing strategy in the modern business world, particularly in building emotional connections between brands and consumers. Generally, a brand ambassador can be defined as an individual appointed by a company to represent and promote a product or service to consumers, with the primary goal of increasing brand awareness and influencing purchasing decisions (Kolter & Keller, 2021:433). Their effectiveness depends on credibility, attractiveness, and product fit (Schmidt & Eisend, 2023:47). Digital technology has transformed brand ambassadors into more interactive influencers via social media. Young consumers trust influencer recommendations more because they feel authentic, such as Syifa Hadju's TikTok video promoting Glad2Glow (Djafarova & Rushworth, 2023). When brand ambassador Syifa Hadju uses and recommends Glad2Glow products in her TikTok video, consumers can see firsthand how the products are used in everyday life, rather than just a fabricated advertising scenario. Popular brand ambassadors increase purchase intention, especially for skincare products in Southeast Asia, due to their positive image and association with appearance (Wang et al., 2022). The study found that this effect is particularly strong for products related to appearance and self-confidence, such as skincare products. Consumers tend to believe that successful and attractive brand ambassadors use quality products, which encourages them to try the same products.

Brand credibility is the level of trust consumers have in a brand. They believe the brand can deliver on its promises and deliver good results. (Erdem & Swait, 2021:536) define brand credibility as the overall consumer perception of a brand's credibility, which includes trust and willingness to utilize the information and promises made by the brand. In the context of skincare products, brand credibility is crucial because consumers assume significant risks when trying new products. These risks include financial risk (the money spent may not be commensurate with the benefits), functional risk (the product may not work as claimed), social risk (the product may not meet social expectations), and psychological risk (the

product may not provide the expected emotional satisfaction) (Sparks & Perkins, 2023). When a brand is perceived as credible, these risks are removed from consumers' minds, making them more confident in purchasing. Numerous studies have shown that brand credibility drives purchases. Research (Huang & Sarigöllü, 2023) in five Asian countries found that credible skincare brands make consumers believe in good results, so they immediately buy and provide strong and immediately measurable effects.

Purchasing decisions are the final psychological process in which consumers choose the best product from alternatives, based on functional, emotional, and social value (Yenni, 2022). This process is not always linear and can vary depending on the complexity of the decision, the level of consumer involvement, and the purchase context. The decision to purchase a particular product occurs when consumers perceive that the product offers the best value compared to other available alternatives (Kotler & Keller, 2021:355-360). Among younger generations, skincare purchasing decisions are influenced by influencer recommendations, brand credibility (due to high skin risks), and advice from friends or family. All three are mutually supportive (Lim et al., 2023). According to research conducted by (De Veirman, Cauberghe, & Hudders, 2023), consumers who actively use TikTok and follow skincare influencers are more likely to view and consider products recommended by influencers in their purchasing decisions. Videos featuring brand ambassadors or influencers using certain skincare products can create brand awareness, shape positive perceptions, and ultimately drive purchase intentions. This makes TikTok a very strategic platform for skincare brands to influence consumer purchasing decisions, including Glad2Glow which uses Syifa Hadju as their brand ambassador.

To explain how the studied variables interact with each other, this study requires a conceptual framework. According to the conceptual framework, brand ambassador Syifa Hadju and brand credibility are independent variables, while the purchase decision for Glad2Glow products is the dependent variable. This model shows that both variables have a direct influence on consumer purchasing decisions. This study will use a quantitative approach to measure the extent of influence of brand ambassador Syifa Hadju and brand credibility on the purchase decision for Glad2Glow products.

RESEARCH METHOD

This study uses a quantitative approach with a descriptive and causal research design. As explained by (Sugiyono, 2020:23), the quantitative method is a research strategy carried out on a specific population or sample, where the data obtained is analyzed statistically to test the formulated hypothesis. The population in this study includes individuals aged 18 to 35 years who live in Bandung, with an estimated number of 452,300 people based on data from the Bandung City Central Statistics Agency in 2025. The sampling technique used a purposive sampling method, which is a sample selection based on specific predetermined criteria. These criteria include: (1) Generation Z individuals aged 18-28 years, (2) domiciled in the Bandung City area, (3) actively using the TikTok social media platform, (4) following the brand ambassador Syifa Hadju account or the official Glad2Glow account, and (5) having knowledge of Glad2Glow products. The sample size was calculated using the Slovin formula and setting a margin of error of 10%. (Sugiyono, 2024:65). Based on these calculations, the minimum number of respondents required in this study is 100 people. The variables studied

consist of two independent variables, namely brand ambassador (X1) and Brand Credibility (X2), and one dependent variable, namely Glad2Glow Product Purchase Decision (Y). The measuring instrument used in this research instrument is a closed questionnaire, which utilizes a Likert scale with a value range of 1 to 5 to measure respondents' perceptions. Data collection was carried out by distributing questionnaires directly to respondents spread across various locations in Bandung City. Before the data was analyzed further, the research instrument had to go through a validity and reliability test process using SPSS version 21 software. The validity test applies the Pearson product moment correlation technique which has the criteria of calculated r value $>$ r table and significance of 0.3. (Sugiyono, 2020:126) Meanwhile, the reliability test uses the Cronbach's Alpha coefficient, where the value obtained is at least 0.70 indicating that the instrument has a good level of reliability and consistency. (Sugiyono, 2024:129). The data processing process utilizes statistical techniques including descriptive and inferential analysis, which are run through SPSS version 21 software. Descriptive analysis aims to describe the characteristics of respondents and research variables through frequency distribution, percentage, average value, and standard deviation. Meanwhile, inferential analysis is carried out using multiple linear regression to determine the magnitude of the influence of independent variables on the dependent variable. (Sugiyono, 2020:144). Hypothesis testing in this study was carried out through three main stages, namely: (1) F test (simultaneous) to determine whether the independent variables together have a significant effect on the dependent variable, (2) t test (partial) to test the effect of each independent variable individually on the dependent variable, and (3) coefficient of determination test (R^2) which is used to measure the extent of the contribution of the independent variables in explaining variations in the dependent variable.

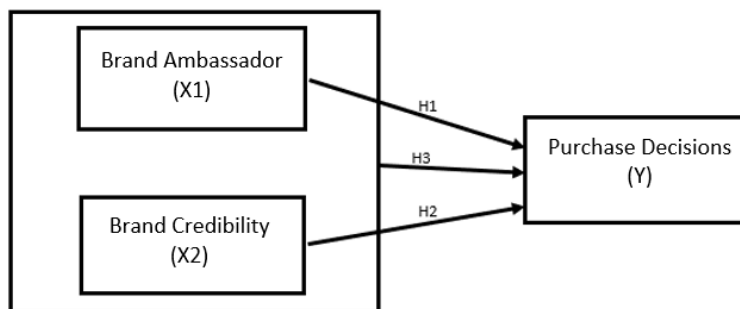
Research Hypothesis

Based on the analysis outlined above, the hypotheses in this study can be formulated as follows::

- H1: Brand ambassadors have a positive and significant influence on purchasing decisions..
- H2: Brand credibility has a positive and significant influence on purchasing decisions.
- H3: Brand ambassadors and brand credibility have a significant influence on purchasing decisions.

Research Model

This research model describes the relationship between the independent variables (brand ambassadors and brand credibility) and the dependent variable (purchase decisions). This model can be illustrated as follows:



The description of this research model shows that the three independent variables have a direct relationship with customer satisfaction, which will be tested through multiple linear regression analysis. This study uses a quantitative approach with a survey method, where data is collected through a questionnaire with a Likert scale. The data analysis technique used is a linear regression test to examine the influence of each variable on purchasing decisions. The results of this study are expected to provide deeper insights for the Glad2Glow company in increasing their sales by focusing on brand ambassadors and brand credibility to improve purchasing decisions.

RESULTS AND DISCUSSION

The following are the research results obtained from the analysis using SPSS, namely:

Table 1.
Regression Analysis
ANOVA^a

	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1470,399	2	735,200	79,207	0,000 ^b
	Residuals	900,351	97	9,282		
	Total	2370,750	99			

a. Dependent Variable: PURCHASE_DECISION

b. Predictors: (Constant), BRAND_CREDIBILITY, BRAND_AMBASSADOR

Source: Data processed (202)

Table 2.
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,945	2,122		1,388	0,168
	BRAND_AMBASSADOR	0,344	0,139	0,230	2,482	0,015
	BRAND_CREDIBILITY	0,866	0,133	0,603	6,521	0,000

a. Dependent Variable: PURCHASE_DECISION

Source: Data processed (2026)

Table 3.
Correlation Coefficient and Determination Coefficient Test
Model Summary

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	0,788 ^a	0,620	0,612	3,047

a. Predictors: (Constant), BRAND_CREDIBILITY, BRAND_AMBASSADOR

Source: Data processed (2025)

T Test

Based on the partial test results, the brand ambassador coefficient (X_1) was 0.344 with a significance level of 0.015, which is smaller than 0.05. Thus, hypothesis 1 (H_1) is accepted and the null hypothesis (H_0) is rejected. This indicates that brand ambassadors (X_1) have a positive and significant effect on purchasing decisions (Y). Thus, the first hypothesis (H_1) is accepted. This means that the better the consumer's perception of the brand ambassador used, the higher the product purchasing decision will be. This shows that the presence of public figures who have attractiveness, credibility, and suitability with the product can influence consumer perception and interest.

Furthermore, the brand credibility coefficient (X_2) was 0.866 with a significance level of 0.000, which is below 0.05. This indicates that hypothesis 2 (H_2) is accepted and the null hypothesis (H_0) is rejected. Thus, brand credibility (X_2) is proven to have a positive and significant influence on purchasing decisions (Y). This finding indicates that the higher the level of consumer trust in a brand, the greater the consumer's tendency to make a purchase.

F Test

Based on the results of the Simultaneous Test (F Test), the calculated F value was 72.207 with a significance value of 0.000. This value is smaller than the significance level of 0.05 ($0.000 < 0.05$), so H_3 is accepted and H_0 is rejected. This shows that the brand ambassador (X_1) and brand credibility (X_2) variables together or simultaneously have a significant effect on purchasing decisions (Y). This means that the existence of a brand ambassador who is able to attract consumers' attention and good brand credibility can increase consumer confidence in making purchasing decisions. In addition, the calculated F value is quite large indicating that the regression model in this study is able to explain the relationship between the independent variables and the dependent variable well, so that the combination of brand ambassadors and brand credibility makes a strong contribution in influencing consumer purchasing decisions.

The Effect of Brand Ambassador on Purchase Decisions

The results of this study indicate that brand ambassador has a positive and significant effect on purchasing decisions. This is evidenced by the significance value of 0.015, which is smaller than 0.05. These findings are consistent with previous studies stating that the use of brand ambassadors can increase product attractiveness and influence consumer perceptions of a brand. The presence of public figures with popularity, credibility, and a positive image can help companies build trust and increase consumers' intention to purchase products.

In the marketing context, brand ambassadors act as a communication medium between companies and consumers. Consumers tend to be more interested in products promoted by figures they know, like, and trust. In addition, the suitability between the brand ambassador's character and the product image can strengthen brand identity in the minds of consumers. Therefore, the better consumers' perceptions of the brand ambassador used, the higher the consumers' purchasing decisions toward the product.

In the skincare industry, the use of brand ambassadors is considered an effective strategy because consumers often consider recommendations from public figures before purchasing products. Brand ambassadors who can create a trustworthy and convincing impression are able to increase consumer confidence in product quality. Thus, the results of

this study confirm that brand ambassadors are one of the important factors influencing consumer purchasing decisions.

The Effect of Brand Credibility on Purchasing Decisions

The results of this study indicate that brand credibility has a positive and significant effect on purchasing decisions. This is evidenced by the significance value of 0.000, which is smaller than 0.05. These findings indicate that the higher the level of consumer trust in a brand, the greater the likelihood that consumers will make purchasing decisions. Brand credibility reflects the company's ability to provide consistent product quality, reliable information, and fulfill consumer expectations.

Previous studies also support these findings by stating that brands with a good reputation and strong consumer trust are more likely to influence purchasing decisions. Consumers tend to choose brands that are considered safe, high-quality, and have a positive image compared to brands that are less known or doubtful in quality. In addition, brand credibility can reduce consumer uncertainty in making purchasing decisions because consumers believe that the product will provide benefits as expected.

In the skincare industry, brand credibility is a very important factor because it is closely related to the safety and quality of products used on consumers' skin. Consumers are usually more selective in choosing skincare products and tend to trust brands that already have a good reputation and positive reviews from other users. Therefore, companies need to maintain product quality, service consistency, and consumer trust in order to preserve brand credibility. Thus, the results of this study confirm that brand credibility is the dominant factor influencing consumer purchasing decisions.

The Simultaneous Effect of Brand Ambassador and Brand Credibility on Purchasing Decisions

The results of this study indicate that brand ambassador and brand credibility simultaneously have a significant effect on purchasing decisions. This is evidenced by the calculated F value of 72.207 and a significance value of 0.000, which is smaller than 0.05. These findings indicate that the combination of using brand ambassadors and having strong brand credibility can improve consumers' purchasing decisions. Overall, both variables provide a strong contribution in influencing consumer behavior in choosing and purchasing skincare products.

These findings are in line with consumer behavior theory, which states that purchasing decisions are influenced by promotional factors and the level of consumer trust in a brand. Brand ambassadors play a role in attracting consumers' attention and building a positive product image, while brand credibility creates consumer trust and confidence in the quality of the products offered. The combination of these two factors can strengthen consumer perceptions and increase purchase intention.

In the skincare industry, consumers not only consider promotional attractiveness through public figures, but also pay attention to product safety, quality, and brand reputation before making purchasing decisions. Therefore, companies need to combine marketing strategies through brand ambassadors with efforts to maintain brand credibility in order to create consumer trust and loyalty. Thus, the results of this study confirm that brand ambassadors and brand credibility together are important factors in increasing consumer purchasing decisions.

CONCLUSION

Based on the research results, it can be concluded that brand ambassadors and brand credibility have a positive and significant influence on the purchasing decision of Glad2Glow skincare products on TikTok in Bandung City. Partially, both variables are proven to have a significant influence, where brand credibility has a more dominant influence than brand ambassadors. Simultaneously, both variables are also proven to have a significant influence on consumer purchasing decisions. The research model shows a fairly good ability to explain the phenomenon studied, with a contribution of 62%, while the remainder is influenced by other variables outside the study. Thus, it can be concluded that increasing the effectiveness of credible brand ambassadors and strengthening brand credibility are important strategies in driving consumer purchasing decisions, especially in the context of TikTok-based digital marketing.

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