THE INFLUENCE OF BRAND AMBASSADORS AND EWOM ON PURCHASING DECISIONS FOR SKINCARE SKINTIFIC IN THE SHOPEE APPLICATION

Riki Fernando[1]
Universitas Swadaya Gunung Jati, Cirebon, Indonesia
rikif2706@gmail.com

Hasanah Khalaidah[2]
Universitas Swadaya Gunung Jati, Cirebon, Indonesia
khalaidahhasanah@gmail.com

Rahmadi[3]
Universitas Swadaya Gunung Jati, Cirebon, Indonesia
rahmadi@ugj.ac.id

Abstract

The development of the digital domain shows a significant increase, both internationally and domestically. This study aims to examine the influence of Brand Ambassadors and Electronic Word of Mouth (E-WOM), both separately and in conjunction, on Purchasing Decisions within the Shopee application. The research employs a quantitative methodology based on data collected through surveys. The sample consists of 120 respondents who utilize skincare products from the Shopee platform. This research utilizes conventional assumption testing instruments and multiple linear regression for data analysis. The findings indicate that both Brand Ambassadors and E-WOM have a positive and significant impact on Purchasing Decisions, both independently and collectively, within the Shopee mobile app.

Keywords: Brand Ambassador, Electronic Word of Mouth (EWOM), Purchasing Decision

INTRODUCTION

Women often exhibit a deficiency in self-assurance regarding their appearance. This drives many women to invest significant effort to achieve a beauty standard dictated by the media. As a result, several body and skin therapies have developed, targeting every region from head to toe. One such intervention is dermatological and facial care, also known as skincare. The use of skincare products has become indispensable for many women (Retno Hariatiningsih, 2020).

Regular skin care is crucial for maintaining excellent health and preventing damage. Skin care varies by skin type. When selecting skin care, the phenotypical approach is the most effective way to address the different concerns involved in providing a suitable regimen. The phenotypical approach addresses four key facial skin concerns: hydration, inflammation, pigmentation, and risk factors for skin aging. Skin is divided into four kinds based on hydration: normal, oily, dry, and combined(Andrini, 2023)

Skintific products also contain active components that have been clinically shown to cure skin, such as niacinamide, hyaluronic acid, ceramide, vitamin E, and peptides. Skintific is also suitable for a variety of skin types, including dry, oily, combination, and sensitive skin. This product is ideal for a variety of Indonesian skin types, including oily, sensitive, and mature skin, because the formula is lightweight, effective, and tailored to the needs of tropical skin.

Skintific is a healthcare product that attracts numerous users. Skintific is among the leading and best-selling skincare products in Indonesia's e-commerce market. It reached Indonesia in August 2021. Skintific, short for "Skin and Scientific," is a company that produces affordable smart skincare products aimed at improving skincare regimens using sophisticated technology, unique formulations, and pure active ingredients. Although categorized as a newcomer in the cosmetics industry, Skintific competently rivals established brands. As reported by Manurung & Sicilia (2024) and Compas.co.id (2022), Skintific's total sales amounted to 44.4 billion during the April-June 2022 period and 4.8 billion in August 2022. This indicates that Skintific experienced a downturn in August 2022. Thus, the author is captivated by the potential of centering this research on Skintific.

Beauty products in Indonesia have had positive advancements in recent years. According to the Euromonitor International research (2020) referenced in Sherli's publication (2023), Indonesia became the fastest-growing beauty market in Asia, reaching a worth of IDR 355.4 trillion in 2017. The increased public awareness of the importance of appearance is a key driver of lifestyle changes in the use of beauty products.

Consumers' understanding of online customer reviews is evident in their purchasing experiences on the same site, particularly Shopee Manurung & Sicily (2024). Tasya Farasya was selected as Brand Ambassador owing to her significant influence in the cosmetics sector. Tasya Farasya's 7 million Instagram followers (2024) demonstrate the potential to reach a wider consumer audience. Thus, the selection of Tasya Farasya is expected to precisely represent the factors under investigation. Manurung and Sicily (2024)

Brand ambassadors may now come from various backgrounds, not only from celebrities commonly seen on television, but also from digital platforms such as YouTube, TikTok, Facebook, and Instagram, as long as they have a significant following. The significant impact of prominent figures with large social media followings accelerates the spread of product information and reviews. Consumers may reassess their purchasing choices

concerning Skintific Kurniawan & Saputra (2022) skincare products after observing celebrity endorsements on social media.

Online evaluations and customer responses represent a communication mechanism known as e-WOM (electronic Word of Mouth), which significantly impacts consumer purchase decisions. Electronic Word of Mouth (EWOM) offers a distinct advantage to the firm by fostering a reciprocal relationship between consumers and the organization via social media reviews. Online reviews are considered impactful in shaping consumer perceptions (Ahdiany, 2021, p. 31). The influence of electronic Word of Mouth (e-WOM) on consumer purchasing decisions exceeds that of traditional Word of Mouth (WOM). This arises from the swiftness, ease, and extensive reach of electronic word-of-mouth, along with the absence of pressure usually felt in face-to-face contacts (Kentzo, Claudia, Siaputra, & Iskandar, 2020, p. 1).

Consumers face numerous alternatives during the decision-making process before acquiring a product or service (Anggraeni & A'yuni, 2023). In his book Wulandari (2024), Philip Kotler characterizes consumer purchasing as the process by which consumers identify and evaluate information to choose, get, and employ products or services that satisfy their needs or preferences. Acquisition decisions may be influenced by various internal and external factors, including personality, culture, and socioeconomic status. This study sought to evaluate the influence of each Brand Ambassador and electronic word-of-mouth variable on purchasing decisions for Skintific skincare within the Shopee application.

REVIEW OF LITERATURE

Brand Ambassador

Brand ambassadors are people that embody the best representation of a product in marketing campaigns. They are frequently compared to superstars with widespread public recognition (Rahmawati et al., 2022). Although numerous authors, like Sagia and Situmorang (2018) and Liya et al. (2021), define brand ambassadors as cultural icons or personas employed as marketing tools to advocate products, it is vital to examine how these definitions overlap or diverge.

Brand ambassadors play more than just a representational function; they act as liaisons between the corporation and the public, with the goal of increasing sales (Purwati and Cahyanti, 2022). However, the present literature does not go into detail on the many sorts of brand ambassadors--for example, celebrity endorsers versus micro-influencers--and how they affect customer behavior. While some studies imply that celebrity endorsements can greatly improve brand visibility, others believe that micro-influencers can promote higher trust and engagement among niche audiences. This gap in understanding the efficiency of various types of brand ambassadors requires greater investigation, particularly in the skincare business.

EWOM

Electronic Word of Mouth (e-WOM) is the term used to describe consumer conversations about a business or product, in which people use digital platforms to express both positive and negative comments in order to help make decisions (Alpha Kristiawan Theophilus, 2020). According to Hakim et al. (2021), e-WOM is further defined as remarks made by prior customers that affect their decision to buy. Nonetheless, the literature

frequently restates the same ideas about the characteristics of e-WOM, such as how it helps with customer feedback and suggestions.

E-WOM refers to consumers' inclination to share information about the purchase or use of a product online, outside of commercial channels (Pratiwi & Rastini, 2023, in the journal by Ni Putu Juni Pratiwi and Ni Made Rastini).

This term denotes that e-WOM refers to informal discourse or feedback on digital platforms, wherein consumers share experiences, reviews, and recommendations regarding products or services. Kotler and Keller (2016, p. 135) assert in the journal Abadi & Eve (2024) that e-WOM pertains to the promotion of products and services communicated through word-of-mouth exchanges on social media platforms

Purchase Decision

Purchasing decisions entail a buyer methodically structuring knowledge or information about a product, with marketers substantially impacting the choice among diverse options. Alpha Kristiawan Theophilus and Keni Keni, 2020. Purchasing decisions entail choosing the preferred brand; nevertheless, two elements may mediate the gap between purchase intents and actual purchasing decisions, as indicated by Kotler & Armstrong (2014) in the journal by Nyoko and Semuel (2021).

Kotler and Keller, as referenced in the journal by Prety Diawati et al., characterize consumer purchasing decisions as a process derived from customer experiences in learning, selecting, employing, and disposing of a product (Kotler & Keller, 2016).

The purchasing decision reflects consumer behavior, encompassing the acquisition and assessment of product information, which ultimately creates a desire to buy (Yulindasari & Fikriyah, 2022). It is characterized as the process of obtaining knowledge regarding a product to foster a purchasing inclination.

RESEARCH METHOD

This research employs a quantitative methodology grounded in positivist philosophy to examine a specific sample population, as indicated by Sugiyono (2017). The study investigates the impact of Brand Ambassadors and Electronic Word of Mouth on the purchasing decisions of consumers who have acquired Skintific skincare products through the Shopee application. The subjects of this study are users of Skintific skincare via the Shopee mobile app in Cirebon.

The sample size was calculated using Hair's formula, as described in Hafni Sahir's (2021) publication. This formula accounts for uncertain population sizes and stipulates that the minimum sample size should be 5 to 10 times the number of indicator variables. The number of variable indicators is 24 times 5 and can result in 120 samples.

The research utilizes a probability sampling technique, specifically simple random sampling, which allows for an unrestricted probability approach Sayidah Nur (2018). Conducted the survey using a questionnaire for data collection. The questionnaire distributed to participants employed a Likert scale to assess the perceptions of Skintific skincare users regarding the Shopee application.

The data analysis methodology includes validity and reability, classicall assumption tests (normality, multicollinearity, and heteroscedasticity), along with multiple linear regression analysis to evaluate the coefficient of determination and hypothesis testing (F-test and t-test). The analysis was performed using SPSS version 26.

RESULTS AND DISCUSSION

Table 1
Validity Test

Variables	Indicator	r Count	r Table	Criteria
Brand Ambassador	X1.1	.758**	0,179	Valid
	X1.2	.750**	0,179	Valid
	X1.3	.583**	0,179	Valid
	X1.4	.586**	0,179	Valid
	X1.5	.802**	0,179	Valid
	X1.6	.727**	0,179	Valid
	X1.7	.818**	0,179	Valid
	X1.8	.714**	0,179	Valid
EWOM	X2.1	.516**	0,179	Valid
	X2.2	.548**	0,179	Valid
	X2.3	.685**	0,179	Valid
	X2.4	.663**	0,179	Valid
	X2.5	.523**	0,179	Valid
	X2.6	.658**	0,179	Valid
	X2.7	.569**	0,179	Valid
	X2.8	.479**	0,179	Valid
Purchasing Decisions	Y1	.711**	0,179	Valid
	Y2	.780**	0,179	Valid
	Y3	.787**	0,179	Valid
	Y4	.824**	0,179	Valid
	Y5	.820**	0,179	Valid
	Y6	.748**	0,179	Valid
	Y7	.736**	0,179	Valid
	Y8	.764**	0,179	Valid

Source: Data analyzed by the author, 2025

The following criteria are if r count> r table then the questionnaire item is declared valid, and also if r count < r table then the questionnaire item is declared invalid. Based on the results of the table above, it can be explained that the value of r count is greater than r table, based on a significant test of 0.05. The number (df) = n-2 can count 120 -2 is the number of respondents 118, then the r table is 0.179, which means that all of the items above are valid.

Table 2
Reliability Test

Variables	Alfa-Crobach's	Criteria
Brand Ambassador (X1)	.866	Reliabel
EWOM (X2)	.870	Reliabel
Purchasing Decision (Y)	.902	Reliabel

Source: Data analyzed by the author, 2025

The reliability test can be measured by the Cronbach's alpha formula, namely: With the condition that the Cronbach's alpha coefficient> 0.60, it is declared reliable. Based on the results of the table above, it can be explained that the Cronbach's Alpha value> the limit value is 0.60 which indicates that the Brand Ambassador (X1), EWOM (X2), Purchase Decision (Y) variables are reliable.

Table 3
Normality Test

Sig Value.	Description
0.200	Normal

Source: Data analyzed by the author, 2025

Variables are deemed normally distributed when the significance threshold is satisfied. 0.05 The table above denotes the value of Asymp. Substantial. The two-tailed p-value equals 0.200. This signifies that 0.200 exceeds 0.05; hence, one could contend that the data is normally distributed.

Table 4
Multicollinearity

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	13.334	1.553		8.587	.000		
	Brand_Ambassador	.263	.049	.343	5.410	.000	.745	1.343
	EWOM	.385	.042	.577	9.117	.000	.745	1.343

a. Dependent Variable: Purchasing Decision

Source: Data analyzed by the author, 2025

Variables demonstrate no signs of multicollinearity when the Tolerance value is above 0.10 and the VIF is below 10.00. The table reveals that the Brand Ambassador variable has a Tolerance value of 0.745, beyond 0.10, and a VIF of 1.343, which is below 10.00. The EWOM variable exhibits a Tolerance value of 0.745, above 0.10, and a VIF of 1.343, remaining below 10.00. It may be concluded that all variables above Brand Ambassador (X1) and EWOM (X2) show no signs of multicollinearity.

Table 5
Test for Heteroscedasticity

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.347	.955		2.457	.015

Brand_Ambassador	-.002	.030	-.005	-.051	.960
EWOM	-.023	.026	-.096	-.902	.369

Source: Data analyzed by the author, 2025

The results of the aforementioned table indicate that the Brand Ambassador variable (X1) possesses a significant value. The value of 0.960 exceeds 0.05, while EWOM (X2) has a significance value of 0.369, which indicates that the two variables do not exhibit symptoms of heteroscedasticity. Heteroscedasticity is absent when the p-value exceeds 0.05.

Table 6
Analysis of Multiple Regression Equations

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.334	1.553		8.587	.000
	Brand_Ambassador	.263	.049	.343	5.410	.000
	EWOM	.385	.042	.577	9.117	.000

Source: Data analyzed by the author, 2025

` The table shows that the constant value (Value A) is 13.334, whereas the Brand Ambassador value (Value B) is 0.263. Simultaneously, EWOM (Value B) is 0.385, yielding the subsequent multiple linear regression equation.

$$Y = 13.334 + 0.263 + 0.385$$

The constant value of purchase Decision (Y) is 13,334, signifying that when the variables X1 and X2, namely Brand Ambassador and EWOM, are both zero, the purchase decision persists at 13,334.

- The calculated constant value is 13,334, signifying that when the independent variable is 0, the dependent variable equals 13,334.
- The regression coefficient for the Brand Ambassador X1 variable is 0.263, signifying that this variable contributes 0.263 to purchasing decisions.
- The regression coefficient for the EWOM X2 variable is 0.385, signifying that the EWOM variable contributes 0.385 to purchasing decisions.

Table 7
Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807[a]	.651	.645	1.92566

Source: Data analyzed by the author, 2025

The table indicates that the R Square value is 0.651, or 65.1%, indicating that the Brand Ambassador (X1) and EWOM (X2) factors combined account for 65.1% of the influence on Purchasing Decisions (Y), with the remaining 34.9% attributed to other variables.

Table 8
T test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.334	1.553		8.587	.000
	Brand_Ambassador	.263	.049	.343	5.410	.000
	EWOM	.385	.042	.577	9.117	.000

Source: Source: Data analyzed by the author, 2025

A hypothesis is accepted when the p-value is below 0.05 and the computed t-value exceeds the critical t-value. The influence of Brand Ambassador (X1) on purchasing decisions (Y) shows a significance value of 0.000, which is below 0.05, and a t-value of 5.410, surpassing the critical t-value of 1.657. Thus, H1 is accepted, indicating a significant impact of variable X1 on variable Y. Similarly, the influence of Electronic Word of Mouth (X2) on consumer buying decisions (Y) reveals a significance value of 0.000 and a t-value of 9.117, leading to the acceptance of H2, which indicates a strong impact of variable X2 on variable Y.

H1 : There is a significant influence of Brand Ambassador on Purchasing Decisions
H2 : There is a significant influence of EWOM on Purchasing Decisions

Table 9
Anova F test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	808.012	2	404.006	108.950	.000[b]
	Residuals	433.855	117	3.708		
	Total	1241.867	119			

Source: Data analyzed by the author, 2025

The influence of Brand Ambassador (X1) and Electronic Word of Mouth (EWOM) (X2) on purchasing decisions (Y) is determined by the significance level (Sig.) for decision-making. The significance value is less than 0.05, and the F count exceeds the F table value, indicating that the independent variables have a simultaneous influence. The data reveals a

significance value of 0.000 and a calculated F value of 108.950, leading to the acceptance of H3, which indicates an effect of the X1 and X2 variables on the Y variable.
H3 : There is a significant influence of Brand Ambassador and EWOM on Purchasing Decisions

Brand ambassadors are typically prominent public figures who promote and support a brand. They can significantly capture consumer attention and serve as effective advocates for the products offered by a company. This study illustrates a positive and substantial effect of the Brand Ambassador variable on purchasing decisions. The findings suggest that the greater the Brand Ambassador's ability to accurately embody the ideal image of Skintific skincare during promotions or advertisements on Shopee, the more likely consumers are to choose Skintific skincare products. Moreover, this study validates the conclusions of Putra & Widagda K (2024) and Puspanada & Widyasari (2024).

E-WOM involves the dissemination of information and evaluations regarding a product, service, or company, acting as a catalyst for shaping consumer behavior through social media or the internet. The substantial influence of EWOM factors on purchasing decisions indicates a noticeable increase in favorable evaluations and recommendations from users of the Shopee application across online and social media platforms. This, in turn, impacts the growing number of consumers opting for skincare products through the Shopee application. In this study, the E-WOM variable is able to influence purchasing decisions. This research supports the results of research from Lahindah and Sanjaya (2023)

CONCLUSION

The findings of this research demonstrate that both Brand Ambassador and E-WOM variables significantly and concurrently influence the purchasing decisions for Skintific skincare on the Shopee application. This indicates that both variables can be further optimized to enhance the number of consumers making purchasing decisions for Skintific skincare on the Shopee platform.

In conclusion, while the study provides valuable insights into the influence of Brand Ambassadors and E-WOM on purchasing decisions, it is essential to delve deeper into the underlying mechanisms and theoretical frameworks that explain these relationships. Future research should explore the specific contexts and strategies that can maximize the effectiveness of these marketing tools, offering actionable insights for marketers and platforms like Shopee.

REFERENCES

Abadi, T. W., & Hawa, E. F. (2024). The Influence of E-WOM, Brand Image, E-Commerce, and Beauty Vloggers on Purchasing Decisions. *Journal of COMMUNICATION SCIENCE*, *21*(1), 19-38. https://doi.org/10.24002/jik.v21i1.6406

Alpha Kristiawan Theophilus, & Keni Keni. (2020). The Effect of Packaging, Social Media Marketing and Electronic Word Of Mouth on Purchasing Decisions for Local Brand Clothing. *Journal of Management*, *15*, 224-256.

Andrini, N. (2023). *STUDI LITERATUR Karakteristik Dan Perawatan Kulit Untuk Orang Asia*. *4*. https://jurnal.umsu.ac.id/index.php/JPH

Anggraeni, Y. N., & A'yuni, D. S. (2023). The Influence of Promotions, Online Customer Reviews, and Online Customer Ratings on Decisions to Purchase Muslim Clothing Products in E-Commerce Shopee on IKHAC Students. *Danadyaksa: Post Modern Economy Journal*, *1*(1), 37–53. https://doi.org/10.69965/danadyaksa.v1i1.4

Diawati, P., Putri, R. R., Sugesti, H., Hakim, L., & Farizki, R. (2021). The influence of brand ambassadors and viral marketing on the purchasing decision process for marketplace consumers. *JPPI (Indonesian Journal of Educational Research)*, *7*(4), 560. https://doi.org/10.29210/020211245

Hakim, A., Simanjuntak, M., & Hasanah, N. (2021). Factors that Influence Purchasing Decisions on Instagram: The Role of Trust as a Mediator Variable. *Journal of Family and Consumer Sciences*, *14*(3), 296-309. https://doi.org/10.24156/jikk.2021.14.3.296

Instagram. (2024).

Kurniawan, B. W., & Saputra, B. M. (2022). Brand Ambassador and E-Word Of Mouth Influence on Consumer Satisfaction through Purchasing Decisions at the Indonesian Marketplace. *Aksara: Journal of Nonformal Education Science*, *8*(3), 1967. https://doi.org/10.37905/aksara.8.3.1967-1976.2022

Lahindah, C., & Sanjaya, R. (2023). Analysis of the Effect of WOM, eWOM, and Brand Image on Purchase Decision in the Food and Beverage Sector (Case Study of CV. Sembilan Matahari Sejahtera). *Journal of Management and Business Review*, *20*(3), 256-265. https://doi.org/10.34149/jmbr.v20i3.590

Liya, I., Karmila, K., Budiono, H., & Sanjaya, V. F. (2021). The influence of hallyu wave, brand ambassador, brand image and wom on purchasing decisions on sedap selection korean spicy chicken noodles. *REVENUE: Journal of Islamic Business Management*, *2*(1), 11-26. https://doi.org/10.24042/revenue.v2i1.7700

Manurung, E. D., & Sicily, K. (2024). The Influence of Influencer Endorsement, Online Customer Review, and Perceived Quality on Purchasing Decisions for Skintific Skincare Products. *JPPI (Journal of Indonesian Education Research)*, *10*(2). https://doi.org/10.29210/020243935

Nyoko Antonio Eli Lomi, & Semuel Anthonia Debora Dila. (2021). INFLUENCE OF ELECTRONIC WORD OF MOUTH (e-WOM) ON FACEBOOK SOCIAL MEDIA ON

PURCHASE DECISIONS (Case Study of Muca Cafe Kupang Customers). *OURNAL OF MANAGEMENT*, *14*, *No.1*, 63-76.

Pratiwi, N. P. J., & Rastini, N. M. (2023). The Role of Brand Image Mediates the Effect of Celebrity Endorser and Electronic Word Of Mouth on Purchasing Decisions. *E-Journal of Management*, *Udayana University*, *12* (10), 1036. https://doi.org/10.24843/ejmunud.2023.v12.i10.p02

Purwati, A., & Cahyanti, M. M. (2022). The Influence of Brand Ambassador and Brand Image on Purchase Interest Which Impacts on Purchasing Decisions.

IQTISHADUNA: Scientific Journal of Our Economy, *11*(1), 32-46. https://doi.org/10.46367/iqtishaduna.v11i1.526

Puspanada, V. I., & Widyasari, S. (2024). The Effect of Brand Trust, Brand Ambassador and Word of Mouth on Purchasing Decisions. *Dialectics: Journal of Economics and Social Sciences*, *9*(2), 250-261. https://doi.org/10.36636/dialektika.v9i2.4266

Putra, I. G. S. U. D., & Widagda K, I. Gst. N. J. A. (2024). The role of brand awareness in mediating the influence of brand ambassadors and social media marketing on purchase decisions. *E-Journal of Management Udayana University*, *12*(12), 1307. https://doi.org/10.24843/EJMUNUD.2023.v12.i12.p03

Rahmawati, R., Jatmiko, R. D., & Sa'diyah, C. (2022). The Effect of Brand Ambassador, Website Quality, and E-WOM on Purchase Decision in Shopee E-commerce. *Maksipreneur Journal: Management, Cooperatives, and Entrepreneurship*, *12*(1), 218. https://doi.org/10.30588/jmp.v12i1.1023

Sayidah Nur. (2018). *Research Methodology Accompanied by Examples of Its Application in Research.* https://www.researchgate.net/publication/344218816

Sherli, L. N. Y. N. H. (2023). The Effect of Beauty Influencers and Perceived Price Fairness on Purchasing Decisions for Skincare Products. *Journal of Business and Management Applications.* https://doi.org/10.17358/jabm.9.1.305

Sugiyono. (2017). *Quantitative, Qualitative, and R&D Research Methods*. Alfabeta. We Are Social. (2020, March 9). *Digital 2020: Indonesia*. DATAREPORTAL