

The Influence of Social Media Marketing, Brand Image, Brand Ambassador, and Product Quality on Purchasing Decisions for Somethinc Products (Study on the Community in Purwokerto)

Alifia Diva Nur Sabrina¹, Luthfi Zamakhsyari^{2*}, Tri Septin Muji Rahayu³,
Fatmah Bagis⁴

Universitas Muhammadiyah Purwokerto

Corresponding Author: Luthfi Zamakhsyari luthfizamakhsyari@gmail.com

ARTICLE INFO

Keywords: Social Media Marketing, Brand Image, Brand Ambassador, Product Quality, Purchase Decision

Received : 13, September

Revised : 15, October

Accepted: 17, November

©2025 Sabrina, Zamakhsyari, Rahayu, Bagis: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study aims to quantitatively examine the influence of social media marketing, brand image, brand ambassador, and product quality on purchasing decisions for Somethinc products in Purwokerto. The population in this study is the community in Purwokerto. The four main variables were tested using data from 185 respondents selected through purposive sampling and non-probability sampling, all of whom were Somethinc consumers who had purchased at least once and were residents of Purwokerto. Data was collected through a Google Form questionnaire and analyzed using SmartPLS version 3.0. The research findings indicate that all variables social media marketing, brand image, brand ambassador, and product quality positively influence purchasing decisions. These findings underscore the importance of digital marketing strategies, brand image, the role of brand ambassadors, and product quality in strengthening the competitiveness of local brands in the competitive beauty market.

INTRODUCTION

The business world in Indonesia is currently developing rapidly, especially in the beauty industry (Oktavia et al., 2022). This is demonstrated by the growing number of regional beauty companies that are appearing and becoming well-liked by customers. The trend toward local products also reflects the improved quality of domestic products, which are now able to compete with international brands. The growth of the beauty industry in Indonesia has been significant, with the number of companies increasing from 913 in 2022 to 1,010 by mid-2023, representing a 21.9% increase (EKON, 2024).

Somethinc is one of the beauty brands that has been promoting its products to boost sales. According to data from goodstats (2024) for 2022 and 2023, Somethinc experienced a drop in rankings to 7th place amid intense competition with both local and global brands. However, by the first half of 2024, Somethinc managed to rebound and climb back up to 6th place. This marks the resurgence of local brands amid the declining dominance of global brands like Maybelline and Garnier. This phenomenon indicates that consumer confidence in local products is growing stronger, in line with evolving market trends and preferences.

According to its marketing plan, Somethinc uses a number of strategies, including social media marketing, to advertise its goods. Marketing professionals utilise social media platforms to provide information about their goods and services in an attempt to boost sales (Pramudita & Suharyati, 2024). Companies can strengthen communication with customers through direct interaction on social media platforms like Instagram and TikTok, or similar platforms. Effective use of social media not only increases brand awareness but also significantly influences consumers' purchasing decisions. Previous studies by Suardhika et al. (2023), Martiani et al. (2024) and Adhimursandi et al. (2024) found that social media marketing has a positive influence on purchasing decisions. This contrasts with the research by Noviyana et al. (2022) and Pramudita & Suharyati (2024) which showed that social media marketing does not have a significant influence on purchasing decisions.

One of social media marketing's functions is to improve a brand's perception among customers. A product's brand image serves as a source of data for evaluating its advantages and disadvantages (Oktavia et al., 2022). A strong brand image is crucial in determining a company's ability to differentiate itself from competitors. Conversely, negative perceptions of a company can hinder efforts to attract new consumers while retaining existing ones. Therefore, maintaining a positive image is important for increasing consumer trust in a product (Winarno & Fitriyah, 2023). This ultimately encourages consumers to purchase and remain loyal to the brand. Prior studies by Pratiwi & Andriana (2023) and Suardhika et al. (2023) discovered that brand image positively affects purchase decisions. On the other hand, studies by Adhimursandi et al. (2024) and Aruna et al. (2024) discovered that brand image had little influence on consumers' decisions to buy.

Creating a brand image that is always remembered by consumers requires the right marketing strategy to generate good business. One of the strategies used is through brand ambassadors who consistently capture public attention (Suardhika et al., 2023). Choosing brand ambassadors can influence consumers to buy a product. Since brand ambassadors are usually celebrities or well-known people that promote items to consumers, their function is vital (Amalia & Rizal, 2022). Companies that use brand ambassadors in the hope of having a positive impact on their business (Suardhika et al., 2023). According to studies by Natasya & Nainggolan (2024) and Suardhika et al. (2023), brand ambassadors positively impact consumer choices. However, studies by Hermawati (2024) and Ramadhani & Zaini (2023) discovered that brand ambassadors have little influence on consumers' decisions to buy.

Superior product quality is a key factor in influencing customer purchase decisions, in addition to the use of brand ambassador tactics. One of the most important prerequisites for creating successful brand awareness is high quality standards Khulwani et al. (2024). Product quality includes a product's physical attributes, functionality, appropriateness, and simplicity of use, as well as its capacity to satisfy customer demands and satisfaction. Building a positive relationship between the brand and customers requires meeting these requirements Oktavia et al. (2022). With superior product quality that meets consumer expectations, consumer trust will grow stronger, making consumers more confident and motivated to purchase the product. This is supported by previous research by Lestari & Cahya (2023), Oktavia et al. (2022) and Ramadhani & Zaini (2023) who found that product quality has a positive influence on purchasing decision. In contrast, the research by Rahmayanti & Andriana (2023) found that product quality does not have a significant influence on purchase decisions.

Suardhika et al.'s earlier research from 2023, which looked at how social media marketing, brand image, and brand ambassadors affect consumer choices, served as the foundation for this investigation. Subsequently, Ramadhani & Zaini (2023) conducted study on the occurrence and increased product quality. Given the background information provided above, the purpose of this study is to examine *"The Influence of Social Media Marketing, Brand Image, Brand Ambassador, and Product Quality on the Purchase Decision of Somethinc Products (A Study of the Community in Purwokerto)."*

LITERATURE REVIEW

Cognitive Theory

According to Kotler & Keller (2008), cognitive theory explains that consumer purchasing decisions go through a structured mental process, from recognizing needs to post-purchase evaluation. In the context of this study, this theory is important because various factors such as social media promotions, brand image, brand ambassadors, and product quality influence how consumers think and act before purchasing a product. Thus, cognitive theory helps understand how internal and external factors interact in forming rational and measurable purchasing decisions.

Purchasing Decision

An individual's attitude toward purchasing or using a product or service that is considered satisfying while being willing to take risks is a factor that shapes purchasing decisions (Kotler, 2016). Consumer purchasing decisions are the result of a cognitive process, where consumers consciously consider information, evaluate alternatives, and choose the product that best aligns with their needs and beliefs. In measuring the purchasing decision-making process, according to Kotler (2016), there are several indicators: (1) Problem Recognition, (2) Information Search, (3) Alternative Evaluation. (4) Purchase Decision, (5) Post-Purchase Behavior.

The Influence of Social Media Marketing on Purchase Decision

Because social media marketing techniques may foster tighter relationships between businesses and customers, they are crucial in influencing consumer impressions and motivating people to make purchases (Nabila & Prasetyo, 2023). Khairunnisa et al. (2022) define social media marketing as a marketing approach that uses social media platforms to raise customer knowledge and comprehension of a product. Purchase choices may be influenced by social media marketing as it raises customer knowledge, interest, and desire in the goods and helps them build a favourable opinion of its quality and advantages (Purba & Nurbasari, 2024). Community Building, Content Creation, Content Sharing, and Connecting are the four indications of social media marketing, according to Ramadhani & Zaini (2023). According to studies by Suardhika et al. (2023), Martiani et al. (2024), and Adhimursandi et al. (2024), social media marketing influences purchasing decisions in a beneficial way.

H₁: Social media marketing has a positive effect on purchasing decision.

The Influence of Brand Image on Purchasing Decision

In addition to increasing product attractiveness, a strong and favourable brand image builds customer trust, which in turn affects purchase decisions (Putri & Santosa, 2022). Kotler and Keller (2016) define brand image as the beliefs and opinions of consumers as represented in the associations they have in their thoughts. Brand image serves as a key aspect that shapes perceptions and influences consumer choices regarding products or services. When consumers have a positive perception of a product, this increases their motivation to make a purchase or creates an intention to buy the product (Oktavia et al., 2022) According to Amalia et al. (2021), there are several indicators for measuring brand image: (1) Strength. (2) Uniqueness, (3) Favorability. Based on research conducted by Suardhika et al. (2023) and Pratiwi & Andriana (2023) it was found that brand image has a positive influence on purchasing decision.

H₂: Brand image has a positive effect on purchasing decision.

The Influence of Brand Ambassadors on Purchasing Decision

According to Suardhika et al. (2023), a brand ambassador is a person who is employed by a business to promote the brand in a good light and contribute to raising sales and customer awareness of the brand. Accordingly, Arista & Fikriyah (2022) describe a brand ambassador as a person chosen by a company to interact and establish a connection with the public in order to boost product sales. A brand will be remembered by consumers if it has distinctive characteristics that can build an emotional connection between consumers and the brand (Lestari & Cahya, 2023). According to Arista & Fikriyah (2022), the success of a brand ambassador in influencing consumer purchasing decisions can be measured through several indicators, namely (1) transference, (2) congruence, (3) credibility, (4) attractiveness, and (5) power. These indicators are crucial in evaluating the effectiveness of brand ambassadors in marketing strategies. Thus, the selection and management of brand ambassadors have a significant contribution in influencing consumer purchasing decision.

Based on research conducted by Suardhika et al. (2023) and Natasya & Nainggolan (2024) brand ambassadors have a positive influence on purchasing decision.

H₃: Brand ambassadors have a positive influence on purchasing decision.

The Influence of Product Quality on Purchasing Decision

One crucial factor that indicates how effectively a product satisfies customer demands and expectations is product quality (Setiyadi et al., 2022). A product's performance in relation to its intended use determines its quality. Effective product quality management not only enhances consumer satisfaction but also plays a significant role in strengthening consumers' confidence in the purchasing decisions they have made. According to Lestari & Cahya (2023), product quality can be measured through several indicators, including (1) form, (2) features, (3) customization, (4) performance quality, (5) conformance quality, and (6) style. Research conducted by Lestari & Cahya (2023), Oktavia et al. (2022) and Ramadhani & Zaini (2023) states that product quality has a positive influence on purchasing decision.

H₄: Product quality has a positive effect on purchasing decision.

Hypothesis Development

H1: Social media marketing has a positive influence on purchasing decisions.

H2: Brand image has a positive influence on purchasing decisions.

H3: Brand ambassadors have a positive influence on purchasing decisions.

H4: Product quality has a positive influence on purchasing decisions.

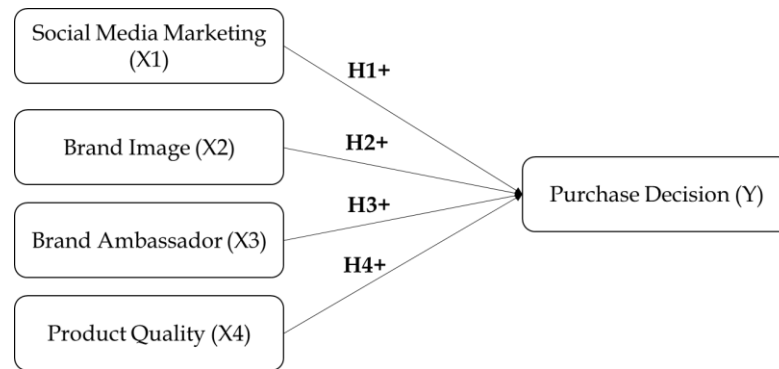


Figure 1. Hypothesis Framework

METHODOLOGY

The quantitative approach used in this study tests the correlations between variables by gathering and analysing numerical data (Sugiono, 2017). The Purwokerto community serves as the study's population. The sampling techniques used are purposive sampling and non-probability sampling. Respondents were selected based on the criteria of being Somethinc consumers who had made at least one purchase and resided in Purwokerto. The sample size needs to reach the minimal suggested level in order to guarantee the validity of the study findings. The optimal sample size should be five to ten times the number of indicators utilised in the study, according Hair et al. (2017) criteria. With 23 indicators in this study, the sample size is 184 respondents (23 x 8). Thus, this study involved 184 respondents to ensure that the results obtained were more representative and valid. The number of data processed was 185 respondents. A 5-point Likert scale questionnaire, with 1 denoting "strongly disagree" and 5 denoting "strongly agree," was used to gather data both offline and online using Google Forms. With the aid of SmartPLS software version 3.0, the gathered data was examined using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) approach.

RESEARCH RESULT

Respondent Characteristics

Table 1. Respondent Characteristics

Identity	Information	Frequency	Percentage
Gender	Male	20	10,8
	Female	165	89,2
Age	16 - 20 Years	51	27,6
	21 - 25 Years	98	53
	26 - 30 Years	29	15,7
	> 31 Years	7	3,8
Address	West Purwokerto	55	29,7
	South Purwokerto	55	29,7
	East Purwokerto	51	27,6
	North Purwokerto	24	13
Income	< Rp 1.000.000	52	28,1

	Rp 1.000.000 - Rp 1.500.000	34	18,4
	Rp 1.500.000 - Rp 2.000.000	24	13
	> Rp 2.000.000	75	40,5
Profession	Student	88	47,6
	Worker	77	41,6
	Students	20	10,8

Based on the research results, the majority of respondents in this study were women, totaling 165 people or 89.2% of the total 185 respondents, with the dominant age group being 21–25 years old, accounting for 53%. This indicates that Somethinc products are highly sought after by young adults who are socially active and aware of the importance of self-care. Respondents were also distributed across four main regions in Purwokerto, with the highest concentration in Purwokerto Barat and Selatan (29.7%), followed by Purwokerto Timur (27.6%) and Purwokerto Utara (13.8%), reflecting relatively even digital promotion access but with certain regions dominating, possibly due to more active user communities and facilities. In terms of income, 40.5% of respondents have an income above Rp2,000,000, while 28.1% earn below Rp1,000,000, with the remainder distributed across the Rp1,000,000–Rp2,000,000 range. This distribution indicates that Somethinc is able to reach various economic segments, from students to middle-income workers, making the product not only appealing to a single socioeconomic group but also inclusive for consumers with diverse backgrounds.

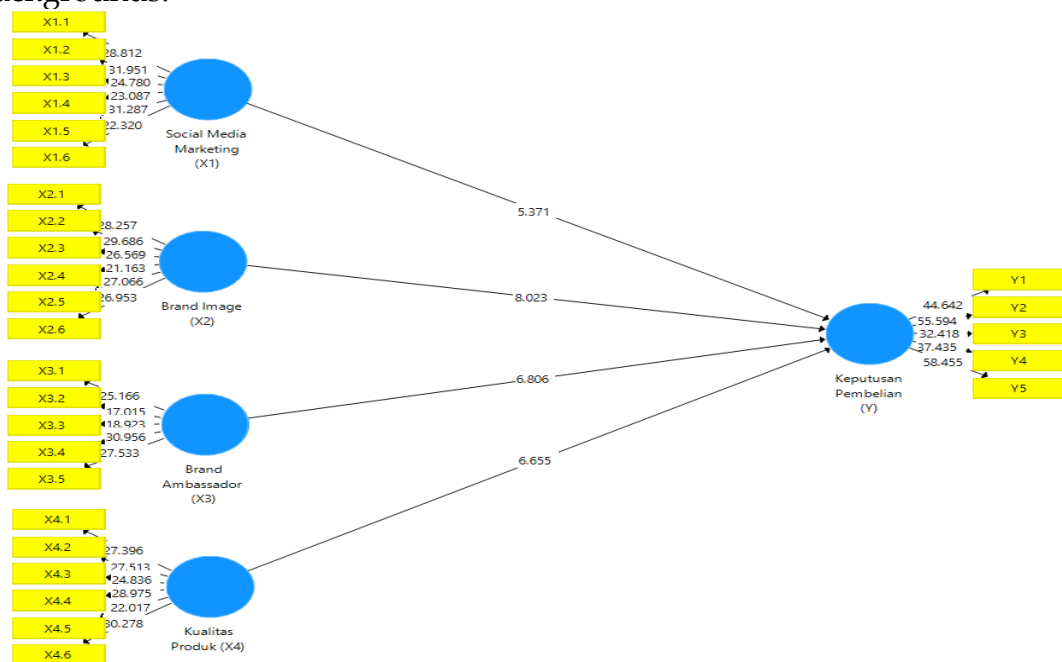


Figure 2. Findings From SEM-PLS Model Analysis

Figure 2 shows the testing findings. The inner model's goal is to examine how social media marketing, brand image, brand ambassadors, and product quality affect consumers' decisions to buy certain items.

Table 2. Outer Loading

Variable	Item	Outer Loading 1	Outer Loading 2
Social Media Marketing	X1.1	0.715	0.805
	X1.2	0.755	0.817
	X1.3	0.770	0.800
	X1.4	0.776	0.794
	X1.5	0.826	0.806
	X1.6	0.816	0.778
Brand Image	X2.1	0.733	0.845
	X2.2	0.790	0.822
	X2.3	0.751	0.811
	X2.4	0.879	0.767
	X2.5	0.774	0.800
	X2.6	0.859	0.822
Brand Ambassador	X3.1	0.764	0.825
	X3.2	0.741	0.784
	X3.3	0.832	0.772
	X3.4	0.764	0.837
	X3.5	0.804	0.810
Product Quality	X4.1	0.823	0.817
	X4.2	0.639	0.811
	X4.3	0.799	0.789
	X4.4	0.855	0.822
	X4.5	0.780	0.762
	X4.6	0.592	0.825
Purchase Decision	Y1	0.745	0.832
	Y2	0.814	0.864
	Y3	0.840	0.846
	Y4	0.826	0.852
	Y5	0.829	0.877

The results from Table 2 above indicate that in the first run, there were several indicators with validity values < 0.7 , namely variables X4.2 and X4.6, so a second run was necessary. In the outer loading test of the second run, all indicators had scores > 0.7 , so they can be considered valid and meet the criteria, allowing further testing to proceed.

Table 3. Construct Reliability and Validity

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Social Media Marketing (X1)	0.867	0.881	0.914	0.640
Brand Image (X2)	0.897	0.904	0.920	0.658
Brand Ambassador (X3)	0.907	0.909	0.902	0.649
Product Quality (X4)	0.891	0.896	0.917	0.647
Purchase Decision (Y)	0.888	0.892	0.931	0.730

It is possible to conclude that the variables in this study are trustworthy since Table 3 above demonstrates that the variables of social media marketing, brand image, brand ambassador, product quality, and purchase decision have composite reliability values > 0.7. Additionally, it can be inferred from the above table that the validity of the subsequent study is good because the AVE values for the variables of social media marketing, brand image, brand ambassador, product quality, and purchase decision have scores > 0.05.

Table 4. Discriminant Fornell-Larckers

Variable	BA (X3)	BI (X2)	KP (Y)	KP (X4)	SMM (X1)
Brand Ambassador (X3)	0.806				
Brand Image (X2)	-0.188	0.811			
Purchase Decision (Y)	0.369	0.352	0.854		
Product Quality (X4)	0.216	0.107	0.505	0.805	
Social Media Marketing (X1)	0.012	0.016	0.391	0.178	0.800

The Fornell-Larckers discriminant test indicates that the study model employed is discriminantly valid, as indicated by the findings in Table 4 above. The brand ambassador variable's Fornell-Larckers value, which shows a stronger association than the other variables, demonstrates this. Furthermore, the Fornell-Larckers value for the brand image variable has a higher correlation among the other variables. The Fornell-Larckers value for the purchase decision variable has a correlation score among the other variables. Furthermore, there is a link between the other factors and the product quality variable's Fornell-Larckers value. Consequently, it can be said that this study's measurement of discriminant validity scores is satisfied.

Table 5. R-Square

	R Square	R Square Adjusted
Purchase Decision (Y)	0.541	0.530

It is clear from Table 5 above that the Adjusted R Square score evaluates how much independent factors affect dependent variables. According to the test findings, the Adjusted R Square value of 0.530 in this study illustrates the link between the independent and dependent variables. Therefore, it can be said that the factors in this study had a 53% impact, with other variables that were not examined in the study accounting for the remaining 54%.

Table 6. Path Coefficients

Hypothesis	Original Sample	T Statistic	P Values	Description
Social Media Marketing (X1) -> Purchase Decision (Y)	0.359	6.642	0.000	Accepted
Brand Image (X2) -> Purchase Decision (Y)	0.353	7.392	0.000	Accepted
Brand Ambassdaor (X3) -> Purchase Decision (Y)	0.338	7.406	0.000	Accepted
Kualitas Produk (X4) -> Purchase Decision (Y)	0.289	5.216	0.000	Accepted

Based on Table 6 above, it can be explained that the Original Sample value for the social media marketing variable is 0.359, indicating a positive direction, and the P-value is below 0.05 ($0.000 < 0.05$), so it is stated that H_a is accepted. Thus, it can be said that the social media marketing element influences buying decisions in a good way. It may be concluded that H_a is accepted since the brand image variable has a P-value below 0.05 ($0.000 < 0.05$) and an Original Sample value of 0.353, which indicates a positive direction. Consequently, it can be said that the brand image variable influences decisions to buy in a favourable way. H_a is deemed acceptable as the brand ambassador variable has a P-value below 0.05 ($0.000 < 0.05$) and an Original Sample value of 0.338, all of which point in a favourable direction. Thus, it can be said that the brand ambassador variable influences decisions to buy in a good way. H_a is deemed acceptable as the product quality variable has a P-value below 0.05 ($0.000 < 0.05$) and an Original Sample value of 0.289 in H_4 , both of which point in a favourable direction. Thus, it can be said that the variable of product quality influences decisions to buy in a favourable way.

DISCUSSION

Purchase decisions are positively impacted by social media marketing, according to the research findings based on the analysis that was done. This study supports the work of Adhimursandi et al. (2024) and Martiani et al. (2024). These results demonstrate that consumers' decision-making process while making purchases may be influenced by the successful use of marketing methods. Social media marketing's capacity to function as an interactive platform that motivates users to engage in community building, content production, sharing, and connecting is what makes it so effective in influencing consumer purchase decisions. Active consumer participation not only plays a role in increasing awareness and interest in products but also strengthens trust and emotional bonds, ultimately encouraging consumers to make purchases.

The findings of the study demonstrate that brand perception influences decisions to buy in a favourable way. This study supports that of Pratiwi & Andriana (2023) and Suardhika et al. (2023). Because it represents consumers' opinions and level of confidence in the business, brand image is a significant factor in influencing purchase decisions. Customers may feel secure knowing that the goods they buy are safe, effective, and appropriate for their skin requirements because to Somethinc's constant product quality, open communication, and prompt replies to their wants and concerns. Additionally, a strong brand image makes consumers trust the product, not only encouraging them to make their first purchase but also increasing loyalty through repeat purchases and recommendations to others. A positive brand image is a key factor in reinforcing sustainable purchasing decisions.

According to research, brand ambassadors positively impact consumers' decisions to buy. These results are consistent with Suardhika et al.'s (2023) research and are further corroborated by Natasya & Nainggolan's (2024) findings. This reinforces that the use of brand ambassadors in product marketing strategies has proven effective in building consumer trust, thereby encouraging them to purchase the products offered by the company. Consumers tend to trust and be inspired by public figures they admire, making the messages conveyed feel more authentic and convincing. These research findings reinforce the marketing concept that the presence of brand ambassadors can strengthen brand image and enhance consumer trust through their personal appeal and credibility. Thus, brand ambassadors function not only as brand representatives but also as effective strategic instruments in influencing consumer attitudes and behavior during the purchasing decision-making process. Therefore, these findings are important to consider in modern marketing practices (Suardhika et al., 2023).

The findings of the study demonstrate that decisions to buy are positively impacted by product quality. This investigation supports the findings of Oktavia et al. (2022) and Lestari & Cahya (2023). The main factor influencing purchase decisions is product quality. Most respondents stated that when they want something, they consider several important factors, including physical design, features, performance, suitability for customer needs, style or aesthetics, and the ability to make changes or adjustments. Products that consistently deliver results as claimed will build long-term trust and encourage repeat purchases. When consumers are satisfied with the quality provided, they will not only repurchase but also recommend the product to others. This demonstrates that product quality is a long-term investment for brand success. Therefore, companies must prioritize comprehensive product quality improvement to meet consumer expectations while maintaining a competitive position in the market.

CONCLUSIONS AND RECOMMENDATIONS

Four hypotheses were examined in light of the study's findings, and all of them were approved. For various items in Purwokerto, the factors of social media marketing, brand image, brand ambassador, and product quality positively impact consumers' decisions to buy. Social media is not only a place for promotion, but also a space for consumers to interact and feel directly involved with the brand, so they are more motivated to buy. A strong brand image makes consumers feel secure and confident that the products they choose are truly high-quality and meet their needs. The presence of a well-known and trusted brand ambassador also adds a personal touch that further reassures consumers to make a purchase. Additionally, consistent and satisfying product quality is the primary reason consumers continue to return and recommend this product to others. Therefore, Somethinc needs to continue to maintain and develop these four aspects simultaneously. Creating engaging and interactive social media content will strengthen the relationship with consumers. Maintaining honest and responsive communication will reinforce the brand image. Choosing the right brand ambassadors will make the brand message more vibrant and resonate with consumers. And maintaining product quality to always meet consumer expectations is the key to ensuring they continue to purchase the product.

ADVANCED RESEARCH

Future research should take into account the limitations of this study. Given that the respondents were solely Purwokerto-based Somethinc product buyers, one of the primary constraints is the geographic reach. This restricts how far the research findings may be applied because customers in various areas could exhibit different preferences and behaviours (Komara & Kusumawardhani, 2023). Additionally, data collected through self-report questionnaires may be influenced by respondents' subjective perceptions, potentially introducing bias in their responses (Yulizar et al., 2024). This study also only focuses on certain factors such as social media marketing, brand image, brand ambassadors, and product quality, while other important aspects like customer reviews and brand awareness are not addressed (Purba & Nurbasari, 2024).

Therefore, for future research, it is recommended that the sample scope be expanded to various regions to make the results more representative and generalizable, and that more diverse data collection methods such as interviews or observations be used to obtain more in-depth information and reduce bias. Additionally, other variables that influence purchasing decisions, such as customer reviews and brand awareness (Purba & Nurbasari, 2024), should be added. This would make the research results more beneficial for developing more effective marketing strategies (Kaliey et al., 2025).

ACKNOWLEDGEMENTS

Bagian ini memberi Anda kesempatan untuk menyampaikan terima kasih kepada rekan-rekan Anda yang memberikan saran untuk makalah Anda. Anda juga dapat menyampaikan penghargaan Anda atas bantuan keuangan yang Anda terima, dalam menyelesaikan penelitian ini.

REFERENCES

- Adhimursandi, D., Rahmawati, R., & Achmad, G. N. (2024). The Role Of Brand Image and Social Media Marketing On Wardah Skincare Product Purchasing Decisions. *International Journal Of Humanities Education and Social Sciences (IJHESS)*, 3(4), 2069–2076. <https://doi.org/10.55227/ijhess.v3i4.907>.
- Al-Fajri, D. S. (2024, December 22). Brand Kecantikan Lokal Geser Dominasi Brand Global pada 2024. GoodStats.
- Amalia, P. R., Fauziah, N. D., & A'yuni, D. S. (2021). Pengaruh Brand Image dan Labelitas Halal Terhadap Keputusan Pembelian Kosmetik pada IPPNU Kabupaten Mojokerto. *Iqtishadiyah : Jurnal Ekonomi Syariah Dan Hukum Ekonomi Syariah*, 7(1).
- Amalia, W. T., & Rizal, A. (2022). Pengaruh Brand Ambassador, Brand Image, dan Word of Mouth Terhadap Keputusan Pembelian. *Jurnal Ilmu Manajemen*, 10(4), 1227–1236. <https://doi.org/10.26740/jim.v10n4.p1227-1236>.
- Arista, K. C., & Fikriyah, K. (2022). Pengaruh Label Halal, Harga dan Song Joong Ki Sebagai Brand Ambassador Terhadap Keputusan Pembelian Produk Scarlett Whitening di Kabupaten Sidoarjo. *Jurnal Ekonomi Syariah Teori Dan Terapan*, 9(4), 453–466. <https://doi.org/10.20473/vol9iss20224pp453-466>.
- Aruna, S. T., Hariasih, M., & Pebrianggara, A. (2024). Pengaruh Brand Ambassador, Brand Image Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Garnier Sakura Glow. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 8(2), 228–245. <https://doi.org/10.31955/mea.v8i2.4025>.

- EKON, K. K. B. P. R. I. (2024). Hasilkan Produk Berdaya Saing Global, Industri Kosmetik Nasional Mampu Tembus Pasar Ekspor dan Turut Mendukung Penguatan Blue Economy.
- Hermawati, M. A. (2024). Pengaruh Citra Merek, Electronic - Word of Mouth dan Brand Ambassador Terhadap Keputusan Pembelian Skincare Somethinc Di Marketplce Shopee (Studi Kasus Pada Masyarakat Semarang). *INNOVATIVE: Journal Of Social Science Research* , 4(2), 4919-4930. <https://doi.org/https://doi.org/10.31004/innovative.v4i2.9294>.
- Kaliey, A., Lopian, S. L. H. V. J., & Rogi, M. H. (2025). The Influence of Product Quality and E-WOM on Purchase Decisions for Somethinc Skincare Products in Manado City. *Jurnal EMBA*, 13(1).
- Khairunnisa, S., Budiyanti, H., & Haeruddin, Muh. I. W. (2022). Pengaruh Social Media Marketing Instagram, Brand Image, Dan Kualitas Produk Terhadap Keputusan Pembelian Pada MS Glow (Studi Kasus Pada Konsumen Distributor MS Glow Panakukkang Di Kota Makassar). *CEMERLANG : Jurnal Manajemen Dan Ekonomi Bisnis* , 2(4), 110-126.
- Khulwani, A., Savitri, C., & Faddila, S. P. (2024). Pengaruh Influencer Janes Christina dan Kualitas Produk Kosmetik Somethinc terhadap Keputusan Pembelian pada Aplikasi Tiktok. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah* , 6(3), 1317-1334.
- Komara, N. R., & Kusumawardhani, A. A. (2023). The Influence of e-WOM and Korean Celebrities as Brand Ambassadors on Consumer Purchase Decision through Brand Image. *Diponegoro Journal of Management*, 12(4).
- Kotler, P., & Keller, K. (2008). *Marketing Management* (13th ed.).
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Person Education.
- Lestari, A. T., & Cahya, S. B. (2023). Pengaruh Brand Ambassador Korea Lee Minho, Kualitas Produk, Dan Persepsi Harga Terhadap Keputusan Pembelian Sunscreen Azarine (Studi Pada Mahasiswa Aktif Fakultas Ekonomika Dan Bisnis Unesa). *Jurnal Pendidikan Tata Niaga (JPTN)* , 11(2), 174-186.
- Martiani, E., Harjadi, Di., & Akbar, I. (2024). Pengaruh Social Media Marketing, Electronic Word Of Mouth, dan Brand Image Terhadap Keputusan Pembelian Produk Emina Cosmetics Di Kabupaten Kuningan. *Jurnal Bina Bangsa Ekonomika*, 18(1), 266-274.

- Nabila, S., & Prasetyo, A. R. (2023). The influence of social media marketing on consumer purchase decisions in the beauty industry. *Journal of Marketing Innovation*, 5(1), 45–56.
- Natasya, S., & Nainggolan, N. P. (2024). The Influence Of Brand Image, Brand Ambassador And Consumer Perception On Innisfree Product Purchase Decisions In Batam Citys. *Jurnal Cafeteria*, 5(1), 390–398.
- Noviyana, S., Kencanawari, M. S., Anggraini, R., & Gayatri, L. A. I. (2022). Pengaruh Social Media Marketing, Celebrity Endorser, Brand Image, Electronic Word Of Mouth, Dan Inovasi Produk Terhadap Keputusan Pembelian Produk Wardah. *QIEN: Jurnal Ekonomi Dan Bisnis*, 11(1), 906–912. <https://doi.org/https://doi.org/10.34308/eqien.v11i1.794>.
- Oktavia, E. B., Fatimah, F., & Puspitadewi, I. (2022). Pengaruh Harga, Brand Ambassador, Brand Image, Dan Kualitas Produk Terhadap Keputusan Pembelian Pada Produk Scarlett Whitening Indonesia Di Tokopedia. *Jurnal Ekonomi Dan Bisnis GROWTH* , 20(2), 361–375.
- Pramudita, A., & Suharyati. (2024). Pengaruh Country Of Origin, Social Media Marketing dan E-Wom Terhadap Keputusan Pembelian Produk Somethinc Di Jakarta. *Journal Of Young Entrepreneurs*, 3(1), 1–18.
- Pratiwi, N. D., & Andriana, A. N. (2023). Pengaruh Celebrity Endorser, Brand Image dan E-WOM Terhadap Keputusan Pembelian Produk Somethinc Series Serum. *Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS)* , 5(1), 132–140.
- Purba, D. G., & Nurbasari, A. (2024). The Influence of Social Media Marketing and Influencer Marketing on Consumer Purchasing Decisions for Azarine Skincare Products at Maranatha Christian University. *Jurnal Sekretaris Dan Administrasi Bisnis*, 8(2), 146–163. <https://doi.org/https://doi.org/10.31104/jsab.v8i2.467>.
- Rahmayanti, R., & Andriana, A. N. (2023). Pengaruh Kualitas Produk, Brand Ambassador dan Iklan Terhadap Keputusan Pembelian Produk MS Glow. *Ekonomi Keuangan, Investasi Dan Syariah (EKUITAS)*, 4(4), 1143–1151. <https://doi.org/10.47065/ekuitas.v4i4.3309>.
- Ramadhani, D. I., & Zaini, M. (2023). Pengaruh Brand Ambassado, Social Media Marketing Dan Kualitas Produk Terhadap Keputusan Pembelian Pengguna Scarlett Whitening. *JIMEA : Jurnal Ilmiah MEA*, 7(1), 520–536. <https://doi.org/https://doi.org/10.31955/mea.v7i1.2900>.

- Suardhika, I. N., Rihayana, I. G., & Krisnayanri, N. M. A. (2023). Pengaruh Social Media Marketing, Brand Image Dan Brand Ambassador Terhadap Keputusan Pembelian. *Value: Jurnal Manajemen Dan Akuntansi*, 18(2), 253-264.
- Winarno, A. D., & Fitriyah, Z. (2023). Pengaruh Brand Image Dan Brand Ambassador Terhadap Keputusan Pembelian Sabun Muka Garnier Pada Mahasiswa Di Surabaya. *COSTING:Journal of Economic, Business and Accounting* , 7(1), 1152-1157.
- Yulizar, S. P., Usman, O., & Krissanya, N. (2024). The Influence of Influencer Credibility, Social Media Marketing, and E-WoM on Brand Image and Its Impact on Intention to Purchase Local Skincare Among Gen Z. *ISC-BEAM*, 2(1).