

The Influence of Brand Ambassador and Brand Image on Purchasing Decisions of Skintific Skincare Products Mediated by Brand Trust (Study on Students of Lamongan Islamic University)

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Article Info	ABSTRACT
Keywords : <i>brand ambassador , brand image , brand trust , purchasing decisions, Skincare, Skintific .</i>	This study aims to analyze the influence of <i>brand ambassadors</i> and <i>brand image</i> on purchasing decisions of <i>Skintific skincare products</i> , with brand trust as a mediating variable. The objects of the study were students of Lamongan Islamic University, who were chosen because they represent the segment of young consumers who are active in using skincare products. This study uses a quantitative approach with a survey method, involving 358 respondents selected through a simple random sampling technique. Data collection was carried out through a questionnaire with a Likert scale. The data analysis technique used Structural Equation Modeling (SEM) based on Partial Least Square (PLS). The results showed that <i>brand ambassadors</i> and <i>brand image</i> had a positive and significant effect on purchasing decisions. In addition, <i>brand trust</i> was proven to significantly mediate the relationship between <i>brand ambassadors</i> and <i>brand image</i> on purchasing decisions. These findings emphasize the importance of the role of <i>brand trust</i> in strengthening the influence of marketing strategies on consumer behavior. This study provides practical implications for companies in increasing the effectiveness of marketing campaigns by strengthening <i>brand trust</i> .

INTRODUCTION

Indonesia is one of the main markets in industry beauty , especially in maintenance skin . *Skincare* is a series actions taken For nurse skin face with use product specific , aimed at For reach healthy , clean and attractive skin . Based on data from Euromonitor International in report titled *The Future of Skincare* , Indonesia is projected become contributor the biggest second For growth industry maintenance global skin (source : www.kompas.com , 2019).

One of product *skincare* that experiences improvement moment This is *Scintific* . As brand global beauty , *Skintific* succeed to achieve position top in sale package beauty in Indonesia throughout 2024 .

In the industry care and beauty in Indonesia, especially in category package beauty , *Skintific* has succeed develop become very big brand . They implement effective strategies For interesting attention customers and reach success . One of the main strategies is maximize use of brand ambassadors in advertising videos product . *Skintific* realize strength marketing through influencers and has partnering with the right brand ambassador , such as Nicholas Saputra, who is able to interesting trust and interest consumers .

Selecting college students as research subjects provides an opportunity to gain a deeper understanding of the factors that influence their purchasing decisions. College students often have unique preferences and needs, and are in a transitional and identity-searching phase, which can influence their brand views and purchasing decisions (Ponto et al., 2023).

Based on phenomena and conditions that have explained , there is emptiness in study about the role of brand trust as a mediator. Although a number of studies show connection positive between brand ambassadors, brand image, and decisions purchase , still Not yet There is research that is special explore the role of brand trust in context this , especially among students . Research previously also showed inconsistency in influence *brand ambassador* and *brand image* , so required study more deep For understand How *brand trust* can mediate connection said . Emptiness This give opportunity For investigate more Far How trust to brand can influence decision purchases , especially in context skincare products such as *Scintifi* . Therefore that , the author interested For do study with variables " *Brand Ambassador* and *Brand Image* on Purchasing Decisions Product *Skintific Skincare* Mediated by *Brand Trust* on Students of Lamongan Islamic University ."

RESEARCH METHODS

This research method is to use method study quantitative with use approach descriptive . for describe object research and results research . Putri and Mahargiono (2023) define study quantitative is a methods that can used researcher when want to learn population certain or sample random For test hypothesis that has been put forward previously .

RESULTS AND DISCUSSION

Measurement Model (*Outer Model*)

a. Validity Test

1. Validity Convergent (*Convergent Validity*)

Validity test convergent used For measure indicator in every variable with notice outer loading value . If outer loading value is higher big from 0.7, then indicator the declared valid. The following is results testing conducted using SmartPLS 3 software .

Table 1 Outer Loading Results

Indicator	Outer Loading Results	Rate Of Thumb	Information
X1.1	0.928	0.700	Valid
X1.2	0.767	0.700	Valid
X1.3	0.796	0.700	Valid
X1.4	0.725	0.700	Valid
X1.5	0.931	0.700	Valid
X2.1	0.757	0.700	Valid
X2.2	0.723	0.700	Valid
X2.3	0.806	0.700	Valid
X2.4	0.783	0.700	Valid
X2.5	0.749	0.700	Valid
Y1.1	0.734	0.700	Valid
Y1.2	0.721	0.700	Valid
Y1.3	0.734	0.700	Valid
Y1.4	0.746	0.700	Valid

Y1.5	0.752	0.700	Valid
Z1.1	0.985	0.700	Valid
Z1.2	0.709	0.700	Valid
Z1.3	0.986	0.700	Valid
Z1.4	0.980	0.700	Valid
Z1.5	0.975	0.700	Valid

Source Processed *SmartPLS 3* (2024)

Based on results the above test , can concluded that every indicator variable own mark *outer loading* more from 0.700, which indicates that all indicator is valid , as stated in Table 4.8 regarding results *outer loading*.

2. Validity Discriminant (*Discriminant Validity*)

In testing this , is done with two methods . First , with analyze mark *cross loading* , and secondly , with evaluate mark *Average Variance Extracted (AVE)* . On method First , analysis done through *cross loading* For determine whether indicator the fulfil criteria validity discriminant . Here is results the test results obtained use *SmartPLS 3 software* .

Table 2 Cross Loading

Indicator	Brand Ambassador (X1)	Brand Image (X2)	Purchase Decision (Y)	Brand Trust (Z)
X1.1	0.928	0.794	0.597	0.984
X1.2	0.767	0.608	0.688	0.612
X1.3	0.796	0.657	0.532	0.647
X1.4	0.725	0.619	0.558	0.536
X1.5	0.931	0.792	0.588	0.978
X2.1	0.564	0.757	0.582	0.517
X2.2	0.531	0.723	0.490	0.445
X2.3	0.926	0.806	0.590	0.979
X2.4	0.525	0.783	0.492	0.524
X2.5	0.502	0.749	0.510	0.466
Y1.1	0.509	0.497	0.734	0.470
Y1.2	0.460	0.454	0.721	0.410
Y1.3	0.592	0.544	0.734	0.462
Y1.4	0.522	0.546	0.746	0.517
Y1.5	0.501	0.541	0.752	0.469
Z1.1	0.924	0.796	0.594	0.985
Z1.2	0.653	0.621	0.584	0.709
Z1.3	0.927	0.796	0.597	0.986
Z1.4	0.900	0.796	0.593	0.980
Z1.5	0.893	0.792	0.591	0.975

Source : Processed *SmartPLS 3* (2025)

Table 2 above show that Cross Loading value is less from 0.9, so that every variable own validity good (valid) discriminant . This is can declared valid if mark *Heterotrait-Monotrait Ratio of Correlation (HTMT)* not enough from 0.9.

3. Average Variance Extracted (AVE)

Average Variance Extracted (AVE) can also be analyzed with compare AVE value of every variable with correlation between variable . If the AVE value is more big than existing correlation , then can it is said that variable the own good correlation . It is recommended that the value This should more big from 0.5. Here is results the test in question :

Table 3 Average Variance Extracted Value

Variables	Average Variance Extracted (AVE)	Information
Brand Ambassador (X1)	0.695	Valid
Brand Image (X2)	0.584	Valid
Purchase Decision (Y)	0.544	Valid
Brand Trust (Z)	0.871	Valid

Source Processed *SmartPLS 3* (2024)

Table 3 above show that AVE value for each variable , ie *Brand Ambassador* , *Brand Image* , *Purchasing Decisions* and *Brand Trust* , have mark *Average Variance Extracted (AVE)* which is more big from 0.5. With Thus , it can concluded that all variable in study This fulfil criteria validity discriminant measured through the AVE test.

b. Reliability Test

Reliability test can done with analyze mark *Cronbach's alpha* For measure the upper and lower limits , as well as *composite reliability* For measure reliability current on a construct or variable . A answer from respondents to the questionnaire stated reliable If mark *composite reliability* more big from 0.700.

1. Composite Reliability

Table 4 Composite Reliability Values

Variables	Composite Reliability (ρ_A)	Composite Reliability (ρ_c)	Information
Brand ambassador (X1)	0.912	0.919	Reliable
Brand Image (X2)	0.855	0.875	Reliable
Purchase Decision (Y)	0.793	0.856	Reliable
Brand Trust (Z)	0.968	0.971	Reliable

Source Processed *SmartPLS 3* (2024)

Based on the results listed in Table 4 in above , can known that Brand Ambassador variables , Brand Image, Purchasing Decisions , and Brand Trust in study This own mark greater *composite reliability* big from 0.700. This is show that all variable in study This is reliable .

2. Cronbach's Reliability

Table 5 Cronbach's alpha value

Variables	Cronbach's Alpha	Information
Brand Ambassador (X1)	0.888	Reliable
Brand Image (X2)	0.825	Reliable
Purchase Decision (Y)	0.791	Reliable
Brand Trust (Z)	0.959	Reliable

Source Processed *SmartPLS 3* (2025)

Based on Table 5 results testing mark *Cronbach's alpha* show that every variable in study This own mark *Cronbach's alpha* is higher big from 0.700. This is means all variable in study This can considered reliable .

Structural Model (Inner Model)

a. Coefficient Determination (R-Square)

Table 6 R-Square Values

Variables	R-Square	Information
Purchase Decision (Y)	0.55	Currently
Brand Trust (Z)	0.866	Strong

Source Processed *SmartPLS 3* (2025)

Can be explained that (1) the Purchase Decision variable own value 0.55 or 55%, which is included in " medium " category . Therefore that , for increase Purchase Decisions ,

variables free , namely *Brand Ambassador* and *Brand Image* , necessary improved . (2) Variables *Brand Trust* own value of 0.866 or 86.6%, which is included in " strong " category . For maintain and improve satisfaction , variable free , namely *Brand Ambassador* and *Brand Image* , must guarded or improved for satisfaction can reach " strong " category .

b. Path Coefficient

Testing this model done in a way direct between two variables , namely variable independent and variable dependent , without involving intervening variable , for observe direction relationship . Influence between variable can categorized as influence positive If original sample value is greater big from 0, while If original sample value is less from 0, then stated as influence negative .

Table 7 Path Coefficient Results

Influence Variables	Original Sample	Direction of Relationship
X1 Brand Ambassador – Y Purchasing Decision	0.613	Positive
X1 Brand Ambassador – Z Brand Trust	0.811	Positive
X2 Brand Image – Y Purchase Decision	0.415	Positive
X2 Brand Image – Z Brand Trust	0.139	Positive
Z Brand Trust – Y Purchase Decision	- 0.276	Negative

Source Processed *SmartPLS3* (2025)

In table 7 *Path Coefficient* Brand Ambassador variable to Purchase Decision Variables show positive relationship because P Value = $0.613 < 0.05$. So in connection This can called *Completion mediation* .

On *Path Coefficient* Brand Ambassador variable to Brand Trust variable shows positive relationship because P Value = $0.811 < 0.05$. So in connection This can called *Complementary mediation* .

On *Path Coefficient* Brand Image variable against Purchase Decision Variables show positive relationship because P Value = $0.415 < 0.05$. So in connection This can called *Complementary mediation* .

On *Path Coefficient* Brand Image variable against Brand Trust variable shows positive relationship because P Value = $0.139 < 0.05$. So in connection This can called *Complementary mediation* .

On *Path Coefficient* Brand Trust variable against Purchase Decision Variables show positive relationship because P Value = $0.139 < 0.05$. So in connection This can called *Completion mediation* .

Hypothesis Testing

Criteria variable can stated own significant influence , both in a way direct and also No directly , if t- statistic value more big from 1.98. On the other hand , if t- statistic value not enough from 1.98, then can stated that influence the No significant . In addition to using t- statistics , the influence of significant to influence direct and indirect can also be directly determined based on p- value . If the p-value is less from 0.05 (5%), then influence direct and indirect direct can considered significant .

Table 8 Hypothesis Testing

Variables	T Statistics (O/STDEV)	P Values
Brand Ambassador (X1)- Purchase Decision (Y)	5,623	0
Brand Ambassador (X1) – Brand Trust (Z)	22,095	0
Brand Image (X2) -Purchase Decision (Y)	6,181	0
Brand Image (X2)- Purchase Decision (Y)	3,383	0.001
Brand Trust (Z) -Purchase Decision (Y)	2,897	0.004

Source Processed *SmartPLS 3* (2025)

From the table on so concluded that :

1. *Brand Ambassador* influential in a way positive and significant on Purchasing Decisions . The results of the analysis in the table on show that T- statistic value (5.623) and P-value $0.000 > 0.05$ then H_0 rejected and H_1 accepted , meaning Brand Ambassador variable give influence positive and significant to Purchase Decision Variables .
2. *Brand Ambassador* influential in a way positive and significant to *Brand Trust*. The results of the analysis in the table on show that T- statistic value $> T$ - table (23.397) and P-value $0.000 > 0.05$ then H_0 rejected and H_1 accepted , meaning variable *Brand Ambassador* give influence positive and significant to variable *Brand Trust*.
3. *Brand Image* influential in a way positive and significant on Purchasing Decisions . The results of the analysis in the table on show that T- statistic value $> T$ - table (5.659) and P-value $0.006 > 0.05$ then H_0 rejected and H_1 accepted , meaning variable *Brand Image* give influence positive and significant to Purchase Decision Variables .
4. *Brand Trust* is influential in a way positive and significant on Purchasing Decisions . The results of the analysis in the table on show that T- statistic value (2.775) and P-value $0.000 > 0.05$ then H_0 rejected and H_1 accepted , meaning variable *Brand Image* gives influence positive and significant to Purchase Decision Variables .

Mediation Test

Testing mediation used For show connection between variable independent and variable dependent through variable mediation or intervening. Influence No direct This obtained with count influence variable dependent to intervening variables , which are carried out with multiply influence intervening variables on variable independent . In research this , variable connector or mediation used is satisfaction as intervening variables .

Table 9 Mediation Test

	T Statistics (O/STDEV)	P Values
Brand Ambassador (X1) – Brand Trust (Z) – Purchase Decision (Y)	2.87	0.004
Brand Image (X2) – Brand Trust (Z) – Purchase Decision (Y)	2.16	0.031

SmartPLS3 Processed Source (202 5)

1. In the table on influence variable *Brand Ambassador* to variable *Brand Trust* through Purchasing Decision is 2.87 and P-value $0.004 > 0.05$ means variable *Brand Ambassador* influence positive and significant to variable *Brand Trust* through Purchasing Decisions .
2. In the table on influence variable *Brand Image* to variable *Brand Trust* through Purchasing Decision is 2.16 and P-value $0.031 > 0.05$ means variable *Brand Image* influence positive and significant to variable *Brand Trust* through Buying decision .

DISCUSSION

Hypothesis Testing Discussion

H_1 : Brand Ambassador influential in a way positive and significant on Purchasing Decisions .

The results of the analysis in the table on show that T- statistic value $> T$ - table (5.439 > 1.979) and P-value $0.000 > 0.05$ then H_0 rejected and H_1 accepted , meaning variable *Brand Ambassador* give influence positive and significant to Purchase Decision Variables .

Brand ambassador is a media that is utilized as a medium for communicating and connecting with mass , and also concerning with How company truly increase sales . *Brand ambassadors* are also used by businesses as appearance interesting For influence and invite consumers . It is possible that brand ambassadors are influenced by other factors such as visibility or popularity ,

credibility, attraction, and power. In addition in context study This Respondent Can own other preferences .

Starting from quality product or different brands . According to Gita and Marheni (2020), *Brand Ambassador* is intermediary between management brand in a company that can have influence significant in the opinion consumers on brands and agencies in a way general , ambassador Brand is also a model that expresses physical and strengthening brand with reputation that is owned . Research results This in line with research conducted by Herawati, et al. (2023) namely *Brand Ambassador* influential positive and significant on Purchasing Decisions .

H₂ : *Brand Ambassador* influential in a way positive and significant to *Brand Trust*.

The results of the analysis in the table on show that T- statistic value > T- table (23.397 > 1.979) and P-value 0.000 > 0.05 then H₀ rejected and H₁ accepted , meaning variable *Brand Ambassador* give influence positive and significant to variable *Brand Trust*.

Brand ambassador is someone who has interest about a brand and capable influence candidate buyers and convince For buy or use a product . *Brand ambassador* is someone who becomes intermediary For to present something product with reputation both owned by the mediator with objective For to form positive image for company and can influence customer For determine decision purchase . Brand ambassadors can increase brand trust because they represent brand in a way positive , constructive awareness brand , and improve involvement consumers . It is possible that brand ambassadors are influenced by other factors such as visibility or popularity , credibility, attraction, and power. In addition in context study This Respondent Can own other preferences . Research result This in line with research conducted by Wulandari, et al. 2021 , namely *Brand Ambassador* influential positive and significant towards Brand Trust.

H₃ : *Brand Image* influential in a way positive and significant on Purchasing Decisions .

The results of the analysis in the table on show that T- statistic value > T- table (5.659 > 1.979) and P-value 0.006 > 0.05 then H₀ rejected and H₁ accepted , meaning Brand Image variable gives influence positive and significant to Purchase Decision Variables .

According to Kennyco and Imanuddin (2021), Brand image own objective management strategic , namely For convincing that customer have strong and positive ideas about a brand , and image brand Alone is related activities with impression consumer to brand . *Brand image* is one of aspect in knowledge communication business management . Many of them inconsistently build brand image in the eyes of customers, which ultimately harms the company's reputation.

Few understand the dimensions that influence a company's brand image to create a "quality" perception, which can be promoted to all customers and generate a positive impression of the experience they have. It is possible that brand image can be influenced by internal and external factors, examples of internal factors are marketing strategy, product quality, price. And for external factors are consumer perception, word of mouth communication and the influence of social media. Research result This in line with research that is being researched Rohmanuddin , et al 2022 Namely *brand image* influential positive and significant on Purchasing Decisions .

H₄ : *Brand Trust* influential in a way positive and significant on purchasing decisions .

The results of the analysis in the table on show that T- statistic value > T- table (2.775 > 1.979) and P-value 0.000 > 0.05 then H₀ rejected and H₁ accepted , meaning variable *Brand Trust* give influence positive and significant to Purchase Decision variables . *Brand Trust* is capacity a individual For depend on his belief in something brand and has take into account risk with belief thatnarsyn brand offer satisfaction and profitable output . According to (A. Pratama et al ., 2023)

Trust brand is feeling experienced safety consumer through the interaction with brand , based on perception consumer that brand the can trusted , trusted and responsible answer on interests and interests own . welfare owned by brand Consumers . Trust brand is willingness consumer For believe and feel safe to a brand with all the risk , because existence hope that brand the capable give impact significant positive . Other factors that can influencing brand trust is effective promotion , quality product , past experience , image brands , and promotions from mouth to

mouth . Research results This in line with research conducted by Ramadhan and Nasir, 2023 , namely *Brand Trust* is influential positive and significant on Purchasing Decisions .

CONCLUSION

Based on Research Results About The Influence of *Brand Ambassador* and *Brand Image* on Purchasing Decisions of *Skintific Skincare Products* Mediated by *Brand Trust* (Study on Students of Lamongan Islamic University) so concluded as following :

- 1) *Brand Ambassador* (X_1) has an effect significant to Purchase Decision (Y) so hypothesis accepted
- 2) *Brand Image* (X_2) has an effect significant to Purchase Decision (Y) so hypothesis accepted .
- 3) *Brand Ambassador* (X_1) against Purchase Decisions (Y) have an effect significant through *Brand Trust* (Z) so that hypothesis accepted .
- 4) *Brand Image* (X_2) against Purchase Decisions (Y) have an effect significant through *Brand Trust* (Z) so that hypothesis accepted

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