



Factors Influencing Indonesian Skincare Purchase Decision Using Korean Brand Ambassador with Purchase Intention as Intervening Variable

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Abstract: Skincare is one of the most important human needs at this time around the world, including in Indonesia. Attention to skin health to avoid skin problems has a very big impact. Various ways are used by companies to attract consumers to buy their products. This study aims to analyze the factors that influence purchase decisions. The research method uses a quantitative method by distributing questionnaires to people who use skincare in Batam City. The total number of respondents obtained was 440. The method of data analysis used Smart PLS version 3. The results of the research hypothesis directly that brand ambassador, brand image, promotion, brand loyalty, and purchase intention have a significant positive effect on purchase decision, while product quality does not significant positive effect on purchase decision. The result of the indirect hypothesis is that brand ambassador, product quality, and promotion have a significant positive effect on purchase decisions through intervening purchase intention, while brand image does not significant positive effect on purchase decisions through intervening purchase intention. It is hoped that this research will cover a wider range of research areas and can be used as a reference for other studies.

Keywords: Brand Ambassador; Brand Image; Brand Loyalty; Product Quality; Promotion; Purchase Decision; Purchase Intention

INTRODUCTION

Globalization is a condition for relations between countries in the world to be integrated and connected. One result of the globalization process is a condition of relations between countries without any boundaries. According to Limarta et al. (2023), globalization has a global exchange of views and ways of life caused is the increasing development of technology. The development of this technology also provides different views on appearance. One can find new trends ranging from fashion, beauty, automotive, etc. Appearance is very important in life, where appearance is currently needed for all gender groups, such as women and men. The intended appearance is beauty on the face and body which gives a healthy and well-groomed impression. The Body has cleaned white and bright skin that can increase self-confidence in life. Various kinds of products are produced with natural ingredients with a mixture of chemicals to give a change in appearance. Skincare is one example of a product that is currently needed by the global community. Various brands of skincare are offered to consumers to use and get the desired results.

Skincare is needed by the community because it protects the skin from UV rays which can cause skin cancer if exposed to extremes, removes blackheads, pimples, and dull skin, moisturizes the skin, and provides nutrition to the skin. It is known that information from Buchholz (2020) states that the most widely used skincare products are in Asian countries.



Country	Percentage
South Korea	89%
Filipina	53%
Singapore	49%
Vietnam	44%
Thailand	41%
Hongkong	40%
Indonesia	35%
Tiongkok	31%

Table 1. Where K-Beauty Is the Preferred Choice

Source: Buchholz (2020)

This research was conducted to collect 64,000 respondents. Obtaining a percentage of 89% has proven that skincare products from South Korea have a very big impact. Foreign skincare products have the opportunity to do marketing in Indonesia and also make the competition between skincare increasingly fierce. This has had a big impact on Indonesian skincare.

Indonesia ranks number 2 from the end based on the results of these calculations, it may be possible that Indonesian skincare is not growing rapidly in terms of its use. For now, Indonesians prefer to use local skincare products compared to foreign skincare. Based on information from July 2022, according to Pahlevi (2022), regarding the results of the data obtained from 500 female respondents, 54% chose local cosmetic/skincare brands. As for international brands, it is 11%. Therefore, local skincare can still compete and have great opportunities for product sales. Why is local skincare the choice of Indonesian women in meeting their needs? Because there are factors that are the main reasons, such as local skincare providing good quality assurance, having a brand ambassador who can give trust to the public, having a good company brand image, providing customer loyalty, affordable prices, goods easy to obtain, doing product promotion, and has also been adapted to the skin conditions of Indonesian people. Every consumer needs a product that is suitable for their skin needs. As people's desire to improve their appearance is always increasing, the skin care industry is booming. This is because people's desire to improve their appearance is always increasing. The local skincare products marketed include Scarlett Whitening, MS Glow, White Lab, Something, Avoskin, Azarine, Everwhite, and Y.O.U Beauty.

According to Kharisma & Hutasuhut (2019), a brand ambassador is someone who is determined to be a representative of a brand influence the minds of customers, and encourage them to use the product. According to Wardani & Santoso (2020), the selection of a brand ambassador is carried out for the symbiosis that can represent the desires and needs that can be accepted by consumers. Anggraeni (2020) explained that brand ambassadors can strengthen promotional strategies that influence consumers to use and make a purchase decision. According to Handayani (2022), brand ambassadors can influence purchase decisions. The brand ambassador's background is in the entertainment industry. Their personality shines through their physical stature, level of charm, and ability to successfully promote the items they sell. Nurazhari & Putri (2022) explain that brand ambassadors are supporters in advertising who can communicate marketing creatively so that they can foster a sense of customer purchase interest in the products offered. This research is the same as research from Siregar & Nasution (2022) and (Salsabiela et al., 2022). Local skincare makes brand ambassadors for the products they offer from boy/girl groups and actors/actresses from South Korea. This can be caused by the Korean Wave culture which is increasingly spreading throughout the



country. The hallmark of the Korean Wave, also known as the Hallyu Wave, can be seen in music, films, national television shows, cuisine, clothing, and beauty products. In addition, there are many fans of Korean artists, so it is expected to meet the product sales target.

Brand ambassadors influence the brand image that has been created. Therefore, this variable is one of the factors that can impact purchase decisions. The better and more competent in promoting the product, the better the resulting brand image will be. This can influence public judgment of the brand image of a product to attract consumers to buy and use the product. According to Jamila & Siregar (2022), brand image has several supporting indicators such as logos and distinctive brand characters as well as packaging and slogans that can provide feedback on purchases by consumers. According to Rosita et al. (2022), brand image is a response that is thought by customers about a brand, whether the brand is positive or negative. This research is the same as research from Fatimah & Prihandono (2020) and (Maulana & Rakhman, 2022). Iskandar & Sutejo (2023) explained that brand image is a customer's thoughts about a brand through previously obtained information. In addition, there are elements of product quality that can influence customers in determining purchasing decisions.

Product quality can influence consumers to buy skincare products due to various factors that support this, such as good product quality. Iwan et al. (2019) explained that product quality is the whole of the identity of a product or service that can meet the needs of customers. Setyawati et al. (2022) explained that product quality is a whole of customer expectations for a product so that it can encourage people to be interested in making a purchase. According to Ummat & Hayuningtias (2022), customers will continue to purchase high-quality products and subsequent services. Satisfied customers will come back for additional purchases, companies must offer goods that have been thoroughly quality-checked and evaluated. Oktavian & Wahyudi (2022) explained that product quality perceived by consumers in terms of performance, namely the atmosphere or raw materials are factors that can determine consumers' purchasing decisions. According to Sakina & Firmansyah (2021), product quality is one factor that cannot influence the occurrence of a purchase decision. This research is the same as research from Amri & Prihandono (2019) and (Lisdiani & Annisa, 2022).

Promotion is an important factor in marketing the product or service offered. Diansyah & Utami (2019) explained that promotion is a marketing activity that aims to encourage and increase the demand for goods and services. Setiawan (2020) explained that promotion is an activity that is used for communication which provides information about products between sellers and buyers. According to Sakina & Firmansyah (2021), product quality is one factor that cannot influence the occurrence of a purchase decision. This activity is carried out by widely disseminating information and influencing company targets to be willing to accept and buy the product in question (Tobing et al., 2022). Ginting et al. (2023) explained that increasing the value of promotional purchase decisions can be done by carrying out new strategies related to products so that customers understand and know more about these products. The customer's trust in the promotion provided is capable of making a purchase decision. This research is the same as research from (Lailatul Aqidah, 2022).

Brand loyalty can influence purchase decisions by customers. Cornelia & Pasharibu (2020) explained that brand loyalty is a measure of how customers have high hopes for what the target wants, and what customers believe in the company's brand so that customer loyalty is formed resulting from the brand experience. According to Lisa et al. (2020), is a consumer commitment to a brand. According to Subiyakto & Nadiani (2022), brand loyalty is very important because it can have a positive impact on companies such as being able to form a community to increase the number of purchases



with long-term effects, namely satisfied and trusting customers and recommending the brand to others. Paramita & Saputri (2022) explained that customer commitment is very important in the company's growth where customers will be loyal to make repeat purchases. Perdana & Udayana (2023), have positive energy brand loyalty can influence the company's growth, sales, and profits to attract customers to continue to make purchase decisions.

According to Feny & Sutedjo (2019), explained that purchase intention is a stage that is carried out by customers before deciding to take action to purchase a product. Kurniawan & Susanto (2020) explained that purchase intention is customer interest in a product to make a purchase and a sense of ownership of the product. According to Haro et al. (2020), purchase intention can occur due to obtaining a benefit or use from the product provided and adjusting to good quality so that customers decide to make a purchase. According to Purwati & Cahyanti (2022), purchase intention is a concept where consumers intend to purchase a product either online or offline. Purchase intention is very influential on the company's growth where consumers will determine whether to make a purchase or not at all. Maulana & Rakhman (2022) explained that purchase intention influences a person's desire to make a purchase decision. It can be said that purchase intention also influences purchase decisions. According to Amri & Prihandono (2019) and Astuti et al. (2023) explained that purchase intention can influence and have a positive relationship to influence consumers in deciding to buy a product. This can happen because of interest in the product.

According to Kurniawan (2018), a purchase decision is an important factor for companies in successfully influencing customers to buy products that are marketed. Vincencia & Christiani (2021) explained that a purchase decision is the action required by the customer to buy or use an item. According to Ernawati (2021), the purchase decision is a part of consumer behavior which is the background for consumers to make purchase decision before post-purchase occurs, and how this can satisfy consumer desires. According to Aeni & Ekhsan (2021), purchase decisions are a process that involves a series of consumer choices before buying goods and having the desire to fulfill their needs. According to Identity (2022), purchase decisions are increased buyer desires due to several factors such as the information obtained and the benefits or advantages obtained from the product or service. Purchase decisions by customers often have 2 choices to determine whether to make a purchase or not. Therefore, the variables above are variables that can influence purchase decisions.

The effect on the need for skincare in Batam City is increasing. Seeing the many local skincare that have been used by the people of Batam. Local skincare is not only used by young people but for all people. Personality and core beliefs play a significant role in the choice each shopper makes regarding whether or not to invest in and use local skin care products. For this reason, there is an interest in doing about the Factors Influencing Indonesian Skincare Purchase Decision Using Korean Brand Ambassador with Purchase Intention as Intervening Variables.

Based on the findings of a comprehensive literature review, there is an interest in researching the factors that influence brand ambassadors, brand image, product quality, promotion, and brand loyalty.

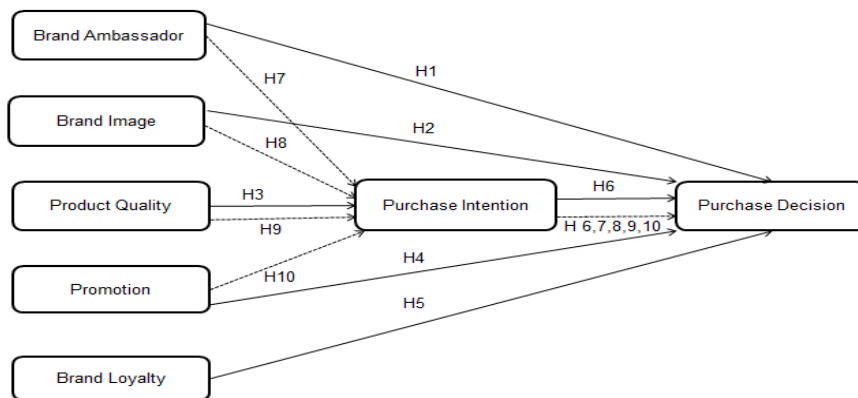


Figure 1. Research model and hypothesis development

Source: Rahmat & Mahrinasari (2020), Oktavian & Wahyudi (2022), Purwati & Cahyanti (2022), Perdana & Udayana (2023), Sakina & Firmansyah (2021), Solihin (2020).

Based on the model above, the hypotheses proposed by researchers are as follows:

- H1: Brand ambassador has a significant positive effect on local skincare purchase decisions in Batam City.
- H2: Brand image has a significant positive effect on skincare purchase decisions in Batam City.
- H3: Product quality has a significant positive effect on local skincare purchase decisions in Batam City.
- H4: Promotion has a significant positive effect on local skincare purchase decisions in Batam City.
- H5: Brand loyalty has a significant positive effect on local skincare purchase decisions in Batam City.
- H6: Purchase intention has a significant positive effect on local skincare purchase decisions in Batam City.
- H7: Brand ambassador has a significant positive effect on purchase decisions through the mediated of local skincare purchase intention in Batam City.
- H8: Brand image has a significant positive effect on purchase decisions through the mediated of local skincare purchase intention in Batam City.
- H9: Product quality has a significant positive effect on purchase decisions through the mediated of local skincare purchase intention in Batam City.
- H10: Promotion has a significant positive effect on purchase decisions through the mediated of local skincare purchase intention in Batam City.

METHODS

The research design that will be used in this research is quantitative research. According to Sahir (2022), the definition of quantitative research is the result of processing data using statistical tools that can produce numbers by collecting several questions that are arranged systematically. The population used in this study are people who use local (Indonesian) skincare in Batam City. The sample in this study used a non-probability method in taking the sample, namely purposive sampling. Non-probability sampling, namely sampling does not provide an opportunity or no opportunity for the population to be used as a sample subject (Sahir, 2022). Purposive sampling is a technique by provides several criteria that become provisions set by the researcher to produce the desired data to be able to carry out data analysis. The sample criteria used

in this study are as follows: (1) Batam residents who are at least 17 years old; (2) Batam residents who use local skin care products.

This study uses primary and secondary data to analyze the required data. Primary data is the result of collecting information directly or observing directly, such as the data methods technique used in this study, namely a questionnaire. Questionnaires were distributed via social media to all Batam residents using the Likert scale as an indicator for their assessment. The weighting on the Likert scale is as follows, 1-5 (strongly disagree – strongly agree). Secondary data is the result of collecting information based on sources such as literature studies, books, articles, and information through websites.

The technique used to ensure the required number of samples, namely the formula (Hair et al., 2018). This is caused by not knowing the exact size of the population using local (Indonesian) skincare in Batam City. The way to calculate the sample using this data analysis is the number of question indicators multiplied by 10. In this study there were 44 questions, thus the maximum number of samples that had to be collected was $44 \times 10 = 440$, respondents.

In this study, the method used to help carry out data processing is Smart-PLS version 3. As for what is included in this section is carrying out outer model testing in the form of data validity and reliability, carrying out hypothesis testing using the inner model, carrying out coefficient testing (R Square), and the last is to test the quality index.

RESULTS AND DISCUSSION

Activities before getting the results of research data, the steps that must be taken are to conduct a survey first. Based on the results of distributing the questionnaires, there were 370 female respondents and 72 male respondents. Demographic data based on age obtained the age level of Batam City respondents is 17 to more than 36 years old. The educational criteria of this study are from high school to doctoral students. The income of the respondents can be seen that the income level is less than IDR 4,000,000 to more than IDR 8,000,000. We know that respondents who filled out this questionnaire had purchased and used local skincare. The local skincare brands used for this research are Scarlett Whitening, MS Glow, White Lab, Something, Avoskin, azarine, Everwhite, and Y.O.U Beauty whose brand ambassadors are idols or actors and actresses from South Korea. The following is an evaluation of the measurement model or outer model from the results of the analysis carried out.

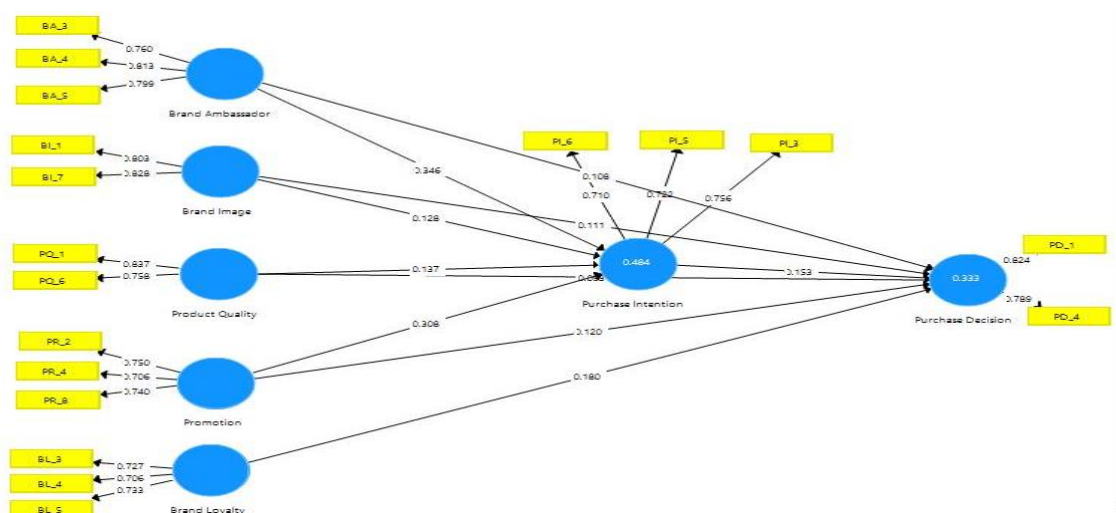


Figure 2. Smart PLS Model
 Source: Data By Author (2023)



According to Muhson (2022), outer loading can be said to be valid if the indicator has a value exceeding 0.7, while the value can be declared invalid if the outer loading value is less than 0.7. Based on the indicator testing above, shows that all indicators meet the convergent validity criteria or can be said to be valid. So that it can continue to test the next data.

Table 2. Validity Test Result

Variable	AVE	Conclusion
Brand Ambassador	0.625	Valid
Brand Image	0.665	Valid
Product Quality	0.637	Valid
Promotion	0.536	Valid
Brand Loyalty	0.521	Valid
Purchase Intention	0.532	Valid
Purchase Decision	0.65	Valid

Source: Data by author (2023)

According to Ghozali (2021), the Convergent validity value can be known by calculating the AVE if it has an AVE value of 0.5, which means it can meet the convergent validity criteria. Based on the results of the data calculation above, it can be seen that all values of the indicators studied have a value of more than 0.5, which value meets the requirements of the validity test.

Table 3. Reliability Test Result

Variable	Composite Reliability	Conclusion
Brand Ambassador	0.834	Reliable
Brand Image	0.799	Reliable
Product Quality	0.778	Reliable
Promotion	0.776	Reliable
Brand Loyalty	0.766	Reliable
Purchase Intention	0.788	Reliable
Purchase Decision	0.773	Reliable

Source: Data by author (2023)

In reliability testing, measuring the reliability of a constructed variable can be done in 2 ways, namely by using Cronbach's alpha and composite reliability. According to Ghozali (2021), a composite value can be said to be reliable if the resulting value is 0.6-0.7. Meanwhile, Cronbach's alpha value can be said to be reliable if the resulting value is more than 0.7. This research uses composite reliability in its measurement. Based on the indicator testing data measurements above, it is found that the composite reliability value of all variables has a value of more than 0.7, so it can be said to be reliable.

According to Ghozali (2021), the cross-loading value in each arrangement is assessed to determine whether the relationship between the arrangement and the measurement item has a greater value compared to other constructs. The cross-loading value given is at least 0.7.



Table 4. Cross Loading Test Result

	BA	BI	PQ	PR	BL	PI	PD
BA_3	0.76	0.298	0.179	0.305	0.335	0.421	0.31
BA_4	0.813	0.331	0.276	0.319	0.321	0.451	0.332
BA_5	0.799	0.295	0.255	0.334	0.339	0.461	0.28
BI_1	0.303	0.803	0.345	0.339	0.361	0.356	0.32
BI_7	0.332	0.828	0.335	0.378	0.409	0.387	0.331
PQ_1	0.271	0.378	0.837	0.309	0.38	0.387	0.287
PQ_6	0.204	0.281	0.758	0.345	0.313	0.277	0.296
PR_2	0.345	0.345	0.262	0.75	0.393	0.429	0.339
PR_4	0.281	0.327	0.241	0.706	0.384	0.375	0.31
PR_8	0.259	0.297	0.387	0.74	0.514	0.425	0.32
BL_3	0.332	0.39	0.339	0.445	0.727	0.431	0.427
BL_4	0.27	0.406	0.334	0.484	0.706	0.328	0.454
BL_5	0.304	0.239	0.276	0.354	0.733	0.369	0.421
PI_3	0.442	0.298	0.357	0.466	0.505	0.756	0.337
PI_5	0.394	0.344	0.257	0.367	0.373	0.722	0.358
PI_6	0.413	0.358	0.302	0.39	0.429	0.71	0.353
PD_1	0.326	0.335	0.347	0.349	0.393	0.402	0.824
PD_4	0.3	0.309	0.234	0.364	0.381	0.368	0.789

Source: Data by author (2023)

Based on the indicator testing data in the analysis above, it can be seen that each indicator has a high relationship with each variable with a minimum value of 0.7. According to Agustin (2020), the former larcker is an alternative for carrying out AVE testing by evaluating the correlation between constructions and the square root of each construct. The model is said to have excellent discriminant validity if the square root value of AVE has a construct value bigger than the value of the other construct relationships.

Table 5. Former Larcker Test Result

	BA	BI	BL	PQ	PR	PD	PI
BA	0.791						
BI	0.39	0.815					
BL	0.419	0.473	0.722				
PQ	0.3	0.417	0.436	0.798			
PR	0.404	0.44	0.589	0.406	0.732		
PD	0.389	0.399	0.48	0.363	0.442	0.806	
PI	0.562	0.456	0.6	0.42	0.561	0.478	0.729

Source: Data by author (2023)

Based on the indicator testing above, it shows that all variables meet the criteria of the former larcker theory. This is caused by the value of each construct having a high correlation to the other constructs. Therefore, this test is declared to have good discriminant validity.

Direct Effect Hypothesis Test Results -> path coefficients

This section is the final result to determine and explain the results of the test directly, whether there is influence or not on the variables studied. The significance of a variable relationship can be seen through path coefficient tables such as sample (M), T Statistics, and P values. The average value of the sample (M) indicates a positive value



and the variables might be said brand ambassador, brand image, product quality, promotion, brand loyalty, and purchase intention have a positive impact on purchase decisions. This value is the result of performing bootstrapping calculations. A variable relationship can be declared significant if the T-statistic value has a value above 1.96 and the P-value has a value less than 0.05. The following is an output table from the direct test results.

Table 6. Direct Hypothesis Test Result

	Sample Average (M)	T Statistics (O/STDEV)	P Values	Conclusion
Brand Ambassador -> Purchase Decision	0.112	2.239	0.026	Significant Positive
Brand Image -> Purchase Decision	0.107	2.033	0.043	Significant Positive
Product Quality -> Purchase Decision	0.097	1.875	0.061	No Significant Positive
Promotion -> Purchase Decision	0.12	2.18	0.03	Significant Positive
Brand Loyalty -> Purchase Decision	0.184	3.204	0.001	Significant Positive
Purchase Intention -> Purchase Decision	0.145	2.293	0.022	Significant Positive

Source: Data by author (2023)

Hypothesis 1, Brand Ambassadors Have a Significant Positive Effect on Local Skincare Purchase Decisions in Batam City

Considering the outcomes of the analysis of the hypothesis, the results of the relationship between the brand ambassador -> purchase decision variable have a T-statistic value of 2.239 and a P value of 0.026. It can be stated that brand ambassador has a positive and significant effect on purchase decisions. Brand ambassadors have an important role in the product marketing process. An actress or actor can steal attention not only from fans but from the whole community to buy skincare products. Brand ambassadors are representatives of brands to provide information on skincare products. The conclusion of the theory is agreed upon. The research of Wardani & Santosa (2020), Handayani (2022), Nurazhari & Putri (2022), and Anggraeni (2020) lends support to the findings of this study.

Hypothesis 2, Brand Image Has a Significant Positive Effect on Local Skincare Purchase Decision in Batam City

Considering the outcomes of the analysis of the hypothesis, the results of the relationship between brand image -> purchase decision have a T-statistic value of 2.033 and a P-value of 0.043. It can be stated that brand image has a positive and significant effect on purchase decisions. Brand image is an important factor in influencing purchase decisions. Brand image can satisfy the expectations of customer needs provided by skincare product companies to meet beauty needs. When the company has succeeded in shaping the character of the product to customers in an attractive way, the product brand can influence the customer's final decision. The conclusion of the theory is agreed upon. The research of Jamila & Siregar (2022) and Rosita et al. (2022), lends support to the findings of this study.



Hypothesis 3, Product Quality Has a Significant Positive Effect on Local Skincare Purchase Decisions in Batam City

Considering the outcomes of the analysis of the hypothesis, the results obtained are product quality -> purchase decision which has a T-statistic value of 1.875 and a P value of 0.06. It can be stated that product quality does not have a positive and significant effect on purchase decisions. A customer deciding to purchase skincare products is not only considered in terms of product quality, other factors can influence that decision. Other factors influence customer perceptions such as prices and reviews. This hypothesis's findings are unaccepted (rejected). The findings of this study conflict with those from Oktavian & Wahyudi (2022), Setyawati et al. (2022), Ummat & Hayuningtias (2022), (Sakina & Firmansyah, 2021).

Hypothesis 4, Promotion Has a Significant Positive Effect on Local Skincare Purchase Decision in Batam City

Considering the outcomes of the analysis of the hypothesis, the results of the relationship promotion -> purchase decision have a T-statistic value of 2.18 and a P value of 0.030. It can be stated that promotion has a positive and significant effect on purchase decisions. Promotions given can influence customer perceptions about something they want. Promotions are carried out by companies to introduce skincare products to the public and expand product sales networks to increase profits doing business. Promotions can influence consumers to purchase skincare products such as discounted prices. The conclusion of the theory is agreed upon. The research of Ginting et al. (2023), Tobing et al. (2022), Solihin (2020), and Setiawan (2020) lends support to the findings of this study.

Hypothesis 5, Brand loyalty has a Significant Positive Effect on Local Skincare Purchase Decisions in Batam City

Considering the outcomes of the analysis of the hypothesis, the results of the relationship between brand loyalty -> purchase decision have a T-statistic value of 3.204 and a P value of 0.001. It can be stated that brand loyalty has a positive and significant effect on purchase decisions. Customers who are loyal to a product will influence other customers to purchase certain products so that they experience an increase in product purchases. The conclusion of the theory is agreed upon. The research of Lisa et al. (2020), Subiyakto & Nadiani (2022), and Perdana & Udayana (2023) lend support to the findings of this study.

Hypothesis 6, Purchase Intention Has a Significant Positive Effect on Local Skincare Purchase Decision in Batam City

Considering the outcomes of the analysis of the hypothesis, it is obtained that the relationship between purchase intention -> Purchase Decision has a T-statistic value of 2.18 and a P-value of 0.030. It can be stated that purchase intention has a positive and significant effect on the purchase decision. The higher consumer purchase intention results in an increase in purchasing decisions for a product. A person's buying interest in a product can be caused by several factors so that a decision to make a purchase occurs. The conclusion of the theory is agreed upon. The research of Amri & Prihandono (2019), Astuti et al. (2023), Purwati & Cahyanti (2022), and Haro et al. (2020) lends support to the findings of this study.



Indirect Effects

This section focuses more on the role of mediation in research models. If the T-statistic value is more than 1.96 and the P value is less than 0.05 it can be stated that it has a significant positive relationship.

Table 7. Indirect Hypothesis Test Result

	Sample Average (M)	T Statistics (O/STDEV)	P Values	Conclusion
Brand Ambassador -> Purchase Intention -> Purchase Decision	0.05	2.222	0.027	Significant Positive
Brand Image -> Purchase Intention -> Purchase Decision	0.019	1.62	0.106	No Significant Positive
Product Quality -> Purchase Intention -> Purchase Decision	0.019	2.007	0.045	Significant Positive
Promotion -> Purchase Intention -> Purchase Decision	0.044	2.095	0.037	Significant Positive

Source: Data by author (2023)

Hypothesis 7, Brand Ambassador Has a Significant Positive Effect on Purchase Decisions through the Mediated of Local Skincare Purchase Intention in Batam City.

Considering the outcomes of the analysis of the hypothesis, the results of brand ambassadors mediated by purchase intention to purchase decision have a T-statistic value of 2.222 and a P value of 0.027, this shows that the relationship between brand ambassadors through purchase intention and purchase decision is acceptable. Brand ambassadors have a big influence on a person's purchase interest in skincare products so that a purchase decision occurs. There is customer trust in the brand ambassador for the product so that it creates a feeling of buying interest and after that makes a purchase decision. The conclusion of the theory is agreed upon. The research of Kharisma & Hutasuhut (2019), Siregar & Nasution (2022), and Salsabiela et al. (2022) lend support to the findings of this study.

Hypothesis 8, Brand Image Has a Significant Positive Effect on Purchase Decision through the Mediation of Local Skincare Purchase Intention in Batam City

Considering the outcomes of the analysis of the hypothesis, the results of the relationship between brand image mediated by purchase intention have a T-statistic value of 1.620 and a P-value of 0.106, this indicates an unacceptable variable. Therefore, brand image through purchase intention on purchase decision does not have a positive and significant effect. Brand image influences purchasing decisions but does not affect purchase intention. This can happen because of other factors that influence customer purchase interest. A bad brand image can result in customers not having a sense of interest in buying so purchasing activities are canceled. This hypothesis's findings are unaccepted (rejected). The findings of this study conflict with those from Maulana & Rakhman (2022) and (Fatimah & Prihandono, 2020).

Hypothesis 9, Product Quality Has a Significant Positive Effect on Purchase Decisions through the Mediated of Local Skincare Purchase Intention in Batam City

Considering the outcomes of the analysis of the hypothesis, it is obtained that product quality mediated by purchase intention has a T-statistic value of 2.007 and a P-value of 0.045, this indicates that the variable is acceptable. The relationship that product quality through purchase intention to purchase decision has a positive and significant



influence on purchasing decisions. This can happen because buying interest in a product can influence someone to make a purchase. Purchase intention can occur after doing some consideration and analysis regarding the quality of a product. Therefore, the influence of purchase interest is needed in determining purchasing decisions. The conclusion of the theory is agreed upon. The research of Sakinah & Firmansyah (2021) and Lisdiani & Annisa (2022) lends support to the findings of this study.

Hypothesis 10, Promotion Has a Significant Positive Effect on Purchase Decision through the Mediated Local Skincare Purchase Intention in Batam City

Considering the outcomes of the analysis of the hypothesis, the results of promotion mediated by purchase intention have a T-statistic value of 2.095 and a P value of 0.037, this indicates that the variable is acceptable. Promotion relationships through purchase intention to purchase decisions have a positive and significant influence on purchasing decisions. This can be caused because promotions can generate a sense of buying interest to make purchasing decisions. Promotion can provide benefits for customers with the services provided. One example of an activity that can benefit customers is a discount. Discounts provide a selling price that is cheaper than the previous price so that customers have a high sense of interest in buying so that a purchase decision is made. The conclusion of the theory is agreed upon. The research of Solihin (2020), Lailatul Aqidah (2022), and Tobing et al. (2022) lends support to the findings of this study.

Table 8. R Square Test Result

Variable	Sample Mean (M)
Purchase Decision	0.342
Purchase Intention	0.487

Source: Data by author (2023)

Based on the indicator testing above, it can be stated that the purchase decision variable is 0.342 (34.2%), this test can be explained by 34.2% and 65.8% explained by other variables. Whereas purchase intention has a value of 0.487 (48.7%), this test can be explained by 48.7% and by 51.3% by other variables. According to the criteria of Hair et al. (2018), an R square value of less than 0.50 has a prediction in the "moderate" category.

Gof has several 3 categories in the assessment, namely if a value of 0.10 is categorized as weak, a value of 0.25 is categorized as moderate, and a value of 0.36 is categorized as strong. The greater the value of GoF, means that the resulting model is good.

Table 9. Goodness of Fit Test Result

Variable	Result	Conclusion
Gof	0.319767	Moderate

Source: Data by author (2023)

Based on these results, according to the criteria, the resulting model is included in the "moderate" category.



CONCLUSION

Based on the conclusions from the research above, it can be seen that the direct hypothesis research that has a significant positive effect on purchase decisions are brand ambassador, brand image, promotion, brand loyalty, and purchase intention. These variables can influence a consumer to make a purchase decision. Product quality has no significant effect, this can happen because consumers have other influences to make purchases or not. The indirect hypothesis research that has significant positive effects are brand ambassadors, product quality, and promotion of purchase decisions through purchase intention. Meanwhile, brand image has no significant positive effect on purchase decisions through purchase intention. Future research is expected to develop a modeling research framework by adding other independent variables or intervening variables to have different and more complex research results to be used as a research reference.

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