

The Influence of Brand Ambassador, Brand Trust, Brand Image and Product Quality on Skincare Product Purchase Decisions

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ABSTRACT

This study aims to analyze the influence of brand ambassadors, brand trust, brand image, and product quality on purchasing decisions for Glad2Glow skincare products in Purwokerto City. The study used a quantitative approach. The research respondents were the general public who are consumers of Glad2Glow skincare products in Purwokerto City and were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS 3. The results showed that brand ambassadors, brand trust, brand image, and product quality had a positive and significant effect on purchasing decisions for Glad2Glow skincare products. The research findings also showed that these four variables were able to explain purchasing decisions by 46.2%, while the remaining 53.8% was influenced by other variables outside the research model. These results indicate that increasing brand ambassador credibility, brand trust, brand image, and product quality can improve consumer purchasing decisions for Glad2Glow skincare products. These findings provide implications for companies in formulating more effective marketing strategies to improve consumer purchasing decisions.

INTRODUCTION

The development of the skincare industry in Indonesia in 2026 will be driven by the dominance of Generation Z and millennial consumers, who have made skincare products a part of their daily lifestyle. According to Kompas (2026), these two generations comprise more than 50% of Indonesia's population and have a high level of concern for appearance, skin health, and the concept of beauty. This shift in consumption patterns has resulted in skincare no longer being viewed as a secondary need but rather as a priority in spending. Furthermore, high digital literacy, easy access through e-commerce, and the influence of social media have accelerated the growth of the beauty industry. Consumers are also becoming more selective, considering aspects of product safety and sustainability (sustainability), and labels cruelty-free, thus encouraging producers, especially local brands, to continue to innovate in order to meet the ever-evolving market preferences.

The Coordinating Ministry for Economic Affairs of the Republic of Indonesia, (2025) stated that the cosmetics industry, skincare, And wellness experiencing growth due to

increasing purchasing power, accelerated digitalization, and changing consumer preferences for personal care products. Furthermore, the development of social media and digital platforms has encouraged the emergence of various local cosmetic brands and increased the competitiveness of businesses, particularly MSMEs and young entrepreneurs. By 2025, the national cosmetics market revenue is projected to reach approximately IDR 35.6 trillion, with a projected annual growth of 4.73%, with the *personal care*, *skincare*, And *makeup* become a major contributor. According to Goodstats (2026) the latest sales data on early skincare products 2026 Quartile I, Glad2Glow ranked first as the best-selling skincare product in Indonesia.

Table 1. Top Selling Skincare Products January-April 2026 Goodstats (2026)

Brand	2026
Glad2Glow	6,92%
Skintific	5,86%
MS Glow	4,16%
Wardah	3,96%
Finally Found You	3,32%
Skin1004	2,23%
Animate	1,69%
Glowglowing Skin Care	1,61%
LS Skincare	1,12%
Tati Skin Care	1,11%

Based on sales data, competition between skincare brands in Indonesia is relatively tight with a not too large market share difference. Glad2Glow managed to occupy the first position with a market share of 6.92%, second Skintific (5.86%). MS Glow is ranked third (4.16%), then Wardah (3.96%), fifth Finally Found You (3.32%). The sixth position is Skin1004 (2.23%), seventh Animate (1.69%), eighth Gloglowing Skincare (1.61%), then in ninth position, LS Skincare (1.12%) and tenth position Tati Skin Care (1.11%). Glad2Glow's success in becoming a market leader with a purchase share of 6.92% shows the high competitiveness of the brand, although it still has to compete with various other brands that offer competitive quality and prices Statista, (2026). Based on the positive trend of Glad2Glow. While the brand has not officially announced its global expansion, Glad2Glow demonstrates its readiness to enter the international market through a cross-border distribution strategy in Southeast Asia, such as Malaysia and Singapore, as well as the use of English on its official digital platforms as a global identity (Kompas, 2025; Glad2Glow Official Website, 2024). This readiness is also reflected in the company's need for workers with English skills to keep up with global skincare trends (Glints Career Glad2Glow, 2024). In addition, Glad2Glow is under the auspices of PT Suntone Wisdom Indonesia, which has a similar distribution ecosystem to Skintific, so it is considered to have a great opportunity to expand its marketing network to the international market (Kompas, 2025).

The phenomenon of increasing Glad2Glow sales is interesting to study because it suggests that certain factors can encourage consumers to purchase Glad2Glow products over other brands. Therefore, it is important to identify the factors that influence consumer

purchasing decisions, particularly through the influence of brand ambassadors, brand trust, brand image, and product quality..The results of this study are expected to provide empirical evidence regarding the dominant factors contributing to Glad2Glow's success in increasing its sales, as well as providing input for the company in maintaining its competitive advantage amidst increasingly fierce competition in the skincare industry. In the skincare industry, a key factor influencing purchasing decisions is brand ambassadorship. According to Sayidatina, Rachmawati, Tubastuv, & Widyaningtyas, (2026), a person trusted to represent a particular product is known as a brand ambassador. Companies use brand ambassadors to persuade or encourage customers to use their products. According to Rizky et al. (2025), brand ambassador measured based on eight indicators, namely popularity, level of public recognition, credibility, consumer trust in *brand ambassador*, attractiveness, appearance, strength, and ability influence consumer decisions. In research by Maharani & Achmad, (2024); Kristian et al., (2021), and Rizky, (2025) proved that brand ambassadors have a positive and significant influence on purchasing decisions. However, research conducted by Aruna et al., (2024) found that brand ambassadors had no influence and were not significant. Then, Fazirah & Susanti, (2022) found that brand ambassadors were not significant on purchasing decisions. Next, Azzura & Mardhiyah, (2023) did not influence purchasing decisions.

The second factor influencing purchasing decisions is brand trust. According to Haudi et al. (2022), brand trust is defined as a consumer's relationship with a brand based on a sense of security and confidence that the brand can reliably meet their interests and needs. According to Wulandari and Nurcahya (2015), brand trust Brand trust is measured based on six indicators reflecting the relationship between brands and consumers: brand characteristics, brand reliability, company characteristics, company credibility, consumer-brand characteristics, and consumer-brand relationships. Research conducted by Fichri & Rojuaniah (2022); Azzura & Mardhiyah (2023); and Irfanudin (2021) demonstrated that brand trust has a positive and significant influence on purchasing decisions. However, research conducted by Asifa & Ramadhan (2025); and Putri et al. (2022) found that brand trust had no significant influence on purchasing decisions.

The third factor that influences purchasing decisions is brand image. According to Rachmawati & Laily, (2024), brand image is an important consideration for consumers in determining purchasing choices. The more positive the brand image in the minds of consumers, the higher the popularity of the product. In conditions of low competition, brand image only functions as a differentiator. According to Barqiah and Gusti (2024), brand image is measured based on five indicators, namely conformity to trends, brand associations, brand uniqueness, user image, and brand reputation. In research by Pramesti & Sujana, (2023); Irfanudin, (2021) shows that brand image has a positive and significant effect on purchasing decisions then research conducted by Kumala & Yasri, (2025) shows that brand image has a significant effect on purchasing decisions. but on the other hand Fatmawati & Wati, (2024) and Muhammad Misbahul Munir et al., (2025) state that brand image has a negative effect on purchasing decisions. Then research conducted by Kholidah et al., (2025) showed that brand image did not have a significant influence on purchasing decisions.

The fourth factor influencing purchasing decisions is product quality. Product quality is a crucial factor because consumers tend to be more selective in considering product content and results (Pratama, 2022). High-quality products, such as those with superior features,

reliability, and the ability to meet customer needs, will more easily attract consumer attention and create a sense of satisfaction, which ultimately increases the desire to purchase. According to Pratiwi and Putra (2025), product quality measured based on six indicators, namely product performance, product effectiveness, product features, feature completeness, perceived quality, and trust in product quality. Research conducted by Ningrum (2022); Fatmawati & Wati, (2024) and Aruna et al., (2024) shows that product quality has a positive and significant influence on purchasing decisions. However, research conducted by Muhammad Misbahul Munir et al., (2025) Product Quality has no and insignificant influence on purchasing decisions, then research conducted by Bila (2024), namely product quality has no and significant influence on purchasing decisions. Then from the explanation of the four variables, namely, brand ambassador, brand trust, brand image and product quality that can influence purchasing decisions. Purchasing decisions according to Kotler & Keller (2016), Fadilah et al., (2026) argue that purchasing decisions are a stage in the consumer behavior process when someone chooses to buy a product after going through a series of considerations.

This research is an extension of Rizky (2025)'s work, supported by Ningrum (2022), which examined the influence of brand ambassadors, brand trust, brand image, and product quality on purchasing decisions. These two studies found that brand ambassadors, brand trust, brand image, and product quality have a positive and significant influence on purchasing decisions. This study utilized field observations in the Purwokerto area. The limited research on Glad2Glow in Purwokerto prompted the researcher to conduct research on Glad2Glow purchasing decisions in Purwokerto. This research contribution provides strategic direction for the development of the modern cosmetics industry, specifically by recommending that the Glad2Glow brand immediately take strategic steps to expand its market to the international level. Amidst the tight competition of skincare products in the domestic market, this study identified that Glad2Glow has great potential for success abroad thanks to their adaptive and efficient business model. This recommendation to go international is based on an in-depth analysis of the global supply chain and the superiority of their product formulas, which are considered highly relevant to the needs of young consumers in various regions, especially in Southeast Asia. Furthermore, this study emphasizes that expanding into foreign markets is no longer simply an option to increase sales volume, but rather a necessity to strengthen the brand's position as a product to be reckoned with. This is done through the integration of brand ambassadors, brand trust, brand image, and product quality. Thus, the academic contribution of this study not only serves as a theoretical basis for purchasing decisions, but also provides advice for company management in conducting business expansion, mitigating risks, and exploiting new opportunities in the international skincare arena.

RESEARCH METHODS

Research Methods and Population

This study aims to examine the influence of brand ambassadors, brand trust, brand image, and product quality as influencing variables in purchasing decisions. This study uses quantitative methods, with data collected through questionnaire distribution. According to Sugiyono (2023) and Fadilah et al. (2026) berpendapat bahwa quantitative research methods can be defined as a philosophical approach used to research a specific population or group, where data is collected using research instruments and analyzed quantitatively or statistically.

The population in this study consisted of the general public in Purwokerto who purchased Glad2Glow in the last 3 months. The data collection technique used in this study was a questionnaire. According to Sugiyono (2023), (Fadilah et al., 2026) berpendapat bahwa questionnaire is a data collection technique that involves a series of written statements that respondents must answer. In this case, the respondents were Glad2Glow users in the city of Purwokerto.

Samples and Sampling Techniques

According to Sugiyono (2023), (Fadilah et al., 2026) berpendapat bahwa sampling technique is a procedure for selecting samples to be used in research, and various sampling techniques can be applied. The sampling strategy applied in this study is purposive sampling. Purposive sampling refers to the technique of selecting participants based on predetermined considerations, where respondents are deliberately selected because they meet certain criteria deemed appropriate to the research needs. This study requires respondents with a minimum age of 15 years, a minimum education of high school with a minimum pocket money of 500,000 and an income for those who work of at least 1,500,000 and domiciled in Purwokerto then have purchased and used Glad2Glow skincare products in the last 3 months at least once. The sample size calculation method is carried out using the Lemeshow Caniago & Rustanto Formula, (2022).

$$n = \frac{Z^2 \cdot p(1-p)}{d^2}$$

Information:
 n= Number of samples
 z= Normal standard value (1.96)
 p= Maximum estimate=50%=0.5
 d= Interval/deviation =10%= 0.1
 q= 1-p

$$\frac{(1.96)^2 \times 0,5 (1-0,5)}{0.1^2} \quad n = \quad 96,4$$

Based on the calculations carried out, the minimum number of participants required is 96 individuals. However, to improve the level of accuracy and reduce the potential for errors in generalization, this number was increased by 30%, resulting in 125 people, as suggested by Sugiyono, (2023). (Fadilah et al., 2026), The measurement scale applied in this study is a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The data in this study were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) techniques using SmartPLS3 software. Its application measures convergence, discriminant validity, reliability, structural model analysis (inner model) r-square, and hypothesis testing.

RESULTS AND DISCUSSION

Results

Based on the research results, the majority of respondents were female, 86 people (68.8%), indicating that Glad2Glow skincare product users are dominated by women. Based on age, the majority of respondents were aged over 20–25 years, 60 people (48.0%), indicating that Glad2Glow consumers are dominated by young adults. In terms of education,

the majority of respondents had a high school education of 89 people (71.2%), while based on occupation, the majority were students, 80 people (64.0%). Furthermore, the majority of respondents who were students had pocket money of more than Rp1,000,000 to Rp1,500,000, 59 people (73.8%). Meanwhile, respondents who had worked were dominated by groups with incomes of more than Rp2,500,000 to Rp3,500,000, 16 people (35.6%). In general, the characteristics of respondents show that Glad2Glow consumers are predominantly female, young adults, high school educated, students, and have sufficient financial capacity to purchase skincare products.

Table 2. Respondent Characteristics

Variables	Indicators	Amount	Percentage(%)
Gender	Man	39	31.2
	Woman	86	68,8
Age	15-20	24	19,2
	>20-25	60	48,0
	>25-30	29	23,2
	>30	12	9.6
Education	SMA	89	71.2
	D3	11	8,8.
	S1	25	20,0
Work	Students	80	64,0
	Private sector employee	25	20,0
	Housewife	9	7.2
	Businessman	8	6,4
	civil servant	3	2,4
Pocket money (Students/College Students)	500.000-	11	13,8
	1.000.000	59	73,8
	>1.000.000-	9	11,3
	1.500.000	1	1,3
	>1.500.000-		
Income (Work)	2.000.000		
	>2.000.000-		
	2.500.000		
	1.500.000-	9	20,0
	2.500.000	16	35,6
	>2.500.000-	12	26,7
	3.500.000	8	17,8
	>3.500.000-		

4.500.000

>4.500.000

Descriptive Analysis

Table 3.Descriptive Statistics Results of Brand Ambassadors

Brand Ambassador					
Cod e	N	Minimu m	Maximum	Mean	Standard Deviation
BA-1	125	2	5	3,928	0.771
BA-2	125	2	5	3,984	0,737
BA-3	125	2	5	3,896	0.746
BA-4	125	2	5	3,968	0.715
BA-5	125	2	5	4,040	0,794
BA-6	125	2	5	4,008	0,687
BA-7	125	2	5	3,936	0,767
BA-8	125	2	5	3,968	0,726

Source: Processed Primary Data (2026)

Based on the table above, the results of the SmartPLS 3 descriptive test on the variable for Brand Ambassador, the highest mean value is in item 5 of 4.040, namely Syifa Hadju looks suitable to represent beauty products.

Table 4.Descriptive Statistics Results of Brand Trust

Brand Trust					
Cod e	N	Minimu m	Maximum	Mean	Standard Deviation
KM-1	125	2	5	3,984	0.737
KM-2	125	2	5	4,040	0,697
KM-3	125	2	5	4,048	0.703
KM-4	125	2	5	4,008	0.710
KM-5	125	2	5	3,984	0,748

KM-6	125	2	5	4,008	0,743
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Source: Processed Primary Data (2026)

Based on the table above, the results of the SmartPLS 3 descriptive test on the variable for Brand Trust, the highest mean value is in the 3rd item of 4.048, which shows that I believe the company that produces this brand has a good reputation.

Table 5.Descriptive Statistics Results of Brand Image

Brand Image					
Cod e	N	Minimu m	Maximum	Mean	Standard Deviation
CM-1	125	2	5	4,056	0.783
CM-2	125	2	5	4,024	0,784
CM-3	125	2	5	4,056	0.741
CM-4	125	2	5	4,072	0.802
CM-5	125	2	5	3,984	0,715

Source: Processed Primary Data (2026)

Based on the table above, the results of the SmartPLS 3 descriptive test on the variable for Brand Image, the highest value is in the 4th item of 4.072, Glad2Glow is suitable for Generation Z who follow beauty trends.

Table 6.Descriptive Statistics Results of Product Quality

Product Quality					
Cod e	N	Minimu m	Maximum	Mean	Standard Deviation
PQ-1	125	2	5	3,920	0.711
PQ-2	125	2	5	3,976	0,732
PQ-3	125	2	5	3,960	0.731
PQ-4	125	2	5	4,040	0.731
PQ-5	125	2	5	3,896	0,714
PQ-6	125	2	5	3,984	0,704

Source: Processed Primary Data (2026)

Based on the table above, the results of the SmartPLS 3 descriptive test on the variable for Product Quality, the highest value is in item 4 at 4.040, Glad2Glow skincare products have complete content and benefits according to my skin care needs.

Table 7.Descriptive Statistics Results of Purchasing Decisions

Purchase Decision					
Cod e	N	Minimu m	Maximum	Mean	Standard Deviation
KP-1	125	2	5	4,496	0,516
KP-2	125	2	5	4,168	0,502
KP-3	125	2	5	4,008	0.482
KP-4	125	2	5	3,640	0,528
KP-5	125	2	5	3,848	0,522
KP-6	125	2	5	4,320	0,531

Source: Processed Primary Data (2026)

Based on the table above, the results of the SmartPLS 3 descriptive test on the variable for the Purchase Decision, the highest value is in item 1 at 4.496, I bought the Glad2Glow product because I felt I needed a skin care product that suits my skin condition.

Evaluation of Measurement Model (Outer Model) Convergent Validity Test

Convergent validity evaluates the questionnaire instrument in representing the construct under study. An indicator is categorized as valid if the outer loading value is more than 0.70. Hair et al., (2021) indicators with loading factor values above 0.70 are considered to have strong validity, while values between 0.60 and 0.70 are still acceptable as long as the Average Variance Extracted (AVE) and Composite Reliability (CR) values meet the criteria. Based on Table 12, the results of the outer loading test show that all indicators have values above 0.70 so that all indicators are declared valid. The Average Variance Extracted (AVE) value of each variable is also above 0.50 so that it meets the requirements for convergent validity.

Table 3.Outer Loading Results

Instrum ents	Statement Items	Outer Loading	Information
BA1	I know the brand ambassadors used by Glad2Glow.	0,804	Valid
BA2	In my opinion, Syifa Hadju is widely known by the public.	0,767	Valid
BA3	Syifa Hadju is able to explain the benefits of the product convincingly.	0,797	Valid
BA4	I believe the information about Glad2Glow conveyed by Syifa Hadju.	0,751	Valid
BA5	Syifa Hadju looks perfect to represent beauty products.	0,824	Valid

BA6	Syifa Hadju's appearance made me interested in the product.	0,707	Valid
BA7	Syifa Hadju's presence influenced my interest in the product.	0,808	Valid
BA8	Syifa Hadju influenced me to consider purchasing Glad2Glow products.	0,791	Valid
KM1	I believe that this brand always provides consistent product quality.	0,852	Valid
KM2	This brand is reliable to meet my needs.	0,780	Valid
KM3	I believe the company that produces this brand has a good reputation.	0,789	Valid
KM4	The company is responsible for the quality of the products it markets.	0,763	Valid
KM5	My experience using this brand has made me believe in the brand even more.	0,835	Valid
KM6	I feel this brand suits my needs.	0,780	Valid
Instrum ents	Statement Items	Outer Loading	Information
CM1	The Glad2Glow brand has an image that is in line with the latest beauty trends.	0,805	Valid
CM2	The Glad2Glow brand has an image that is in line with the latest beauty trends.	0,820	Valid
CM3	I see Glad2Glow as a brand with its own unique concept compared to its competitors.	0,809	Valid
CM4	Glad2Glow is perfect for Generation Z who follow beauty trends.	0,799	Valid
CM5	The Glad2Glow brand is viewed quite positively by many consumers.	0,772	Valid
PQ1	Glad2Glow skincare products feel comfortable to use and work well on the skin.	0,722	Valid
PQ2	Glad2Glow skincare products work effectively according to their main function in caring for my skin.	0,790	Valid
PQ3	The various features in Glad2Glow products provide choices that suit individual needs.	0,761	Valid
PQ4	Glad2Glow skincare products have complete ingredients and benefits according to my skin care needs.	0,826	Valid

PQ5	The perceived quality is commensurate with the price offered.	0,719	Valid
PQ6	I believe that the quality of Glad2Glow skincare products meets my expectations.	0,777	Valid
KP1	I bought Glad2Glow products because I felt I needed skincare products that suited my skin condition.	0,822	Valid
KP2	The information I obtained helped me understand the benefits of Glad2Glow products.	0,815	Valid
KP3	I compared Glad2Glow with other skincare brands before deciding to buy.	0,810	Valid
KP4	I decided to buy Glad2Glow skincare products because I was sure they would suit my skin's needs.	0,835	Valid
KP5	I use Glad2Glow skincare products routinely according to the instructions for use to get the expected benefits.	0,828	Valid
KP6	After using Glad2Glow skincare products, I felt satisfied with the results so much that I was willing to use them again.	0,837	Valid

Convergent Validity Test

Convergent validity evaluates a questionnaire instrument's ability to represent the construct under study. An indicator is categorized as valid if its outer loading value is greater than 0.70 (Hair et al., 2021).

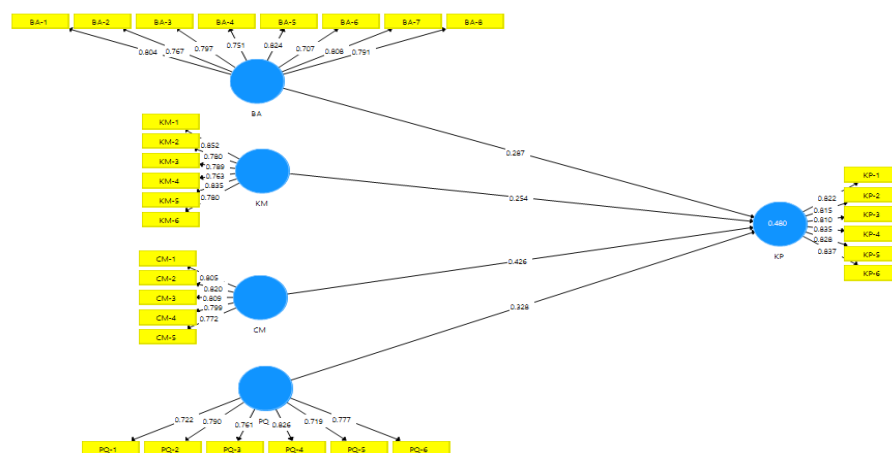


Figure 2. Convergent Validity Results of Smrat-PLS 3.0., 2026
Source: Processed Primary Data (2026)

The outer loading test results showed that all indicators had values above 0.70, thus confirming their validity. The Average Variance Extracted (AVE) value for each variable was also above 0.50, thus meeting the requirements for convergent validity.

Reliability and Validity Test

The composite reliability value of the indicator block measuring the construct is a method of reliability testing. A composite reliability value above 0.7 indicates a good value. The reliability test is strengthened by a Cronbach's alpha value > 0.7 (Hair et al., 2021).

Table 4. Construct Reliability and Validity Results

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extract	Information
Brand Ambassador	0,910	0,926	0,612	Reliable
Brand Trust	0,889	0,914	0,641	Reliable
Brand Image	0,861	0,900	0,642	Reliable
Product Quality	0,860	0,895	0,680	Reliable
Purchase Decision	0,906	0,927	0,588	Reliable

Source: Processed Primary Data (2026)

Brand Ambassador

The Brand Ambassador variable has a Cronbach's Alpha value of 0.910 and a Composite Reliability of 0.926. Both values are above the minimum threshold of 0.70 recommended by Hair et al. (2021). This indicates that all indicators in the Brand Ambassador variable have excellent internal consistency in measuring the same construct. Therefore, the Brand Ambassador variable is deemed reliable and suitable for use in research.

Brand Trust

The Brand Trust variable obtained a Cronbach's Alpha value of 0.889 and a Composite Reliability of 0.914. These values have exceeded the minimum criterion of 0.70, thus indicating that the indicators used are able to measure the Brand Trust construct consistently. Therefore, the Brand Trust variable is declared to have good reliability and can be used in research analysis.

Brand Image

The Brand Image variable has a Cronbach's Alpha value of 0.861 and a Composite Reliability of 0.900. Both values indicate a high level of internal consistency, as they are above the threshold of 0.70. Therefore, all indicators in the Brand Image variable are able to measure the construct consistently, and this variable is declared reliable.

Product Quality

The Product Quality variable obtained a Cronbach's Alpha value of 0.860 and a Composite Reliability of 0.895. These values indicate that the indicators in the Product Quality variable have a good level of reliability in measuring their constructs. Therefore, the

Product Quality variable is declared reliable and meets the requirements for use in testing the research model.

Purchase Decision

The Purchase Decision variable has a Cronbach's Alpha value of 0.906 and a Composite Reliability of 0.927. This value is one of the highest among all research variables and has exceeded the minimum limit of 0.70. This indicates that the Purchase Decision indicators have excellent internal consistency in measuring their constructs. Thus, the Purchase Decision variable is declared reliable and suitable for use in further analysis.

Discriminant Validity Test

Discriminant validity was tested using the Fornell-Larcker criterion, namely the square root value of AVE for each construct must be greater than the correlation between other constructs (Hair et al., 2021).

Table 5. Heterotrait-Monotrait Ratio (HTMT)

Variable	Brand Ambassador or	Brand Image	Brand Trust	Purchase Decision	Product Quality
Brand Ambassador	0,112				
Brand Image	0,120	0,135			
Brand Trust	0,368	0,470	0,312		
Purchase Decision	0,221	0,137	0,101	0,417	
Product Quality					

Source: Processed Primary Data (2026)

Based on the Heterotrait-Monotrait Ratio (HTMT) test results in Table 13, all HTMT values between constructs are below the recommended limit of 0.90, as stated by Hair et al. (2021). In fact, all values are also below the stricter criterion of 0.85, indicating that discriminant validity has been met. The highest HTMT value is found in the relationship between Brand Image and Purchase Decision at 0.470, while the lowest value is found in the relationship between Brand Trust and Product Quality at 0.101. In addition, the relationship between Brand Ambassador and Brand Image is 0.112, Brand Ambassador and Brand Trust is 0.120, Brand Ambassador and Purchasing Decision is 0.368, Brand Ambassador and Product Quality is 0.221, Brand Image and Brand Trust is 0.135, Brand Image and Product Quality is 0.137, Brand Trust and Purchasing Decision is 0.312, and Purchasing Decision and Product Quality is 0.417. All of these values are still below the set threshold.

Thus, it can be concluded that each construct in this study—Brand Ambassador, Brand Image, Brand Trust, Product Quality, and Purchase Decision—has good discriminant validity because each construct is able to measure different concepts clearly without any measurement overlap. These results indicate that the measurement model has met the criteria for discriminant validity according to Hair et al. (2021), so the analysis of the structural model can be continued.

Structural Model Analysis (Inner Model)

R-Square

In testing the inner model based on the R value, the higher the R value indicates the contribution of the influence of the independent variable on the dependent variable indicating a higher level of optimality (Hair et al., 2021).

Table 6.R-Square Value

Variable	R-Square	R Square Adjusted
Purchase Decision	0,480	0,462

Source: Processed Primary Data (2026)

The R-Square value for the purchasing decision variable of 0.462 shows that brand ambassadors, brand trust, brand image and product quality are able to explain variations in purchasing decisions by 46.2%, while the remaining 53.8% is explained by other variables outside the model.

Hypothesis Testing

Path coefficient analysis was conducted to examine the direction of influence and the level of significance of the influence between constructs in the structural model. The criteria for accepting a hypothesis are a P value <0.05 or a t statistic >1.96 (Hair et al., 2021). Based on the results of the path coefficient analysis presented in Table 15, all research hypotheses (H1 to H4) are declared accepted. All hypotheses have a positive and significant influence, as indicated by the Original Sample value being positive and statistically significant with a t statistic value >1.96 and a P value <0.05.

Table 7.Hypothesis Test Results

Variable	Original Sample (the)	Sample Mean (M)	Standard Dev	T statistics (O/STDEV)	P Values	Description
Brand Ambassador > Purchase Decision	0,287	0,288	0,054	5,310	0,000	Accepted
Brand Trust > Purchase Decision	0,254	0,262	0,057	4,428	0,000	Accepted
Brand Image > Purchase Decision	0,426	0,426	0,057	7,455	0,000	Accepted
Product Quality > Purchase	0,328	0,331	0,067	4,891	0,000	Accepted

e
Decision

Source: Processed Primary Data (2026)

Discussion

The Influence of Brand Ambassadors on Purchasing Decisions

Based on research results It can be concluded that brand ambassadors have a positive and significant influence on purchasing decisions for Glad2Glow skincare products. This finding indicates that the better consumers perceive Glad2Glow's brand ambassadors, the higher their likelihood of making a purchase. Brand ambassadors with credibility, attractiveness, expertise, and product suitability can build trust and positively influence consumer purchasing decisions.

The results of this study indicate that the theory of affection and cognition proposed by Peter and Olson (2018), Subagyo et al., (2026) berpendapat bahwa Based on the theory of affection, the presence of a brand ambassador can evoke an emotional response or positive feelings in consumers towards a product. Consumers who like, admire, or feel close to the brand ambassador will tend to have a positive affection towards the promoted product. These feelings then increase interest and encourage consumers to purchase Glad2Glow skincare products. based on the results of the study The highest mean value is 4.040, which means that Syifa Hadju looks suitable to represent beauty products,

Meanwhile, based on cognitive theory, consumers are not only influenced by emotional aspects, but also engage in thought processes, evaluations, and beliefs about the information conveyed by brand ambassadors. The brand ambassador's credibility, knowledge, and ability to convey product benefits become information that is cognitively processed by consumers, thus forming the belief that Glad2Glow products can meet their skincare needs. The combination of affective responses and cognitive evaluations ultimately drives consumers to make purchasing decisions. The findings of this study are in line with research conducted by Maharani & Achmad, (2024), Kristian et al., (2021) and Rizky, (2025) which stated that brand ambassadors have a positive and significant influence on purchasing decisions.

The Influence of Brand Trust on Purchasing Decisions

Based on research results, It can be concluded that brand trust has a positive and significant influence on purchasing decisions for Glad2Glow skincare products. This finding indicates that the higher the level of consumer trust in the Glad2Glow brand, the greater the consumer's tendency to make a purchase decision. Brand trust, formed through company reputation, consistent product quality, and the brand's ability to meet consumer expectations, can increase consumer confidence in choosing Glad2Glow products.

The results of this study shows that the theory of affect and cognition proposed by Peter and Olson (2018), Subagyo et al., (2026), argue that based on affect theory, Brand trust arises from positive feelings, a sense of security, and emotional confidence that consumers have in Glad2Glow. A good company reputation can foster trust and reduce consumer doubts about using the product. These positive feelings then encourage consumers to be more confident in making purchasing decisions. Based on research results The highest mean value is 4.048, which indicates that I believe the company that produces this brand has a good reputation.

Meanwhile, based on cognitive theory, consumers form trust through thought processes, knowledge, and evaluation of brand information. Consumers will assess a company's reputation, product quality, safety of use, and user experience before deciding to purchase. When consumers assess that Glad2Glow is produced by a reputable company and is capable of delivering the expected benefits, they will form strong trust in the brand. This cognitive evaluation process forms the basis for purchasing decisions. The findings of this study align with research conducted by Fichri & Rojuaniah (2022); Azzura & Mardhiyah, (2023), and Maulana & Marista, (2021) who proved that Brand trust has a positive and significant influence on purchasing decisions.

The Influence of Brand Image on Purchasing Decisions

Based on research results, It can be concluded that brand image has a positive and significant influence on purchasing decisions for Glad2Glow skincare products. This finding indicates that the more positive Glad2Glow's brand image, the higher the consumer's tendency to make a purchase decision. A positive brand image, easy recognition, a good reputation, and the ability to create a strong impression in the minds of consumers are among the factors that encourage consumers to choose Glad2Glow products over other brands.

The results of this study indicate that the affective and cognitive theories proposed by Peter and Olson (2018), Subagyo et al., (2026), berpendapat bahwa are based on affective theory, a positive brand image can evoke feelings of liking, comfort, pride, and trust in a product. These positive feelings arise because consumers associate the Glad2Glow brand with quality, safety, and benefits that suit their needs. This emotional response then increases consumer interest in purchasing the product. Based on the research results The highest mean value is 4.072, Glad2Glow is suitable for Generation Z who follow beauty trends

Meanwhile, based on cognitive theory, brand image is formed through consumers' thought processes in processing information, experiences, and knowledge about a brand. Consumers will evaluate various information received, such as product quality, brand reputation, user reviews, and previous usage experiences before forming a perception of Glad2Glow. When consumers perceive Glad2Glow as a trusted, high-quality brand capable of delivering the expected benefits, a positive brand image will be formed. This cognitive evaluation process then strengthens consumer confidence in making purchasing decisions. The findings of this study align with research conducted by Pramesti & Sujana (2023); Kumala & Yasri (2025), and Maulana & Marista (2021), which proves that brand image has a positive and significant influence on purchasing decisions.

The Influence of Product Quality on Purchasing Decisions

Based on research results, It can be concluded that product quality has a positive and significant influence on purchasing decisions for Glad2Glow skincare products. This finding indicates that the better the product quality perceived by consumers, the higher their likelihood of making a purchase decision. Products with good quality, the ability to deliver expected benefits, are safe to use, contain reliable ingredients, and deliver satisfactory results will increase consumer confidence in choosing Glad2Glow products.

The results of this study indicate that the theory of affect and cognition proposed by Peter and Olson (2018), Subagyo et al., (2026) berpendapat bahwa based on affect theory, good product quality can create feelings of satisfaction, comfort, security, and confidence in consumers after using the product. The positive experience obtained from the quality of the

product creates an emotional response that encourages consumers to repurchase and recommend the product to others. Thus, the more positive feelings consumers feel about the quality of Glad2Glow products, the greater their tendency to make purchasing decisions. based on research results The highest score is 4,040. Glad2Glow skincare products have complete content and benefits according to my skin care needs.

Meanwhile, based on cognitive theory, consumers engage in a process of thinking and evaluating various product attributes before deciding to purchase. Consumers will consider information regarding material quality, product safety, benefits, effectiveness, and previous user experience as a basis for forming an assessment of Glad2Glow products. When the evaluation results indicate that the product is of good quality and able to meet consumer needs, a strong belief in making a purchase will be formed. This cognitive evaluation process is a crucial factor influencing purchasing decisions. The findings of this study align with research conducted by Ningrum (2022). (Fatmawati & Wati, 2024), and (Aruna et al., 2024) which prove that product quality has a positive and significant effect on purchasing decisions.

CONCLUSION AND SUGGESTIONS

This study concludes that brand ambassadors, brand trust, brand image, and product quality have a positive and significant influence on the purchase decision for Glad2Glow skincare products. These results indicate that the better consumers' perceptions of the brand ambassador's credibility, the higher the level of trust in the brand, the more positive the brand image, and the better the perceived product quality, the higher the consumer's tendency to decide to purchase Glad2Glow products. Thus, all hypotheses proposed in this study are accepted.

This research contributes to the development of marketing science, particularly in the study of consumer behavior, by strengthening consumer behavior theory, which states that purchasing decisions are the result of consumers' evaluation of various marketing stimuli. Furthermore, this research shows that purchasing decisions in the skincare industry are influenced not only by product quality but also by marketing communication factors through brand ambassadors, brand trust, and brand image, which complement each other in shaping consumer perceptions.

This study has limitations in the selection of respondents, researchers only conducted it through G-form which resulted in less direct interaction with respondents to measure the honesty of respondents. This study only examined four variables that influence purchasing decisions and was conducted on Glad2Glow skincare consumers in Purwokerto City, so the results of the study cannot be generalized widely. Therefore, further research is recommended to expand the research area, increase the number of respondents, and develop the research model by including other variables, such as those conducted by (Putri et al., 2022) using price variables in influencing purchasing decisions, the results of the study showed that the price variable has a positive and significant effect on purchasing decisions, then the electronic word of mouth (e-WOM) variable as conducted by (Rahmawati et al., 2025) which showed that e-WOM has a positive and significant effect on purchasing decisions, next the social media influence variable (Fichri & Rojuaniah, 2022) which shows that the influence of social media has a positive and significant effect on purchasing decisions, or research with other variables can provide a more comprehensive understanding of the factors that influence purchasing decisions on skincare products.

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