

The Influence of Content Marketing, Brand Ambassadors and Product Reviews on Purchasing Decisions for Scarlett Whitening Consumers in Pekanbaru City

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ABSTRACT

This study was conducted to determine the effect of content marketing, brand ambassadors, and product reviews on purchasing decisions for Scarlett Whitening consumers in Pekanbaru City. With 190 responders the population in examination was Scarlett Whitening in Pekanbaru City. Purposive and non-probability sampling techniques are used in sample dedicating. Multiple linear regression analysis is the analytical technique utilized in this research, and SPSS V.25 helpline to process the data. Research findings indicate that content marketing has a partial effect on purchasing decisions, brand ambassadors has a partial effect on purchasing decisions, product reviews has a partial effect on purchasing decisions. In addition, there is a simultaneous relationship between content marketing, brand ambassadors, and product reviews and purchasing decisions.

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1. INTRODUCTION

As time goes by, the development of technology continues to increase, making the dissemination of information throughout society through various media occur very quickly. One example is from the sector of information and communication technology in the form of the internet. The use of the internet has entered several aspects of life, including information services, government, education to trade or business. There are more people using the internet as a result of this usage. According to the findings of a survey carried out of the Indonesian Internet Service Providers Association (APJII), it demonstrates that over the 2022-2023 era the number of domestic internet users attained 215.63 million. Comparing this number to the 210.03

million individuals during the preceding period, there was a 2.67% growth. Likewise with previous years where internet users have increased every year.

Table 1: Internet Users in Indonesia

No	Year	Number of Visitor
1	2019	143,26 million
2	2020	171,17 million
3	2021	196,7 million
4	2022	210,03 million
5	2023	215,63 million

Source: apji.or.id

This is now one facet of technological advancement is the business and marketing domain because to the growth of the internet. Businesspeople need to seize chances and surpass rivals in meeting client wants due to the highly competitive nature of the corporate world and the growing impact of

sophisticated technology. Companies must be able to carry out product marketing strategies in various kinds of media, both directly and digitally. Numerous businesses are striving to emerge victorious by capitalizing on current business prospects and attempting to execute efficacious marketing tactics [18].

The pandemic period in 2019 made people spend more time indoors than outdoors, so there was an increasing trend of caring for personal health and skin beauty. Based on Statista's report, revenue in the beauty & self-care market will reach US\$ 7.23 billion or Rp 111.83 trillion in 2022. Markets for cosmetics and personal hygiene is anticipated to expand at a compound annual growth rate 2022-2027 (CAGR) of 5.81% [1].

Today's grooming and beauty industry market is actively evolving with market tastes. The industry in the field of care and beauty has undergone many changes in recent years which have made care and beauty products very popular. The emergence of various beauty trends both locally and internationally gave birth to various local beauty brands, one of these is Scarlett Whitening. Scarlett Whitening is a local beauty care product founded by Felicya Angelista in 2017. Scarlett Whitening has the main function to brighten the skin, this skin care product is made from natural ingredients and has halal certification and BPOM license. Scarlett Whitening has a wide range of products ranging from face, body and hair care.

In the second quarter of 2022, the transaction value of the beauty care product category in the online marketplace exceeded 210 billion. Based on Scarlett Whitening data sale, the trademark is at the highest selling with a market share of 11.32% with sales revenue of Rp 23.8 Billion. In second place is Nivea with a value of 11.12% with sales revenue of Rp 23.4 billion and followed by Vaseline at 7.14% with sales revenue of Rp 15 billion [11].

However, when viewed from the number of website visitors, Scarlett Whitening does not get too many visitors to its website compared to competitors.

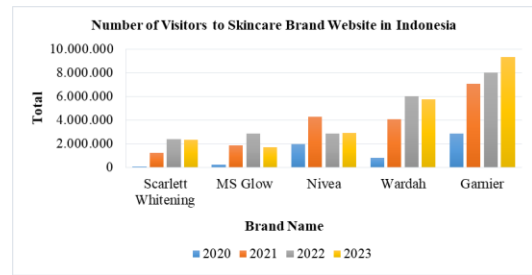


Figure 1: Number of Visitors to Skincare Brand Website in Indonesia

Source: Semrush, 2023.

The number of visitors to the Scarlett Whitening website in 2020-2022 has always increased, but in 2023 there was a decrease in the number of website visitors of 76,335 visitors.

Table 2: Number of Visitors to Scarlett Whitening Website

Year	Number of Visitors
2020	21.532
2021	1.219.105
2022	2.379.714
2023	2.303.379

Source: Semrush, 2023.

According to table 2, it can be summarized that the attraction of visitors to the Scarlett Whitening website has always increased, but in 2023 there was a decrease in the number of visitors. The increasing number of competitors that exist, will have an impact on tighter business competition in the market. Companies must improve more effective marketing strategies in order to compete and attract consumer attention.

Scarlett Whitening began to be recognized by the wider community since the owner actively promoted his products on various social media platforms and endorsed many artists and celebrities. Scarlett Whitening currently has an official Instagram account following of 5.6 million, 3.6 million followers on the TikTok account, and 4.2 million followers on the Shopee Mall account. Because of the large number of followers or followers, Scarlett Whitening products are popular to sell well in the market.

Scarlett Whitening uses social media to expand its marketing such as content marketing. Content marketing is created in an interesting, unique, and educational form so

as to build positive relationships and provide memorable experiences for consumers. Content marketing is the art of creation and disseminating relevant and authentic content about a brand, in the hope of attracting consumers and bringing them closer. This is accomplished with brand attributes while yet being pertinent to what customers want to see. Content marketing must be able to make consumers consistently influence themselves to buy, because at this time for consumers traditional advertisements related to product features and services are less attractive [3].

In addition to content marketing, another factor that can make Scarlett Whitening achieve success in marketing through social media is by using brand ambassadors. A brand ambassador is a person or group contracted by a company to promote a product in both national and international relations. The use of this brand ambassador acts as an advertising attraction which is considered to be able to influence consumer preferences because brand ambassadors can become reference groups that influence consumer behavior and become trendsetters for the products that companies sell [2].

Apart from using marketing through content marketing and brand ambassadors, one factor that can affect purchasing decisions is product reviews. Customers can see reviews from other consumers as an indicator of the popularity or value of a product which can affect the desire to buy the product. Consumers must first find information related to the product, because they do not have experience, reviews can provide consumer perceptions of the product. Positive reviews encourage the formation of purchasing decisions, while negative reviews give consumers a bad perception of the product [10].

Based on the previous explanation before, the researcher is desiring in conducting a more in-depth study of this matter through research entitled "The Influence of Content Marketing, Brand Ambassadors and Product Reviews on Purchasing Decisions for Scarlett Whitening Consumers in Pekanbaru City". Objectives of this examination is to define effect of these

variables against purchasing decisions for Scarlett Whitening consumers in Pekanbaru City.

2. LITERATURE REVIEW

2.1 Theory of Planned Behavior

Theory of planned behavior (TPB) by Ajzen (1991) is a renewal of the theory of reasoned action (TRA) Ajzen and Fishbein (1980). The two primary hypotheses of the theory of reasoned action is attitude toward the behavior and subjective norm, concern how people want to behave. Ajzen then added one perceived behavioral control aspect, thus changing the theory of reasoned action to the theory of planned behavior.

The theory of planned behavior is used to forecast behavior, such as whether an individual will engage in a behavior or not. Behavior is the result of behavioral intention. Intention of a person to behave predictably by three points, namely attitude toward the behavior, subjective norm, and perceived behavioral control. Attitude toward the behavior is overall evaluation of a person on positive or negative to perform a certain behavior. Subjective norm is one's belief about the demands of another person who are considered necessary for him to be available to showing or not showing a certain behavior in accordance with the guidance. A person's view of their capacity to exhibit a particular behavior is known as perceived behavioural control [1].

2.2 Marketing Communication

Companies use marketing communication is a tool to educate, remind and convince customers about the brands and products they are selling, either directly or indirectly. In order to reach a larger market segment, marketing communication is a type of communication that tries to support marketing tactics. The business uses a variety of marketing communications strategies to present its offerings and meet its financial targets. Advertising, sales force, direct mail, store signage, displays, free product samples, product packaging, coupons, publicity, and other communication tools are examples of

marketing activities that incorporate communication activities [5].

2.3 Consumer Behavior

Consumer behaviour, which includes actions like looking for, analysing, and assessing goods and services, is a process that directly tied to the purchasing process. The behavior of consumers is what motivates them to make purchase. Consumer behaviour is what underpinning and makes consumers make purchasing decisions. When customers carry out tasks including looking for, investigating, and assessing goods and services. Consumer behavior is the something that underlies the decisions that customers make while making purchases. The decisions that consumers make when making purchase are based on their behavior. Naturally, as a consumer, consider the things want to acquire before opting to buy a product or combination of services and goods. Beginning with the item's cost, quality, model, shape, packing, usefulness, and so forth. Contemplating, weighing and scrutinizing products before making a purchase is or is not a part of consumer behavior[4].

2.4 Content Marketing

According to [16] is a strategic marketing technique that centers on producing and disseminating information that is meaningful, relevant, and consistent in order to draw in engage a target audience and ultimately motivate buyers to make lucrative decisions. Indicators that must be considered in making content marketing according to [9] include: relevancy, accuracy, valuable, ease to comprehend, ease to finding and consistency.

2.5 Brand Ambassador

Brand ambassador according to [2] is a person who is passionate about the brand has the ability to influence or convince customers to use or purchase a good or service. The key to a brand lies in their ability to use promotional strategies that will strengthen customers and influence the audience to buy more products. The accuracy and effectiveness of brand ambassadors can be measured by visibility, credibility, attraction and power [15].

2.6 Product Review

According to [7] Product review is a display that shows the quality and aspects of a product as a show that displays the advantages and disadvantages of a product, product reviews have long been applied in online buying and selling, aiming to make buyers know what buyers will get from a product and in this product review usually uses the help of social media promotions to help expand the national market network to foreign countries, product reviews can also be called marketing techniques such as advertisements aired on television screens. Therefore, there are 4 indicators that can measure product reviews according to [13] awareness, frequency, comparison and effect.

2.7 Purchasing Decision

Purchasing decisions according to [4] are problem solving exercise in which people choose appropriate alternative behaviors from two or more different ways of acting. Going through the phases of the decision making process first helps establish the best course of action while buying a purchase. Making decisions can be viewed as the outcome of a mental or cognitive process that choose a path of action from a range of feasible options. There is always one ultimate choice made during a decision making process. An action (activity) or viewpoint regarding the decision can be result. Indicators in purchasing decisions according to [12] consist of product choice, brand choice, purchase amount, purchase timing and payment method.

2.8 Hypothesis

The hypotheses in this study consisting of:

- H1 : There is an influence from content marketing on purchasing decisions for Scarlett Whitening consumers in Pekanbaru City.
- H2 : There is an influence from brand ambassadors on purchasing decisions for Scarlett Whitening consumers in Pekanbaru City.
- H3 : There is an influence from product reviews on purchasing decisions for

Scarlett Whitening consumers in Pekanbaru City.

H4 : There is an influence from content marketing, brand ambassadors and product reviews on purchasing decisions for Scarlett Whitening consumers in Pekanbaru City.

3. METHODS

In the Province of Riau, Pekanbaru City was the site of this study. The study’s time frame was October through December of 2023. Costumers of Scarlett Whitening in Pekanbaru City the exact number of whom was unknown, made up the study’s population.

The Hair formula is used to compute the sample amount to be taken for this research because the population unknown. According to [8] the number of samples cannot be analyzed if the number is less than 50, therefore the sample should be 100 or more as a general rule. The Hair formula therefore proposes that scale sample be 5-10 multiply by total number of indicators. So that the sample amount in this study are

$$\begin{aligned} \text{Sample} &= \text{Indicator counts} \times 10 \\ &= 19 \times 10 \\ &= 190 \text{ respondents} \end{aligned}$$

In order for the study’s sample size to be examined, according to formulas above. Purposive sampling combined with non-probability sampling was the method of sampling employed in this research

Participants in this research were obtained from offline and online questionnaires distribution. The data analysis techniques uses data quality tests, classical assumption tests, and hypotheses. The analytical tool used is IBM SPSS V.25 program.

4. RESULTS AND DISCUSSION

4.1 Validity Test

Determining the validity of the questionnaire the respondent filled out is the aim of the validity test. According to reference [6], the ability of a questionnaire’s statements to reveal a factor that is intended to be measured determines the questionnaire’s validity. Compare the values of r count with the r table is how the validity test is done. The study’s indicators are deemed legitimate if r count > r table and vice versa. Finding the degree of freedom (df) = n-2 in this instance, where n is sample amount, yields r table = 0.142 where 190-2 = 188 is considered significant at the 5% or 0.05 level. The validity’s outcomes:

Table 3: Validity Test Result

Variables	Statement	r count	r table	Description
Content Marketing	X1.1	0,700	0,142	Valid
	X1.2	0,712	0,142	Valid
	X1.3	0,656	0,142	Valid
	X1.4	0,654	0,142	Valid
	X1.5	0,637	0,142	Valid
	X1.6	0,622	0,142	Valid
Brand Ambassador	X2.1	0,725	0,142	Valid
	X2.2	0,735	0,142	Valid
	X2.3	0,785	0,142	Valid
	X2.4	0,744	0,142	Valid
Product Review	X3.1	0,715	0,142	Valid
	X3.2	0,732	0,142	Valid
	X3.3	0,813	0,142	Valid
	X3.4	0,729	0,142	Valid
Purchase Decision	Y.1	0,670	0,142	Valid
	Y.2	0,745	0,142	Valid
	Y.3	0,825	0,142	Valid

Y.4	0,840	0,142	Valid
Y.5	0,601	0,142	Valid

Source: Research Result, 2023.

Table’s 3, overall that the statement items on all variables are declared valid. The indicators used to assess the research variables have met the requirements, namely $r_{count} > r_{table}$ (0.142). So be summarized that all statement items from each variable can be used in research.

4.2 Reliability Test

As per [6] reliability is a means of gauging a questionnaire that serves as a

representation of a variable or concept. When a respondent consistently or steadily answers the same questions on a questionnaire, it is considered dependable. Cronbach alpha was employed in this study’s reliability coefficient (r) is more than 0.6 as per reference [19]. The following are the findings of the reliability test:

Table 4: Reliability Test Result

Variables	Cronbach's Alpha	Critical Value	Description
Content Marketing	0,746	0,6	Reliable
Brand Ambassador	0,735	0,6	Reliable
Product Review	0,737	0,6	Reliable
Purchase Decision	0,794	0,6	Reliable

Source: Research Result, 2023.

Table’s 4, reliability test result indicate that each variable’s cronbach’s alpha value is more than 0.6, indicating that all of the study’s variable indicator’s are deemed reliable

4.3 Normality Test

The purpose of the normality test is to determine if the residuals of the regression model in the study are normal or not. The regression model is said to be well if it has a normally distributed residual value. For detecting whether the residual distribution is normal or not, it doable with the Kolmogorov-

Smirnov (K-S) non parametric statistical test on the SPSS program. Distribution data it could be said to be normal if the significance value is > 0.05 and it could be said to be abnormal if the significance rate is < 0.05 [6]. This study uses the Monte Carlo exact test in Kolmogrov-Smirnov testing with a confidence level of 99%. If the significance in the Kolmogrov-Smirnov Monte Carlo value > 0.05 then the residual data is normally distributed and vice versa. The following are the findings of normality test:

Table 5: Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		190
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,11325916
Most Extreme Differences	Absolute	,075
	Positive	,052
	Negative	-,075
Test Statistic		,075
Asymp. Sig. (2-tailed)		,011 ^c
	Sig.	,218 ^d

Monte Carlo Sig. (2-tailed)	99% Confidence Interval	Lower Bound	,207
		Upper Bound	,229
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Based on 10000 sampled tables with starting seed 2000000.			

Source: Research Result, 2023.

Table’s 5, the results of the normality test using One sample Kolmogrov-Smirnov results obtained by the Monte Carlo Sig (2-tailed) value of 0.218 where the value is bigger than 0.05 so it can be summarized that the data is normally distributed.

4.4 Multicollinearity Test

To determine the presence or absence there is a correlation between the variables in the regression model, the multicollinearity

test is utilised. A good regression model’s independent variables shouldn’t be correlated with one another. Whether or not multicollinearity symptoms can be determined using the variance inflation factors (VIF). The VIF value < 10.00 and the tolerance value > 0.10 are the values used to show that multicollinearity symptoms are absent [6]. The following outcomes were attained:

Table 6: Multicollinearity Test Result

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Tolerance	VIF	
	B	Std. Error	Beta					
1 (Constant)	,937	1,458		,643	,521			
Content Marketing	,198	,060	,197	3,283	,001	,691	1,448	
Brand Ambassador	,388	,094	,278	4,150	,000	,554	1,804	
Product Review	,509	,092	,386	5,519	,000	,510	1,959	

a. Dependent Variable: Purchase Decision

Source: Research Result, 2023.

Table’s 6, it shows that the *tolerance* value of the independent variables (content marketing, brand ambassadors, and product reviews) > 0.10 and the VIF value < 10.00. So it can be summarized that there are no multicollinearity symptoms in the regression model.

4.5 Heteroscedasticity Test

The heteroscedasticity test is the test for assess whether or not there is an equal

variance of the residuals for one observation to another. A good regression model is homoscedasticity or no heteroscedasticity. The heteroscedasticity test can be tested by the Glejser test in the coefficient table by looking at the significance value. If the significance value > 0.05 then there are no symptoms of heteroscedasticity. The following outcomes were attained:

Table 7: Heteroscedasticity Test Result

Model	Coefficients ^a			
	Unstandardized Coefficients	Standardized Coefficients	T	Sig.

		B	Std. Error	Beta		
1	(Constant)	4,143	,971		4,269	,000
	Content Marketing	-,063	,040	-,136	-1,579	,116
	Brand Ambassador	-,013	,062	-,020	-,209	,835
	Product Review	-,046	,061	-,076	-,753	,452

a. Dependent Variable: Abs_RES

Source: Research Result, 2023.

Table's 7 illustrates how the glejser test retrieved showed that each variable's significance value for content marketing was 0.116, 0.835 for the brand ambassador variable and 0.452 for the product review variable are bigger than 0.05. From these obtaining it can be summarized that the regression equation model does not experience heteroscedasticity

Multiple linear regression analysis was retrieved to test the hypothesis of the previously formulated study, namely in order to define whether there is an impact from the variables of content marketing, brand ambassadors, and product reviews on purchasing decisions for Scarlett Whitening in Pekanbaru City. The results visible as follows:

4.8 Multiple Linear Regression Analysis

Table 8: Multiple linear regression analysis

Model		Coefficients ^a			T	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	2,913	1,078		2,703	,008
	Content Marketing	,191	,054	,212	3,514	,001
	Brand Ambassador	,317	,083	,252	3,814	,000
	Product Review	,495	,086	,399	5,774	,000

a. Dependent Variable: Purchase Decision

Source: Research Result, 2023.

Table's 8 the multiple linear regression analysis the obtained equation as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \epsilon$$

$$Y = 2.913 + 0.191X_1 + 0.317X_2 + 0.495X_3 + 0.467\epsilon$$

4.9 Simultaneous Test (F Test)

The F test according to [6], essentially assesses how the independent variables

collectively affect the dependent variable. The test are performed with comparing the calculated F value with the F table, if F count > F table with a significance below 0.05 or 5%, then simultaneously or together the independent variables have a significant influence on the dependent variable, and vice versa. The results are as follows:

Table 9: Simultaneous Test Result (F Test)

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1079,598	3	359,866	72,839	,000 ^b
	Residuals	918,946	186	4,941		
	Total	1998,544	189			

a. Dependent Variable: Purchase Decision
 b. Predictors: (Constant), Product Review, Content Marketing, Brand Ambassador

Source: Research Result, 2023.

Table's 9, it is learnt that F count is 72.839 with a significance of 0.000. The F table is obtained at:

$$F \text{ table} = n - k - 1; k$$

$$= 190 - 3 - 1; 3$$

$$= 186; 3$$

$$= 2.65 \text{ (F table)}$$

Description:

n = number of samples

k = number of independent variables

1 = constant

Thus, it is known that F count (72.839)

> F table (2.65) with a significant of 0.000

<0.05. This means that the independent variables including content marketing, brand ambassadors and product reviews all together have a significant effect on purchasing decisions for Scarlett Whitening consumers in Pekanbaru City.

4.10 Partial Test (t Test)

The partial test (t test) was employed to ascertain the impact of respectively independent variable on the dependent variable. The hypothesis is accepted if both the significance and the t count are less than 0.05. The table below displays the findings of this study's partial analysis (t test):

Table 10: Partial Test Result (t Test)

Model	Coefficients ^a				T	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
1 (Constant)	2,913	1,078			2,703	,008
Content Marketing	,191	,054	,212		3,514	,001
Brand Ambassador	,317	,083	,252		3,814	,000
Product Review	,495	,086	,399		5,774	,000

a. Dependent Variable: Purchase Decision

Source: Research Result, 2023.

Table's 10 partial test results (t test) obtained t table with a significance of 5% (2-tailed)

$$df = n - k - 1; \alpha/2$$

$$= 190 - 3 - 1; 0,05/2$$

$$= 186; 0,025$$

$$= 1.973 \text{ (t table)}$$

Thus, it is obtained

1. Content marketing, obtained the value of t count (3.514) > t table (1.973) with the significant value of 0.001 < 0.05. This indicated that purchasing decisions are significantly and positively influenced by content marketing.
2. Brand ambassador, obtained t value (3.814) > t table (1.973) with the significant value of 0.000 < 0.05. This indicated that purchasing decisions are

significantly and positively influenced by brand ambassadors.

3. Review product, obtained t value (5.774) > t table (1.973) with the significant value of 0.000 < 0.05. This indicated that purchasing decisions are significantly and positively influenced by product reviews.

4.11 Coefficient of Determination (R²)

The degree to which the independent variable in a study influences the dependent variable is predicted using the coefficient of determination test (R²). The Adjusted R Square value's size indicates the coefficient of determination, which shows how much influence the independent variables are content marketing, brand ambassadors and product reviews have on customer's decisions to buy. The following table displays the coefficient of determination:

Table 11: Coefficient of Determination Test Result (R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,735 ^a	,540	,533	2,22274

a. Predictors: (Constant), Product Review, Content Marketing, Brand Ambassador

Source: Research Result, 2023.

The results of table's 22 coefficient of determination test produced an Adjusted R Square value of 0.533, indicating that in Pekanbaru City, 53.3% of Scarlett Whitening consumers' purchasing decisions are influenced by content marketing, brand ambassadors and product reviews. The rest 46.7% are influenced by factors not included in this study.

5. CONCLUSION

The authors conclude that content marketing influences consumers' decisions to purchase Scarlett Whitening products in Pekanbaru City retrieved from the findings and discussion of the effect of content marketing. This implies that if Scarlett Whitening improves its content marketing, more Scarlett Whitening customers in Pekanbaru City will make purchases.

Brand Ambassadors affect Pekanbaru City customer's who are thinking about buying Scarlett Whitening. This implies that Scarlett Whitening customers in Pekanbaru City will make more appropriate purchases based on how well the company uses its brand ambassadors.

Product reviews affect Pekanbaru City customer's who are thinking about buying Scarlett Whitening. The Pekanbaru City product review variable is the one in this research that has the largest influence on Scarlett Whitening consumer's purchasing decisions.

Customers in Pekanbaru City who are considering purchasing Scarlett Whitening products are simultaneously influenced by content marketing, brand ambassadors and product reviews.

ADVICE

The company it's worth paying attention to the lowest score of the content marketing variable, namely the statement "Scarlett Whitening content is

uploaded consistently" so that the company needs to make evaluations such as making a clear and regular routine schedule to ensure consistency in uploading.

The company it's worth paying attention to the lowest score of the brand ambassador variable, namely the statement "Brand ambassadors have expertise in conveying information related to Scarlett Whitening products" so that companies can collaborate with credible experts to provide training or support brand ambassadors in conveying more accurate and reliable information about Scarlett Whitening products.

Company needs to regard the lowest score of the product review variable, namely the statement "I often see reviews of Scarlett Whitening products as information about the product" so that improvements are needed in getting honest and specific feedback from consumers about their experiences of the product, and the company needs to respond well to consumer reviews. This will give a positive impression to consumers which can increase the informative value that makes the review a useful source of information for consumers. Further researchers are expected to develop or add another independent variables that have more impact on purchasing decisions such as brand image, word of mouth, product quality and so on.

Future researchers can make modifications to the research model, either by adding mediation or moderation variables in order to provide a contextual understanding of the relationship between the variables being studied.

Future researchers can involve more respondents so that they can better represent the population in the study

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