

The Influence of Brand Ambassador, Brand Trust and Electronic Word of Mouth on the Purchase Decision of Makeover Cosmetic Products

Novi Sofwatunnisa¹, Luthfi Zamakhsyari^{2*}, Wida Purwidianti³, Arini Hidayah⁴

Universitas Muhammadiyah Purwokerto

Corresponding Author: Luthfi Zamakhsyari luthfizamakhsyari@gmail.com

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ABSTRACT

This study examines the rapid growth of the cosmetic industry, focusing on MakeOver, a leading brand in Indonesia. The objective is to analyze the impact of Brand Ambassadors, Brand Trust, and Electronic Word of Mouth (eWOM) on consumer purchasing decisions related to MakeOver products. A quantitative approach was employed using questionnaires distributed to 100 respondents. The target population consisted of female students from three universities in Purwokerto: University Muhammadiyah Purwokerto, State Islamic University Prof. K.H. Saifuddin Zuhri, and Wijaya Kusuma University. Purposive sampling was applied, selecting female students who had purchased MakeOver products at least once. Slovin's formula was used to determine the sample size. Data were analyzed using IBM SPSS Statistics 25. The results reveal that (1) Brand Ambassadors significantly influence purchasing decisions, (2) Brand Trust significantly affects purchasing decisions, (3) eWOM significantly impacts purchasing decisions, and (4) Brand Ambassadors, Brand Trust, and eWOM collectively have a significant effect on consumer purchasing decisions.

INTRODUCTION

Human needs in life are very crucial and continue to develop over time. Appearance is an important factor in a person's social interactions in the surrounding environment. For women, fulfilling the need for an attractive appearance includes aspects such as choosing a clothing style and using cosmetic products. Cosmetics have become an essential beauty trend for women, which serves to improve appearance and increase self-confidence without changing the shape or function of the body (Apsari & Maulana, 2024).

Indonesian women prefer cosmetics that have the characteristics of not causing irritation or allergies to the skin, long lasting, free from mercury and dangerous chemicals, and have a wide variety of colors. This spurs cosmetics manufacturers to continue trying to update their products. Many cosmetics manufacturers, both local and international, are competing to market their products. Several well-known cosmetic brands in Indonesia include Wardah, MakeOver, Emina, Hanasui, Implora, Inez, Pixy, and many others.



Figure 1. Top Brand Award for Cosmetics Category

Source : www.topbrand-award.com

MakeOver has emerged as a notable cosmetic brand due to its ability to attract attention. From this data, it can be concluded that MakeOver will experience a significant increase in 2024, but MakeOver has not succeeded in reaching first position in the top brand award in the cosmetics category. This indicates that MakeOver still needs to increase consumer appeal and trust in order to dominate the market and become first place in the top brand award.

MakeOver is a local cosmetic brand that offers a wide choice of colors, textures and functions to suit each product category, and excels in understanding skin characteristics and consumer needs in Indonesia. This brand is produced by PT. Paragon Technology and Innovation in 2010. Among the many local cosmetic companies, MakeOver is one that has penetrated the international market, and is often considered to come from abroad (Kurniawati, 2020). Thus, MakeOver products have gained global attention in the cosmetics industry.

The selection of Makeover cosmetic products in this research was based on several reasons that are relevant to the cosmetics market in Indonesia, especially among female students. They frequently turn to digital platforms, particularly social media, to seek information, which impacts what they choose

to buy. In addition, female students are often influenced by trends and recommendations from friends, family, or influencers, which makes them have a tendency to choose products that are popular or trending among their peers. With these various factors, Makeover is the right choice to research. This refers to purchasing decisions made by consumers to choose the product to buy by comparing two or more comparative products (Lestari & Widjanarko, 2023). A purchasing decision represents the final a consumers choice to purchase a product or service, affected by various influences. It also reflects the extent of a marketer's efforts to promote the product to potential buyers (Abarca, 2021).

Brand ambassador have become an important element in modern marketing strategies. According to Sigar et al., (2021) Brand ambassadors serve as cultural or identity symbols, functioning as marketing instruments that embody personal success while also promoting the commercialization and commodification of a product. A Brand Ambassador is typically chosen based on their positive image, which effectively represents the overall essence of the product, thereby exerting a significant influence on the product's appeal. Research according to (Lessil, 2024; Purwati & Cahyanti, 2022; Suleman et al., 2023) indicates that brand ambassadors have a significant impact on purchasing decisions. This is because of presence brand ambassador The right ones can influence consumer perceptions of products, they are believed to represent the value and quality of a brand. Meanwhile, according to Munawaroh & Nurlinda, 2023; Susilawati, 2021; Yudhistira & Patrikha, 2021;) it was found that the presence of brand ambassadors does not meaningfully affect consumers' purchase decisions. Because the celebrities used are not relevant or authentic to the target audience. Apart from factors brand ambassador, brand trust also plays a role in encouraging purchasing decisions.

Brand trust also holds a vital position in shaping purchasing decisions for cosmetic items. According to Suhardi & Imaryanti (2019) Brand trust refers to the confidence consumers have in a brand, stemming from their belief that the product can deliver on its promises and operates with genuine intentions, the brand is able to put consumers' interests first. Meanwhile, research according to (Apriliansi & Setyawati, 2023; Darmayanti et al., 2022; Sigar et al., 2021) It has been concluded that brand trust significantly impacts purchasing decisions, as buyer sentiment in a brand can foster loyalty and strengthen the intention to buy. However, differing findings from studies by Ali et al. (2019), Anjaswati & Istiyanto (2023), and Herviani et al. (2020) suggest that brand trust does not always have a notable effect on purchase decisions. These studies argue that factors like product quality, pricing, and store location may play a more dominant role, thereby reducing the influence of brand trust. Additionally, other elements such as electronic word of mouth also contribute to consumer decision-making.

Electronic word of mouth is one factor that cannot be ignored in this digital era. According to Kristiawan & Keni (2020) electronic word of mouth is a form of company interaction with its consumers by providing positive or negative opinions, with the aim of helping consumers to make decisions by utilizing online media. Research results according to (Adilah et al., 2023;

Rusahana et al., 2021; Yulindasari & Fikriyah, 2022) show that electronic word of mouth significant influence on purchasing decisions. This is because consumers trust recommendations from friends, family and reviews on social media platforms more in order for consumers to decide on purchases. There are contradictory results by (Dewi et al., 2023; Fajriyah et al., 2022; Irfansyah, 2023) revealing that electronic word of mouth does not affect consumers' decision-making when purchasing. Because consumers don't always look at reviews on social media or recommendations from around them.

This study builds upon earlier studies by Suleman et al. (2023), which examined the variables of brand ambassador and brand trust. The key distinction in this study is found in the addition of a new independent variable electronic word of mouth drawn from the research of Yulindasari & Fikriyah (2022), as it has been shown to significantly impact purchasing decisions. Based on this rationale, the author is motivated to conduct a study titled 'The Influence of Brand Ambassador, Brand Trust, and Electronic Word of Mouth on Purchase Decisions of MakeOver Cosmetic Products'.

LITERATURE REVIEW

Cognitive Theory

Cognitive Theory according to Aaker & Myers (1992), this theory assumes that audiences participate directly in the process of obtaining information by evaluating the information received, which ultimately results in changes in attitudes. This cognitive response approach is used to test consumers' cognitive processes when reading, seeing, or hearing the message/information they receive. This theory is related to research where brand ambassador acts as a source of information that can influence the brand's reputation from the consumers perspective, temporarily brand trust related to consumer confidence in the quality and integrity of the brand. Besides that, electronic word of mouth includes communication between consumers that occurs online, which is essential in determining consumers perceptions of products. In this research, cognitive theory is used to explain how these three factors influence consumers' decision-making processes in purchasing MakeOver cosmetic products, by considering how the information received influences consumers' beliefs and final decisions in choosing products that suit their needs and preferences.

In this study, the factor analysis used is multiple linear regression analysis to examine the simultaneous effect of independent variables on the dependent variable. Multiple linear regression analysis is a statistical method used to determine the relationship between two or more independent variables and one dependent variable.

Purchase Decision

The decision to purchase is the first step in the process through which consumers select a product or service. Where, this purchasing decision can be said to be the start of a product to address the demands and desires of consumers in their problems. This is because consumers make purchases based on the problems they face so that consumers' own needs and desires emerge to solve problems by purchasing products (Ummat & Hayuningtyas, 2022). From this

definition it can be inferred that purchasing decisions are consumers' actions to obtain and use something they want or need by comparing several alternatives. Several purchasing decision indicators according to Tjiptono (2020) include:

1. Identify Needs
2. Information Search
3. Evaluation of Alternatives
4. Purchase and Consumption
5. Post-purchase Evaluation

Brand Ambassador

A brand ambassador is a figure who advocates for a commodity or firm, aiming to promote the commodity in a way that positively influences business outcomes (Osak & Pasharibu, 2020). One thing that supports the formation of a product image is using someone who has an impact and can convey the product to consumers well, such as using brand ambassador. At its core, the effectiveness of a brand ambassador depends on their skill in implementing promotional strategies that build customer loyalty and persuade the audience to make more purchasing decisions. According to Lea-Greenwood (2013) in (Muthia & Kusumahadi, 2023) indicators brand ambassador among others:

1. Transference
2. Congruence
3. Credibility
4. Attractiveness
5. Power

Brand Trust

The main factor in choosing a product is that consumers feel confident in something brand. This level of trust can have a major effect on the company, because a brand that has been well built will be able to gain widespread trust from the public. While consumers consistently purchase products to meet their needs, their choices and decision-making processes are strongly influenced by their perceptions and feelings toward the brand (Maulana & Marista, 2021). Brand trust is a consumer's belief before buying a product, which involves looking for information related to the product being purchased. Indicator brand trust stated by Fatih Geçti & Hayrettin Zengin (2013) in (Budhi Setiyawan, 2021) include:

1. I trust this brand
2. This brand is safe
3. This is an honest brand

Electronic Word Of Mouth

Electronic Word of Mouth (eWOM) pertains to the digital evolution of traditional word-of-mouth (WOM) promotion, adapted to the modern technological era. It involves publicly shared opinions or reviews by prospective, existing, or former customers regarding a product or service, which can be accessed widely through electronic platforms or social media (Kristiawan & Keni, 2020). According to Muninggar & Rahmadini (2022), eWOM has a strong and

effective influence on consumer buying decisions, offering advantages such as lower costs, faster dissemination, and greater effectiveness compared to traditional WOM. This method of communication plays a crucial role in helping consumers gather information about product and service quality. Moreover, the stronger the eWOM exposure, the greater the influence on consumers' purchasing decisions. According to Febiyanti & Aqmala (2022) the indicators for this variable are:

1. Information
2. Knowledge
3. Answer
4. Reliability

Hypothesis Development

Ummat & Hayuningtias (2022) explored the affect of product high-quality, brand ambassador and rate perceptions on buying decisions with research outcomes pointing out that brand ambassador sizable have an effect on on purchasing decisions. As defined by Rahma & Setiawan (2022) brand ambassador considered a representative of a brand or product. There is brand ambassador can improve or develop a product so that it becomes more widely known by the public in various circles. This observation is in line with a public figure named Paula Verhoeven who is brand ambassador MakeOver. Having many followers and influencing consumers in purchasing products and showing the use of Makeover products and providing convincing testimonials, consumers generally feel more confident about their purchasing decisions. In addition, their activity on social media helps consumers easily discover the newest products, promotions or usage tutorials, which speeds up the purchasing decision making process.

H1 : Brand Ambassador has a significant influence on purchasing decisions for MakeOver cosmetic products

Pramezwary (2021) examines how sales promotions and brand trust affect buying choices, and the research findings suggest that brand trust has a substantial impact on those decisions. Brand trust, according to Rahma & Setiawan (2022), is a customer's conviction acquired through seeking information about a product prior to making a purchase. With MakeOver products, a consumer is more likely to buy the item the more they trust the brand. This is because brand trust indicates that customers view Make Over's products as high quality, dependable, and honest.

H2 : Brand Trust has a significant influence on purchasing decisions for

MakeOver cosmetic products

Yulindasari & Fikriyah (2022), explore the influence of e-wom on purchasing decisions with the research results concluding that electronic word of mout influence purchasing decisions. This research is in line with the definition according to Apriastuti (2022) electronic word of mouth is more powerful than traditional word of mouth in offline interactions, because of accessibility greater and higher reach to which consumers use the media internet with the aim of sharing their own experiences with a brand, product or service

that they have experienced themselves. In the context of MakeOver products, reviews, testimonials and recommendations spread on social media, blogs and e-commerce platforms can shape consumer perceptions of the brand and product quality. When choosing what to buy, consumers often trust the reviews of other users.

H3 : Electronic Word Of Mouth has a significant influence on purchasing decisions for MakeOver cosmetic products

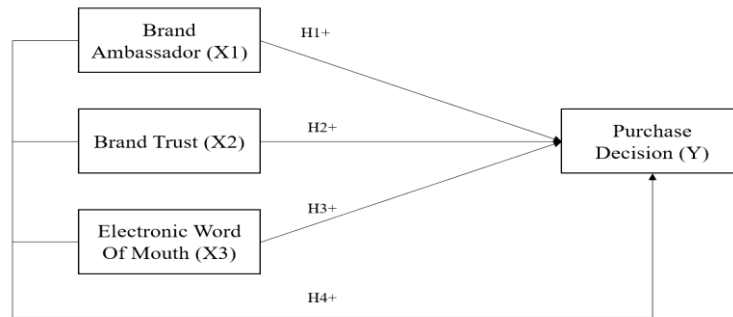


Figure 2. Thinking Framework

Source: data processed by researchers (2025)

METHODOLOGY

Types of Research

This research employs a quantitative approach supported by primary data collection. Data were gathered by distributing online questionnaires via Google Forms. The questionnaire items were designed by translating the indicators of each variable into a series of clear and concise statements. To measure respondents’ opinions, a Likert scale was used, providing five response options: strongly agree (score 5), agree (score 4), neutral (score 3), disagree (score 2), and strongly disagree (score 1). This scale allows for capturing the intensity of respondents’ attitudes toward each statement, facilitating the quantitative analysis of the variables under study.

Population and Sample

The subjects of this study consisted of female students who have used MakeOver cosmetic products, drawn from three prominent universities in Purwokerto: University Muhammadiyah Purwokerto, State Islamic University Prof. K.H. Saifuddin Zuhri, and Wijaya Kusuma University. These universities were selected due to their diverse student populations and significant representation in the local academic community. To determine the appropriate sample size, the Slovin formula was applied, resulting in a total of 100 respondents who met the criteria and whose data were subsequently analyzed for this research. The respondents were selected using purposive sampling, focusing specifically on female students who had purchased MakeOver products at least once, ensuring the relevance and reliability of the data collected.

Table 1. Population and Sample Size

University	Population	Sample
Universitas Muhammadiyah Purwokerto	14,341 Students	48 Students

State Islamic University Prof. K.H. Saifuddin Zuhri	13,753 Students	35 Students
Wijaya Kusuma University	353 Students	17 Students
	28,447 Students	100 Students

Source: data processed by researchers (2025)

Data Analysis

IBM SPSS Statistics 25, which includes multiple components such as validity and reliability tests, traditional assumption tests for normalcy, and testing for multicollinearity and heteroscedasticity, was used to analyze the data in this study. Multiple linear regression, t-tests, F-tests, and the coefficient of determination (adjusted R2) test are also included in the analysis.

Questionnaire Instruments

Brand Ambassador (X1)

According to Kotler and Keller (2016), a Brand Ambassador is an advertising supporter, also known as a product spokesperson, selected from celebrities or ordinary individuals who possess an attractive appearance or personality to capture consumers' attention and memory.

Table 2. Statement

No	Statement	Answer				
		STS (1)	TS (2)	N (3)	S (4)	SS (5)
1	In my opinion, Paula Verhoeven is capable of promoting MakeOver products through her profession.					
2	In my opinion, Paula Verhoeven is suitable to be a Brand Ambassador for MakeOver products.					
3	In my opinion, Paula Verhoeven has the ability to effectively convey information about MakeOver products.					
4	In my opinion, Paula Verhoeven can influence her fans to follow her lifestyle through her personal appeal.					
5.	In my opinion, Paula Verhoeven is able to influence consumer perceptions of MakeOver products.					

Brand Trust (X2)

According to Pramezwarly et al. (2021), as cited in Kusumastuti et al. (2022), a buyer who has used or purchased a product and then imitates it can indicate that the product's quality is assured and fosters trust in the product.

Table 3. Brand Trust X2

No	Statement	Answer				
		STS (1)	TS (2)	N (3)	S (4)	SS (5)

I Trust This Brand					
1	I believe that MakeOver products have a good reputation.				
2	I believe that MakeOver products provide value that is proportional to their price.				
This Brand Is Safe					
1	I believe that MakeOver products are safe to use.				
2	I believe that MakeOver provides clear and accurate information regarding the safety of its products.				
This Is An Honest Brand					
1	The consistency of MakeOver in maintaining the quality of its products is highly assured.				
2	I am confident that MakeOver can produce reliable products.				

Electronic Word of Mouth (X3)

According to Kotler and Armstrong (2012), as cited in Yulindasari and Fikriyah (2022), Electronic Word of Mouth (eWOM) is a marketing activity conducted through person-to-person communication, whether verbal, written, or via electronic communication tools connected to the internet, based on experiences with a product or service.

Table 4. **Electronic Word of Mouth (X3)**

No	Statement	Answer				
		STS (1)	TS (2)	N (3)	S (4)	SS (5)
1	I often share my experiences with MakeOver products with friends or family through social media.					
2	I am interested in purchasing MakeOver products based on recommendations from others.					
3	I feel more confident buying MakeOver products after learning about them by reading reviews from other consumers.					
4	On their social media accounts, MakeOver frequently provides information about their latest and best content.					
5.	Negative reviews make me hesitant to purchase MakeOver products.					

Purchase Decision (Y)

According to Tjiptono (2015), a purchasing decision is the initial step when an individual receives a stimulus (thought, action, or motivation) that drives them to consider buying a particular good or service.

Table 5. Purchase Decision (Y)

No	Statement	Answer				
		STS (1)	TS (2)	N (3)	S (4)	SS (5)
1	I purchase MakeOver products based on my needs.					
2	I seek information about MakeOver products before making a purchase.					
3	I evaluate MakeOver products before making a purchasing decision.					
4	I make the decision to buy MakeOver products after going through these stages.					
5	I feel satisfied with MakeOver products and intend to make repeat purchases in the future					

RESEARCH RESULTS

Respondent Characteristics

From the distribution of questionnaires, data was collected for 100 respondents. Then, after the data is processed, the demographic information of the respondents is known which is used as a basis for understanding the characteristics of the respondents.

Table 6. Characteristics of Respondents

Information	Number of people)	Percentage (%)
Age :		
<18 - 20 years	46	46 %
21 - 24 years	48	48%
>25 years	6	6%
University :		
University Muhammadiyah Purwokerto	48	48%
State Islamic University Prof. K.H. Saifuddin Zuhri	35	35%
Wijaya Kusuma University	17	17%
Pocket money :		
<Rp.1,000,000	33	33%
Rp.1,000,000 - 2,000,000	56	56%
>Rp.2,000,000	11	11%
Duration of Use:		
<1 years	55	55%
1 - 2 years	23	23%
>2 years	22	22%

Source: data processed by researchers (2025)

So it can be seen that the respondents who tend to fill out questionnaires are aged 21-24 years. The university that fills out the most questionnaires is Muhammadiyah University Purwokerto with an allowance of Rp. 1,000,000 - Rp. 2,000,000 and length of use of MakeOver products <1 year.

Validity Test and Reliability Test

The purpose of this test is to determine if the statement items are appropriate and suitable for implementation (Yulindasari & Fikriyah, 2022). The questionnaire is considered valid if the value is sign. < 0.05 and whether the data is reliable or not can be measured from the Cronbach Alpha value. If the Cronbach Alpha value is > 0.60, it means the variable is considered reliable.

Table 3. Results of Validity Test and Reliability Test

Item	Corelation Total	Sig.	Cronbach's Alpha
Brand Ambassador (X1)			0,832
BA.1	0,755	0,00	
BA.2	0,694	0,00	
BA.3	0,548	0,00	
BA.4	0,762	0,00	
BA.5	0,685	0,00	
BA.6	0,750	0,00	
BA.7	0,733	0,00	
Brand Trust (X2)			0,741
BT.1	0,329	0,00	
BT.2	0,466	0,00	
BT.3	0,563	0,00	
BT.4	0,702	0,00	
BT.5	0,553	0,00	
BT.6	0,610	0,00	
BT.7	0,651	0,00	
BT.8	0,587	0,00	
BT.9	0,593	0,00	
Electronic Word Of Mouth (X3)			0,712
EWOM.1	0,647	0,00	
EWOM.2	0,743	0,00	
EWOM.3	0,493	0,00	
EWOM.4	0,639	0,00	
EWOM.5	0,567	0,00	
EWOM.6	0,501	0,00	
EWOM.7	0,663	0,00	
Purchase Decision (Y)			0,717
PD.1	0,575	0,00	
PD.2	0,508	0,00	
PD.3	0,636	0,00	
PD.4	0,655	0,00	
PD.5	0,593	0,00	
PD.6	0,679	0,00	
PD.7	0,617	0,00	

Source: data processed by researchers (2025)

According to the test results shown in the table, all variables show significance values below 0.05, and each variable has a Cronbach's Alpha score equal to or greater than 0.70. The data appears to be both reliable and valid, as indicated by the results.

Classic Assumption Test

Normality Test

The normality of the data can be assessed by examining the significance value; if it exceeds 0.05, the data is considered to be normally distributed (Ghozali, 2018). In this research, using One Sample Kolmogorov-Sminorv. Normality test results processed with IBM SPSS version 25 can be reviewed in table 4 below:

Table 7. Normality Test Results
One Sample-Kolmogorov-Smirnov

		Unstandarized Residual
N		100
Normal Parameters ^{a, b}	Mean	0,0000000
	Std. Deviation	0,98473193
	Absolute	0,077
Most Extreme Differences	Positive	0,033
	Negative	-0,077
Test Statistic		0,077
Asymp. Sig. (2-tailed)		0,157 ^c

Source: data processed by researchers (2025)

From the SPSS result, the significance value obtained is 0.157 > 0.05. This indicates that the residuals are normally distributed.

Heteroscedasticity Test

The Glejser test analyzes the significance values to determine whether heteroscedasticity is present. The absence of heteroscedasticity is indicated if the significance value is greater than 0.05. Conversely, heteroscedasticity is present when the significance value is less than 0.05. The absence of heteroscedasticity in the model is confirmed by the significance values over 0.05 for each independent variable, as indicated in Table 5.

Table 8. Heteroscedasticity Test Results

Item	Coefficient	
	B	Sig.
(Constant)	3,467	0,002
Brand Ambassador	-0,063	0,154
Brand Trust	-0,007	0,853
Electronic Word Of Mouth	-0,024	0,624

Source: data processed by researchers (2025)

Multicollinearity Test

The purpose of this test is to evaluate whether the independent variables in the regression model are highly correlated. Multicollinearity is absent when the VIF is less than 10 and the tolerance value is above 0.10, (Ghozali, 2018).

Table 9. Multikolinearitay Test

Item	Collinearity Statistics	
	Tolerance	VIF
Brand Ambassador	0,383	2,613
Brand Trust	0,563	1,776
Electronic Word Of Mouth	0,354	2,825

Source: data processed by researchers (2025)

Because all the values obtained for each variable are <10 and the tolerance value is >0.10, the data used does not experience multicollinearity.

Multiple Linear Regression Analysis

Table 7. Results of Multiple Linear Regression Analysis

Item	Coefficient		
	B	t	Sig.
(Constant)	2,949	1,615	0,110
Brand Ambassador	0,154	2,124	0,036
Brand Trust	0,421	6,555	0,000
Electronic Word Of Mouth	0,210	2,589	0,011

Source: data processed by researchers (2025)

Whenever there are two or more independent variables, researchers use multiple linear regression to predict the state (increase or decrease) of the dependent variable. In addition to a single dependent variable, the multiple linear regression technique uses numerous independent variables. According to the results of the above table, the regression model for the three independent variables – brand ambassador, brand trust, and electronic word-of-mouth – can be explained as follows:

$$Y = 2,949 + 0,154 X1 + 0,421 X2 + 0,210 X3$$

Hypothesis Testing

The primary purpose of the t-test is to determine how much each independent variable individually contributes to explaining variations in the dependent variable (Ghozali, 2018). Table 7 presents the results of the analysis:

The results reveal that the Brand Ambassador variable (X1) significantly influences the Purchasing Decision variable (Y) for MakeOver cosmetic products. The t-value obtained is 2.124, with a significance level of 0.036. In addition, the analysis shows that Brand Trust (X2) has a substantial effect on Purchasing Decisions (Y), with a t-value of 6.555 and a significance level of 0.000. This indicates a strong influence of Brand Trust on consumer choices regarding MakeOver cosmetics.

Lastly, the Electronic Word of Mouth variable (X3) also demonstrates a significant impact on Purchasing Decisions (Y), with a t-value of 2.589 and a significance value of 0.011, suggesting that eWOM Is a major factor in determining consumers' decisions to purchase MakeOver products.

Model Fit Test

This test is conducted to analyze whether the model is suitable and capable of accurately predicting the combined impact of the independent variables on the outcome variable. The findings confirm the fourth hypothesis, showing that brand ambassador, brand trust, and electronic word of mouth together have an effect on consumers' decisions to buy MakeOver cosmetic products. This conclusion is based on the F-value of 71.593, which exceeds the decision point of 2.70, and a significance level of 0.000, which is below the model threshold of 0.05 (α), indicating that the model is statistically significant.

Adjusted R Square

The percentage of the dependent variable's change that can be accounted for by the independent variables is measured by the coefficient of determination. Greater ability of the independent variables to explain changes in the dependent variable is indicated by a higher value of this coefficient. As per the analysis carried out using SPSS version 25, the Adjusted R Square value came out to be 0.681, or 68%. This suggests that 68% of the factors affecting decisions to buy MakeOver cosmetics may be explained by brand ambassadors, brand trust, and electronic word-of-mouth combined. Other elements including discounts, price, promotions, and other variables that were not considered in this study account for the remaining 32%.

DISCUSSION

Relationship Influence Brand Ambassador to the Purchase Decision

Test results regarding influence brand ambassador in terms of purchasing decisions, a significant association exists between brand ambassador with purchasing decisions that are categorized as good relationships. In partial hypothesis testing, the t value is obtained brand ambassador amounting to 2.124 is higher than the t table (1.984), and the significance value is 0.036 smaller than 0.05. Therefore the first hypothesis states brand ambassador has a significant influence on the decision to purchase MakeOver cosmetic products. These results further support the similarity of the conclusions obtained previously by Julianto et al., (2022) that variable brand ambassador has a significant influence on consumer purchasing decisions. When someone brand ambassador promoting MakeOver products, consumers generally feel more assured when making a purchase because they consider a recommendation from someone they like or trust to be more credible. This is supported by the theory according to Kotler and Keller (2022) This indicates that a brand ambassador serves as a promotional figure or product spokesperson, selected either from well-known public figures or individuals with appealing appearances, with the goal of capturing consumers' attention and leaving a lasting impression. If brand ambassador has a positive image and is in line with consumer desires, they can more easily build

a sense of trust in MakeOver products. Besides, because brand ambassador are often seen using the product, this makes consumers feel that the product is suitable and worth buying. Overall, brand ambassador helps strengthen MakeOver's the image of the brand in consumers minds, resulting in their more likely to choose the product when they want to buy cosmetics. Brand ambassador plays a role in advertising to provide product information and encourage consumers to make purchasing decisions. The results of this study do not align with previous research conducted by Dewi A, (2024) which showed that Brand Ambassadors do not have a significant influence on purchase decisions. This discrepancy may be due to the widespread penetration of social media and the abundance of information available today, which allows consumers to access various sources of information from other factors, thereby reducing the relative influence of Brand Ambassadors.

Relationship Influence Brand Trust to the Purchase Decision

The test results show a significant and positive relationship between brand trust and purchasing decisions. Based on partial hypothesis testing, the t-value for brand trust is 6.555, which exceeds the critical t-table value of 1.984, and the significance level is 0.000, which is below the 0.05 threshold. Therefore, the second hypothesis is accepted, confirming that brand trust has a significant impact on consumers' decisions to purchase MakeOver cosmetic products. The results of this research are supported by Lombok & Samadi, (2022) that variables brand trust significant influence on purchasing decisions. In general, brand trust refers to the perception of consumer trust in the quality of a brand, reliability and commitment to the promised value. These beliefs can influence how consumers view and choose MakeOver products compared to other brands, as well as influence their loyalty to the brand. This is supported by theory according to Tjiptono (2019) which concludes that brand trust is the belief that a brand has the ability to deliver on what it promises, act consistently, and be reliable over the long term. When brand trust is firmly established, it can significantly influence consumer purchasing decisions and foster high-value, long-term relationships. The results of this study do not align with the findings of Ali et al., (2019) which showed that brand trust does not have a significant effect on purchase decisions. This is because consumers have not previously used the product or have not had positive experiences with it; therefore, brand trust may not be firmly established and does not influence purchase decisions.

Relationship Influence Electronic Word of Mouth to the Purchase Decision

Test results regarding influence electronic word of mouth on purchasing decisions shows that there is a significant relationship between electronic word of mouth with purchasing decisions that are categorized as good relationships. In partial hypothesis testing, the t value is obtained brand ambassador amounting to 2.589 is higher than the t table (1.984), and the significance value is 0.011 smaller than 0.05. Therefore the second hypothesis states brand trust has a significant influence on the decision to purchase MakeOver cosmetic products the results of this study align with Anton et al., (2024), who assert that electronic word of mouth affects purchasing decisions. This is backed up by theory

according to Kotler & Keller (2022) which explains that electronic word of mouth is a form of viral marketing that leverages the internet to generate an online word-of-mouth effect, encouraging consumers to spread information about products or services through audio, video and writing. Electronic word of mouth can encourage new customers to try goods or services recommended by others. When consumers read positive experiences from other users about the quality of Makeover products, such as durability or satisfying results, they tend to feel more certain about their purchase decisions. The results of this study do not align with the findings of Fajriyah & Karnowati, (2022) which showed that electronic word of mouth does not have a significant effect on purchase decisions. This is because consumers tend to rely more on personal experiences or direct recommendations from close acquaintances rather than information from anonymous electronic word of mouth sources.

Relationship influences Brand Ambassador, Brand Trust, Electronic Word of Mouth to the Purchase Decision

Purchasing decisions are strongly affected by brand ambassador, brand trust, and electronic word of mouth. This is supported by an F-count of 71.593, which is greater than 2.70, indicating that these factors play a significant role in influencing consumer decisions. Consumers who use MakeOver typically take brand ambassador, brand trust, and electronic word of mouth into account when deciding what to purchase. Overall, the three variables brand ambassador, brand trust, electronic word of mouth collaborate to strengthen the appeal and credibility of Makeover products among female students. When brand ambassador relevant promotion of Makeover products, increased trust in the brand, and support from positive reviews through electronic word of mouth increasingly convincing consumers to buy the product. Thus, Makeover was able to leverage these three factors to improve purchasing decisions and create stronger relationships with their target market.

CONCLUSIONS AND RECOMMENDATIONS

In accordance with the analysis and interpretation provided earlier, the following it can be concluded that from this study: 1) Brand Ambassadors have a notable impact on purchasing decisions, 2) Brand Trust significantly influences purchasing decisions, 3) Electronic Word of Mouth (e-WOM) has a significant effect on purchasing decisions, and 4) Together, Brand Ambassadors, Brand Trust, and Electronic Word of Mouth all have a substantial influence on purchasing decisions. As such, the hypotheses proposed by the researcher are within the acceptable range, confirming that the independent variables (X) significantly affect the dependent variable (Y).

ADVANCED RESEARCH

This study has a limitation, specifically that the sample size used is relatively small and was only carried out in one particular area or group. Researchers suggest that further research can get maximum results so that it can use a wider and larger population. Apart from that, you can also use or even add other variables such as discounts, free shipping, product design, brand image,

brand awareness, brand experience, sales promotion, brand performance. This research helps marketers and brand managers understand the importance of using these three variables to build stronger relationships with young consumers. Apart from that, the findings of this study further add to enriching marketing literature, especially in the context of cosmetic products that utilize digital power and the influence of social media. Understanding the factors that drive purchasing decisions allows brands such as MakeOver can create more impactful and pertinent campaigns, while also enhancing their how the brand is viewed by consumers.

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