

## Synergistic Impact of Brand Experience, Trust, and Brand Ambassadors on Purchasing Decisions

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### ABSTRACT

This research is a quantitative study aimed at testing and analyzing whether brand experience, brand trust, and brand ambassador influence consumer purchase decisions of products. The sample in this study consisted of 100 people, and the respondents were domestic consumers of Artistica Jewelry. The research results show that brand ambassador, brand trust, and brand experience have a significant influence on purchasing decisions. Among these three variables, brand trust is the dominant variable affecting purchasing decisions at Artistica Jewelry. The company must maintain consumer trust in product quality and service, as well as brand consistency, in the hope of generating word-of-mouth sales. Consumer trust develops because of the belief that the company will act in accordance with their needs and expectations.

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## INTRODUCTION

Along with technological advancements, consumer behavior trends are also experiencing significant changes. With these changes, companies must also follow the prevailing trends related to products, brands, and sales methods. Advanced technology makes it easier for consumers to search for information about the desired products, technology provides clear and easily accessible product information, and makes it easy to compare prices, product quality, packaging, service, and even the product once it is in the consumer's hands; all this information can be known by the consumer. In such conditions, companies are faced with rapid market competition, and they are required to continuously implement marketing strategies in line with existing trends. Companies with brand experience usually continuously monitor trend developments and adjust to the existing trends. Consumers who have already developed trust in a certain brand are very difficult to influence by new brands or other brands. Therefore, all companies maintain the trust that consumers have in their brand. The sales strategies used by companies also vary according to existing trends. Currently, the trends employed by companies to achieve maximum sales include the use of brand ambassadors (Poghosyan, 2015). Celebrity endorsement as one of today's major ways to influence consumer buying behavior. Brand ambassadors are usually chosen from individuals with high electability because it is expected that these brand ambassadors can influence consumers to make purchasing decisions.

(Rahayu & Harsono, 2018) state that brand trust, which provides value to consumers to increase repeat purchases, will naturally lead to consumer loyalty towards the brand they consume and recommend it to others.

This research applies the experience of Artistica Jewelry Surabaya, a company that offers a variety of products at different prices, ranging from rings, bracelets, necklaces, pendants, earrings, and other accessory products. Consumers consist of domestic and foreign consumers; this research focuses on domestic consumers. This company also serves orders made directly by consumers, with their own pattern preferences based on their affordability. From the aforementioned background, the problem can be formulated as follows: Do Brand Experience, Brand Trust, and Brand Ambassador partially have a significant influence on Consumer Purchase Decisions for Artistica Jewelry Products in Surabaya? Do Brand Experience, Brand Trust, and Brand Ambassador simultaneously have a significant effect on Consumer Purchase Decisions for Artistica Jewelry Products in Surabaya? Does Brand Trust have a dominant influence on purchasing decisions?

## LITERATURE REVIEW

### *Brand Experience*

According to (Purnamasari et al., 2023), brand experience refers to the responses or experiences of consumers when interacting with a brand, which can be either positive or negative experiences encountered during the product purchase process from that brand. Positive experiences and close engagement with the brand significantly impact consumer loyalty. Brand experience has a positive and significant influence on the purchase decision variable, as

evidenced by the research conducted by (Gumilang et al., 2022) Brand experience has a significant positive influence on purchase decisions and purchase interest, according to (Irawanti, 2024). A satisfying experience has a strong potential to foster consumer loyalty towards a brand. Brand experience is defined as "the sensations, feelings, cognitions, and responses evoked by a brand, related to stimuli generated by brand design, brand identity, marketing communication, people, and the environment in which the brand is marketed" (Brakus et al., 2009),

(Schmitt, 1999). brand experience indicators consist of:

1. Sense: It is a marketing approach aimed at triggering consumer sensory responses. This is done by creating experiences related to the five senses, such as touching, tasting, and smelling, as well as considering aspects of style, theme, and color.
2. Feel: Describes the positive emotions that arise in the heart, such as the joy experienced by consumers when enjoying a product or service.
3. Think: Demonstrating consumer engagement in creative thinking related to the brand. Consumers are invited to engage intellectually through stimuli that evoke creativity and thought.
4. Act: A marketing strategy designed to create experiences through physical activities and direct interactions. This can involve movements or real actions engaged in the use of the product.
5. Relate: Focuses on efforts to connect consumers with other individuals, as well as connecting themselves with the brand or company, including cultural values.

This brand experience is influenced by various factors, including communication through mass media as well as personal interactions, and visual identity, such as logos, colors, product appearance, design, and packaging owned by the brand.

### ***Brand Trust***

(Putri & Indriani, 2022) brand trust is an important element and key to the success of a company. This trust is formed when consumers appreciate the products offered and understand the company's communication, which includes aspects of safety, integrity, and brand credibility. Consumer trust develops because of the belief that the company will act according to their needs and expectations. (Sigar et al., 2021) brand trust has a positive and significant influence on purchase decisions.

Brand trust can serve as a significant differentiator between one company's brand and another's. For consumers, a brand can provide a certain level of satisfaction, which encourages companies to continue innovating to strengthen consumer trust in their brand.

(Wadi et al., 2021) identified four main indicators of brand trust, namely:

1. Credibility: Credibility reflects the level of trust in the product information contained within a brand. High credibility can enhance the perception of quality and value of the brand.
2. Brand Competence: Brand competence is evident from direct experiences or word-of-mouth reviews. This competence is reflected when

consumers feel that the quality of the products or services offered meets their needs.

3. Brand Goodwill: Describes the company's goodwill towards consumers. This intention can encompass various aspects, such as health, social welfare, and the environment, which encourage consumers to choose the company's products with confidence.
4. Brand Reputation: Brand reputation is the consumer's belief that the brand will consistently provide high-quality products. A good reputation is reflected in the consumer's willingness to pay a higher price.

(Lau & Lee, 1999) added that there are three factors that influence brand trust, namely the characteristics of the brand itself, the company as the brand maker, and the consumers as the recipients of the brand message. Trust in the brand is the result of the ongoing interaction between these three factors, which collectively drive loyalty and long-term relationships between consumers and the company.

### ***Brand Ambassador***

(Fasha et al., 2022) A brand ambassador is the spearhead of a company's creative strategy in boosting product sales. Brand Ambassador is a person who supports a brand from various popular public figures. (Shimp, 2010). The use of brand ambassadors is carried out by companies to influence or persuade consumers (Lea-Greenwood, 2013) Meanwhile, (Brestilliani & Suhermin, 2020) state that the use of brand ambassadors serves as an advertising attraction. (Firmansyah & Se, 2019) states that a brand ambassador is someone who has a strong interest in a particular brand, is willing to introduce that brand, and voluntarily provides information about the product they represent.

(Lea-Greenwood, 2013) added that the main benefits of using a brand ambassador include increased media exposure, changes in brand perception, appeal to new customers, and refreshing existing marketing campaigns (Lea-Greenwood, 2013) identified four key indicators in selecting a brand ambassador, namely:

- a. The celebrity's support for the brand they represent.
- b. The alignment of the celebrity's profession with the product brand they represent.
- c. The chosen celebrity endorser has knowledge about the product.
- d. The chosen celebrity endorser is someone who has expertise in their field.
- e. The chosen celebrity endorser has prior experience with celebrity endorsements.
- f. The chosen celebrity endorser is someone who always keeps up with fashion trends.
- g. The chosen celebrity endorser is someone who can captivate.

Thus, brand ambassadors play a crucial role not only in attracting public attention but also in building emotional connections with consumers,

strengthening positive perceptions of the brand, and effectively expanding the company's marketing reach.

### *Purchase Decision*

Every individual undergoes a process known as the purchase decision, which begins with the desire to buy and is influenced by various external and internal factors. (Kotler & Keller, 2016) explain that the purchase decision is part of consumer behavior, where this process studies how individuals, groups, and organizations choose, buy, and use goods, services, ideas, or experiences to meet their needs and wants.

The purchase decision involves a series of stages in the process that ultimately lead consumers to the final decision to choose and buy a particular brand. According to (Kotler & Keller, 2016) the purchase decision is also greatly influenced by the different characteristics of consumers, so each consumer has unique purchasing habits. The main dimensions in the purchasing decision, as explained by Kotler and Armstrong, include: product selection, brand selection, distributor selection, purchase timing, purchase quantity, and payment method. (Kotler & Kevin, 2009) Before consumers make a purchase decision, they usually go through several stages before finally deciding to buy. These stages include: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. These stages illustrate the journey consumers go through in the decision-making process. Post-purchase behavior, for example, reflects the level of satisfaction or dissatisfaction of consumers with the products or services they choose, which in turn can influence their future purchasing decisions and brand loyalty after buying a product or service based on their satisfaction or dissatisfaction.

### *Conceptual Framework*

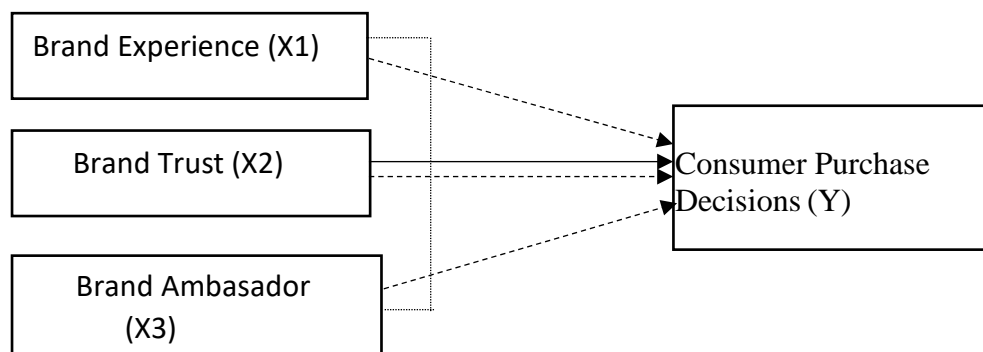


Figure 1. Conceptual Framework

From the problem formulation and the conceptual framework, the following hypotheses can be formulated:

1. Brand Experience, Brand Trust, and Brand Ambassador partially have a significant effect on Consumer Purchase Decisions for Artistica Jewelry Products in Surabaya.

2. Brand Experience, Brand Trust, and Brand Ambassador simultaneously have a significant effect on Consumer Purchase Decisions for Artistica Jewelry Products in Surabaya.
3. Brand Trust has a dominant effect on purchase decisions.

## METHODOLOGY

This research uses a quantitative approach conducted at the jewelry company "Artistica Jewelry" Surabaya. The population in this study includes all domestic consumers who make purchases at Artistica Jewelry Surabaya, although the exact number is unknown. The research sample was determined to be 100 respondents, in accordance with (Sugiyono, 2016) guidelines, which state that the ideal sample size for research ranges from 30 to 500 individuals. This sample is considered to represent the overall population and was selected as a representation of the research object using the purposive sampling method, which focuses on selecting respondents with specific criteria. Data were collected through the distribution of questionnaires given to consumers at the time of purchase. In addition to the questionnaire, additional data were obtained through direct observation and interviews to enrich the information. After the data is collected, validity and reliability tests are conducted using SPSS software to ensure the accuracy and consistency of the data. The data that has been tested for validity and reliability is then analyzed using multiple linear regression techniques, followed by a coefficient of determination test to see the extent of the influence of the independent variable on the dependent variable. Hypothesis testing was conducted using the t-test to examine the partial influence and the F-test to observe the simultaneous influence.

## RESEARCH RESULT

After the data is valid and reliable, the next step is to test the coefficient of determination to measure the extent to which the model is able to explain the variation in the dependent variable. The following are the results with the help of the SPSS tool.

Table 1. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.901 <sup>a</sup>	.812	.803	19.69338

a. Dependent Variable: buying decision

b. Predictors: (Constant), Brand Ambassador, Brand Trust, Brand Experience

*Sources: data processed, 2024*

Based on the table above, it can be seen that brand ambassadors, brand trust, and brand experience have an influence of 81.2% on purchasing decisions, as indicated by an R Square value of 0.812 or 81.2%. Meanwhile, the remaining 18.8% is influenced by other variables outside the scope of this study.

Table 2. ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	110353.049	3	36784.350	94.847	.000b
	Residual	25596.737	66	387.829		
	Total	135949.786	69			

- a. Dependent Variable: buying decision
- b. Predictors: (Constant), Brand Ambassador, Brand Trust, Brand Experience

Sources: data processed, 2024

Table 3 Coefficient

Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	T	Sig.
1	(Constant)	9.568	22.516		.425	.672
	Brand Experience	.393	.068	.404	5.772	.000
	Brand Trust	.349	.059	.401	5.913	.000
	Brand Ambassador	.234	.063	.262	3.695	.000

- a. Dependent Variable: buying decision

Sources: data processed, 2024

With degrees of freedom  $df = k = 4$  and a significance level of 5%, the t-table value is 1.98498 or  $df = n - k = 70 - 4 = 66$ .

The results of the t-test in this study are as follows: From the analysis results above, it can be seen that the brand trust variable is the dominant variable influencing purchasing decisions, as evidenced by the t-test result of 5.913, which is the highest among the Brand Ambassador and Brand Experience variables.

### *The Influence of Brand Experience on Purchase Decisions*

Based on the table above, the brand experience variable shows a significance value of 0.000, which means this variable has a significant impact on purchase decisions because its significance value is less than 0.05. Additionally, the calculated t-value of 5.772 is greater than the table t-value of 1.985, indicating that brand experience has a significant and strong impact on purchase decisions. Thus, the hypothesis stating that brand experience significantly influences purchase decisions is proven to be true. This shows that brand experience plays a crucial role in driving consumer purchase decisions.

### ***The Influence of Brand Trust on Purchase Decisions***

The brand trust variable has a significance value of 0.000, which means it has a significant influence on purchase decisions, as its significance value is less than 0.05. Additionally, the calculated t value of 5.913 is greater than the table t value of 1.985, indicating that brand trust has a strong impact on purchase decisions. Therefore, the hypothesis stating that brand trust significantly affects the purchase decisions of Artistica Jewelry products in Surabaya is proven to be true. This result reinforces the conclusion that brand trust plays an important role in consumer purchase decisions. The Influence of Brand Ambassador on Purchase Decisions. The brand ambassador variable has a significance value of 0.000, as seen in the table above, which means it has a significant influence on purchase decisions, because its significance value is less than 0.05. Additionally, the calculated t value of 3.695, which is greater than the table t value of 1.985, indicates that the brand ambassador has a significant impact on purchase decisions. Therefore, the hypothesis stating that the brand ambassador significantly influences the purchase decisions of Artistica Jewelry Surabaya consumers can be accepted. These results confirm that brand ambassadors play an important role in influencing consumer purchasing decisions.

### ***The Influence of Brand Ambassador, Brand Trust, and Brand Experience Simultaneously on Purchase Decisions***

Based on the ANOVA table, the variables brand ambassador, brand trust, and brand experience together show a significance value of 0.000, which is less than 0.05, with an F-value of 94.847. This indicates that the three independent variables simultaneously have a significant influence on purchasing decisions. Therefore, the hypothesis stating that brand ambassador, brand trust, and brand experience simultaneously have a significant effect on the purchasing decisions of consumers of Artistica Jewelry Surabaya products can be accepted. These results indicate that these three variables play an important role in influencing consumer purchasing decisions at Artistica Jewelry Surabaya.

From the analysis results, it is evident that the brand trust variable is the dominant variable influencing purchasing decisions, as evidenced by the highest t-value of 5.913 compared to the brand ambassador and brand experience variables.

## **DISCUSSION**

Based on the t-test results conducted using SPSS, the research findings indicate that brand experience has a significant influence on consumer purchase decisions at Artistica Jewelry Surabaya. The relationship between brand experience and purchasing decisions shows a positive direction, with a significance value below 0.05, indicating a statistically significant influence. The results of this study are in line with the research conducted by (Irawanti, 2024) where the Brand experience variable has a significant positive influence on purchase decisions and purchase interest. Artistica's marketing approach, which involves elements of style, theme, and color, seems to align with consumer preferences. Additionally, the emotional experience felt by consumers when



wearing Artistica jewelry, as well as the emergence of creative thoughts that motivate consumers to order products specifically, indicate that brand experience plays an important role in influencing their purchasing decisions. The high aesthetic appeal of Artistica Jewelry products significantly contributes to the consumer experience. These attractive visual elements successfully create a positive first impression and encourage consumers to consider the product further. The importance of personalization in creating a memorable consumer experience. The possibility of ordering products specifically tailored to individual preferences adds significant value for consumers. This shows that Artistica Jewelry has successfully built a more personal relationship with its customers. The shopping experience in-store or through online channels also influences purchasing decisions. Factors such as a comfortable store atmosphere, friendly service, and ease of transaction contribute positively to the brand experience.

The analysis results show that brand trust has a significant impact on consumer purchase decisions, with a positive correlation between brand trust and purchase decisions. These findings are in line with the research conducted by (Sigar et al., 2021), where brand trust has a positive and significant influence on purchase decisions. Consumer perception of the quality of Artistica Jewelry products is greatly influenced by their level of trust in the brand. Consistent product quality that meets consumer expectations is a key factor in building and maintaining this trust. The way a brand communicates with consumers also plays an important role in building trust. Transparent, honest, and relevant communication with consumer needs can increase customer trust and loyalty. The products offered are considered to meet consumer needs, while elements such as brand reputation and the company's goodwill can provide assurance and comfort to consumers, thus motivating them to make a purchase. This positive correlation indicates that the higher the consumer's trust in the brand, the greater the likelihood they will decide to purchase Artistica Jewelry products. The analysis also shows that brand ambassadors have a strong influence on consumer purchasing decisions. The results of this study are consistent with the findings of research conducted by (Brestilliani & Suhermin, 2020) The influence of brand awareness, brand ambassador, and price on online purchasing decisions on the Shopee marketplace " which found that brand ambassadors affect purchasing decisions. This factor is reinforced by the alignment between the characteristics of the celebrities and the brand image of Artistica Jewelry, the credibility possessed by the celebrities who become brand ambassadors, their unique appeal, and their ability to influence consumers. This alignment increases consumer trust in the brand and encourages them to make purchases. The role of the brand ambassador in creating appeal and enhancing brand credibility has a significant impact that drives consumer purchasing decisions at Artistica Jewelry Surabaya.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the research results on purchasing decisions at Artistica Jewelry Surabaya, it is concluded that brand ambassador, brand trust, and brand experience have a significant influence on purchasing decisions. Among these three variables, brand trust is the dominant variable affecting purchasing decisions for Artistica Jewelry products.

The implication of these findings is that the management of Artistica Jewelry needs to maintain brand trust, as the information provided by the brand regarding the quality and value of the products can enhance consumers' positive perception of Artistica Jewelry products. The products offered can meet consumer expectations. It should be noted that this research has several limitations. For example, this study was only conducted on Artistica Jewelry consumers in Surabaya, so the generalization of the research results needs to be done with caution. In addition, other variables that may influence purchasing decisions, such as price, product design, or the influence of friends and family, were not considered in this study.

Suggestion, in addition to maintaining brand trust, the management of Artistica Jewelry could also consider developing a more intensive marketing program by involving brand ambassadors. In addition, more aggressive brand promotion efforts and improvements in customer service quality to be more friendly also need to be implemented to strengthen the brand's position in the market.

### **ADVANCED RESEARCH**

Building upon the findings, future research should aim to expand the scope and depth of understanding regarding the factors influencing purchasing decisions for jewelry products. A broader study encompassing diverse geographical locations beyond Surabaya would enhance the generalizability of results and provide a more comprehensive view of consumer behavior. Furthermore, integrating additional variables such as pricing strategies, aesthetic appeal of product design, and the social influence of peers and family could offer a multidimensional analysis of purchasing determinants. Advanced methodologies, such as structural equation modeling (SEM) or machine learning-based predictive analytics, could be employed to uncover intricate relationships and interactions among variables. A longitudinal study design might also provide insights into the evolving nature of brand trust, brand experience, and consumer perceptions over time, enabling Artistica Jewelry to adapt its strategies dynamically. These advanced research directions would not only deepen the theoretical understanding of consumer behavior in the luxury goods sector but also provide actionable insights for enhancing strategic decision-making in competitive markets.

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