International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

The Effect of Product Quality and Brand Ambassador on Purchase Decision Through Brand Trust as a Mediating Variable for Users of Ms. Glow Skincare Products in Malang City

Fila Dia Ayu Fatmala[1], Sudarmiatin[2], Wening Patmi Rahayu[3]

[1,2,3] Faculty of Economics and Business, Universitas Negeri Malang, Indonesia

Corresponding Author: fila.dia.2204138@students.um.ac.id

Abstract

This study aims to determine the effect of quality, purchase decision, from product quality and brand ambassadors on purchase decisions with brand trust as a mediating variable for consumers of Ms Glow skincare products in Malang City. This research is important because there are research gaps in previous studies. This study uses nonprobability sampling technique with purposive sampling method. The data collection technique used a questionnaire distributed to respondents with a 5-point Likert scale answer. The sample in this study amounted to 385 respondents with data analysis using the SEM-PLS method SmartPLS4 software. The empirical test results show the research findings, namely that there is a positive and significant influence between product quality on brand trust, there is a positive and significant influence between brand ambassadors on brand trust, there is a positive and significant influence between product quality on purchase decisions, there is a positive and insignificant influence between brand ambassadors on purchase decisions, there is a positive and significant influence between brand trust on purchase decisions through brand trust, and there is a positive and significant influence between brand ambassadors on purchase decisions through brand trust. This study shows that the product quality of Ms Glow skincare products can increase sales and maintain consumer confidence in the quality of products that are no longer in doubt. Therefore, marketers of Ms Glow skincare products must continue to maintain the quality of Ms Glow skincare products to maintain consumer trust and purchasing power.

Keyword: Product quality, brand ambassador, brand trust, purchase decision

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

INTRODUCTION

Indonesian people have started using skincare products in recent years due to the influence of developing trends and community needs, especially for millennials and Gen-Z. Various skincare products continue to emerge and become an option for users. In 2023, according to the coordinating ministry for the economy of the Republic of Indonesia, the volume of the skincare market reached USD2.05 billion. Not only that, even the cosmetics industry is expected to continue to grow with a Compound Annual Growth Rate (CAGR) of 3.6% per year during the period 2020-2027.

One of the beauty brands in Indonesia that has a fairly large market capitalization and has attracted attention recently is MS Glow. Under the auspices of PT Kosmetika Cantik Indonesia, MS Glow Brand has product lines in various types including MS Glow Beauty Skincare, MS Glow Kids, MS Glow for Men, MS Glow Cosmetics, and MS Slim Beauty. MS Glow Beauty Skincare is the main product of the Ms Glow brand by providing a variety of skincare formulated according to consumer skin needs, some of which include Whitening Series, Acne Series, Ultimate Series, and Luminous Whitening Series. The skincare line variants contribute the most profit to the MS Glow brand as a whole (Ms Glow, 2022). According to the Indonesian Record Museum or MURI website, Ms Glow was designated as the beauty product with the largest sales network on August 23, 2021, where the network was 78,147 points. Compas on its website also said that Ms Glow was ranked first beating its competitors in terms of sales of 35.5 billion in the February 2021 period.

The theory underlying this research is Theory of Planned Behavior (TPB). The theory of planned behavior (TPB) is a model designed to explain and predict human social behavior. Theory of Planned Behavior is a further development of the theory of reasoned action (TRA). Ajzen (1988) added a construct that was not yet in the TRA. This construct is called Perceived Behavioral Control (Jogiyanto, 2008). The TPB model which is the development of the TRA model with the addition of a construct. TPB theory aims to explain human behavior by considering the psychological factors that influence it. TPB theory has been used in various fields, such as health, environment, marketing, and others, to understand and predict human behavior.

Purchase decision is an alternative consumer process in decision making. Consumer decision making is a directed problem solving, integrating process through several processes such as recognizing problems, finding solutions, evaluating alternatives and choosing among several suitable and most preferred product options (Kotler, Keller, 2016).

Products are goods or services that are used to satisfy consumers, where each product of the same type can have different benefits depending on who uses it. Consumers in deciding

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

to buy a product not only buy it physically, but in the transaction they expect their wants and needs to be satisfied. Product quality is a condition where an item has an assessment of the suitability of the predetermined measuring standards. The more in accordance with the standards set, the higher quality the product will be considered (Yunita, 2023).

Ms Glow products are considered to be one of the local skincare products whose product quality can compete with international products. It is proven that MS Glow products are trusted because they have a variety of advantages that count. Regular use of MS Glow products gives more satisfying results than other skincare. As a beauty product that is applied to the skin, product safety is the most important thing that needs to be considered. To provide a guarantee of product safety, MS Glow Cosmetic has obtained a BPOM distribution permit and passed Good Manufacturing Practice (GMP) testing. In order to provide stability to its consumers, and MS Glow Cosmetic also has Halal certification from related institutions. Skincare with this halal label proves that MS Glow products do not contain intifa, which is the term for animal ingredients such as pork and other haram ingredients during the production process. So for Muslim and Muslimah consumers, there is no need to worry about its halalness (Tribunnews.com, 2021).

The use of brand ambassadors and social media plays a big role in influencing consumer trends and behavior. Product reviews, skincare tutorials, and recommendations from influencers can influence purchasing decisions and increase skincare usage. Currently, almost all social media such as YouTube, Instagram, Facebook, TikTok are used as promotional media by any company, especially beauty or skincare products. Companies use celebrities as brand ambassadors who are one of the factors that influence purchasing decisions and are also considered as figures who are known to be cool, famous and become role models among the public.

Trust is one of the main features in customer and company relationships. It also refers to customers' positive beliefs about perceived products, services, and brands (Park and Kim, 2016). Brand trust is consumer confidence in a particular brand and is very important for companies in order to establish good relationships with their consumers (Dharmayana and Rahanatha, 2017). By creating a high-value relationship with the brand, it will present a trust in the brand to influence consumer purchases of a product (Parulian et al, 2021). The attitude of trust in consumers towards a brand also influences consumer attitudes towards making purchasing decisions (Lantara and Pramudana, 2020).

There are research gaps from the findings of previous studies, including research conducted by (Sari et. al., 2022; Hapsoro & Wildan, 2018; Irfan et al., 2022) which examines the effect of product quality on purchase decision through brand trust and produces findings that

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

product quality has a positive and significant effect on purchase decision and brand trust is able to mediate the effect of product quality on purchase decision. However, there is similar research conducted by (Gunawan & Aiga, 2022) which examines product quality on purchase decisions which results in findings that product quality does not have a positive and significant effect on purchase decisions through brand trust as a mediating variable. Furthermore, research conducted by (Agustin & Lydia, 2023) which examines the effect of brand ambassadors on purchase decisions through brand trust and states that brand trust is a mediating part in the association between brand ambassadors and purchase decisions. However, there is similar research conducted by (Hera & Finnah, 2023; Nureza & Hanifa, 2023; Ummat et al, 2022) which examines the effect of brand ambassadors on purchase decisions and states that brand ambassadors have a negative and insignificant effect on purchase decisions.

LITERATURE REVIEW

Theory of Planned Behavior (TPB) was coined by Izek Ajzen in 1985 through his article "From intention to action: A Theory of planned behavior". TPB is based on various attitude theories such as learning theory, expectancy-value theory, consistency theories and attribution theory. Theory of Planned Behavior (TPB) or theory of planned behavior is a theory that explains the causes of behavioral intentions. According to TPB, behavioral intention is determined by three main factors, namely attitude, subjective norms, and perceived behavioral control.

Product quality is the ability of a product to demonstrate its function, this includes the overall durability, reliability, accuracy, ease of operation, and repair of the product, as well as other product attributes. Product quality is also defined as a condition of an item based on an assessment of its conformity to predetermined measuring standards (Kotler and Armstrong, 2009). The more in accordance with the standards set, the higher quality the product will be considered (Yunita, 2023). product quality is very important because it will affect consumer image and loyalty. When a company does not have quality products or cannot maintain quality, it will certainly reduce its reputation while affecting consumer purchasing power. In building product quality, companies not only emphasize products but also marketing and other related aspects (Prawirosentono, 2012).

A brand ambassador is someone who is contracted by a company to market its products. Brand Ambassadors are considered as representatives of a company. Companies use brand ambassadors to attract customers and gain their loyalty to their products. brand ambassador is an identity that functions as a marketing tool to illustrate the success of a product's individuality. The purpose of brand ambassadors is to engage with consumers to target market share, increase

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

product sales and, promote products to a larger audience (T. A Shimp, & A. 2013). According to Royan (2004) brand ambassadors can help strengthen the emotional bond between consumers and brands/companies, which will indirectly help create positive perceptions of products and influence consumer purchases and product use.

Brand Trust

Brand trust is consumer thinking about trust based on experience or more in a series of transactions and interactions characterized by the fulfillment of product expectations and satisfaction (Delgado & Munuera, 2005).

According to Kotler & Keller (2014) "Consumer buyer behavior refers to the buying behavior of final consumers - individuals and households thatbuy goods and services for personal consumption", this definition can be interpreted that purchasing decision behavior refers to the final buying behavior of consumers, both individuals and households who buy goods and services for personal consumption. Factors that influence purchasing decisions according to Kotler and Armstrong (2014), including: cultural factors, social factors, social groups and networks, family, role and status, personal factors, age and life cycle, occupation, economic situation, lifestyle, personality and self-concept.

Hypothesis

H1: Product quality has a direct positive and significant effect on brand trust.
H2: Brand ambassadors have a direct positive and significant effect on brand trust.
H3: Product quality has a direct positive and significant effect on purchase decision.
H4: Brand ambassador has a direct positive and significant effect on purchase decision.
H5: Brand trust has a direct positive and significant effect on purchase decision.
H6: Product quality has an indirect positive and significant effect on purchase decision through brand trust.
H7: Brand ambassador has an indirect positive and significant effect on purchase decision through brand trust.

METHOD

This research method uses descriptive and explanatory research with a quantitative approach. Therefore, this research is designed using a survey approach that can describe population trends or opinions as a test of the relationship between variables described by the sample (Creswell & Creswell, 2018). This study examines the relationship or causality between

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

variables which include independent variables, dependent variables, and mediating variables. independent variable product quality and brand ambassador, dependent variable is purchase decision and mediating variable is brand trust. The relationship between these variables can be described in the following chart

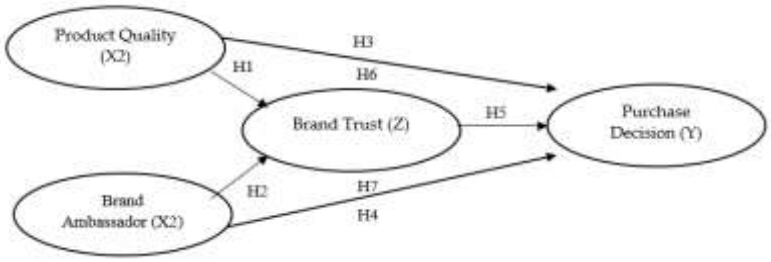


Figure 1. Research Design

(Source: Primary Data, 2024)

The sampling method used in this study uses nonprobability sampling method using purposive sampling technique. The respondent criteria that are taken into consideration in determining the population estimate are (1) Respondents live in Malang City. (2) Respondents aged 17-41 years. (3) Respondents are users of Ms Glow skincare products or have made purchases. (4) Respondents know the artists Nagita Slavina and Raffi Ahmad. To determine the number of samples in this study, researchers used a sample size calculator through calculator.net so that the number of samples obtained through this calculation was 385 samples as research respondents. The data collection technique used in this research is an online questionnaire in google form that is distributed via whatsapp social media and other supporting social media. Data analysis is needed to obtain correct and accountable conclusions. The data analysis technique used in this research is descriptive statistical analysis and Partial Least Square (PLS) analysis using the smartPLS version 4.0 program. Descriptive statistical analysis is a statistical analysis used to analyze data by describing or describing the data that has been collected (Creswell & Creswell, 2018). Partial Least Square analysis will be used to test and analyze whether there is a direct and indirect effect between the independent variables, namely product quality and brand ambassador, there is a dependent variable, namely the purchase decision through the mediating variable, namely brand trust. The software used for PLS analysis is smartPLS 4.0. Partial Least Square (PLS) is more powerful because it can be used to build research models with many variables and indicators, and can describe the model in graphical form and is distribution free (Ghozali & Latan, 2015).

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

RESULTS AND DISCUSSION

Descriptive statistics

The number of respondents obtained and in accordance with the research sample criteria was 385 respondents. The description of the criteria for respondents in this study is distinguished by gender, domicile, age, Ms. Glow skincare users or who have made purchases, and who know the artists Nagita Slavina and Raffi Ahmad.

Table 1. Descriptive Statistics

Respondent Profile	Respondent Identity	Total	Percentage
Gender	Male	280	72,6%
	Female	105	27,4%
Domicile in Malang City	Yes	385	100%
	No	0	0%
Old	17-25	224	58,3%
	26-30	97	25,2%
	31-41	64	16,5%
Ms Glow skincare users / who have made purchases	Yes	385	100%
	No	0	0%
Knowing the Artist Nagita Slavina and Raffi Ahmad	Yes	385	100%
	No	0	0%

Source: processed by researcher, 2025

Respondents as many as 385 people, the majority are female with 280 respondents or 72.6% of the total respondents, and all respondents with a total of 385 people live in Malang City in accordance with the provisions of the criteria. Then for the age range, the most respondents were in the age range 17-25 years, namely 224 people or 58.3% of the total respondents, and the second most respondents in the age range 26-30 years with 64 respondents or 16.5% of the total respondents. In addition, all respondents with a total of 385 people or 100% of the total respondents are all users of Ms. Glow skincare products or have purchased products and also they all know the artists Nagita Slavina and Raffi Ahmad.

Descriptive statistics Measurement Mode Evaluation (Outer Model)

Outer Model Test to assess the structural model, several tests are used which consist of convergent validity test, discriminant validity test, composite reliability value and AVE..

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

Convergent Validity Test

Table 2. Convergent Validity

Variable	Indicator	Outer Loading	Explanation
Product Quality	PQ1	0.824	Valid
	PQ2	0.852	Valid
	PQ3	0.867	Valid
	PQ4	0.846	Valid
	PQ5	0.815	Valid
	PQ6	0.802	Valid
Brand Ambassador	BA1	0.869	Valid
	BA2	0.879	Valid
	BA3	0.867	Valid
	BA4	0.885	Valid
Purchase Decision	PD1	0.867	Valid
	PD2	0.843	Valid
	PD3	0.746	Valid
	PD4	0.715	Valid
Brand Trust	BT1	0.901	Valid
	BT2	0.894	Valid
	BT3	0.841	Valid

Source: processed by researcher, 2025

The results of the outer loadings analysis show a strong level of validity for the indicators used in this study. Indicators PQ1, PQ2, PQ3, PQ4, PQ5, and PQ6 which represent the measurement of product quality variables produce loading factor values greater than 0.7 so that indicators PQ1, PQ2, PQ3, PQ4, PQ5, and PQ6 are declared valid for measuring product quality variables. Furthermore, the brand ambassador variable has 4 (four indicators) in this study, namely BA1, BA2, BA3, and BA4 which have a loading factor value greater than 0.7 so that the brand ambassador indicator is declared valid. The purchase decision variable also has 4 (four indicators), namely PD1. PD2, and PD3, and PD4. From the loading factor, the purchase decision variable shows very good results, so the variable is declared valid. Furthermore, the mediating variable in this study is brand trust with 3 (three) indicators, namely BT1, BT2, BT3 by showing very good results as well.

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

Discriminant validity Test

Table 3. Discriminant Validity

Variable	Brand Ambassador	Brand Trust	Purchase Decision	Product Quality
Brand Ambassador	0.875			
Brand Trust	0.863	0.879		
Purchase Decision	0.753	0.823	0.795	
Product Quality	0.825	0.764	0.719	0.835

Source: processed by researcher, 2025

Discriminant validity of this research. The Fornell-Larcker criterion is used to determine how valid indicators of a particular construct are against other constructs in the model. Statistical calculations show that the cross-loading value or diagonal thickness value should be greater than the cut-off value of 0.7. The thick diagonal value of each construct is greater than 0.7, which indicates that the criteria are met, as shown in table 4.12. Therefore, the results of the Fornell-Larcker criterion analysis indicate that the indicators used in this study have good discriminant validity and strengthen confidence in the measurement of construct variables in the context of this study, which means that respondents have no difficulty answering questions in the questionnaire.

Reliabilities Test

Table 4. Reliability Test

Variable	Composite Reliability (rhoa)	Standard Reliability	Explanation
Product Quality	0.914	0,7	Reliable
Brand Ambassador	0.899	0,7	Reliable
Brand Trust	0.854	0,7	Reliable
Purchase Decision	0.835	0,7	Reliable

Source: processed by researcher, 2025

Based on the table above, the Cronbach's alpha value on all variables is declared reliable, because all variables are> 0.70. Thus, the resulting value as a whole has good reliability in accordance with the required value limits. The Cronbach's alpha value for the product quality variable is 0.913, the brand ambassador variable is 0.898, the purchase decision variable is 0.809,

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

and the brand trust variable is 0.852.

Structural Model Evaluation (Inner Model)

The Inner Model Test aims to test the relationship between latent variables by looking at the amount of variance that can be explained to determine the significance value of the P value.

Determination Coefficient Test (R-square)

Table 5. R-Square

Variable	R-Square
Purchase Decision	0.697
Brand Trust	0.753

Source: processed by researcher, 2025

The R Square value in this study is used to determine the predictive power of the structural model for each endogenous latent variable. An R Square value that approaches more than 0.75 is considered strong, more than 0.50 is considered moderate, and more than 0.25 is considered weak (Hair et al., 2019). Based on the table above, it can be seen that the R-squares value of the Purchase Decision variable is 0.697 so that it is classified as a strong relationship and the brand trust variable is 0.753 or 75.3%. That is predicated on strong.

Predictive Relevance Test (Q-Square)

Table 6. Q-Square

Variable	Q-Predict
Purchase Decision	0.591
Brand Trust	0.750

Source: processed by researcher, 2025

Predictive Q2 value aims to represent the synthesis of cross-validation and fitting function. If the predictive Q2 value> 0 then the model has predictive relevance, otherwise < 0 then the model lacks predictive relevance.

Based on the table above, it can be seen that the Q Square Predict value> 0 shows that the purchase decision with a value of 0.591 has predictive relevance. Brand trust with a value of 0.750 has less predictive relevance. Which means that every change in the variable product

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

quality, brand ambassador and brand trust can predict every change in the purchase decision variable.

Fit Index Test (GoF)

Table 7. GoF

Average of AVE	Average of R-Square	Gof Index	Explanation
0.716	0.725		

Source: processed by researcher, 2025

Goodness of Fit (GoF) aims to determine whether there is a discrepancy between the observed value and the expected value in the research model.

Based on the table above, it can be seen that the calculation of the GoF value results in a GoF value of 0.720, including the high GoF category because> 0.36 (Hair et al., 2019). This means that empirical data is able to explain the measurement model and structural model with a high / good level of fit.

F-Square Test

The F Square value in this study is to determine the effect of an exogenous variable on endogenous variables. If the F Square value of the exogenous variable is> 0.02, it is included in the small effect, if> 0.15, it is included in the medium effect, if> 0.35, it is included in the large effect (Hair et al., 2019). The following data processing has been done using smartPLS analysis to see the F Square value.

Table 8. F Square Value

Variable	Brand Ambassador	Brand Trust	Purchase Decision	Product Quality
Brand Ambassador		0.686	0.001	
Brand Trust			0.330	
Purchase Decision				
Product Quality		0.034	0.042	

Source: processed by researcher, 2025

Hypothesis Test

Hypothesis testing aims to test the effect of exogenous variables directly and indirectly

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

on endogenous variables..

Table 9. Path Coefficient

Variable	*Path Coefficient*	P *Value*	Explanation
Direct Effect			
Product Quality ⟶ *Brand Trust*	0,163	0.003	H_1 Accepted
Brand ambassador ⟶ *Brand Trust*	0,728	0.000	H_2 Accepted
Product Quality ⟶ *Purchase Decision*	0,204	0.002	H_3 Accepted
Brand Ambassador ⟶ *Purchase Decision*	0,035	0.643	H_4 Rejected
Brand Trust ⟶ *Purchase Decision*	0,636	0.000	H_5 Accepted
Indirect Effect			
Product Quality ⟶ *Brand Trust* ⟶ *Purchase Decision*	0,104	0,004	H_6 Accepted
Brand Ambassador ⟶ *Brand Trust* ⟶ *Purchase Decision*	0,463	0,000	H_7 Accepted

Source: processed by researcher, 2025

Data processing shows the results that there is a positive and significant influence between product quality on brand trust, there is a positive and significant influence between brand ambassadors on brand trust, there is a positive and insignificant influence between brand ambassadors on purchase decisions, there is a positive and significant influence between brand trust on purchase decisions, there is a positive and significant influence between product quality on purchase decisions through brand trust, and there is a positive and significant influence between brand ambassadors on purchase decisions through brand trust.

DISCUSSION

The effect of Product Quality on Brand Trust

The results of the analysis in this study indicate that Product quality has a significant positive effect on brand trust in consumers of Ms. Glow skincare products in Malang City, it can be concluded that Ms. Glow skincare products have good product quality so that they have an effect on increasing brand trust. product quality is the ability of a product to demonstrate its function, this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. product quality refers to the concrete experience that customers experience regarding a product or service, assessed based on the criteria expected by customers. product quality embodies the characteristics that shape the image of a product

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

or service which ultimately affects brand trust. In addition, product quality can influence brand trust or consumer confidence that the product is able to fulfill the promised values and has good intentions in prioritizing consumer interests. Thus, product quality reflects the capability of a product which is assessed based on customer satisfaction after its use. This is in line with the research hypothesis which states that Ms. Glow has excellent product quality so that it has a direct positive and significant effect on brand trust. (Meriana & Irmawati, 2023)

This research is supported by previous research conducted by Yunita et.al, (2023) which states that there is a significant positive effect of product quality partially on consumer trust. This shows that the higher the level of product quality perceived by consumers will further increase consumer confidence. Rachmad et.al (2023) also stated that product quality has an effect on brand trust. Likewise, research conducted by Diahtaradipa & Suprapti (2021); Sari et.al (2023); Rohmat et.al (2013) also stated that there is a positive and significant influence between product quality on brand trust.

The influence of Brand Ambassadors on Brand Trust

The results showed that Brand ambassadors have a significant positive effect on Brand Trust in consumers of Ms Glow skincare products in Malang City, it can be concluded that Ms Glow skincare brand ambassadors have good attractiveness so that they have an effect on increasing brand trust. Brand ambassadors are considered a source of consumers getting credible information related to Ms Glow skincare products, the credibility of brand ambassadors includes the popularity, expertise, trustworthiness and attractiveness of a brand ambassador. The popularity of the Ms Glow skincare brand ambassador is measured by the number of followers on his social media account, with this popularity influencing the increase in brand trust from consumers, because a brand ambassador with many followers is claimed to be able to better promote the product with credibility and influence consumers' positive perceptions of the product. Brand ambassadors who have a high level of popularity are considered role models by their fans, so that endorsements made can enhance the positive image of Ms Glow skincare products and make Ms Glow skincare products more valuable in the eyes of consumers which makes consumer brand trust increase. With this it is clear that Ms Glow skincare products will be socially accepted, because the brand ambassador used forms a positive attitude in consumers, so that good opinions arise between individuals regarding Ms Glow skincare products, which can influence consumer purchasing decisions. (Setyorini, W., Jayusman, H., & Meila, 2019)

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

The results of this study are in line with research conducted by Mani, L, (2022) that brand ambassadors have an effect on purchasing decisions. Other research by Badri, J., & Sandy, (2021) also states that brand ambassadors have a positive and significant effect on purchasing decisions. besides that research conducted by Jayanti et.al (2013); Aisyah (2023); Digdowiseiso et.al (2021) also states that brand ambassadors have a positive and significant effect on brand trus

The effect of Product Quality on Purchase Decision

The results showed that Product quality has a significant positive effect on Brand Trust in consumers of Ms Glow skincare products in Malang City, it can be concluded that Ms Glow skincare product quality has a good product so that it has an effect on increasing purchase decisions. proven Ms Glow product quality can help women achieve healthy and beautiful skin. Consumers feel safe with the quality of Ms Glow skincare products, they are not quickly damaged and do not contain harmful ingredients because Ms Glow Skincare skincare products have BPOM certification, are halal and have been clinically tested. This is also a distinct advantage of Ms Glow Skincare products compared to other skincare brands. good and guaranteed product quality makes consumers more confident in making purchase decisions. In addition, Ms Glow skincare products are available at distributor agents, members, and resellers always provide Ms Glow products in a timely manner. The results of this study are in line with previous research which states that product quality has a significant effect on purchase decisions. (Powa, G. A., Lapian, S. L. H. V. J., Wenas, 2018).

The results of this study are in line with previous research which states that product quality has a significant effect on purchase decisions. (Powa, G. A., Lapian, S. L. H. V. J., Wenas, 2018). Ummat et.al (2022) also stated that there is an influence of product quality on purchase decisions. Of course, if the product quality is getting better, it can make consumers decide to make a purchase on a product. Likewise, research conducted by Primananda & Christina (2021); Gunawan & Aiga (2022); Rustianah et al (2022); (Fadila, 2021) states that there is an effect of product quality on purchasing decisions.

The Effect of Brand Ambassador on Purchase Decision

The results showed that brand ambassadors have a positive and insignificant effect on purchase decisions for consumers of Ms Glow skincare products in Malang City, based on the results of the analysis of consumers of Ms Glow Skincare products, brand ambassadors can increase consumer purchase decisions in Malang City. In addition, the message conveyed by the

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

brand ambassador is fully conveyed so that it affects consumer purchase decisions. This shows that the role of celebrities is able to influence consumer attitudes and beliefs in terms of purchasing Ms Glow skincare products. (Faradasya, I, C., Trianasari, 2021). Ms. Glow needs to pay attention to the two aspects mentioned above by continuing to pay attention to trends that are mainly related to the entertainment world so that the selection of brand ambassadors in the future is more suitable and able to get more consumers. In addition to the selection of famous and experienced celebrities, Ms Glow also needs to pay attention to the behavior of celebrities who are used as brand ambassadors. This is related to consumers' low assessment of brand ambassador behavior so that it needs to be monitored again regarding this behavior so that celebrities who become Ms Glow brand ambassadors can represent the brand well and not damage the reputation that Ms Glow has built. (Firmansyah, 2019)

The results of this study are in line with previous research by Dewi et.al (2020) which shows the results of research that the brand ambassador Raline Shah can influence consumer purchasing decisions for Pantene products, so it can be concluded that brand ambassadors are one of the factors that can influence purchase decisions. Also, research conducted by Fadila (2021) which states that brand ambassadors have a positive and significant effect on the purchase decision of Mustika Ratu products. In addition, research conducted by Situmorang et.al; Septi & Satria (2023); Suleman et.al (2022) states that brand ambassadors have a positive and significant effect on purchase decisions.

The Effect of Brand Trust on Purchase Decision

The results showed that Brand Trust has a significant positive effect on purchase decisions for consumers of Ms Glow skincare products in Malang City, it can be concluded that Ms Glow skincare Brand Trust can convince consumers well so that it has an effect on increasing purchase decisions. Trust is able to strengthen a person or consumer in making purchasing decisions, if consumers already believe that a product has a good reputation, the tendency to buy the product will increase. A trusted brand can influence consumers' desire to trust the product. In this context, this trust will have an impact on consumer purchasing decisions for these products. Because consumers naturally tend to be wary, having confidence in brands and products can reduce doubts and increase the tendency to buy. Problems related to trust, namely the existence of cases or news on social media that report that Ms Glow products are not safe or trademarks that imitate other products, this can affect consumer confidence in MS Glow products (Firmansyah, 2019).

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

This is in line with the research of Isfahami et al., (2021) which shows that brand trust has a positive and significant influence on purchasing decisions. Where high purchasing decisions are due to consumer confidence in a brand that has the benefits as needed, it is hoped that consumers will feel satisfied and will make repeat purchase decisions in a product. Research conducted (Suleman et al., 2022) states that consumer confidence has a positive and significant effect on purchasing decisions. Consumers will choose a product or shopping place that has a good reputation. Because consumers, especially when buying online, need certainty from the transactions they make. In addition, research conducted by Septi & Satria (2023); Suleman et.al (2022); Rahmad et.al (2023) also states that brand trust has a positive and significant effect on purchase decisions.

Effect of Product Quality on Purchase Decision through Brand Trust

The results showed that Product quality has a significant positive effect on Purchase decision through brand trust on consumers of Ms. Glow skincare products in Malang City, it can be concluded that Ms. Glow skincare product quality has good quality so that it has an effect on increasing Purchase decision through brand trust. The better the product quality, the more it will increase the purchase decision through brand trust. The more trusted a brand is, the more people use product quality, the brand trust built by Ms Glow skincare is proven to have a positive and significant effect on purchase decision, this indicates that with trust in Ms glow cosmetic products, buyers decide to make a purchase. brand trust has a significant effect on purchase decision. This proves that the stronger the brand trust created by Ms. Glow, the more the purchase decision will increase. (Sigar, D., Soepeno, D., & Tampenawas, 2021).

This is in line with research conducted by Sari et al (2022) which states that consumer trust is able to mediate product quality on purchasing decisions. the higher the product quality caused by consumer confidence, the greater the likelihood of purchasing decisions. In addition, in other studies conducted by Hapsoro & Wildan (2018); Irfan et.al (2022) stated that product quality has a positive and significant effect on purchasing decisions through consumer confide.

The Effect of Brand Ambassador on Purchase Decision through Brand Trust

The results showed that brand ambassadors have a significant positive effect on purchase decisions through brand trust in consumers of Ms Glow skincare products in Malang City, it can be concluded that Ms Glow skincare brand ambassadors have good attractiveness so that they have an effect on increasing purchase decisions through brand trust. supported by items from the attractiveness indicator, namely consumers have better brand recall from advertisements

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

hosted by Raffi and Nagita compared to non-celebrity advertisements, where the majority of respondents answered agree. This shows that consumers will tend to form a positive impression and trust more in what is conveyed by celebrities with attractive physical appearance and a good reputation in the minds of consumers. (Nurhasanah, Mahliza, F., Nugroho, L., & Putra, 2021).

Directly proportional to Nurhasanah's research (2021) which states that brand ambassadors have a positive and significant influence on consumer trust. On the effect of brand ambassadors on purchase decisions, based on the results of the study, it shows that from the results of path analysis directly between the brand ambassador variable and the purchase decision variable, it is proven to have an effect and can be accepted. (Nurhasanah, Mahliza, F., Nugroho, L., & Putra, 2021). In addition, this research is also directly proportional to the research conducted by Hera & Finnah (2023) which states that brand ambassadors have a positive and significant effect on purchase decisions through brand trust.

CONCLUSION

The results of data management analysis in this study indicate that product quality has a significant positive effect on brand trust, meaning that Ms. Glow skincare products have good product quality so that they have an effect on increasing brand trust. This study shows that brand ambassadors have a significant positive effect on brand trust, meaning that Ms. Glow skincare brand ambassadors have good attractiveness so that they have an effect on increasing brand trust. Furthermore, this study shows that product quality has a significant positive effect on brand trust, meaning that Ms. Glow skincare product quality has a good product so that it has an effect on increasing purchase decisions. This study shows that brand ambassadors have a positive and insignificant effect on purchase decisions, meaning that Ms. Glow skincare brand ambassadors who do not have good attractiveness have little effect on increasing purchase decisions. In addition, this study shows that brand trust has a significant positive effect on purchase decision, meaning that Ms. Glow skincare brand trust can convince consumers well so that it has an effect on increasing purchase decisions. Furthermore, this study shows that product quality has a significant positive effect on purchase decision through brand trust, meaning that Ms. Glow's skincare product quality is of good quality so that it has an effect on increasing purchase decisions through brand trust. And finally, this study shows that brand ambassadors have a significant positive effect on purchase decisions through brand trust, it can be concluded that Ms. Glow skincare brand ambassadors have good attractiveness so that they have an effect on increasing purchase decisions through brand trust.

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

Based on the results of the analysis in this study, the researcher provides several suggestions that are expected to be useful for business actors, especially in the field of marketing on social media intagram Ms Glow Malang City and other parties that are sustainable in the skincare product business field. For Ms Glow Social Media Malang City, this research shows that the use of brand ambassadors on Ms Glow skincare products can increase consumer purchasing decisions. Therefore, marketers of Ms Glow skincare products on social media intsagram Ms Glow Malang city can take advantage of these results by designing marketing campaigns that utilize the power of brand ambassador influence. For Ms Glow skincare products, with the results of this study, it is recommended to further improve the product quality, because this is important to improve consumer product quality for Ms Glow skincare products, so as to increase purchase decisions. Because to increase purchase decisions and consumer brand trust in Ms Glow skincare products is also important in addition to increasing the credibility of a product brand ambassador. For consumers, when viewed from the results of the study, it is recommended that consumers be more critical and selective in choosing a skincare product. First, follow celebrity and influencer accounts that have a good reputation and are known to give honest reviews about Ms Glow skincare products. Also pay attention to the reviews they give about product quality, because high product quality will increase the product quality of the product. For Further Researchers, further researchers are expected to conduct this research by expanding the scope of different subjects and objects of research that can influence the purchase intention of Ms. Glow skincare products in Malang city. Before conducting research, it is also expected to make preliminary observations of the object of research in order to get maximum results.

REFERENCE

Arabela Annisa Nureza, Hanifa Maulani Ramadhan. The Influence of Nct 127's Brand Ambassador on Purchase Decision Through Brand Trust on E-Commerce Blibli.Com. Jurnal EK&BI, Volume 6, Nomor 1 Juni 2023. E-ISSN: 2621-4695 pp 167-175

Badri, J., & Sandy, T. (2021). Pengaruh Brand Ambassador, Minat Beli Dan Testimoni Terhadap Keputusan Pembelian Online Di Instagram Pada Mahasiswa Di Kota Padang. Jurnal Imiah Manajemen, 9(4), 372–380.

Bayu Bagas Hapsoro, Wildan Ainul Hafidh. The Influence Of Product Quality, Brand Image on Purchasing Decisions Through Brand Trust as Mediating Variable. Management Analysis Journal 7 (4) (2018). ISSN 2252-6552. 528-539

Bunga Ayu Primananda, Christina Esti Susanti. The Effect of Brand Ambassador and Product

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

Quality on Purchase Decision through Brand Trust of Mie Sedaap in Surabaya. International Journal of Trend in Research and Development, Volume 8(3), ISSN: 2394-9333. pp 55-61

Creswell, J. W., & Creswell, J. D. (2018). Research Design | Qualitative, quantitative, and mixed methods approaches, Fifth edition. (Fifth). SAGE Publications, Inc.

Delgado, E., Munuera, J.L. and Yague, M. J. (2003). Development and validation of a brand trust scale. International Journal of Market Research, 45(1)

Dede Sulaeman, Yohanes totok Suyoto, & Teguh Prasetyo. 2022. How Brand Ambassador and Trust on Consumer Purchase Decision of Fashion Products in the Digital Era. Journal of Economics and Business Letters, 2022, 2 (4), 10-13. ISSN: 2798-8651 & E-ISSN: 2798-4885

Dede suleman dkk. The effects of brand ambassador and trust on purchase decisions through social media. International Journal of Data and Network Science 7 (2023). 433–438

Dharmayana, I.M.A., & Rahanatha, G.B. (2017). Pengaruh Brand Equity, Brand Trust, Brand Preference, dan Kepuasan Konsumen Terhadap Niat Membeli Kembal. E-Jurnal Manajemen UNUD, 6, 2018-2046. ISSN: 2302-8912.

Didik Gunawan, Aiga Dwi Pertiwi. The Influence of Halal Labels, Electronic Word of Mouth and Product Quality on Safi Skincare Purchasing Decisions Through Brand Image and Brand Trust. Jurnal Ilmiah Ekonomi Islam, 8(01), 2022, 815-824

Digdowiseiso, K., Lestari, R., & An, B. (2021). The Effects of Brand Ambassador , Digital Marketing , and Instagram Use on Brand Trust : A Case Study of Scarlett Whitening Product. 2017, 12027–12033.

Ekuitas, S., & Fourqoniah, F. (2023). Pengaruh Brand Image dan Brand Ambassador Terhadap Purchase Decision melalui Brand Trust sebagai Intervening. 4(3), 877–884. https://doi.org/10.47065/ekuitas.v4i3.2810

Fadila, D., Wahab, Z., Isnurhadi, I., & Widiyanti, M. (2021). The effect of brand image, brand ambassador, and product quality on the purchase decision of Mustika Ratu products: (study on Sriwijaya University students). International Journal of Social Sciences, 4(1), 182-189.

Faradasya, I, C., Trianasari, N. (2021). Pengaruh Brand Ambassador Kpop Stray Kids dan Brand Image Terhadap Keputusan Pembelian (Studi Kasus E-Commerce Shopee). Jurnal e-Proceeding of Management., 8(2).

Firmansyah. (2019). Pemasaran Produk Dan Merek (Planning & Strategy). Penerbit Qiara Media.

F. M. Royan. 2004. Marketing Selebrities.

Ghozali, M., & Latan. (2015). Partial Least Squares Konsep Teknik dan Aplikasi Menggunakan

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

Program Smart PLS 3.0. untuk Penelitian Empiris (2nd ed.). Badan Penerbit Universitas Diponegoro.

Hera, Finnah Fourqoniah. The Influence of Brand Image and Brand Ambassadors on Purchase Decisions through Brand Trust as an Intervening. Ekonomi, Keuangan, Investasi dan Syariah (EKUITAS) Vol 4, No 3, Februari 2023, Hal 877−884 ISSN 2685-869X

https://ameera.republika.co.id/berita/qcgd97456/ms-glow-di-balik-rekor-muri-raffinagita

https://www.tribunnews.com/lifestyle/2021/03/09/ms-glow-cosmetic-prodak-lokal-berkualitas-siap-bersaing-dengan-prodak-luar-negeri

Isnaini Nuzula Agustin, Lydia Then. The Mediating Role of Brand Trust on the Effect of Brand Ambassador to Purchase Decision. TIJAB (The International Journal of Applied Business) e-ISSN: 2599-0705 Vol. 8 No. 1, April 2024, pp. 15-31

Kotler, P. & Keller, K. L., 2009. Manajemen Pemasaran. 1 ed. Jakarta: Erlangga

Kotler, Keller, P. & K. L. (2016). Marketing Management. 15th Editi(New Jersey: Pearson Pretice Hall).

Luh Gede Permata Sari Dewi, Natasya Edyanto, & Hotian Siaga. 2020. The Effect of Brand Ambassador, Brand Image, and Brand Awareness on Purchase Decision of Pantene shampoo in Surabaya, Indonesia. EDP Science: SHS Web of Conferences 76, 01023, 1-10. https://doi.org/10.1051/shsconf/20207601023

Mani, L., Ganisasmara, N. S., & Larisu, Z. (2022). Virtual Community , Customer Experience, and Brand Ambassador : Purchasing Decision on Youtube. 100(9), 2746–2755.

Muniaty Aisyah. The impact of a regional brand ambassador and social media advertising on brand trust and brand loyalty of Lazada in Indonesia. International Journal of Data and Network Science 7 (2023) 1929–1940. pp 1929-1940

Meriana, I. S., & Irmawati. (2023). Pengaruh Digital Marketing Dan Kualitas Produk Terhadap Minat Beli Dengan Kepercayaan Merek Sebagai Variabel Intervening Pada Live Streaming Tik Tok. Universitas Muhammadiyah Surakarta, 3, 1–18.

Norhidayati1, R. A. (2022). Revised : Aug 22. 1–11.

Nurhasanah, Mahliza, F., Nugroho, L., & Putra, Y. M. (2021). The Effect Of E-WOM, Brand Trust, And Brand Ambassador On Purchase Decision at Tokopedia Online Shopping Site. IOP Conference Series : Materials Science And Engineering, 1071(1), 012017.

Nurmalita Sari, Sudarmiatin, Titis Shinta Dewi. (2022). The Influence of Product Quality, Brand Image on Purchase Decisions and Brand Trust as Mediation Variables (Study on iPhone Users in Malang City). International Journal Of Humanities Education And Social Sciences (IJHESS) E-ISSN: 2808-1765 Volume 2, Number 1, August 2022, Page. 129 - 137

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

Powa, G. A., Lapian, S. L. H. V. J., Wenas, R. S. (2018). Pengaruh Kualitas Produk, Harga dan Word of Mouth Terhadap Minat Beli Konsumen Handphone Pada Mahasiswa Feb Unsrat. Jurnal Emba, 6(3).

Rohmatul Ummat, Kristina Anindita Hayuningtias. The Influence of Product Quality, Brand ambassador and Perception Price on Purchase Decision in Nature Republic. Jurnal Ilmiah Akuntansi Dan Keuangan Vol 4 No 6 Januari 2022 P-ISSN 2622-2191, E-ISSN 2622-2205. 2279-2291

Rohmat, Sudarmiatin, Titis Shinta Dewi. (2022). The Influenceof Product Quality on Consumer Loyaltywith Customer Satisfaction andBrand Trust as Mediating Variables (Case Researchon Samsung Smartphone Consumers in Malang City). International Journal of Humanities Education and Social Sciences (IJHESS)E-ISSN: 2808-1765Volume 2, Number 1, August2022, Page. 225-238

Rustianah, Surya Bintarti, Primaraga S.I.W, Rita Sari. The Effect Of Product Quality, Product Variation and Promotion Towards The Purchase Decision Of Viva Cosmetics. Jurnal Ekonomi, Volume 11, No 01 June 2022 ISSN: 2301-6280 (print) ISSN: 2721-9879 (online). 448-453

Salsabila Inggrid Widya Septi, Satria Bangsawan. The Influence of NCT 127 as a Brand Ambassador and Brand Trust on Consumer Purchase Decisions at Blibli Online Shopping Site (Study on NCT 127 fans in Bandar Lampung). Ijori Journal Vol. 3 No. 2 (2023): 1-7. https://doi.org/10.52000/ijori.v3i2.76

Sri Jayanti, Ika Kartika, Gytha Nurhana D.P.G, Amroni. The Influence of Brand Ambassador and Social Media Advertising on Customer Trust in Lazada During Covid-19. Jurnal Witana (JW) Vol. 01, No. 02, 2023, pp. 45-50 E-ISSN 2830-0351

Suleman, D., Suyoto, Y. T., & Prasetio, T. (2022). How brand ambassador and trust on consumer purchase decisions of fashion products in the digital era. 2, 2–5.

Setyorini, W., Jayusman, H., & Meila, Y. (2019). Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Produk Digital Printing Pada Cv. Kd Tukang Desain Pangkalan Bun. 8(1).

Sigar, D., Soepeno, D., & Tampenawas, J. (2021). Pengaruh Brand Ambassador, Viral Marketing dan Brand Trust Terhadap Keputusan Pembelian Sepatu Nike Pada Mahasiswa Fakultas Ekonomi dan Bisnis Unsrat. Jurnal EMBA, 9(4), 841–850.

Syaeful Irfan, Abdul Halik, & Feliks A.B.K Panjaitan. Analysis of the Influence of Product Quality and Price Perceptions on the Purchase Decision of Orthopedic Implant Products (Kangli) Through Consumer Trust as Intervening Variables in Pt. Java Almeda Mandiri in Surabaya. International Journal of Scientific Engineering and Science. Volume 6, Issue 1, pp. 27-34,

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

2022. ISSN (Online): 2456-736

Yunita, indriani & N. (2023). Pelayanan Terhadap Kepercayaan Konsumen. 19–34.

Lantara, A. A. M. O., & Pramudana, K. A. S. (2020). Peran Sikap Memediasi Pengaruh Brand Trust Terhadap Keputusan Pembelian Konsumen. EJurnal Manajemen Universitas Udayana, 9(1), 218. https://doi.org/10.24843/ejmunud.202 0.v09.i01.p12

Parulian, R. Y. (2021). Brand Trust Terhadap Keputusan Pembelian (Studi Kasus Pada Gildak Rawamangun). SKRIPSI Diajukan untuk Melengkapi Sebagian Persyaratan Menjadi Sarjana Manajemen Pada Sekolah Tinggi Ilmu Ekonomi.

Prawirosentono, S. (2012). Human Resource Management: Employee Performance Policy. BPFE

T. A Shimp, & A., J. Craig. 2013. Advertising Promotion and Other Aspects of Integrated Marketing Communications. 9th Editio. Canada: Nelson Education Ltd.

P Kotler, & G Amstrong, Principles of Marketing. (Jakarta: Erlangga, 2014)

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.