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The Influence Of Brand Ambassador Jennifer Coppen And Influencer Marketing On The Purchase Decision Of Facetology Skincare Products In Gen Z Consumers

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Abstract

The main focus of this study is directed to uncover the understanding of the influence of Brand Ambassador Jennifer Coppen and Influencer Marketing on the Purchase Decision of Facetology skincare products in Generation Z consumers. user. This research was carried out using a quantitative pattern based on descriptive tendencies and oriented towards cause-effect relationships. A sample of 96 respondents from Gen Z was obtained through non-probability sampling techniques and collected through an online questionnaire. Testing of the validity and internal stability of the instrument was carried out, then the results obtained were used as the basis for multiple linear regression exploration using the SPSS vehicle. The results of the data exploration imply that the Brand Ambassador and Influencer Marketing variables make a significant positive contribution to the formulation of purchase decisions, both individually and simultaneously. The determination coefficient (R^2) recorded at 0.710 indicates that 71% of the

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dynamics of purchasing decisions can be reconstructed from the fluctuations of the two independent variables. Between the two, Influencer Marketing occupies the dominant position in terms of influence. These findings reaffirm the relevance of a planned, segmentation-based digital promotion strategy to reach Gen Z—a generation known for being responsive to technological innovation as well as social media-based content consumption.

Keywords: Brand Ambassador, Influencer Marketing, Purchase Decision, Gen Z, Skincare, Facetology, Digital Marketing

INTRODUCTION

The beauty industry, especially skincare products, continues to innovate and adapt to dynamic consumer trends and behaviors. The development of digital technology and social media has changed the way brands interact with their target market, especially in the highly digitally literate segment of Generation Z (Gen Z). The COVID-19 pandemic phenomenon has further accelerated this shift, encouraging companies to more aggressively utilize digital platforms in their marketing strategies. In the midst of this landscape, the use of *Brand Ambassador and Influencer Marketing* is a crucial strategy to build brand awareness and influence consumer purchasing decisions (Augustinah et al., 2024).

Gen Z consumers are known as the generation that relies heavily on information from social media and the figures they follow. This makes influencers have great power in shaping purchasing preferences and interests. Study by (Kotler & Keller, 2016) underlining that effective promotions can significantly increase consumer buying interest, even up to 50%. In line with this trend, Facetology skincare products have emerged as one of the brands that actively utilize digital marketing strategies to reach their audience. Facetology, as a brand that strives to meet the needs of quality skincare for consumers, has chosen Jennifer Coppen as a brand ambassador to represent their product image. In addition, they also make extensive use *of influencer marketing* to create resonance among the target market of Gen Z.

The presence of *brand ambassadors* like Jennifer Coppen is not only the face of the brand, but also an identity that represents the value and achievements of the product. The concept of transference (in situations when a well-known figure juxtaposes himself or herself with a brand that reflects his or her self-image identity), and the congruence of meaning between brands and celebrities is key to the effectiveness of this strategy (Smuda, 2018). Furthermore, the credibility and attractiveness *of brand ambassadors* and *influencers* greatly influence consumer perception

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and ultimately their purchasing decisions. The appeal here is not only limited to the physical, but also the charisma and the ability of the influencer to connect personally with his followers (Smuda, 2018)(Bakhar et al., 2023).

On the other hand, product innovation also plays a vital role in influencing consumer buying interest. In the context of skincare, innovation can include new formulations, variations of product types, attractive packaging designs, and unique user experiences. Although *brand ambassadors* and *influencer* marketing have been recognized as important factors, there are still limited empirical studies that specifically analyze the influence of these two variables simultaneously on skincare product purchase decisions in Gen Z consumers, especially in the Indonesian market. This indicates the need for an in-depth investigation to uncover the unresolved dimensions of how these strategies, supported by product innovation, work simultaneously in shaping consumer purchasing decisions. This statement is also strengthened by the results of research conducted by (Listyawati et al., 2024) which shows that digital promotion and the quality of electronic services have a significant influence on consumer purchasing decisions.

The city of Surabaya, which is categorized as a major metropolitan area in Indonesia, plays a crucial role in the dynamics of urban development, a market for skincare products is very potential. Skincare companies like Facetology that actively innovate and carry out digital promotions have a great opportunity to attract and retain Gen Z consumers (Tjiptono, 2015). The shift in consumer behavior post-pandemic that is increasingly leading to digitalization reinforces the urgency of this research. Based on these considerations, the focus of this research is aimed at an in-depth study of the influence of Brand Ambassador Jennifer Coppen and Influencer Marketing on Skincare Facetology Product Purchase Decisions in Gen Z Consumers.

LITERATURE REVIEW

Brand Ambassador

Brand Ambassador is an activity in which a brand or product contracts with a public figure to represent a particular brand or product (Bernando, 2021). Companies use *brand ambassadors* to influence and entice consumers to buy their products. Brand ambassadors serve as identities and marketing tools that represent the unique image of a product. Typically, they are popular artists or figures who are chosen in order to connect with consumers, expand market share, and increase sales (Rosyadi, 2021).

Brand Ambassador *indicator*

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Based on Lea-Greenwood's statement in (Muhammad Ikhsan Putra et al., 2014), There are five brand ambassador *indicators* , namely:

1. Transference
   This concept occurs when a celebrity supports a brand that has a direct relationship with their profession or area of expertise. For example, a famous chef promotes a kitchen appliance brand.
2. Conformity (Congruence)
   This is the main principle in brand ambassador selection. It's important to ensure there is a strong "fit" or alignment between the brand and the chosen celebrity. This match can be in terms of image, value, or target audience.
3. Credibility
   Refers to how far consumers perceive brand ambassadors to have relevant knowledge, expertise, or experience. In addition, consumers must also believe that the information provided by the brand ambassador is objective and reliable.
4. Attraction
   This is not just a physical appearance, but a non-physical charm that is able to increase the appeal of a product or advertisement. Appeal can come from the personality, lifestyle, or charisma that a brand ambassador has.
5. Power
   Refers to the charisma or influence that a brand ambassador exudes. This power allows them to influence consumers, making the product into the consumer's primary consideration for owning or using.

Influencer Marketing

Influencer marketing is a way of marketing products by utilizing people who have influence on social media, so that their followers are interested in the products offered. These promotions are designed to encourage *the audience* to be influenced and ultimately choose to use the product (Lengkawati & Saputra, 2021). A content creator can be an influencer because the essence of an influencer is a person's ability to exert significant influence in their social network. Influencers usually have a large following and important connections across multiple platforms (Deiss & Henneberry, 2017). Due to their massive audience reach, companies are now increasingly integrating influencers as a modern marketing communication strategy called *influencer marketing* (Gelati & Verplancke, 2022).

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Influencer Marketing Indicators

According to (Smuda, 2018), There are three main indicators that make *influencer marketing* effective:

1. Trustworthiness
   This shows the extent to which the source (influencer) is considered honest, integrity, and reliable. Trusted influencers can influence their audience, even if their other abilities are mediocre.
2. Skill (Expertise)
   These aspects include the accumulation of insights, experience recognition, and practical skills that influencers possess and resonate with the attributes of the brand carried.
3. Attraction (Attractiveness)
   This indicator has to do with how physically attractive an influencer is in the eyes of the audience.

Purchase Decision

The decision to make a purchase is not just an economic action, but the result of individual behavioral dynamics involving the stages of sorting, acquisition, and the use of products, services, or even ideas. The starting point of this cycle usually comes from the detection of a need or problem, which can arise due to internal or external stimuli as a trigger for the actualization of desires (Kotler & Keller, 2016). In line with that (Rossanty et al., 2018) Purchase decisions are interpreted as the result of an evaluative process carried out by consumers after comparing various brand choices and weighing the available information, before finally determining one product as the final choice.

Purchase Decision Indicators

According to (Arthur A. Thompson, 2016) Purchasing decisions are influenced by four indicators, including:

1. As Needed
   Consumers buy because the products offered are highly relevant to what they need.
2. Has Benefits
   The products purchased are able to provide solutions or benefits that are directly felt by consumers in their daily lives.
3. Accuracy in Purchasing Products

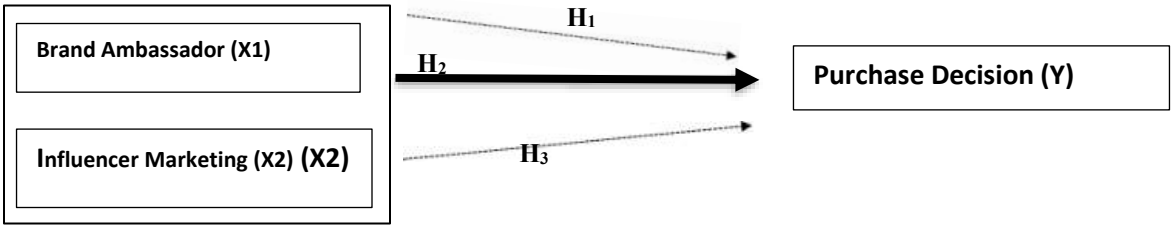
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Consumers feel that the product purchased has value contained in the product along with the amount of price that comes with it and in accordance with personal expectations and needs.

4. Recurring Purchases

The satisfaction felt after a previous purchase encourages consumers to keep choosing the same product in the future because they feel confident and comfortable.

Frame of Mind



Information:

: the influence of the variables X1 and X2 on Y partially

: the influence of variables X1 and X2 on Y simultaneously

Hipotesis

The hypothesis is the starting point for the statement of the relationship between variables that is waiting to be proven through data.

Hypotheses in this study include:

H1: There is an alleged significant influence of *Brand Ambassador* Jennifer Coppen on the purchase decision of Facetology skincare products in Gen Z consumers.

H2: There is an alleged significant influence of *Influencer Marketing* on the Purchase Decision of Facetology Skincare Products in Gen Z Consumers.

H3: There is an alleged significant influence of *Brand Ambassador* Jennifer Coppen and *Influencer Marketing* simultaneously on the purchase decision of Facetology skincare products in Gen Z consumers.

RESEARCH METHODS

Types of Research

With a quantitative approach, this study applies a causal descriptive method to analyze the cause-and-effect relationship between variables based on statistical data (Sugiyono, 2019).

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Research Location

This research was carried out in the city of Surabaya, one of the largest metropolitan cities in Indonesia that has a high level of economic, social, and digital activity, making it a relevant location to examine consumer behavior in the context of digital marketing. Surabaya was chosen as the location because it has a large Gen Z population and is active in using social media, as well as being a potential market for the beauty and skincare industry. Surabaya is also known as a city with a high rate of digital adoption, making it the right environment to research the influence of digital-based marketing strategies on young consumer behavior.

Population and Sample

Generation Z, which consists of individuals born between 1997 and 2012, is the main coverage of the population in this study because it represents the intended consumer segment, who have purchased Facetology skincare products through digital media. Given that Gen Z is a broad age group and Facetology's skincare products are distributed nationally (or even more widely), it will be very difficult to know the exact number of all Gen Z consumers. (Sugiyono, 2019).

In determining sample size, the Cochran Formula was applied in this study considering that the population that was the object of the study was classified as an infinite population, so this method was considered appropriate to determine the number of representative samples.

$n = (Z^2 * p * q) / e^2$

Information:

n = Sample size required

Z = Z-score values that correspond to the confidence level (e.g., 1.96 for a 95% confidence level)

p = The proportion of the population that has certain characteristics (often assumed to be 0.5 for the most conservative outcome)

q = 1 - p (if p=0.5, then q=0.5)

e = Margin of error (e.g., 0.1 or 10%)

$n = (1.96^2 * 0.5 * 0.5) / 0.1^2$

$n = (3.8416 * 0.25) / 0.001$

$n = 0.9604 / 0.001$

$n = 96,04$

Thus, the determination of the number of samples of 96 respondents refers to the Cochran formula for an unlimited population, while the collection method is carried out on a non-probability basis due to limited access and operational efficiency.

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Data Sources and Data Collection Techniques

The data source used was primary data, which was collected through an online questionnaire. The assessment of each indicator in the variable was carried out using a five-scale Likert scale, where the number 1 indicates extreme disagreement and the number 5 indicates full agreement. This closed-captioned questionnaire was designed to explore respondents' perceptions of *Jennifer Coppen'* s brand ambassador*, influencer marketing*, and purchasing decisions. After validity and reliability testing, the data were statistically analyzed using multiple linear regression with the help of SPSS.

Data Analysis Techniques

The main analysis in this study relied on multiple linear regression to test the influence of Jennifer Coppen as a brand ambassador (X_1) and influencer marketing strategy (X_2) on purchasing decisions (Y). Validity is tested through Pearson, reliability with Cronbach's Alpha. The model was tested for feasibility through classical assumptions (normality, multicollinearity, heteroscedasticity), while the influence was tested using t-test, F-test, and R^2. All procedures are carried out through SPSS software.

RESULTS AND DISCUSSION

Validity Test

Table 1. Validity test results

Variable	Question Items	r_{count}	r_{table}	Signifikan	Information
Brand Ambassador (X_1)	X1.1	1,000	0,1689	0,000	Valid
	X1.2	0,442	0,1689	0,000	Valid
	X1.3	0,513	0,1689	0,000	Valid
	X1.4	0,529	0,1689	0,000	Valid
	X1.5	0,289	0,1689	0,004	Valid
Influencer Marketing (X_2)	X2.1	0,403	0,1689	0,000	Valid
	X2.2	0,387	0,1689	0,000	Valid
	X2.3	0,306	0,1689	0,002	Valid
Purchase Decision (Y)	Y.1	0,372	0,1689	0,000	Valid
	Y.2	0,476	0,1689	0,000	Valid
	Y.3	0,556	0,1689	0,000	Valid
	Y.4	0,361	0,1689	0,000	Valid

Source: SPSS Data Processing Output Results (2025)

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All question items from the Brand Ambassador (X_1), Influencer Marketing (X_2), and Purchase Decision (Y) variables have gone through a validity testing process and show consistent statistical trends. All items have a calculated r value above the table r (0.1689) and a significance value below 0.05, which means that all statements in the instrument are declared valid and do not suffer from any deviation in relation to the total score.

Reliability Test

Table 2. Reliability Test Results

VARIABLE	CRONBACH'S ALPHA	INFORMATION
BRAND AMBASSADOR (X1)	0,827	Reliability
INFLUENCER MARKETING (X2)	0,770	Reliability
PURCHASE DECISION (Y)	0,827	Reliability

Source: SPSS Data Processing Output Results (2025)

All variables had a Cronbach's Alpha value above 0.6, which indicates that the questionnaire instruments have good internal reliability or consistency, are mutually supportive, and do not contradict each other. Each item runs in harmony, without deviating from the main intent of the variable being measured. Thus, the instrument was declared consistent and trustworthy to be used in this study.

Normality Test

Figure 1 Komogorav Smirnoff Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	.3953868
	Std. Deviation	3.03971342
Most Extreme Differences	Absolute	.085
	Positive	.084
	Negative	-.085
Test Statistic		.085
Asymp. Sig. (2-tailed)		.085[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: SPSS Data Processing Output Results (2025)

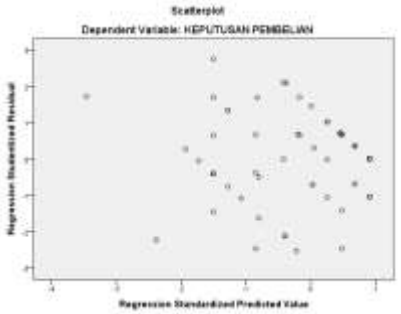
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As the Kolmogorov-Smirnov test shows, non-standardized residuals show an Asymp value. Sig. (2-tailed) is 0.085 which exceeds the value of 0.05. These findings indicate that the residual distribution is within a normal distribution pattern.

Heterokedasticity Test

Figure 2 Scatter Plot Test Results



Source: SPSS Data Processing Output Results (2025)

Scatterplot images show a distribution pattern of residual data that does not form a specific pattern, such as a curved line or a spreading pattern that gets wider or narrower. The distribution of points that do not form a special pattern and that circle the zero axis randomly on the graph is an indication that the residual has a constant variance, so the homogeneity condition can be said to be met.

Multicollinearity Test

Figure 3 Multicollinearity Test Results

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	BRAND AMBASSADOR	.477	2.098
	INFLUENCER MARKETING	.477	2.098

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: SPSS Data Processing Output Results (2025)

The two independent variables, namely Brand Ambassador and Influencer Marketing,

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showed a Tolerance value of 0.477 and VIF of 2.098. Because both values were within safe limits (Tolerance > 0.1 and VIF < 10), no symptoms of multicollinearity were found in the model.

Multiple Linear Regression Analysis Test

Figure 4 Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.947	1.130		1.723	.088
	BRAND AMBASSADOR	.338	.068	.399	4.940	.000
	INFLUENCER MARKETING	.640	.102	.507	6.274	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: SPSS Data Processing Output Results (2025)

Based on the regression results, the following equations are obtained:

$Y = 1{,}947 + 0{,}338X_1 + 0{,}640X_2$

Information:

Y = Purchase Decision

X_1 = Brand Ambassador

X_2 = Influencer Marketing

Explanation:

1. The number 1.947 is constant, meaning that if there is no influence from brand ambassadors or influencer marketing, then the basic value of the purchase decision is 1.947.
2. The coefficient of 0.338 in the Brand Ambassador variable shows that a change of one unit in the brand ambassador variable is positively correlated with an increase in purchase decisions by 0.338 points, if the other variables in the equation do not change.
3. The coefficient of 0.640 in the Influencer Marketing variable indicates that if a person's perception of influencer marketing increases by one point, then their decision to buy a product also tends to increase by 0.640 points, as long as the other factors remain the same.

Since the significance values (Sig.) for X_1 and X_2 = 0.000 < 0.05, both have a significant effect on purchasing decisions. The largest Beta value is owned by Influencer Marketing (0.507), meaning that this variable is the most dominant in influencing purchasing decisions.

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T-test (partial)

Figure 5 Results of the t test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.947	1.130		1.723	.088
	BRAND AMBASSADOR	.338	.068	.399	4.940	.000
	INFLUENCER MARKETING	.640	.102	.507	6.274	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: SPSS Data Processing Output Results (2025)

Regression Test Results (Coefficients)

1. The Brand Ambassador variable has a coefficient value of 0.338 with a significance of 0.000, meaning that it has a positive and significant effect on purchase decisions.
2. The Influencer Marketing variable also showed a positive and significant influence, with a coefficient of 0.640 and a significance of 0.000.
3. The largest standard Beta value was in Influencer Marketing (0.507), indicating that this variable has the most dominant influence over Brand Ambassadors.

Simply put, both have a real impact, but Influencer Marketing is the most powerful driver in purchasing decisions.

F test (simultaneous)

Figure 6 F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	213.241	2	106.621	113.976	.000[b]
	Residual	86.998	93	.935		
	Total	300.240	95			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), INFLUENCER MARKETING, BRAND AMBASSADOR

Source: SPSS Data Processing Output Results (2025)

With a significance result of 0.000 that is smaller than 0.05, it can be concluded that this regression model is statistically valid. This shows that both brand ambassadors and influencer

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marketing together influence consumer purchase decisions. In addition, the F value of 113.976 reflects that the model has a very strong explanatory power, so the results obtained are not caused by mere coincidence, but reflect a real relationship between variables.

Determination coefficient test (R2)

Figure 7 Adjusted R Square Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.843[a]	.710	.704	.967

a. Predictors: (Constant), INFLUENCER MARKETING, BRAND AMBASSADOR

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: SPSS Data Processing Output Results (2025)

As much as 71% of the variation that occurs in purchasing decisions can be explained by the role of brand ambassadors and influencer marketing, as reflected in the R Square value of 0.710. The remaining 29% is explained by other factors beyond the model's scope. The Adjusted R Square value of 0.704 reinforces that this model remains stable even though it has been adjusted for the number of variables and sample size. Meanwhile, an R value of 0.843 indicates a very strong correlation between the free and bound variables in this study. Overall, these two variables play a key role in shaping purchasing decisions, although they do not include all factors that may have an influence.

CONCLUSION

Several conclusion points can be formulated based on findings regarding the influence of brand ambassadors and influencer marketing on purchasing decisions

1. Brand Ambassador Jennifer Coppen has proven to have a positive and significant influence on the purchase decision of Facetology skincare products for Gen Z consumers.
2. Influencer Marketing also has a positive and significant effect on purchase decisions. The credibility, appeal, and expertise possessed by influencers have a strong impact on the perception and actions of Gen Z consumers in making purchasing decisions.

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3. Simultaneously, the two variables—Brand Ambassador and Influencer Marketing—contributed 71% to purchasing decisions, with Influencer Marketing being the most dominant factor. This means that social media-based promotional strategies through influential figures have high effectiveness in influencing Gen Z's consumptive behavior, especially in beauty products.

SUGGESTION

Based on these findings, the researchers gave several suggestions:

1. Facetology is advised to continue to develop strategies in choosing brand ambassadors that are in line with the brand image and values that they want to communicate to consumers. This conformity plays an important role in strengthening brand perception in the eyes of consumers.
2. Influencer marketing strategies need to be developed more broadly by choosing influencers who have a high level of engagement with their followers, and have a positive reputation. In addition to the number of followers, the quality of interaction is the key to success in influencing purchasing decisions.
3. Future research is suggested to expand the scope of the variables studied by adding other elements such as product innovation, product quality, or price, in order to obtain a more comprehensive model in explaining skincare product purchase decisions, as well as using advanced analysis techniques to make the research results more in-depth.

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