

The Influence of Brand Ambassador, Store Atmosphere, and Perceived Quality on the Purchase Decision of Skintific Products at Cantik Tulungagung Store

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ABSTRACT

This study aims to examine the influence of Brand Ambassador, Store Atmosphere, and Perceived Quality on the purchasing decisions of Skintific products such as cleansers, moisturizers, and sunscreen at the Tulungagung Beauty Store. The method used in this study is descriptive quantitative with a sample of 100 respondents from Skintific consumers. The sampling technique used was purposive sampling, considering the suitability of the sample. Data processing was conducted using IBM SPSS 25 software. Data analysis in this study included classical assumption tests (normality, multicollinearity), multiple linear regression analysis, and the coefficient of determination (R^2). The conclusion of this study is that the variables Brand Ambassador, Store Atmosphere, and Perceived Quality are positively related to purchasing decisions and obtained an R-square value considered to represent the coefficient of determination of 0.720, meaning that 72.0% of purchasing decisions are influenced by Brand Ambassador and Store Atmosphere, while the remaining 28.0% are influenced by other variables not included in this study

Keywords

Brand Ambassador, Store Atmosphere, Perceived Quality, and Product Purchase Decisions

INTRODUCTION

Currently, the beauty industry in Indonesia is growing rapidly. One of the fastest-growing products in the beauty category is skin care. Skin care is a series of steps to maintain healthy skin using specific products. One skin care product that is currently in high demand among Indonesians is the Skintific brand.

Skintific is a Canadian beauty brand founded by Kristen Tveit and Ann-Kristin Stoke in 1957. According to information from the official website skintificcanada.com, this beauty brand is committed to designing creative products that are accessible to everyone who wants to improve their skincare routine by utilizing high-quality active ingredients, meticulous formulations, and advanced technology. In addition to promising quick and effective results, they also emphasize the importance of maintaining long-term skin health without compromising skin protection. The formulas used are based on TTE Technology (Trilogy Triangle Effect), which not only delivers efficient and accurate results but also ensures the safety and gentleness of the products for those with sensitive skin (Tempo, 2023).

It didn't take long for Skintific, a brand offering skincare products launched at the end of 2021, to become one of the leading brands in Indonesia and highly sought after by consumers. Not only that, but in the same year, Sociolla & TikTok Live Awards named Skintific as the "Best Newcomer Brand 2022" (Kompas, 2023). Skintific has emerged as a dominant player in the Indonesian skincare market through a digitally driven strategy. Studies show that social media marketing (particularly TikTok) significantly increases consumer engagement, with 100% of respondents in one study confirming that TikTok content directly influences brand perception (Viona & Rusdi, 2024).

With the rise of e-commerce, understanding how these factors work in an online context is crucial. This analysis synthesizes findings from various studies to explore how store ambiance and brand ambassadors influence impulsive purchases both offline and online. One marketing strategy to attract and retain customers is to frequently advertise products or services by leveraging online media as a marketing tool. Additionally, the use of celebrities as brand ambassadors is another highly influential factor for sales. Brand ambassadors, typically celebrities or influencers, support products and shape brand perceptions (Miarta & Seminari, 2024). Companies use famous celebrities as brand ambassadors to make the products marketed by the manufacturer more recognizable to the public, thereby increasing brand awareness by leveraging the celebrity's popularity. Brand ambassadors bridge digital and physical retail through social media campaigns. In Surabaya (Indonesia), brand image (shaped by ambassadors) and store atmosphere together encourage impulsive purchases at Fashion Brand X (Alifia & Hadi, 2021). Data shows a 27% higher impulse rate when both factors come together (Sari, 2020).

Regardless of this, consumer behavior in purchasing often reflects the alignment between product attributes and self-identity. Consumers adopt brands that reinforce the social image they desire (e.g., luxury goods for “prestige seekers”; sustainable products for the “environmentally conscious” segment (Pícha & Navrátil, 2019; Scozzese & Gelli, 2023). Store ambiance and brand ambassadors are important factors influencing consumers' impulsive purchasing behavior. Store ambiance encompasses physical and environmental elements in physical stores or digital elements in online stores that create

a specific shopping atmosphere and experience (Barros et al., 2019). Store ambiance—including physical layout, lighting, music, scent, and social elements—directly triggers impulsive purchases by stimulating positive emotions and hedonistic shopping values. Findings from the store atmosphere literature indicate that positive emotions (e.g., joy, pleasure) reduce barriers and strengthen impulsive urges. Studies confirm this mediating effect across retail contexts (e.g., Guardian Stores in Indonesia (Amalia et al., 2021), Kuta Beach Road in Bali (Devi & Nurcaya, 2020). Cross-cultural validity research comparing Brazil and Germany reveals that collectivist societies (e.g., Brazil) show stronger impulsive responses to atmospheric cues than individualist societies (Barros et al., 2019).

Store atmosphere design must consider other strategic elements, including location, product selection and store concept positioning, product diversity and pricing, as well as customer service. This view aligns with the findings of Kabrahanubun et al. (2022) which states that there are 10 store characteristics that can influence the purchasing process: (1) Location, (2) Nature and quality of diversity, (3) Price, (4) Advertising and promotions, (5) Sales staff, (6) Service provided, (7) Physical attributes of the store, (9) Store atmosphere, and (10) Post-transaction service and satisfaction. Creating a pleasant, attractive atmosphere that makes consumers feel comfortable while in the store is one way to attract consumers to make a purchase. The elements of store atmosphere are divided into four components: Exterior, General Interior, Store Layout, and Interior Display. Retailers must pay attention to intense competition and innovate to prevent customers from becoming bored and encourage them to visit again.

To win sales competition, a common factor used to measure sales growth for a product is perceived quality value. Perceived Quality is one of the components influencing customer loyalty. The perceived quality value indicates that social recommendation systems can help customers make better choices. This demonstrates how effective social recommendation systems are in determining the actual quality of a product, comparing it with recommended products, and eliminating unattractive products (Gedikli et al., 2014). In reality, the quality of cosmetic products often contains ingredients with uncertain safety profiles, including allergens, endocrine disruptors, and contaminants associated with health risks such as anaphylaxis or long-term toxicity (Manoj et al., 2024). How to present products to potential buyers is a challenge for companies. Launching a product is only one part of this challenge; the business world must also ensure their products remain on the market and continue to develop by introducing new innovations that offer consumers more choices. If all these obstacles can be overcome, the business will grow and realize its full potential. Therefore, companies using a marketing approach need to consider customer behavior and the elements influencing their purchasing decisions in their product marketing efforts. (Mayasari et al., 2020).

Based on the results of the preliminary study above, the researcher is interested in examining the 'Influence of Brand Ambassadors, Store Atmosphere, and Perceived Quality on the Decision to Purchase Skintific Products at Toko Cantik Tulungagung'.

METHODE

This type of research is quantitative research. The population of this research is the community who are buyers of Skintific brand products. The sample taken and which will be the focus of this research is only a portion of the population. The number of samples in this research is 100 respondents who are buyers of Skintific brand products. The sampling technique used is simple random sampling because the sample is selected in a straightforward manner without considering the status within the population. Based on the background described and previous research, a framework can be developed to assess the relationship between the independent variables—brand ambassador, store atmosphere, and perceived quality—and the dependent variable—purchase decision. Therefore, the theoretical framework can be structured as follows:

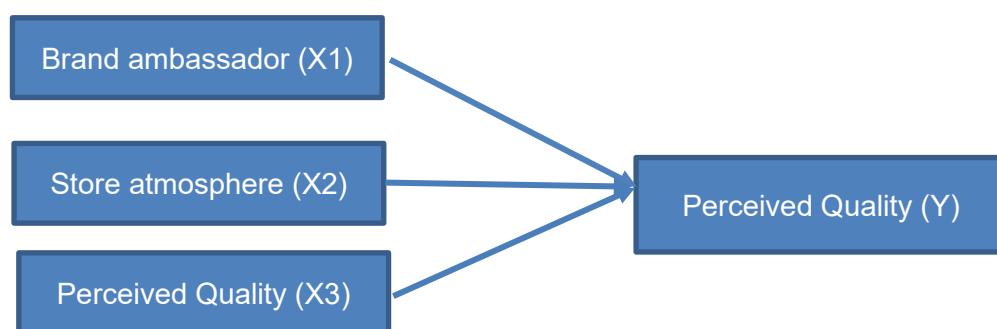


Figure 1. Research Framework

The independent variables in this study are Brand Ambassador (X1), Store Atmosphere (X2), Perceived Quality (X3), and the dependent variable is Purchase

Decision (Y). The data analysis used is confirmatory analysis. Data collection was conducted by distributing survey questionnaires. The analysis methods included classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear analysis, model feasibility tests (F-test), t-test, and coefficient of determination (R²). To facilitate the completion of the questionnaire, the author compiled several indicators as follows:

Table 1. Indicators of variable X in the study

No	Indicator	Variable
1	<i>Visibility Credibility Attraction Power</i>	<i>Brand Ambassador</i>
2	<i>Exterior General Interior Store Layout Interior Display</i>	<i>Store Atmosphere</i>
3	<i>High Quality Superior Product Very Good Quality</i>	<i>Perceived Quality</i>

Source: processed by researcher, 2025

In addition, the author developed questionnaire indicators to measure buyer decisions based on the results of combining several previous indicators, including the following

Table 2. Indicators of research variable Y

No	Indicators	Variabel
1	Confidence in purchasing after learning about the product.	Purchase Decision
2	Deciding to purchase because it is the most preferred brand.	
3	Purchasing because of knowledge of product quality.	
4	Purchasing because the store is comfortable and attractive.	
5	Purchasing because it suits one's desires and	
6	needs.	

Source: processed by researcher, 2025

To facilitate analysis, the questionnaire data was packaged using a 1-5 Likert scale, with the following interpretation

Table 3. Likert Scale Assessment

Grading Scale	Interpretation
1	Strongly disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly agree

Source: processed by researcher, 2025

RESULT AND DISCUSSION

After the researchers collected data from questionnaires given to 100 randomly selected respondents who were buyers of Skintific brand products, they analyzed the data using the following steps.

Table 4. Descriptive statistics
 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BrandAmbasador	100	1.00	5.00	3.1900	1.43333
StoreAtmosphere	100	1.00	5.00	3.1500	1.36608
PerceivedQuality	100	1.00	5.00	2.8600	1.37819
KeputusanPembeli	100	3.00	5.00	4.0300	.83430
Valid N (listwise)	100				

Source: processed by researcher, 2025

From Table 4, descriptive statistical analysis shows that the standard deviation varies greatly for the Brand Ambassador variable, which is 1.43333, Store Atmosphere, which is 1.36608, Perceived Quality, which is 1.37819, while the Buyer Decision variable has a standard deviation of .83430.

Table 5. Normality Test Results
 Tests of Normality

	Purchase decision	Statistic	df	Sig.	Statistic	Df	Sig.
Brand Ambassador	5.00	.228	36	.652	.892	36	.719
Store Atmosphere	5.00	.149	36	.041	.902	36	.214
Perceived Quality	5.00	.209	31	.321	.865	31	.338

Source: processed by researcher, 2025

From Table 5, the results of the normality test on each variable can be analyzed statistically to obtain values.

The Sig values vary greatly for the Brand Ambassador variable, obtaining .652, Store Atmosphere obtaining .041, and Perceived Quality obtaining .321. It can be concluded that all data obtained are normally distributed. Therefore, further testing can be carried out.

Table 6. Uji Multikolinearitas
 Coefficients^a

Collinearity Statistics		
Model	Tolerance	VIF
1 (Constant)		
BrandAmbasador	.915	1,093
StoreAtmosphere	.915	1,093
PerceivedQuality	.915	1,093

a. Dependent Variable : Buyer Decisions

Source: processed by researcher, 2025

Based on the output, it is found that the tolerance values for all independent variables are greater than 0.10, and the Variance Inflation Factor (VIF) values are less than 10.0. These results indicate that there is no multicollinearity among independent variables. Thus, each independent variable can be interpreted individually without significant overlapping influence among them.

Furthermore, the multiple linear regression analysis presented in Table 7 shows

that the variables Brand, Store, and Perceived Quality significantly affect Purchase Decision. All three variables have significant values (Sig.) below 0.05, suggesting that they contribute meaningfully to the model. The unstandardized coefficient (B) values indicate that Brand has the strongest influence (B = 87.243), followed by Perceived Quality (B = 67.418), and Store (B = 52.726). Similarly, in terms of standardized coefficients (Beta), Brand (Beta = 0.481) is the most dominant predictor in this model.

Table 7. Multiple Linear Regression Test Results

Variable	B (Unstandardized)	Std. Error	Beta (Standardized)	t	Sig.
(Constant)	2.313	0.378	–	6.116	0.000
Brand	87.243	28.642	0.481	3.046	0.005
Store	52.726	25.817	0.315	2.646	0.005
Perceived Quality	67.418	21.731	0.238	2.814	0.005

Note:

Dependent Variable: Purchase Decision

Source: Processed by researcher, 2025

Based on the results of the analysis of the table above, the coefficients of the regression equation can be explained as follows:

$$\begin{aligned}\beta &= 2,313 \\ X_1 &= 87,243 \\ X_2 &= 52,726 \\ X_3 &= 67,418\end{aligned}$$

Thus, the multiple linear regression equation in this study is:

$$Y = 2.313 + 87.243 X_1 + 52.726 X_2 + 67.418 X_3$$

Based on this equation, the following can be explained

- The constant value $\beta = 2.313$ indicates the magnitude of the Buyer Decision variable influenced by the Brand Ambassador, Store Atmosphere, and Perceived Quality variables, or it can be interpreted that if the Brand Ambassador, Store Atmosphere, and Perceived Quality variables are not equal to zero (0) or undergo changes, then the Buyer Decision will increase by 2.313
- The regression coefficient of the Brand Ambassador variable (X_1) is 87.243, indicating that every 1-point increase in Brand Ambassador (X_1) will increase the Buyer Decision by 87.243, assuming that Store Atmosphere (X_2) and Perceived Quality (X_3) remain constant. The regression coefficient is positive and the significance level is below 0.05, indicating a positive relationship between Brand Ambassador, Store Atmosphere, and Perceived Quality.

Table 8. Results of the Coefficient of Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.520 ^a	.720	.775	1,15495812

a. Predictor : (Constant), Brand Ambassador, Store Atmosphere Percieved Quality

b. Dependent Vriable ; Buyer's Decision

Source: processed by researcher, 2025

Based on the R-square value table, which is considered to represent the coefficient of determination, the value is 0.720, meaning that 72.0% of buyer decisions are influenced by Brand Ambassador, Store Atmosphere, and Perceived Quality, while the remaining 28.0% are influenced by other variables not included in this study.

CONCLUSION

The conclusion of this study is that the variables of Brand Ambassador, Store Atmosphere, and Perceived Quality are positively correlated with purchasing decisions and yield an R-square value of 0.720, which is considered to represent the coefficient of determination. This means that 72.0% of purchasing decisions are influenced by Brand Ambassador and Store Atmosphere, while the remaining 28.0% are influenced by other variables not included in this study.

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