

THE INFLUENCE OF BRAND AMBASSADOR, E-PROMOTION, AND REFERENCE GROUP ON CONSUMER PURCHASING DECISIONS

Fadhilla Jauza Nur Salisa¹⁾, Hari Purwanto²⁾, Hendra Setiawan³⁾

^{1,2,3} Management, Faculty of Economic And Bussines University PGRI Madiun

¹ email: fadhilla_2103102175@mhs.unipma.ac.id

² email: hari.purwanto@unipma.ac.id

³ email: hendrasetiawan@unipma.ac.id

Abstract

This study aims to analyze the influence of Brand Ambassador, E-Promotion, and Reference Group on consumer purchase decisions for Jennskin deodorant products in the Madiun region. The research background is driven by the increasing consumer interest in natural body care products and the evolving digital marketing strategies. The methodology employed a quantitative approach through questionnaire distribution to 385 respondents who are active users of Jennskin products. Data analysis was conducted using multiple linear regression techniques. The partial test results demonstrate that Brand Ambassador, E-Promotion, and Reference Group each have a positive and significant influence on purchase decisions. The simultaneous test results also indicate that these three variables collectively have a significant impact on purchase decisions, with a coefficient of determination (R^2) of 84.5%. These findings confirm that marketing strategies through public figures, digital promotion, and social influence from reference groups play crucial roles in shaping consumer purchase decisions, particularly among young consumers in the Madiun region.

Keywords: *Brand Ambassador, E-Promotion, Reference Group, Purchase Decision, Jennskin..*

A. INTRODUCTION

The beauty and personal care industry in Indonesia has experienced rapid growth in recent years. The increasing awareness of society, particularly among the younger generation, regarding the importance of appearance and self-care has significantly driven the expansion of both local and international brands. This trend is not only concentrated in major cities but has also spread to other regions, in line with shifting consumer lifestyles that are becoming more selective toward product quality, safety, and brand image. One business with great potential is local deodorant products that emphasize natural and safe ingredients.

In recent years, Jennskin has emerged as one of the local personal care brands that has successfully attracted consumer attention. Jennskin deodorant is positioned as a safe choice for sensitive skin, formulated with natural ingredients. This phenomenon is noteworthy given the

increasingly competitive personal care market, where many brands adopt digital marketing strategies to strengthen their positioning. Jennskin actively utilizes brand ambassadors as the face of the company, optimizes e-promotion through social media and marketplaces, and leverages the influence of reference groups as an effective word-of-mouth channel.

Brand ambassadors play an important role in building a positive brand image and emotional connection with consumers. The selection of ambassadors that align with the target market's characteristics can shape consumer perceptions, interests, and ultimately their purchasing decisions (Lea-Greenwood, 2012). Meanwhile, e-promotion strategies through digital platforms allow Jennskin to reach a wider audience at lower costs and with more intensive interactions (G. A. Philip Kotler, 2014). Furthermore, reference groups also have a significant impact, as consumers often rely on the opinions of family, friends, and communities when making purchasing decisions (Schiffman & Kanuk, 2010).

Previous studies have shown mixed results. Some research found that brand ambassadors and e-promotion have a significant effect on purchasing decisions (Wulandari et al., 2021). However, other studies reported that the effect is not always consistent (Salsabiela et al., 2022). These differences highlight the existence of a research gap that needs to be further examined, particularly in the context of local brands such as Jennskin. This study aims to provide empirical evidence regarding the influence of Brand Ambassador, E-Promotion, and Reference Group on Consumer Purchasing Decisions for Jennskin, both partially and simultaneously.

Theoretically, this research is expected to enrich the academic literature on consumer behavior and digital marketing strategies, while practically, it offers strategic recommendations for Jennskin in selecting appropriate brand ambassadors, designing effective digital promotion strategies, and optimizing the role of reference groups to enhance consumer purchasing decisions.

Theoretical Study

Grand Theory

The Theory of Planned Behavior (TPB) (Ajzen, 1991) explains that intention (behavioral intention) is the main predictor of behavior. Intention is shaped by three components: attitude toward the behavior, subjective norm, and perceived behavioral control. This theory is relevant

because purchasing decisions are influenced by consumer attitudes, social influence, and the ease of access to digital promotions.

Brand Ambassador

According to (Lea-Greenwood, 2012), a brand ambassador is an individual who represents a brand's image and builds an emotional connection with consumers. The right selection of a brand ambassador can enhance consumer trust and influence purchasing decisions.

E-Promotion

(Kotler & Keller, 2014) describe promotion as a component of the marketing mix that informs, persuades, and reminds consumers. In its digital form, e-promotion enables direct interaction with consumers, making it more effective in influencing purchasing decisions.

Reference Group

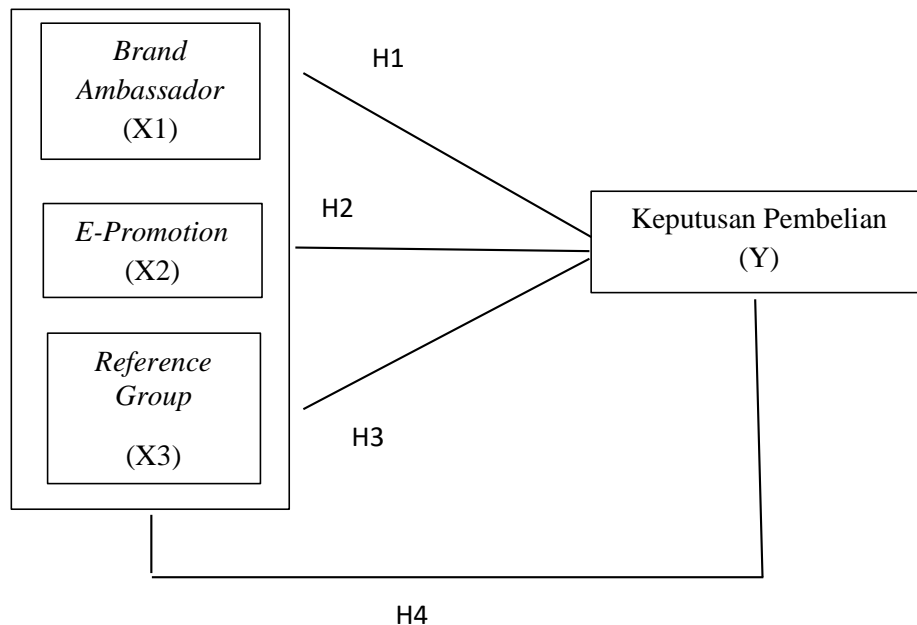
(Schiffman & Kanuk, 2010) define a reference group as a social group used by individuals as a point of reference. Recommendations from family, friends, or communities play an important role in influencing purchasing decisions.

Purchase Decision

(Kotler & Keller, 2012) state that purchasing decisions involve several stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. In the context of Jenkskin, purchasing decisions are influenced by brand ambassadors, e-promotion, and reference groups.

Conceptual Framework

Figure 1 Conceptual Framework



Modification: (Wulandari et al., 2021), (Pramesti et al., 2024), (Ibnu Sadli, 2021)

Hypothesis

Based on the theoretical and empirical review presented above, the hypotheses of this study are as follows:

H1: It is hypothesized that Brand Ambassador has a significant influence on purchasing decisions of Jennskin deodorant products in Madiun.

H2: It is hypothesized that E-Promotion has a significant influence on purchasing decisions of Jennskin deodorant products in Madiun.

H3: It is hypothesized that Reference Group has a significant influence on purchasing decisions of Jennskin deodorant products in Madiun.

H4: It is hypothesized that Brand Ambassador, E-Promotion, and Reference Group simultaneously have a significant influence on purchasing decisions of Jennskin deodorant products in Madiun.

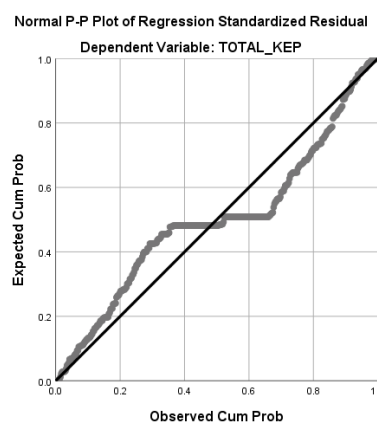
B. METHOD

The method used in this study is descriptive quantitative with a quantitative approach. The research was conducted by taking the object of consumers who use Jenskin deodorant products. The data consist of primary and secondary data, while the data collection technique was carried out through questionnaires distributed to respondents. The population in this study includes consumers who have purchased and used Jenskin deodorant products. The sampling technique applied was purposive sampling, with the criteria of respondents who had made a purchase of Jenskin products. The total sample used in this study was 385 respondents. The data analysis method was carried out with the assistance of the Statistical Package for the Social Sciences (SPSS) version 25.

C. RESULTS AND DISCUSSIONS

Normality Test

Table 1 Normality Test Results



Source : Processed Primary Data (2025)

The Normal P-P Plot of Regression Standardized Residual shows that most residual points follow the diagonal line, indicating that the residuals are approximately normally distributed despite minor deviations in the middle of the plot. Thus, the regression model meets the normality assumption and is appropriate for further analysis of the influence of independent variables on purchasing decisions for Jenskin deodorant.

Autocorrelation Test

**Table 2 Autocorrelation Test
Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.919 ^a	.845	.844	1.494	1.843

a. Predictors: (Constant), REF, EP, BA

b. Dependent Variable: KEP

Source : Processed Primary Data (2025)

Based on the table, the Durbin-Watson (DW) value is 1.843. Since this value is greater than DU (1.715) and less than 4 – DU (2.285), it can be concluded that the regression model is free from autocorrelation.

Coefficient of Determination (R²)

**Table 3 Coefficient of Determination (R²)
Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.919 ^a	.845	.844	1.494

a. Predictors: (Constant), TOTAL_REF, TOTAL_EP, TOTAL_BA

b. Dependent Variable: TOTAL_KEP

Source : Processed Primary Data (2025)

The R Square value is 0.845, indicating that Brand Ambassador, E-Promotion, and Reference Group collectively explain 85.4% of the variation in purchasing decisions, while the remaining 14.6% is influenced by other factors not examined in this study.

D. CONCLUSIONS

The results of this study demonstrate that Brand Ambassador, E-Promotion, and Reference Group have a positive and significant influence on purchasing decisions for Jenskin deodorant products. The selection of a brand ambassador that aligns with the brand's image is able to enhance consumer trust and emotional connection, thereby encouraging purchase intentions. E-promotion strategies implemented through social media, online marketplaces, and interactive digital content have proven effective in expanding product information reach and attracting consumer attention. In addition, reference groups play an important role in shaping purchasing decisions, as recommendations from friends, family, and communities significantly influence consumers' tendencies to choose Jenskin products. These findings indicate that the

stronger the role of brand ambassadors, the more effective the e-promotion, and the greater the influence of reference groups, the higher the likelihood that consumers will purchase Jennskin products.

E. SUGGESTIONS

The recommendations of this study are addressed to several parties. For the company, it is suggested to continuously develop an integrated marketing communication strategy by maintaining collaboration with brand ambassadors who are relevant to the brand identity, enhancing digital promotion through interactive content, and expanding influence through reference groups such as online communities and micro-influencers to strengthen consumer trust. For consumers, it is expected that they become more critical in responding to marketing information by considering the credibility of brand ambassadors, the clarity of promotional messages, and the suitability of the product with personal needs, so that purchasing decisions are made more rationally. For future researchers, this study can be expanded in terms of region, product type, and respondent characteristics, as well as by adding variables such as product quality, brand image, or customer loyalty to enrich the understanding of consumer behavior in the context of digital marketing.

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