

The Mediating Roles of Brand Image and Brand Trust in the Relationship between Brand Ambassadors and Impulse Buying: Evidence from Azarine Products on Shopee E-Commerce in Indonesia

Zahra Ariqa Putri, Agus Maolana Hidayat

Bachelor of Business Administration Faculty of Communication and Business, Telkom University,
Bandung, Indonesia

zahraariqaputri@studeng.telkomuniversity.ac.id, agusmh@telkomuniversity.ac.id

Abstract. This study investigates the influence of brand ambassadors on impulse buying behavior, with brand image and brand trust serving as mediators, in the context of Azarine products purchased through the Shopee e-commerce platform in Indonesia. The research employs a quantitative approach, collecting data from 300 female respondents aged 17-24 using an online questionnaire. The data were analyzed using SmartPLS 3.2.9 and the Structural Equation Modeling (SEM)- PLS method. The findings reveal a significant and positive relationship between brand ambassadors and impulse buying, with both brand image and brand trust partially mediating this relationship. The study contributes to the literature by providing empirical evidence on the complex interplay between brand ambassadors, brand image, brand trust, and impulse buying in the context of ecommerce. The results have important implications for companies using brand ambassadors and e-commerce platforms, suggesting that investments in building a positive brand image and fostering brand trust can enhance the effectiveness of brand ambassador strategies in driving impulse purchases. However, the crosssectional nature of the study and the focus on a single product and platform limit the generalizability of the findings. Future research should employ longitudinal designs and explore the relationships in different contexts to further validate the proposed model.

Keywords: Brand Ambassador, Brand Image, Brand Trust, Impulse Buying, E-commerce

1 Introduction

Technological advances are seen in the transformation of human life (Devita et al., 2022). Currently, the use of advanced technology in society makes competition in the business world tighter (Hidayah et al., 2021). Online marketing via the internet is a new phenomenon in the business world, providing convenience in various activities, including online shopping (Usman & Yuwandara, 2019). The growth of e-commerce in Indonesia is very rapid, with the majority of people switching to purchasing goods online (Rachmawati & Agus, 2020). Based on research from Databooks, Indonesia ranks fifth in the highest frequency of online shopping, reaching 36%. Along with the rapid growth of e-commerce in Indonesia, especially the dominance of Shopee as the most popular e-commerce platform, the beauty industry is taking quick steps to market its products there. Amidst the rapid adoption of technology, the beauty industry in Indonesia recorded a significant increase of 20.6% from 2021 to 2022, as reported by BPOM RI. In this context, beauty brands are starting to implement new strategies as part of their marketing efforts that lead to impulse purchases.

At this time, skin and body care products are considered a basic need that must be fulfilled. (Sekar Aruni & Februadi, 2023). The importance of maintaining and caring for skin and facial health is not only as an aspect of appearance, but also as a supporting factor for beauty. (Kala et al., 2022). The use of skincare and cosmetic products is experiencing rapid growth, triggered by public awareness of the important role of skincare for the health and beauty of the skin. (Alhamdina & Hartono, 2023). In facing global competition in the cosmetics industry, cosmetics manufacturers are required to increase sales by implementing effective and efficient marketing strategies. (Masyita & Yuliati, 2017). A strategy that is currently popular among companies is to utilize the services of South Korean celebrities as brand ambassadors. (Udayana & Octavian, 2022).

Korean popular culture has continued to grow in Indonesia since the emergence of the Hallyu wave, which has influenced Indonesian fans in their daily lives. (Jeong et al., 2017). The popularity of the Korean wave has increased interest in Korean culture, especially in the beauty industry. (Damayanthi et al., 2023). This is seen through collaborations between local beauty companies and Korean artists as Brand Ambassadors, encouraging the spread of similar strategies to various countries. One of the local beauty brands that successfully adopted the Korean wave strategy is Azarine (Andina et al., 2023). According to the article Kompas.com the Azarine brand managed to rank sixth among the ten best-selling local skincare brands on the e-commerce platform. Azarine achieved this success by adopting a marketing approach through South Korean brand ambassadors to increase the brand image and product popularity. Through an Instagram post, Azarine announced Lee Min Hoo as the Brand Ambassador with the tagline #AzarineXLeeMinHoo, sparking immense excitement among fans who are looking forward to the collaborative products. The reason for using Korean celebrities as Brand Ambassadors is based on the loyalty of Korean fans who want to have products associated with their idols. (Siskhawati & Maulana, 2021). Azarine's success is not only reflected in sales rankings, but also in their creativity in building brand image through strong partnerships with famous personalities. Brand Image is a representation of the product to consumers, being the first step to gaining public trust. (Tudus et al., 2023).

Fans' enthusiasm for the Azarine collaboration led to impulse buying behavior, which is a spontaneous purchase decision triggered by impulse exposure, with consumers showing post-purchase emotional or cognitive reactions. (Kaytaz Yigit & Tigli, 2018). Azarine used the opportunity to become their marketing strategy because they knew fans were loyal in buying products related to their idols.

While there are many positives to using brand ambassadors, Azarine also has to be mindful of the negatives that can arise from using influencers or models as brand ambassadors. Nowadays, anti-fans or so-called haters have a significant influence, so Azarine must work harder to ensure the mental well-being of each model who becomes an ambassador from the psychological impact of cyberbullying among celebrities. In addition, although Azarine has successfully built its brand image, the reality does not

always match consumer expectations. This could potentially lead to consumer confidence in the brand because brand trust includes the belief that the company will fulfil the commitments it promises to customers. (Kankam & Charnor, 2023) Consumer reviews can be a significant determining factor in shaping overall brand trust. An unsatisfactory experience can reduce trust in the brand, affect consumer perceptions, and harm Azarine's product image. This situation is triggered by unplanned and spontaneous purchases, initiated abruptly, influenced by deep desires, feelings of pleasure, and excitement. (Abdullahi et al., 2020). This results in some consumers experiencing dissatisfaction with service and product quality. In this context, product quality becomes a major element in building consumer trust and becomes a motivation to buy or enjoy the product (Hapsoro & Hafidh, 2018)

Therefore, building consumer trust is key in the relationship between companies and customers, with the hope of encouraging repeat purchases. (Bernarto et al., 2020). Trust in a brand can increase the desire to buy (Chalil, 2021). (Chalil, 2021). Brand reputation plays an important role in attracting new customers and retaining them, because a brand with a negative reputation can reduce consumer confidence in buying products. (D. eka Putri et al., 2021).

The purpose of this study is to evaluate the impact of brand ambassadors on repeat product purchases, with brand image and brand trust acting as mediators. This phenomenon occurs because a brand adopts a marketing strategy that follows trends, triggers consumers' curiosity about the brand, and encourages them to buy its products. Brand image and brand trust, reinforced by the presence of brand ambassadors, have a significant influence on consumer purchasing decisions, thereby increasing growth opportunities in the beauty industry. Through this study, the researcher tried a new approach by combining multiple variable sources to develop an innovative theory and understand more deeply about this phenomenon.

2 Literature Review and Hypothesis Development

2.1. Marketing

According to (Indrasari, 2019) Marketing is an organisation's strategy in meeting market needs through creating, selling, pricing, distributing information, communicating messages, and engaging in transactions that are significant to consumers, clients, and partners. Marketing has a crucial role in the business world, being a key element in the company's strategic approach in carrying out its operations, especially in terms of interacting with consumers (Ritonga et al., 2018). According to (Kotler & Keller, 2014) Marketing involves the process of identifying and meeting the needs of individuals and society, including understanding and fulfilling human and social needs.

2.2. Brand Ambassadors

According to (Ainurrofiqin, 2023) Brand Ambassadors are individuals or groups enlisted by companies to contribute to shaping the brand image of the company's products. They embody brands and companies, representing them through verbal communication and actions. Their engagement with customers is aimed at boosting awareness, sales, trust, and brand loyalty (Aisyah, 2023). Celebrities are recognized as a psychological factor that influences consumer attitudes and beliefs. Understanding the attributes of Brand Ambassadors is crucial for selecting an appropriate celebrity (Nurjannah & Suriyanto, 2022)

According to (Royan 2004 in Firmansyah, 2023) to evaluate brand ambassadors can use the following indicators:

1. Attraction: The phenomenon of attraction arises when consumers are mesmerized by the appeal and influence of a prominent figure, triggering their interest in product purchase. This attraction can be divided into two aspects: personal appeal and similarity.
2. Trustworthiness: This concept relates to the level of reliance and trust in highly credible individuals.

3. Expertise: Expertise is the knowledge, practical understanding, or skills possessed by an advocate towards the goal at hand. Product marketers need to consider these factors when selecting brand ambassadors, as they can potentially affect the effectiveness of their endorsements.

2.3. Brand Image

Brand image is the customer's perception of the relationship and view, both abstractly and concretely, of a brand that is formed in their memory (Swasty, 2016). According to (Putri et al., 2021) Improving brand image involves a brand management strategy to create a significant impression for consumers with positive steps, including improving product quality. Building a positive image and brand that is crucial for business continuity is the company's main responsibility (Fajri et al., 2021).

According to (Rasyid & Indah K, 2019 in Putri & Yasa, 2023) Brand image has three supporting indicators, namely:

1	<i>Corporate Image</i>	Company Recognition Rate	Maker image refers to the collection of consumer perceptions associated with the manufacturer or producer of a product or service.
2	<i>User Image</i>	Consumer Utilisation Rate	User image denotes the assortment of consumer perceptions directed towards the individuals or entities utilizing a product or service.
3	<i>Product Image</i>	Product Reputation Level	Product image encompasses the array of consumer perceptions associated with a specific product

2.4. Brand Trust

According to (Putri et al., 2021) Brand trust is a fundamental concept in marketing, especially in research on brands and consumer behavior. It is a major focus in brand studies and is considered a key element in company success. (Delgado-Ballester & Munuera-Aleman (2005) in (Digdowiseiso et al., 2021) defines brand trust as a consumer's view arising from transaction experiences, where fulfilled expectations and product satisfaction become his identity. Previous research states that purchase intention is positively influenced by brand trust (DAM, 2020).

According to (Fatih Geçti & Hayrettin Zengin in Firmansyah, 2023) there are three indicators of brand trust, namely:

1	Trust in a company brand	Popularity	<ul style="list-style-type: none"> Many people have heard of the brand. Many people are familiar with the brand.
2	This product guarantees brand safety	Legal protection and uniqueness of packaging	<ul style="list-style-type: none"> It is difficult to replicate a brand. Brands are legally protected.
3	This company can be trusted for brand integrity	Product superiority and safety	<ul style="list-style-type: none"> Product excellence. Product safety.

2.5. Impulse Buying

Impulse planned purchases are purchase decisions triggered by special conditions, including attractive product price offers (Yue & Razak, 2018). Impulse buying involves quick decision making and reflects a subjective desire to immediately own a product (Kacen, J. J., & Lee, 2002). Impulse buying involves the satisfaction of achieving hedonic goals (Silvera et al., 2008). In other words, impulse purchases refer to purchase decisions made by consumers without prior planning or purchase intentions (Ittaqullah et al., 2020). According to (Verplanken and Herabadi, 2001 in P Pandrianto et al., 2020) There are two components of impulse buying: cognitive and emotional, which are as follows:

1	Cognitive	Not taking into account	<ul style="list-style-type: none"> Not analyzing a product purchase without considering its price and usefulness. Avoid comparisons between desirable items and more useful items.
2	Emotional	Spontaneous Purchase	<ul style="list-style-type: none"> The desire to make an immediate purchase. After making a purchase, the feeling of pleasure and satisfaction is very strong.

2.6. E-commerce

Technological advances, especially in the internet era, have a major impact on various aspects of life, including the retail sector, through the transformation of E-commerce, which is a commercial transaction using computer and communication technology (Beyari, 2021). E-commerce encompasses the activities of distributing, purchasing, selling, and promoting goods or services through electronic

platforms like the internet and other computer networks. This process includes electronic funds transfer, exchanging data, automated inventory management, and collecting data in an automated manner (Ainurrofiquin, 2023).

3 Research Framework

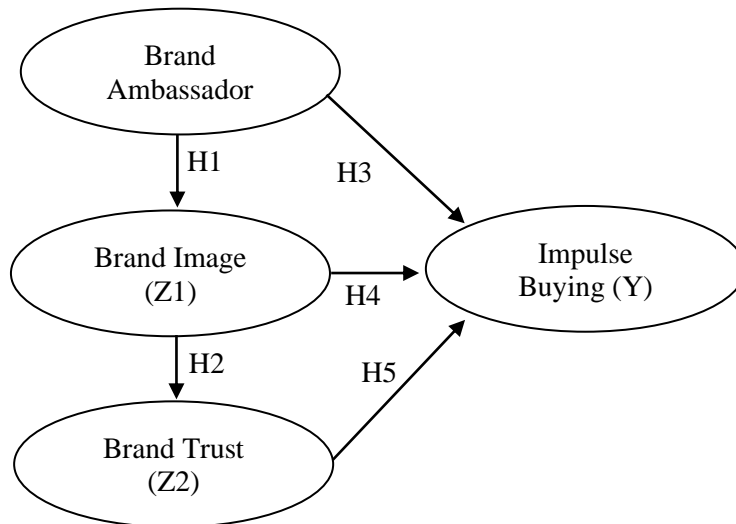


Fig.1: Research Framework

- Brand Ambassador affects Brand Image

Recalling a brand involves the ease with which thoughts or images linked to a brand resurface in an individual's memory of the product (Novalisa & Jumhur, 2023). The significance of brand ambassadors lies in their ability to influence the level of recognition attained by the promoted product among the public (Hartati et al., 2022). This, in turn, contributes to forming an impression capable of shaping the brand image in consumers' minds. Therefore, it is crucial for a celebrity to maintain consistent alignment and affinity with the brand's fundamental values to cultivate a favorable impression for the company (Anggraeni, 2020).

- Brand Image affects Brand Trust

Brand image exerts a significant and positive influence on shaping consumer trust in a brand (Hapsoro & Hafidh, 2018). This underscores the notion that a favorable perception of brand image can significantly contribute to fostering consumer trust in the brand (Bernarto et al., 2020). If the brand image is successfully maintained well, consumer trust in the brand is likely to increase (Azzahra & Fachira, 2022). This happens because of the consistency in the brand image, which often reflects the consistent quality of the product or service (Rahmatulloh et al., 2019). So, a good brand image helps build strong trust in the brand (Purnamabroto et al., 2022).

- Brand Ambassador has an effect on Impulse buying

The selection of an actor from South Korea as a brand ambassador can create a positive impact, generate consumer interest and encourage product purchases without the need for in-depth consideration (Parasari et al., 2023). The credibility of a brand ambassador has a significant and positive influence on impulsive buying behaviour (Wirasti et al., 2023). The relationship between brand ambassadors and impulse purchases may be due to the ease with which consumers remember products through the representation of brand ambassadors, which then motivates them to make repeat purchases based on the impressions embedded in consumers' minds (Siburian & Anggrainie, 2022). Thus, the use of brand ambassadors in Indonesia, especially in the context of impulse buying behaviour, provides significant benefits for companies (Rambe et al., 2021).

- **Brand Image affects Impulse Buying**

Brand image has significant power in eliciting impulse buying behaviour by leveraging the personal experiences of individuals as well as other consumers who have embraced the product (Christian et al., 2022). In addition, visual representations or accompanying imagery have the ability to serve as a powerful nudge, encouraging an individual to make a purchase without prior intentions (Kurniasih & Maulana, 2021). Correspondingly, as the image associated with the brand becomes more credible and positive, the likelihood of impulse purchase events in the consumer journey increases (Sari, 2020). Individual views will eventually come together to form a broader public opinion, creating a larger and more diverse group (Rahayu & Seminari, 2015). Impulse buying occurs suddenly, encouraging consumers to make purchases instantly (Safa'atillah, 2017).

- **Brand Trust affects Impulse Buying**

Trust can be defined as the evaluation made by customers regarding the integrity and honesty of the company, as well as the perceptions held by the general public regarding certain products or services (Suhyar & Pratminingsih, 2023). Based on the trust built among people, businesses have the capacity to foster customer loyalty and increase the consumption rate of products or services. The purpose of this research effort is to explore the potential for trust to serve as a mediating factor in relation to impulse buying behaviour (Lavenia & Erdiansyah, 2022)

- **Brand Ambassador has an indirect influence on Brand Trust through Brand Image**

The results showed that brand ambassadors have a positive and significant impact on brand trust (Hera & Fourqoniah, 2023). In addition, the results of research on trust in a brand are highly dependent on the brand image that is well managed by the company. This forms a strong brand image in the minds of consumers (Rahmatulloh et al., 2019). The conclusion of the study is that brand ambassadors and brand image play an important role in shaping consumer trust.

- **Brand Ambassador has an indirect influence on Impulse Buying through Brand Image**

Research confirms the strong link between brand ambassadors and brand image and their impact on impulsive buying behaviour (Udayana & Octavian, 2022). Brand ambassadors help introduce the brand to customers, ensuring its position at the forefront of customers' minds or having a positive image. When a brand dominates the mind and is trusted by customers, they tend to buy on the spot (Huslaili et al., 2023).

- **Brand Image has an indirect influence on Impulse Buying through Brand Trust**

The level of trust in a brand can increase the tendency to make impulse purchases. Before buying, consumers generally analyse the product to be purchased (Azzahra & Fachira, 2022). In addition, positive brand image is significantly related to impulse buying at Beachwalk Shopping Centre. This means that the better the Beachwalk brand image, the more likely consumers are to make impulse buying there. In conclusion, trust and brand image have a significant impact on impulse buying behaviour (Budhipurwwa & Warmika, 2021).

4 Method

This research adopts an associative approach with quantitative methods. The purposive sampling method was chosen to handle uncertainty in sample selection, with the selection criteria of consumers who have used Azarine products and made purchases through the Shopee e-commerce platform in several regions in Indonesia, including Lampung, Jabodetabek, West Java, and Jogja. As the number of consumers of Azarine products may change over time, this study uses both primary and secondary data sources. Primary data was collected from 300 respondents who have chosen Azarine products through distributing online questionnaires to beauty creators via direct messaging on social media platforms. The findings show that the majority of respondents are women aged 17-24 years old.

This study uses a Likert measurement scale of ‘strongly agree’, ‘agree’, ‘moderately agree’, ‘disagree’, ‘strongly disagree’. Data analysis includes validity test, reliability test, outer model measurement, structural model measurement (inner model), and hypothesis testing. The independent variable in this study is brand ambassador (X), while the dependent variable is impulse buying (Y), with intervening variables brand image (Z1) and brand trust (Z2). The analysis method applied in this research is Structural Equation Modeling (SEM), which is a statistical technique for developing and testing causal models.

5 Result and Discussion

A) Descriptive Analysis

The analysis description has a significant use in analysing the variables in this study. These variables relate to the purchasing behaviour of Azarine products through e-commerce in various regions in Indonesia, with the results obtained from the responses of 300 respondents as follows:

1. Brand ambassador variable (X) with a percentage of good category: 81%.
2. Brand image variable (Z1) with a percentage of good category: 85%.
3. Brand trust variable (Z2) with a percentage of good categories: 84%.
4. Impulsive Purchase Variable (Y) with a percentage of good categories: 76%.

B) Outer Model Test

In this model, we depict the connection between independent and dependent data types. Essentially, the external model outlines how each indicator relates to explanatory factors. The diagram below showcases the variables examined in the external phase of the research model utilizing SmartPLS 3.0. The degree of convergent validity is demonstrated by factor loadings on independent variables, along with suggestions or recommendations. When integrating direct variables (manifest) with indirect variables (latent), we employ the outer model. Here, we derive the path diagram of the model measurement as follows:

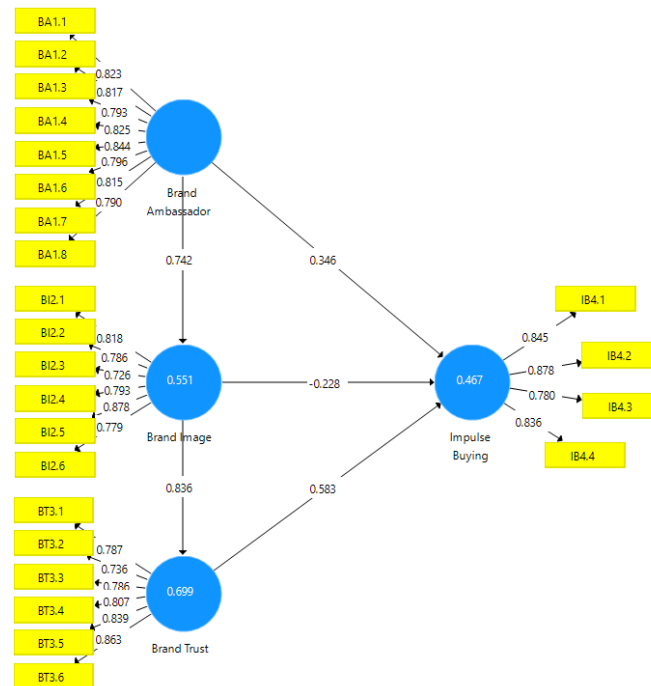


Fig.2: Path Diagram

Table 1. Outer Model's Measurement Results

Indicator	Brand Ambassador (X)	Brand Image (Z1)	Brand Trust (Z2)	Impulse Buying (Y)
BA1.1	0.823			
BA1.2	0.817			
BA1.3	0.739			
BA1.4	0.825			
BA1.5	0.844			
BA1.6	0.796			
BA1.7	0.815			
BA1.8	0.790			
BI2.1		0.818		
BI2.2		0.786		
BI2.3		0.726		
BI2.4		0.793		
BI2.5		0.878		
BI2.6		0.779		
BT3.1			0.787	
BT3.2			0.736	
BT3.3			0.786	
BT3.4			0.807	
BT3.5			0.839	
BT3.6			0.863	
IB4.1				0.845
IB4.2				0.878
IB4.3				0.780
IB4.4				0.836

The table above shows that, each indicator variable of brand ambassador, brand image, brand trust and impulse buying has Outer Loading above has a value > 0.7 so that the above indicators can be said to be valid values. This shows that all indicators in this test have been determined to be valid and suitable for use as research instruments because of their convergence validity. The results in the table then show that each variable used in this study, brand ambassador, brand image, brand trust and impulse buying are all included, from the table above it can be said that the value of Composite Reliability and Conbach

Alpha's has a value > 0.7 so it is concluded that the data is reliable.

Furthermore, the AVE value was analyzed and the following results were obtained:

Table 2. Results of Average Variance Extracted

Variables	AVE	Crisis Value	Model Evaluation
Brand Ambassador (X)	0.661	$>0,5$	VALID
Brand Image (Z1)	0.637		VALID
Brand Trust (Z2)	0.646		VALID
Impulse Buying (Y)	0.698		VALID

The AVE value can be said to be valid if it has a value > 0.5 (Sholihin & Ratmono, 2020). The table above shows that all variables have an AVE value > 0.5 so that all variables meet the convergent validity requirements and are said to be valid.

Table 3. Discriminat Validity

Indicator	Brand Ambassador (X)	Brand Image (Z1)	Brand Trust (Z2)	Impulse Buying (Y)
BA1.1	0.823	0.543	0.541	0.545
BA1.2	0.817	0.619	0.624	0.460
BA1.3	0.739	0.508	0.565	0.515
BA1.4	0.825	0.677	0.597	0.420
BA1.5	0.844	0.682	0.643	0.481
BA1.6	0.796	0.640	0.624	0.614
BA1.7	0.815	0.577	0.596	0.492
BA1.8	0.790	0.557	0.542	0.360
BI2.1	0.603	0.818	0.657	0.465
BI2.2	0.594	0.786	0.671	0.324
BI2.3	0.479	0.726	0.551	0.279
BI2.4	0.557	0.793	0.597	0.301
BI2.5	0.627	0.878	0.768	0.473
BI2.6	0.663	0.779	0.720	0.563
BT3.1	0.565	0.588	0.787	0.541
BT3.2	0.580	0.542	0.736	0.555
BT3.3	0.589	0.798	0.786	0.422

BT3.4	0.596	0.748	0.807	0.445
BT3.5	0.561	0.616	0.839	0.600
BT3.6	0.630	0.718	0.863	0.559
IB4.1	0.444	0.350	0.442	0.845
IB4.2	0.451	0.346	0.463	0.878
IB4.3	0.480	0.441	0.522	0.780
IB4.4	0.598	0.540	0.672	0.836

Table 4. Fornell-Lacker Criterion Results

	Brand Ambassador	Brand Image	Brand Trust	Impulse Buying
Brand Ambassador	0.813			
Brand Image	0,742	0,798		
Brand Trust	0,730	0,836	0,804	
Impulse Buying	0,602	0,516	0,645	0,836

The value owned by the variable itself is greater than the variable. This shows that the Fornell Lacker has been fulfilled and is said to pass the requirements.

Table 5. Reliability Test

Variable	Composite Reliability	Critical Value	Cronbach's Alpha	Critical value	Note
Brand Ambassador (X)	0.940	>0,7	0.927	>0,7	Valid
Brand Image (Z1)	0.913		0.886		
Brand Trust (Z2)	0.916		0.890		

Impulse Buying (Y)	0.902		0.857		
-----------------------	-------	--	-------	--	--

The data's composite reliability and Cronbach's Alpha both exceed 0.7, indicating high reliability.

C) Inner Model Test

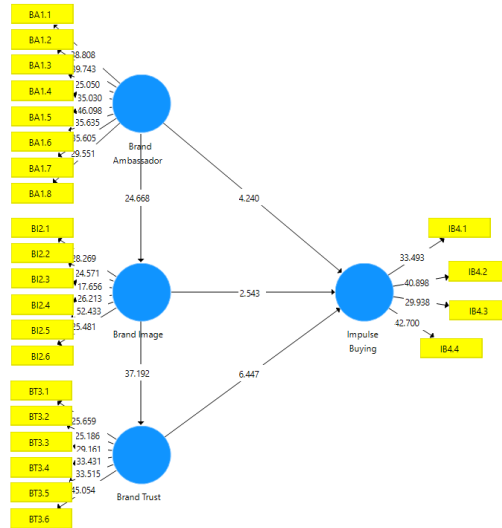


Fig.3: Bootstrapping

5.1. R-Square

R-Square is used as a measure of how far the ability if the R-Square value is small then it can explain the dependent variables.

Table 6. R-Square

	<i>R Square</i>
Brand Image	0,511
Brand Trust	0,699
Impulse Buying	0,467

5.2. Path Coefficient

The hypothesis serves as a provisional response to the research problems formulated as interrogative sentences (Sugiyono, 2018). In this study, hypothesis testing employs the t-statistic test to evaluate the influence of the independent variable on the dependent variable. The formulated relationship in the hypothesis will undergo assessment utilizing the bootstrapping method. Acceptance of the research hypothesis is determined by comparing the t-statistic value against the critical t-table value at a 5% error rate, which is 1.960.

In testing the hypothesis, you must compare the t-statistic value (t_0) with the t-table value with the following hypothesis acceptance conditions:

1. If the value $t_0 \geq (t_a)$, then H_0 is rejected and H_a is accepted.
2. If the value $t_0 \leq (t_a)$, then H_0 is accepted and H_a is rejected.

Table 7. Hypothesis Test Results

Hypothesis	Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
H1	BA -> BI	0.742	0.741	0.032	23.023	0.000	Positive and significant
H2	BA -> IB	0.346	0.349	0.085	4.057	0.000	Positive and significant
H3	BI -> BT	0.836	0.836	0.023	36.601	0.000	Positive and significant
H4	BI -> IB	-0.228	-0.234	0.090	2.538	0.011	Positive and significant
H5	BT -> IB	0.583	0.588	0.093	6.286	0.000	Positive and significant

Based on the hypothesis test results in the table shows that:

H1: The influence of Brand Ambassador on Azarine Brand Image

Based on the findings from testing the initial hypothesis (H1), it can be concluded that the brand ambassador variable exerts a positive and statistically significant influence on the brand image variable. This conclusion is derived from the original sample value of the first hypothesis test, which is 0.742. The obtained t-statistic value of 23.023 surpasses the critical t-table value of 1.960, and the significance value of 0.000 is lower than the predetermined error rate (α) of 0.05 or 5%. These results suggest that when brand ambassadors create memorable impressions about a specific product, it subsequently impacts consumers' affinity towards the product, thereby enhancing the company's brand image significantly. The results of this study are also in line with previous research, that brand ambassadors have an effect on brand image in accordance with research (Masyita & Yuliati, 2017) (Fatdilla Andarista et al., 2022).

H2: The influence of Brand Ambassador on Impulse Buying Azarine

Based on the findings of testing the second hypothesis (H2), it can be concluded that the brand ambassador variable has a positive and statistically significant impact on the impulse buying variable. This conclusion is drawn from the original sample value obtained in the first hypothesis test, which is 0.346. The resulting t-statistic value of 4.057 exceeds the critical t-table value of 1.960, and the significance value of 0.000 is lower than the predetermined error rate (α) of 0.05 or 5%. These results suggest that the selection of brand ambassadors positively influences impulse purchases by aiding consumers in product recall, thereby stimulating their inclination to engage in spontaneous product purchases. The results of this study are also in line with previous research, that brand ambassadors have an effect on impulse buying in accordance with research (Chen et al., 2021) (Siburian & Anggrainie, 2022).

H3: The influence of Brand Image on Brand Trust Azarine

Based on the findings of testing the third hypothesis (H3), it can be concluded that the brand image

variable significantly and positively influences the brand trust variable. This conclusion is drawn from the original sample value obtained in the first hypothesis test, which is 0.836. The resulting t-statistic value of 36.601 surpasses the critical t-table value of 1.960, and the significance value of 0.000 is lower than the predetermined error rate (α) of 0.05 or 5%. These results indicate that consumers' perceptions of a brand's image play a crucial role in building trust, as consistent brand image portrayal in delivering product quality and service can bolster consumer confidence. The results of this study are also in line with previous research, that brand image affects brand trust in accordance with research (Benhardy et al., 2020) (Kuswati et al., 2021).

H4: The influence of Brand Image on Impulse Buying Azarine

Based on the findings of testing the fourth hypothesis (H4), it can be concluded that the brand image variable significantly and positively influences the impulse buying variable. This conclusion is derived from the original sample value obtained in the results of testing the first hypothesis, which is -0.228. The resulting t-statistic value of 2.538 exceeds the critical t-table value of 1.960, and a significance value of 0.011 is obtained, which is lower than the predetermined error rate (α) of 0.05 or 5%. These results suggest that brand image plays a significant role in stimulating impulse purchases by leveraging individual experiences, testimonials from other consumers, and compelling visual representations, all of which act as potent catalysts for unplanned buying decisions. The results of this study are also in line with previous research, that brand image has an effect on impulse buying in accordance with research (Wahyuddin MH, 2022) (Gunawan & Pratiwi, 2024).

H5: The influence of Brand Trust on Impulse Buying Azarine

Based on the findings of testing the fifth hypothesis (H5), it can be concluded that the brand trust variable significantly and positively impacts the impulse buying variable. This conclusion is drawn from the original sample value obtained from the results of testing the first hypothesis, which is 0.583. The resulting t-statistic value of 6.286 exceeds the critical t-table value of 1.960, and a significance value of 0.000 is obtained, which is lower than the predetermined error rate (α) of 0.05 or 5%. These results suggest that confidence in a brand fosters customer loyalty, thereby enhancing the likelihood of repeat purchases of the product. The results of this study are also in line with previous research, that brand trust has an effect on impulse buying in accordance with research (Adriansyah & Rahman, 2022) (Lavenia & Erdiansyah, 2022).

Table 8. Indirect Effect Test Results

Hypothesis	Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
H6	BA -> BI -> BT	0.621	0.619	0.039	16.071	0.000	Positive and significant
H7	BA -> BI -> IB	-0.170	-0.170	0.071	2.400	0.017	Positive and significant
H8	BI -> BT -> IB	0.488	0.491	0.084	5.781	0.000	Positive and significant

H9	BA -> BI -> BT -> IB	0.362	0.365	0.070	5.144	0.000	Positive and significant
----	-------------------------	-------	-------	-------	-------	-------	-----------------------------

Based on the results of the indirect effect test in the table shows that:

H6: Brand Ambassador has an indirect influence on Brand Trust through Brand Image

Referring to table 5, it's evident that the t-statistic value of 16.071 surpasses 1.96, along with a path coefficient value of 0.621 and a p-value of 0.000, which is less than 0.05, indicating rejection of the null hypothesis (H6) and acceptance of the alternative hypothesis. This signifies a positive and significant indirect relationship between brand ambassadors and brand trust mediated through brand image. Simply put, a favorable brand image influenced by effective brand ambassadors fosters consumer trust in the brand. The results of this study are also in line with previous research (Primananda & Susanti, 2021) (Soegihono & Purba, 2023).

H7: Brand Ambassador has an indirect influence on Impulse Buying through Brand Image

Referring to table 5, it's evident that the t-statistic value of 2.400 exceeds 1.96, while the path coefficient value of -0.170 and the p-value of 0.017, which is less than 0.05, indicate rejection of the null hypothesis (H7) and acceptance of the alternative hypothesis. This study reveals a positive and significant indirect relationship between brand ambassadors and impulse purchases, with brand image serving as a mediator. In essence, superior selection of brand ambassadors for a product, influenced by a positive brand image, strengthens consumers' inclination towards making impulsive or repeat purchases. The results of this study are also in line with previous research (Hildayati & Rachmawati, 2023) (Udayana & Octavian, 2022).

H8: Brand Image has an indirect influence on Impulse Buying through Brand Trust.

Referring to table 5, it's evident that the t-statistic value of 5.781 exceeds 1.96, while the path coefficient value of 0.488 and the p-value of 0.000, which is less than 0.05, indicate rejection of the null hypothesis (H8) and acceptance of the alternative hypothesis. This suggests a positive and significant indirect relationship between brand image and impulse buying, with brand trust acting as a mediator. In simpler terms, when the portrayal of brand image is influenced by brand trust in a product, it enhances consumer confidence, thereby strengthening their inclination towards making repeated purchases of the brand. The results of this study are also in line with previous research (Rahayu & Seminari, 2015) (Suhyar & Pratminingsih, 2023)

H9: Brand Ambassador has an indirect influence on Impulse Buying through Brand Image and Brand Trust.

Referring to table 5, it's evident that the t-statistic value of 5.144 exceeds 1.96, while the path coefficient value of 0.362 and the p-value of 0.000, which is less than 0.05, indicate rejection of the null hypothesis (H9) and acceptance of the alternative hypothesis. This suggests a positive and significant indirect relationship between brand ambassadors and impulse purchases, with brand image and brand trust serving as mediators. In simpler terms, when brand ambassadors are positively influenced by both brand image and brand trust in a product, it further encourages the formation of impulse purchases for the brand.

6 Conclusion

This study examines the impact of brand ambassadors on e-commerce consumer behaviour, highlighting their influence on impulse purchases through brand image and trust, especially on platforms such as Shopee. This study suggests careful selection of brand ambassadors that are aligned with brand values, investment in maintaining a positive brand image, and prioritising brand trust.

However, limitations such as the cross-sectional design and narrow focus of this study call for longitudinal and broader research to gain comprehensive insights. In conclusion, this study makes a valuable contribution to the understanding of the influence of brand ambassadors on impulse purchase behaviour in an e-commerce context, by highlighting the mediating role of brand image and brand trust. By addressing the limitations and extending the current findings, researchers can contribute to the development of more effective brand ambassador strategies and e-commerce practices that encourage impulse purchases while building long-term brand equity and customer loyalty.

Reference

- Abdullahi, H. M., Adedeji, I., & Otori, Y. A. (2020). SOCIAL MEDIA INFLUENCER AND CUSTOMER IMPULSE BUYING BEHAVIOUR: A STUDY OF MTN NIGERIA. *Lapai International Journal of Administration (LIJAD)*, 3(3), 147–159.
- Adriansyah, M. A., & Rahman, M. T. (2022). Shopping Orientation and Trust in Online Stores Towards Impulse Buying. *Indonesian Journal of Business and Entrepreneurship*, 8(3), 441–451. <https://doi.org/10.17358/ijbe.8.3.441>
- ainurrofiqin, M. (2023). *101 Branding Strategies di ERA 5.0*.
- Aisyah, M. (2023). 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(4), 1929–1940. <https://doi.org/10.5267/j.ijdns.2023.6.019>
- Alhamdina, T. E., & Hartono, A. (2023). The Impact Of Brand Awareness, Brand Reputation, And Perceived Economic Benefits On Brand Trust And Online Purchase Intentions For Skintific Products On The Tiktok Shop Platform. *International Journal of Science, Technology & Management*, 4(3), 653–665. <https://doi.org/10.46729/ijstm.v4i3.832>
- Andina, A. N., Lestari, A. A., & Kusuma Arga, F. H. (2023). Digital Marketing Communication on Azarine Cosmetic Social Media Accounts with Lee Min Ho as Brand Ambassador. *Majalah Ilmiah Bijak*, 20(1), 27–34. <https://doi.org/10.31334/bijak.v20i1.2982>
- Anggraeni, E. D. (2020). Pengaruh Advertising Dan Brand Ambassador Terhadap Keputusan Pembelian Melalui Brand Image Pada Konsumen Produk Pembalut Charm Di Kota Depok. *INOBIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 3(3), 419–433. <https://doi.org/10.31842/jurnalinobis.v3i3.148>
- Azzahra, S., & Fachira, I. (2022). The Influence of Bring Back Our Bottle Program on The Body Shop Indonesia Brand Image, Brand Trust, Brand Love and Brand Loyalty Salma Azzahra. *Asian Journal of Research in Business and Management*, 4(3), 283–295. <https://doi.org/10.55057/ajrbm.2022.4.3.26>
- Benhardy, K. A., Hardiyansyah, Putranto, A., & Ronadi, M. (2020). Brand image and price perceptions impact on purchase intentions: Mediating brand trust. *Management Science Letters*, 10(14), 3425–3432. <https://doi.org/10.5267/j.msl.2020.5.035>
- Bernarto, I., Berlianto, M. P., Meilani, Y. F. C. P., Masman, R. R., & Suryawan, I. N. (2020). The Influence of Brand Awareness, Brand Image, and Brand Trust on Brand Loyalty. *Jurnal Manajemen*, 24(3), 412. <https://doi.org/10.24912/jm.v24i3.676>
- Beyari, H. (2021). Recent E-Commerce Trends and Learnings for E-Commerce System Development From a Quality Perspective. *International Journal for Quality Research*, 15(3), 797–810. <https://doi.org/10.24874/IJQR15.03-07>

Budhipurwwa, I. A. N., & Warmika, I. G. K. (2021). The Role Of Brand Image As Mediation In The Effect Of Store Atmosphere On Impulse Buying (Study On Beachwalk Shopping Center Customers). *American Journal of Humanities and Social Sciences Research*, 5(2), 187–193. www.ajhssr.com

Chalil, R. D. (2021). *BRAND, ISLAMIC BRANDING, & RE-BRANDING - Rajawali Pers*.

Chen, M., Xie, Z., Zhang, J., & Li, Y. (2021). Internet celebrities' impact on luxury fashion impulse buying. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(6), 2470–2489. <https://doi.org/10.3390/jtaer16060136>

Christian, F., Aulia Adnans, A., & Danta Jaya Ginting, E. (2022). The Effect of Flash Sale and Brand Image on Impulse Buying On Consumer Marketplace. *Journal of Research in Business and Management*, 10(6), 80–84.

DAM, T. C. (2020). Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention. *Journal of Asian Finance, Economics and Business*, 7(10), 939–947. <https://doi.org/10.13106/jafeb.2020.vol7.no10.939>

Damayanthi, N., JR, A. S., Tamara, D. N., & Mustikasari, F. (2023). Korean Beauty Product Repurchase Intention Factors. *Journal of Social Research*, 2(7), 2144–2156. <https://doi.org/10.55324/josr.v2i7.1012>

Databooks. (2022). *Daftar Negara Paling Sering Belanja Online, Indonesia Peringkat ke-5*. <https://databoks.katadata.co.id/datapublish/2022/02/14/daftar-negara-paling-sering-belanja-online-indonesia-peringkat-ke-5>

Devita, M., Nawawi, Z. M. N., & Aslami, N. (2022). E-Commerce Shopee Marketing Strategy in International Business. *Journal of Social Research*, 1(12), 491–497. <https://doi.org/10.55324/josr.v1i12.350>

Digdowiseiso, K., Lestari, R., & An'nisa, B. (2021). The Effects of Brand Ambassador, Digital Marketing, and Instagram Use on Brand Trust: A Case Study of Scarlett Whitening Product. *Budapest International Research and Critics Institute Journal (BIRCI-Journal)*, 4(4), 12027–12033. <http://bircu-journal.com/index.php/birci/article/view/3268>

Fajri, D., Chandra, T., & Putra, R. (2021). the Influence of Brand Image and Promotion on the Decisions of Students in Stie Mahaputra Riau With Learning Interest As Intervening Variables. *Journal of Applied Business and Technology*, 2(3), 223–232. <https://doi.org/10.35145/jabt.v2i3.79>

Fatdilla Andarista, Hariyani, D. S., & Fauzi, R. U. A. (2022). Pengaruh Brand Ambassador Dan Promosi Terhadap Minat Beli Brand Erigo Melalui Brand Image Sebagai Variabel Intervening. *Journal of Current Research in Business and Economics*, 1(2), 36–44.

Firmansyah, A. (2023). *PEMASARAN PRODUK DAN MEREK - Google Books*. Penerbit Qiara Media. https://www.google.co.id/books/edition/PEMASARAN_PRODUK_DAN_MEREK/fiHHEAAQBAJ?hl=id&gbpv=1&dq=indikator+brand+ambassador&pg=PA142&printsec=frontcover

Gunawan, H., & Pratiwi, I. (2024). The Influence of Price Discount, Bonus Pack, Brand Image on Impulse Buying of Cuddleme Products in Yogyakarta. *Formosa Journal of Science and Technology*, 3(1), 119–130. <https://doi.org/10.55927/fjst.v3i1.7953>

Hapsoro, B. B., & Hafidh, W. A. (2018). The Influence of Product Quality, Brand Image on Purchasing Decisions through Brand Trust as Mediating Variable. *Management Analysis Journal*, 7(4), 631–633. <http://www.jardcs.org/abstract.php?id=1981>

Hartati, S., Lubis, J., & Hanum, F. (2022). The Influence of Brand Ambassador on Purchasing Decisions for Wardah Products with Brand Image As An Intervening Variable at Indomaret Sigambal. *Quantitative Economics and Management Studies*, 3(3), 435–439.

<https://doi.org/10.35877/454ri.qems993>

Hera, H., & Fourqoniah, F. (2023). Pengaruh Brand Image dan Brand Ambassador Terhadap Purchase Decision melalui Brand Trust sebagai Intervening. *Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS)*, 4(3), 877–884. <https://doi.org/10.47065/ekuitas.v4i3.2810>

Hidayah, D. wahyu, Rejeki, A., & Sholichah, I. F. (2021). Consumer Trust on Buying Interest in Online Shopping: E-Commerce Shopee. *Journal Universitas Muhammadiyah Gresik Engineering, Social Science, and Health International Conference (UMGESHIC)*, 1(2), 617. <https://doi.org/10.30587/umgeshic.v1i2.3436>

Hildayati, & Rachmawati, I. (2023). Pengaruh Penggunaan Brand Ambassador Song Joong Ki Terhadap Impulse Buying Yang Dimediasi Oleh Brand Image Dan Brand Awareness Pada Pengguna Produk Scarlett Whitening The Effect Of Using Brand Ambassador Song Joong Ki On Impulse Buying Mediated By Brand I. *E-Proceeding of Management*, 10(5), 3660–3670.

Huslaili, M., Isyanto, P., & Sumarni, N. (2023). The Influence Of NCT 127 Brand Ambassadors And Brand Image On The Impulsive Buying Behavior Of Nature Republic Products On NCT 127 Fans On Social Media Twitter. *Management Studies and Entrepreneurship Journal*, Vol 04 No(5), 7807–7817.

Indrasari, D. M. (2019). *Pemasaran & Kepuasan Pelanggan*. 114.

Ittaqullah, N., Madjid, R., & Suleman, N. R. (2020). The effects of mobile marketing, discount, and lifestyle on consumers' impulse buying behavior in online marketplace. *International Journal of Scientific and Technology Research*, 9(3), 1569–1577.

Jeong, J. S., Lee, S. H., & Lee, S. G. (2017). When Indonesians routinely consume Korean pop culture: Revisiting Jakartan fans of the Korean drama Dae Jang Geum. *International Journal of Communication*, 11, 2288–2307.

Kacen, J. J., & Lee, J. A. (2002). The Influence of Culture on Consumer Impulsive Buying Behavior. *Journal of Consumer Psychology*. *Journal of Consumer Psychology*.

Kala, F., Sudirman, I., & Munir, A. R. (2022). Effect Of Brand Ambassador And Product Quality On Purchasing Decisions With Brand Image As An Intervening Variable (Case Study on Scarlett Whitening Product Users in Makassar City). *Scientium Management Review*, 1(3), 235–246. <https://wearesocial.com/%0Ahttps://doi.org/10.56282/smr.v1i3.184>

Kankam, G., & Charnor, I. T. (2023). Emotional intelligence and consumer decision-making styles: the mediating role of brand trust and brand loyalty. *Future Business Journal*, 9(1). <https://doi.org/10.1186/s43093-023-00239-8>

Kaytaz Yigit, M., & Tigli, M. (2018). The Moderator Role of Brand Awareness and Brand Loyalty on Consumers' Online Impulse Buying Behavior. *International Journal of Research in Business and Social Science* (2147- 4478), 7(1), 35–48. <https://doi.org/10.20525/ijrbs.v7i1.834>

Kompas.com. (2022). *10 Brand Skincare Lokal Terlaris di E-Commerce - Kompas*. <https://kompas.co.id/article/brand-skincare-lokal-terlaris/>

Kotler, P., & Keller, K. lane. (2014). *Manajemen Pemasaran*.

Kurniasih, L., & Maulana, A. (2021). PENGARUH CELEBRITY ENDORSER DAN BRAND IMAGE TERHADAP IMPULSE BUYING PADA TOKOPEDIA MASA PANDEMI COVID-19 (Studi Kasus Pengguna Tokopedia Di Karawang). *JISIP (Jurnal Ilmu Sosial Dan Pendidikan)*, 5(4), 1401–1411. <https://doi.org/10.58258/jisip.v5i4.2568>

Kuswati, R., Putro, W. T., Mukharomah, W., & Isa, M. (2021). The Effects of Brand Image on Consumer Loyalty: The Role of Consumer Satisfaction and Brand Trust as Intervening Variables.

Urecol Journal. Part B: Economics and Business, 1(2), 58–71. <https://doi.org/10.53017/ujeb.91>

Lavenia, G., & Erdiansyah, R. (2022). Analisis Pengaruh Influencer Marketing dan Perceived Trust terhadap Impulsive Buying Menantea. *Prologia*, 6(2), 328–333. <https://doi.org/10.24912/pr.v6i2.15523>

Masyita, D. A., & Yuliati, A. L. (2017). Pengaruh brand ambassador dian sastrowardoyo terhadap brand image produk makeup L'OREAL PARIS (studi pada konsumen L'OREAL kota BANDUNG). *Jurnal Riset Akuntansi Mercu Buana*, 3(1), 41. <https://doi.org/10.26486/jramb.v3i1.408>

Novalisa, A., & Jumhur, H. M. (2023). *Pengaruh Brand Ambassador Dan Brand Image Terhadap Perilaku Impulse Buying Pada Produk Whitelab Melalui E-commerce Shopee The Influence of Brand Ambassador and Brand Image on Impulse Buying Behavior on Whitelab Products Through E-commerce Shopee*.

Nurjannah, A., & Surianto, M. A. (2022). The Influence of TikTok, Brand Ambassador, and Brand Awareness on Shopee's Purchase Interest. *Interdisciplinary Social Studies*, 1(6), 642–658. <https://doi.org/10.55324/iss.v1i6.143>

Pandrianto, N., Oktavianti, R., & Purnama sari, W. (2020). *Digitalisasi dan Humanisme dalam Ekonomi Kreatif*. Gramedia Pustaka Utama.

Parasari, N. S. M., Pratiwi, N. I., Sari, P. R. J., & Febrianti, N. P. S. (2023). Pengaruh Brand Ambassador K-Artist Dan Harga Terhadap Impulse Buying Produk Mie Lemonilo. In *Eqien - Jurnal Ekonomi dan Bisnis* (Vol. 12, Issue 03, pp. 277–286). <https://doi.org/10.34308/eqien.v12i03.1470>

Primananda, B. A., & Susanti, C. E. (2021). The Effect of Brand Ambassador and Product Quality on Purchase Decision through Brand Trust of Mie Sedaap in Surabaya. *Nternational Journal of Trend in Research and Development*, 8. http://repository.ukwms.ac.id/id/eprint/39508/1/7-The_effect_of_brand_ambassador_.pdf

Purnamabroto, D. F., Susanti, N., & Cempena, I. B. (2022). The Influence of Word of Mouth, Service Quality, and Brand Image on Consumer Loyalty through Brand Trust in PT. Virama Karya (Persero) Surabaya. *International Journal of Economics, Business and Management Research*, 06(08), 89–107. <https://doi.org/10.51505/ijebmr.2022.6807>

Putri, D. eka, Sudirman, A., Suganda, acep dadan, Kartika, R. D., Martini, E., Susilowati, H., Bambang, Trenggana, A. F. M., Zulfikar, R., Handayani, T., Kusuma, G. P. E., Triwardhani, D., Rini, N. K., Pertiwi, W. N. B., & Roslan, A. H. (2021). *Brand marketing*.

Putri, K. A. M. A., & Yasa, N. N. K. (2023). *BRAND IMAGE, KEPUASAN KONSUMEN, DAN REPURCHASE INTENTION : Konsep dan Aplikasi Dalam Studi Kasus “Kedai Kopi Kulo.”*

Rachmawati, D. Z., & Agus, A. A. (2020). E-Service and Logistics Service Quality in E-Commerce, Study Case: Shopee Indonesia. *IEEE*. <https://doi.org/https://doi.org/10.1109/IC2IE50715.2020.9274597>

Rahayu, W. N. P., & Seminari, N. K. (2015). Analisis Pengaruh Store Environment Dan Brand Image Terhadap Impulse Buying Pada Delta Dewata Supermarket. *E-Jurnal Manajemen Universitas Udayana*, 4(9), 255291. <https://www.neliti.com/publications/255291/>

Rahmatulloh, R., Yasri, Y., & Abror, A. (2019). *The Influence of Brand Image and Perceived Quality on Brand Loyalty with Brand Trust as Mediator in PT Bank Syariah Mandiri*. 64, 569–578. <https://doi.org/10.2991/piceeba2-18.2019.38>

Rambe, N. N., Chrisfanie, N. A., Rambe, N. N., Chrisfanie, N. A., Putri, S. R., & Gunadi, W. (2021). *Dampak Brand Ambassador terhadap Perilaku Pembelian Impulsif: Sebuah kasus Selebriti Korea sebagai Brand Ambassador di Pasar Indonesia Machine Translated by Google*. 12, 1613–1626.

Ritonga, H. M., Fikri, M., Siregar, N., Agustin, R. R., & Hidayat, R. (2018). Manajemen Pemasaran. In *Angewandte Chemie International Edition*, 6(11), 951–952.

Safa'atillah, N. (2017). *ANALISIS PENGARUH FAKTOR PRICE DISCOUNT ,BONUS PACK DAN BRAND IMAGE TERHADAP KONSUMEN DALAM MELAKUKAN IMPULSE BUYING PADA PRODUK ORIFLAME DI KOTA LAMONGAN*. II(3), 483–493.

Sari, A. K. (2020). Pengaruh Discount, Brand Image, dan Store Atmosphere terhadap Impulse Buying. *Academica : Journal of Multidisciplinary Studies*, 2(2), 199–211. <https://doi.org/10.22515/academica.v2i2.2251>

Sekar Aruni, R., & Februadi, A. C. (2023). Evaluating the Application of Using Korean Idols as Local Brand Ambassador Skincare Toward Consumer Satisfaction. *Journal of Marketing Innovation (JMI)*, 3(2), 161–170. <https://doi.org/10.35313/jmi.v3i2.69>

Sholihin, P. M., & Ratmono, D. D. (2020). *Analisis SEM-PLS dengan WarpPLS 7.0*.

Siburian, A. N., & Anggrainie, N. (2022). Pengaruh Hedonic Shopping Motivation, Brand Image, Brand Ambassador, Diskon, Harga dan Sales Promotion terhadap Pembelian Implusif Pada e-Commerce Tiktok Shop Dimasa Pandemi Covid-19. *Jurnal Mirai Management*, 7(3), 176–191. <https://doi.org/10.37531/mirai.v7i3.2492>

Silvera, D. H., Lavack, A. M., & Kropp, F. (2008). Impulse Buying : The Role of Affect, Social Influence, and Subjective Wellbeing. *Journal of Consumer Marketing*.

Siskhawati, L., & Maulana, H. A. (2021). The Influence of Brand Ambassador And Korean Wave on Purchase Decision For Neo Coffe Products. *Jurnal Ekonomi Dan Bisnis*, 24, 1–7.

Soegihono, A., & Purba, J. T. (2023). *Impact of Brand Image, Price, Customer Oriented Services On Customer Buying Decision With Brand Trust as Mediation Variables in Prudential Insurance Co*. 975–988. <https://doi.org/10.46254/an12.20220158>

Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*.

Suhyar, S. V., & Pratminingsih, S. A. (2023). Skintific Skincare Products Pengaruh Live Streaming dan Trust terhadap Impulsive Buying dalam Pembelian Produk Skincare Skintific. *Management Studies and Entrepreneurship Journal*, 4(2), 1427–1438.

swasty, wirani. (2016). *Branding memahami dan merancang strategi merek*.

Tudus, S., Supartono, S., & Satpatmanty, K. (2023). Brand Ambassador, Brand Image, Dan Shopping Lifestyle Terhadap Keputusan Pembelian Di Tokopedia. *The Management Journal of Binaniaga*, 8(1), 71–82. <https://doi.org/10.33062/mjb.v8i1.30>

Udayana, I. B. N., & Octavian, P. (2022). Pengaruh Nct Dream sebagai Brand Ambassador dan Brand Image terhadap Perilaku Impulse Buying pada Produk Mie Instan Lemonilo. *Reslaj : Religion Education Social Laa Roiba Journal*, 5(3), 874–888. <https://doi.org/10.47467/reslaj.v5i3.1686>

Usman, O., & Yuwandara, S. Q. (2019). THE EFFECT OF CELEBRITY ENDORSER, BRAND IMAGE, BRAND AWARENESS, AND SOCIAL MEDIA TO PURCHASE INTENTIONS. *SSRN*. <https://doi.org/https://dx.doi.org/10.2139/ssrn.3511716>

Wahyuddin MH, M. (2022). The Influence of Brand Image Service Quality and Store Atmosphere on Impulse Buying Behavior at Indomaret. *Ejournal.Uin-Suska.Ac.Id*, 20(1), 288–293. <http://ejournal.uin-suska.ac.id/index.php/sitekin/article/view/21889>

Wirasti, A. R., Puspita, N. P. P. S., & Gunandi, W. (2023). *PENGARUH KOREAN BRAND AMBASSADOR CREDIBILITY TERHADAP IMPULSE BUYING PADA PRODUK E-COMMERCE DI*

INDONESIA. 8(3), 31–41.

Yue, C. Y., & Razak, A. Z. A. A. (2018). Impulse Buying Behavior Among Working Ladies : *International Journal of Accounting, Finance and Business*, 3(13), 26–34.
<http://www.ijafb.com/PDF/IJAFB-2018-13-09-05.pdf>