



## The Influence of Social Media Marketing and Brand Ambassadors on Dabe Beaute Purchase Intention with Brand Awareness as an Intervening Variable in Jabodetabek

Novrian Maulana<sup>1</sup>, Sufrin Hannan<sup>2</sup>, Agus Setyo Pranowo<sup>3</sup>  
<sup>1,2,3</sup> Faculty of Post Graduate, Universitas Pakuan, Bogor, Indonesia

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### ABSTRACT

This research aims to analyze the influence of Social Media Marketing and Brand Ambassadors on consumer purchase intention in Dabe Beaute products, both directly and indirectly thru Brand Awareness. This research uses a quantitative approach with a survey method. Data was collected from 196 respondents who were potential Dabe Beaute customers in the Jabodetabek area, using purposive sampling techniques. Data analysis was conducted using the Structural Equation Modeling based on Partial Least Squares (SEM-PLS) method. The research results indicate that Social Media Marketing and Brand Ambassadors have a positive and significant influence on Purchase Intention. Additionally, Social Media Marketing and Brand Ambassadors are also proven to have a positive and significant influence on Brand Awareness. However, Brand Awareness does not significantly influence Purchase Intention. The results of the mediation effect test show that Brand Awareness is unable to mediate the influence of Social Media Marketing or Brand Ambassadors on Purchase Intention. This finding confirms that the influence of Social Media Marketing and Brand Ambassadors on Purchase Intention occurs more dominantly directly. Companies need to design digital marketing strategies that emphasize engaging content and the selection of relevant Brand Ambassadors to increase consumer purchasing intention.

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### Corresponding Author:

Novrian Maulana  
Faculty of Post Graduate, Universitas Pakuan  
Bogor, Indonesia  
Email: [novrian.m@gmail.com](mailto:novrian.m@gmail.com)

## 1. INTRODUCTION

The development of digital technology has significantly changed marketing communication patterns, particularly thru the use of social media. Social media marketing has become a strategic tool for companies to build interactive relationships with consumers, increase engagement, and convey brand value more effectively than conventional media. The increasing penetration of social media in Indonesia has made platforms like Instagram and TikTok the primary channels for digital marketing, especially in

visually-based industries like skincare. Visual content, short videos, and real-time interaction have proven capable of influencing consumer perception and shaping attitudes toward brands [16].

The skincare industry in Indonesia is experiencing rapid growth as public awareness of skincare and appearance increases. Increasingly fierce competition is pushing skincare brands to rely not only on product quality but also on marketing strategies that can build brand differentiation and appeal in consumers' minds [14]. One of the most widely used strategies in digital marketing is leveraging public figures as brand ambassadors. Brand ambassadors serve as a representation of brand identity that can strengthen credibility, expand communication reach, and build emotional closeness with consumers.

However, the effectiveness of brand ambassadors in building brand awareness doesn't always yield consistent results. Some studies have found that a mismatch between the brand ambassador's image and the brand's character can actually weaken brand perception and have no significant impact on consumer brand awareness [11]. Brand awareness is a key factor in the purchasing decision-making process, as consumers tend to choose brands that are more familiar and easily remembered. A high level of brand awareness will increase consumer trust and increase the likelihood of purchase intention forming. Purchase intention reflects consumers' psychological tendency to make a purchase after being exposed to marketing stimuli. Purchase intention is formed through an evaluation of the value, trust, and perceived experiences consumers have with a brand.

Although social media marketing and brand ambassadors are widely used by local skincare brands, not all brands are able to convert digital exposure into high purchase intent. The low social media engagement and brand search rates indicate that the brand awareness formed is still passive and has not actively driven consumer engagement.

This condition is also experienced by the local skincare brand Dabe Beaute, which has not been able to compete with major brands in terms of digital popularity and consumer purchase intention. Pre-survey data indicates that the majority of consumers do not yet have the intention to purchase or recommend the product, which suggests weak brand awareness and brand trust [7].

The Jabodetabek region was chosen as the research location because it is a center for the beauty industry's growth, with a large population and a high consumption rate of skincare products. However, this large market potential has not been followed by optimal sales performance for Dabe Beaute, making it interesting to study further [1].

Based on this phenomenon, this research is important to conduct in order to analyze the influence of social media marketing and brand ambassadors on purchase intention, with brand awareness as an intervening variable. The research findings are expected to contribute theoretically to the development of digital marketing studies and serve as a basis for strategic recommendations for local skincare brands in enhancing market competitiveness.

## **2. METHOD**

### **2.1 Types and Research Approaches**

This research uses a quantitative approach with a survey method. The quantitative approach was chosen because the study aims to test the causal relationship between variables through numerical measurement and inferential statistical analysis [13]. The research design is explanatory, which means it explains the influence of independent variables on dependent variables, both directly and indirectly through intervening variables [8].

### **2.2 Research Objects and Location**

The research object of this study is consumer behavior toward Dabe Beaute skincare products. The research was conducted in the Jabodetabek area because this region has a high consumption rate of skincare products and is the center of growth for the beauty industry market in Indonesia [1].

### **2.3 Population and Sample**

The population in this study is the community in the Jabodetabek area who are potential consumers of Dabe Beaute products. The sampling technique used is non-probability sampling with the purposive sampling method. This technique was chosen because not all members of the population have an equal chance of being respondents, and the research requires specific respondent characteristics according to the research objectives [13]. The sample size used in this study was 196 respondents. This number meets the minimum sample size requirement for Partial Least Squares Structural Equation Modeling (PLS-SEM), which is 5–10 times the number of indicators or the most structural paths in the research model.

### **2.4 Data Collection Techniques**

Primary data was collected by distributing online questionnaires using a five-point Likert scale, ranging from strongly disagree to strongly agree. The use of online questionnaires is considered effective for reaching respondents widely and efficiently in terms of time and cost. Secondary data was obtained from scientific journals, textbooks, industry reports, and relevant official publications related to digital marketing and consumer behavior [8].

### **2.5 Operationalization of Variables**

The independent variables in this study are social media marketing and brand ambassador. The intervening variable is brand awareness, while the dependent variable is purchase intention. Social media marketing is measured thru the indicators of entertainment, informativeness, interactivity, trending, and promotional appeal. Brand ambassadors are measured thru credibility, attractiveness, popularity, interaction & engagement, and influence on decisions. Brand awareness is measured thru brand recognition, brand recall, top-of-mind awareness, and brand association. Purchase intention is measured thru transactional interest, referential interest, preferential interest, and exploratory interest.

### **2.6 Data Analysis Techniques**

The data analysis technique used is Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. The PLS-SEM method was chosen because it is capable of testing complex structural models and does not require normal data distribution. The analysis was conducted in two stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). Evaluating the outer model includes testing convergent validity, discriminant validity, and construct reliability using outer loading values, Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability. Evaluating the inner model is done to test the relationships between constructs thru path coefficient values, t-statistic values, p-values, and the coefficient of determination ( $R^2$ ) to assess the predictive power of the research model [2].

## **3. RESULT AND DISCUSSION**

### **3.1 Hypothesis Testing**

Hypothesis testing was conducted using the bootstrapping technique on the PLS-SEM model. The hypothesis was accepted if the p-value was  $< 0.05$  and the path coefficient showed the direction of the relationship consistent with the research hypothesis [2].

Table 1. Hypothesis Testing Result

H	Hipotesis	Original Sampel (O)	T Statistics ( O/STDEV)	P Values	Keterangan
H <sub>1</sub>	Social Media Marketing -> Purchase Intention	0.448	7.853	0.000	Accepted
H <sub>2</sub>	Brand Ambassador -> Purchase Intention	0.398	7.073	0.000	Accepted
H <sub>3</sub>	Social Media Marketing -> Brand Awareness	0.242	3.417	0.000	Accepted
H <sub>4</sub>	Brand Ambassador -> Brand Awareness	0.373	5.620	0.000	Accepted
H <sub>5</sub>	Brand Awareness -> Purchase Intention	0.001	0.017	0.493	Rejected
H <sub>6</sub>	Social Media Marketing -> Purchase Intention thru Brand Awareness	0.000	0.017	0.493	Rejected
H <sub>7</sub>	Brand Ambassador -> Purchase Intention thru Brand Awareness	0.000	0.017	0.493	Rejected

Source: Smart PLS version 4, processed by the author (2025)

### 3.2 Discussion

#### 3.2.1 The Influence of Social Media Marketing on Purchase Intention

Based on the hypothesis testing results in the Table, the original sample (O) value is 0.448, the t-statistic is 7.853, and the p-value is 0.000 for the relationship between Social Media Marketing and Purchase Intention. A p-value less than 0.05 and a t-statistic greater than 1.96 indicate that this effect is statistically significant, with a positive path coefficient. Thus, it can be concluded that Social Media Marketing has a positive and significant effect on Purchase Intention, so Hypothesis 1 is accepted.

The most influential indicator for the Social Media Marketing variable is the entertainment indicator, with the highest value of 0.894. This confirms that the entertainment element in social media content plays an important role in attracting attention and building consumer interest in the products offered. Entertaining content such as creative videos, relevant storytelling, appropriate use of humor, and attractive visual formats can create a positive experience for the audience, thereby increasing engagement and emotional connection between consumers and the brand.

The high value of the entertainment indicator suggests that consumers tend to be more responsive to marketing messages that are not only informative but also enjoyable and not boring. This condition encourages consumers to interact more frequently with the company's social media accounts, ultimately strengthening positive perceptions and increasing purchase intention. Thus, social media marketing strategies that emphasize entertainment can be an effective means of influencing consumer behavior, particularly in building initial interest before a purchase decision is made.

Meanwhile, the highest indicator for the purchase intention variable is preferential interest, with a value of 0.969. This finding indicates that consumers have a strong tendency to make a product their primary choice over similar products. The high value of the preferential interest indicator suggests that effective social media marketing strategies are not only capable of generating initial interest but also shaping consumer preferences for specific brands.

Preferential interest reflects the level of consumer confidence in choosing and prioritizing products, which is typically formed thru positive perceptions, trust, and consistent information obtained from social media. When consumers repeatedly receive content that is interesting, relevant, and meets their needs, the product will be more easily remembered and perceived as having an advantage over competitors. This encourages consumers to place the product as the primary alternative in their purchasing decision-making process.

In the context of modern digital marketing, SMM allows companies to leverage two-way interaction features, consumer communities, and content sharing capabilities, which can increase engagement and consumers' sense of closeness to the brand. Active user participation, interaction, and communication within online communities have been proven to positively influence purchase intention.

This means that social media marketing designed to build interaction and community can strengthen purchase intention thru emotional aspects and consumer engagement [10].

Integrating social media marketing with consumer-adaptive marketing strategies thru relevant content, attractive promotions, and quick responses to questions can enhance the perceived value of products and brands. Additionally, in today's digital consumer era, social media marketing also serves as a channel for information and reviews from other consumers, thereby strengthening the confidence of potential buyers. This was revealed in Septia's [9] research, where social media marketing, along with consumer reviews and psychological motivation, influences consumer purchase intention. Social Media Marketing increases brand awareness thru interactivity, entertainment, and experience-based content. Consumers are more likely to remember brands that provide a strong visual experience.

This phenomenon is consistent with the results of a study titled "The Influence of Social Media Marketing on Consumer Trust and Purchase Intention" conducted on consumers of UD Subur Jaya. The study found that social media marketing significantly influences consumer purchase intention, indicating that the presence of effective social media content can build trust and drive purchasing decisions. This supports the idea that in the context of the digital market, marketing efforts thru social media not only increase brand visibility but can also significantly stimulate buying interest.

### **3.2.2 The Influence of Brand Ambassadors on Purchase Intention**

Based on the results of hypothesis testing, the original sample (O) value was 0.398, the t-statistic was 7.073, and the p-value was 0.000 for the relationship between Brand Ambassador and Purchase Intention. A p-value less than 0.05 and a t-statistic greater than 1.96 indicate that this effect is statistically significant, with a positive path coefficient. Thus, it can be concluded that Brand Ambassadors have a positive and significant influence on Purchase Intention, so Hypothesis 2 is accepted.

The research results indicate that Brand Ambassadors have a positive and significant influence on purchase intention. This finding illustrates that the presence of a brand ambassador can enhance consumers' positive perception of a product because the figure serves as a representation of a brand's identity, quality, and values. When a Brand Ambassador is perceived to align with the brand image and possesses strong appeal (credibility, trustworthiness, attractiveness), consumers are more likely to show higher interest in purchasing the product. In Marketing Management, it is stated that endorsement thru public figures can increase brand knowledge and influence purchasing decisions.

The highest indicator for the brand ambassador variable is attractiveness, with a value of 0.968. This finding indicates that the attractiveness aspect of brand ambassadors, whether in terms of appearance, communication style, personality, or image alignment with the brand, plays a very important role in influencing consumer perception. Brand ambassadors with high attractiveness tend to more easily capture attention, build emotional interest, and create a positive impression of the brand they represent.

Meanwhile, the highest indicator for the purchase intention variable is preferential interest with a value of 0.969. This indicates that consumers have a very strong tendency to make the product their primary choice over competing products. The link between the high attractiveness of brand ambassadors and strong preferential interest indicates that this attractiveness can influence the formation of consumer preferences toward a brand. Therefore, using brand ambassadors who are attractive and relevant to the target market can be an effective strategy to strengthen consumer preferences, ultimately impacting increased purchase intention.

From a psychological perspective, the effectiveness of Brand Ambassadors is also influenced by the level of emotional closeness between consumers and public figures (parasocial interaction). The perceived relationship between fans and celebrities strengthens purchase intent because consumers feel a personal connection with the ambassadors. When this relationship is strong, consumers are more easily motivated to buy products associated with the figure. The results of this study are in line with Siregar

[12], which proves that Brand Ambassadors have a positive and significant influence on purchase intention in Korean cosmetic products. This research shows that public figures are not only a medium for promotion, but also build trust in the quality and safety of products. Consumers tend to find products more credible when they are promoted by Brand Ambassadors who are popular and align with the brand's character.

### **3.2.3 The Influence of Social Media Marketing on Brand Awareness**

Based on the results of hypothesis testing, the original sample (O) value was 0.242, the t-statistic was 3.417, and the p-value was 0.000 for the relationship between Social Media Marketing and Brand Awareness. A p-value less than 0.05 and a t-statistic greater than 1.96 indicate that this effect is statistically significant, with a positive path coefficient. Thus, it can be concluded that Social Media Marketing has a positive and significant effect on Brand Awareness, so Hypothesis 3 is accepted. This finding indicates that the more intense, creative, and relevant the marketing activities on social media, the higher the level of consumer awareness of the brand. Therefore, hypothesis 3 is accepted and the empirical model strengthens the concept that social media is a strategic means of building brand visibility in the digital age.

The highest indicator for the social media marketing variable is entertainment, with a value of 0.894. This finding indicates that the entertainment element in social media marketing content plays a very dominant role in attracting consumer attention. Entertaining, creative, and visually appealing content can create a positive experience for the audience, leading to higher engagement levels and strengthening consumer interest in the promoted brand.

Meanwhile, the highest indicator for the brand awareness variable is brand recognition with a value of 0.927. This indicates that consumers have an excellent ability to recognize and remember brands after being exposed to marketing activities, particularly thru social media. The link between the high entertainment aspect in social media marketing and strong brand recognition indicates that entertaining content can be an effective means of embedding a brand in consumers' minds.

Social media provides a space for two-way interaction, allowing brands to create person-to-person communication, thus offering a stronger emotional and cognitive experience for users. Social media can increase brand visibility, brand recall, and engagement, which are important components in building brand awareness. The ability of digital platforms to spread information quickly and virally makes Social Media Marketing a primary tool for expanding brand reach.

Social media allows companies to provide added value thru relevant, interactive, and shareable content. The power of visual, video, and narrative content makes it easier for consumers to recognize and remember brands. Chaffey also emphasized that social media marketing strengthens customer touchpoints, leading to more frequent exposure of consumers to the brand and increasing the likelihood of strong brand awareness.

Social media platforms like Instagram, TikTok, and Facebook provide earned media mechanisms thru likes, comments, and content sharing. This activity creates a ripple effect that organically expands brand exposure. When consumers see a brand appearing consistently across various social media channels, they are more likely to remember, recognize, and distinguish the brand from competitors, thus increasing Brand Awareness. Wahdini [15] concluded that Social Media Marketing influences Brand Awareness. Social media is a strategic tool for building brand visibility in the digital age.

### **3.2.4 The Influence of Brand Ambassadors on Brand Awareness**

The results of the hypothesis testing indicate that Brand Ambassadors have a positive and significant effect on Brand Awareness. This is evidenced by an original sample (O) value of 0.373, a t-statistic of 5.620, and a p-value of 0.000, which is smaller than the significance level of 0.05. The t-statistic value, which is much larger than 1.96, and the positive path coefficient indicate that the

relationship between Brand Ambassador and Brand Awareness is statistically significant and in the same direction as the research hypothesis. Thus, Hypothesis 4 is accepted.

This finding suggests that using a Brand Ambassador can be an effective strategy for increasing brand recognition and awareness in the minds of consumers. A well-chosen brand ambassador, considering credibility, popularity, and character alignment with the brand image, can expand the reach of marketing communication and strengthen brand associations in consumers' minds. This allows consumers to recognize the brand more quickly, remember it in relevant situations, and associate certain positive values with the brand.

This finding is consistent with the results of empirical research showing that Brand Ambassadors have a positive and significant influence on Brand Awareness in the current digital marketing context. For example, a study by Hamka, Aqsa, and Rahmawati [4] on the local fashion industry found that the use of Brand Ambassadors significantly increased the brand awareness of 3Second among consumers, reflecting the important role of public figures in effectively building brand awareness through social media and digital advertising.

Practically, this finding reinforces the importance of selecting Brand Ambassadors who are relevant to the characteristics of the target market and the brand's marketing strategy. Brand Ambassadors not only serve as the "face" of the brand but also as agents who can convey the brand's image, story, and product advantages to a wider audience through various communication channels, including social media, advertising campaigns, and promotional events. Effective collaboration between a brand and its Brand Ambassador can create stronger top-of-mind awareness and improve the overall effectiveness of the brand's marketing strategy.

### **3.2.5 The Influence of Brand Awareness on Purchase Intention**

Based on the results of hypothesis testing, the original sample (O) value was 0.001, the t-statistic was 0.017, and the p-value was 0.493 for the relationship between Brand Awareness and Purchase Intention. A p-value greater than 0.05 and a t-statistic less than 1.96 indicate that the influence of Brand Awareness on Purchase Intention is not statistically significant. Thus, it can be concluded that Brand Awareness does not directly influence Purchase Intention, so Hypothesis 5 is rejected.

The highest indicator for the brand awareness variable is brand recognition, with a value of 0.927. This finding indicates that consumers have a very high level of ability to recognize and recall brands. Strong brand recognition signifies that the brand is well-established in consumers' minds, making it easily recognizable when consumers are presented with various similar product choices.

Meanwhile, the highest indicator for the purchase intention variable is preferential interest with a value of 0.969. This indicates that consumers have a very strong tendency to make the product their primary choice. The link between high brand recognition and strong preferential interest indicates that when consumers are able to recognize and remember a brand well, the brand's chances of being prioritized in purchasing decisions increase.

This finding indicates that although consumers are familiar with the brand in the sense that they are aware of its existence, this awareness does not automatically translate into a decision or intention to purchase when other factors are involved.

From a theoretical perspective, although brand awareness is often considered the initial stage in the consumer decision-making process (brand recognition → brand recall → top-of-mind), brand awareness is merely an initial condition and does not automatically lead to a purchase decision. Besides awareness, consumers need quality perception, brand association, trust, and perceived value before they buy.

Brand awareness in forming purchase intention can be reduced if consumers are exposed to the brand too often, leading to it being considered commonplace. The effects of saturation (advertising wear-out) and over-exposure can diminish brand appeal. For example, a review article in the digital

marketing system mentions the importance of combining awareness with engagement factors, trust, and content quality to achieve purchase intention [6].

This result aligns with previous research that found that Brand Awareness alone is sometimes insufficient to form Purchase Intention without the support of other variables such as product quality, brand trust, or consumer experience. Gunawan's [3] research concluded that Brand Awareness has a positive but not significant effect on Purchase Intention, while other variables such as brand image or marketing mix show a stronger influence.

### **3.2.6 The Influence of Social Media Marketing on Purchase Intention Thru Brand Awareness**

Based on the hypothesis testing results in the hypothesis testing table, the path of Social Media Marketing's influence on Purchase Intention thru Brand Awareness shows an original sample (O) value of 0.000, a t-statistic of 0.017, and a p-value of 0.493. A p-value greater than 0.05 and a t-statistic less than 1.96 indicate that the indirect influence of Social Media Marketing on Purchase Intention thru Brand Awareness is not statistically significant. Thus, Hypothesis 6 is rejected.

These results indicate that Brand Awareness has not yet been able to mediate the relationship between Social Media Marketing and Purchase Intention. This means that although Social Media Marketing has been proven to have a significant direct impact on Purchase Intention (H1) and also a significant impact on Brand Awareness (H3), the increase in brand awareness is not strong enough to be an intermediary mechanism bridging the influence of Social Media Marketing on Purchase Intention. Social Media Marketing not only serves as a means of building brand awareness, but also as a tool for direct persuasion thru visual content, interactive messages, promotions, and storytelling that can quickly influence consumer responses. In this context, consumers may be directly interested in purchasing a product due to the appeal of social media content without first going thru the process of internalizing brand awareness. Additionally, while brand awareness is indeed the initial stage in the consumer decision-making process, brand awareness alone is not necessarily sufficient to drive purchase intent unless it is followed by an evaluation of benefits, trust in product quality, and the perceived value proposition. Therefore, although Social Media Marketing successfully increases Brand Awareness, this factor does not automatically translate into Purchase Intention thru mediation.

Thus, the results of this study indicate that the influence of Social Media Marketing on Purchase Intention is more dominant directly, rather than thru Brand Awareness. This confirms that the social media marketing strategy in this research context is more effective in directly driving purchase intention thru promotional content, interaction, and emotional stimuli, compared to thru brand awareness enhancement mechanisms as an intervening variable.

### **3.2.7 The Influence of Brand Ambassadors on Purchase Intention Thru Brand Awareness**

Based on the results of structural model testing on the indirect influence path of Brand Ambassador on Purchase Intention thru Brand Awareness, the original sample value (O) was 0.000, the t-statistic was 0.017, and the p-value was 0.493. A p-value greater than 0.05 and a t-statistic much smaller than 1.96 indicate that this mediation path is not statistically significant. Thus, Hypothesis 7 is rejected, which means Brand Awareness does not play a mediating role in the relationship between Brand Ambassadors and Purchase Intention in this study.

These results indicate that although Brand Ambassadors have been proven to have a significant direct influence on Purchase Intention (H2) and also a significant influence on Brand Awareness (H4), the resulting increase in brand awareness is not strong enough to serve as an intermediary mechanism explaining the influence of Brand Ambassadors on Purchase Intention. In other words, the influence of Brand Ambassadors on Purchase Intention occurs more dominantly directly, without having to go thru the process of increasing Brand Awareness first.

This finding indicates that although Brand Ambassadors can play a role in marketing strategies and increase brand exposure, in this research model, this has not yet translated into an increase in consumer purchase intention thru the Brand Awareness pathway. In other words, the role of Brand Ambassadors does not consistently increase brand awareness, which then drives consumer purchase intention, meaning Brand Awareness does not function as an effective mediator for this relationship within the tested framework.

This result aligns with the findings of several previous studies, which showed that the contribution of Brand Ambassadors to consumer decision-making processes is not always mediated by Brand Awareness. For example, research by Wulandari et al. Found that although brand ambassador figures can increase brand recognition, their effect on purchase intention is often influenced by other factors such as the endorser's relevance to the target market, brand quality perception, and source credibility. The research emphasized that without a strong match between the Brand Ambassador's characteristics and the target consumer's preferences, increased Brand Awareness does not automatically influence purchase intention. The endorser's credibility and the alignment between the endorser's persona and the brand are important determinants in influencing consumer attitudes toward advertising and purchase intention. Without a strong fit, the exposure generated by a Brand Ambassador might only increase basic recognition without strengthening consumer perceptions or affection toward the brand, thus not effectively boosting purchase intention.

The role of influencers or brand ambassadors is often more effective when combined with a strong content marketing strategy and ongoing brand communication support. Strategic integration between influencer marketing and brand content helps bridge the transition from mere brand recognition to building strong brand perceptions that ultimately increase purchasing decisions [5]. In the context of the results of this study, the insignificance of the mediation path may indicate that the Brand Ambassador used has not been fully integrated with the brand communication strategy that effectively strengthens Brand Awareness.

Thus, although Brand Ambassadors can individually influence purchase intention directly, the inability of Brand Awareness to mediate this relationship in this study indicates that the presence of an endorser alone is not sufficient to transfer positive effects thru increased brand awareness. This has important implications for marketing practitioners, where the strategy of using Brand Ambassadors needs to be combined with more comprehensive efforts to increase Brand Awareness thru relevant, credible, and consistent content.

#### **4. CONCLUSION**

This research shows that Social Media Marketing and Brand Ambassadors have a positive and significant influence on the purchase intention of Dabe Beaute products in the Jabodetabek region. This finding confirms that effective digital marketing strategies, along with the use of credible public figures who align with the brand image, can drive consumer interest and desire to make a purchase. Additionally, Social Media Marketing and Brand Ambassadors have also been proven to have a positive and significant impact on Brand Awareness. Consistent use of social media and the role of brand ambassadors in increasing brand exposure are able to strengthen consumer recognition and recall of the Dabe Beaute brand. However, Brand Awareness does not significantly influence Purchase Intention and does not act as an intervening variable in the relationship between Social Media Marketing or Brand Ambassadors and Purchase Intention. This indicates that the increase in consumer purchase intention is more influenced by the direct effects of marketing strategies and the appeal of brand ambassador figures rather than thru the mechanism of brand awareness. Overall, the research findings confirm the importance of optimizing digital marketing strategies and selecting the right brand ambassadors to increase consumer purchase intention, without relying solely on the role of brand awareness as a mediator.

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