

# THE INFLUENCE OF DIGITAL MARKETING, BRAND AMBASSADOR, AND ONLINE CUSTOMER REVIEW ON THE PURCHASE DECISION OF SCARLETT WHITENING SKINCARE PRODUCTS ON THE SHOP E-COMMERCE PLATFORM

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## Abstract

*This study aims to determine the influence of digital marketing, brand ambassadors, and online customer reviews on purchasing decisions for Scarlett Whitening Skincare products on the Shopee E-Commerce Platform in Madiun City. The type of research used in this study is a quantitative approach, while the analysis tool used is SPSS version 25. Sampling in this study used Purposive Sampling. The sample used was 385 respondents. Statistical testing results show that digital marketing positively and significantly affects purchasing decisions for Scarlett Whitening skincare products on the Shopee e-commerce platform. 2) Brand ambassadors positively and significantly affect purchasing decisions for Scarlett Whitening skincare products on the Shopee e-commerce platform. 3) Online customer reviews positively and significantly affect purchasing decisions for Scarlett Whitening skincare products on the Shopee e-commerce platform.*

**Keywords:** *Digital Marketing, Brand Ambassador, Online Customer Review, Buying decision*

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## 1. Introduction

The rapid development of the era has made much progress in business activities, which has increased the competition of each company, so determining the right strategy and ideas is needed for its business activities. One of them is the internet; the emergence of the social media phenomenon certainly makes it easier for business owners to see the right

market and how to market a product digitally to increase consumer desire to buy their products (Supriyanto et al., 2021).

Based on data from We Are Social & Hootsuite (2024), the average time spent by Indonesians on the internet is 7 hours, 38 minutes a day, while the average daily time spent on social media via any device is 3 hours, 11 minutes a day. This shows that almost every day, people open their social media accounts. Many people use social media to share stories and experiences and even market a product with photos, videos, or just writing shared via social media. The use of social media in Indonesia is growing rapidly. According to Data Reportal, in 2023, there were 167 million social media users, 153 million of whom were users over 18, which is 79.5% of the total population. It is estimated that 78.5% of internet users use at least one or more social media accounts. As reported by Statista, in 2017, social media users in Indonesia were only 47.03% of the total population; this figure is expected to double in 2026, with a total of 81.82% of users (GoodStats, 2024).

The high number of social media users has made companies interested in marketing their products digitally. Traditional marketing strategies are no longer enough to attract the attention of consumers who are increasingly connected to the digital world, so many companies market their products online on various platforms such as marketplaces; one of the most popular marketplaces among Indonesians is Shopee. Shopee has several Shopee competitors in Indonesia's e-commerce market, including Lazada, Tokopedia, Bukalapak, and others. Online shopping has become a habit or trend among young people today because of the many conveniences offered, such as flexible access without having to leave the house, relatively low prices due to online discounts, and a variety of product choices available (Wahyudi & Mulyati, 2023).

The current trade industry in Indonesia is the skincare industry, which has experienced rapid growth in recent years. One of the popular product categories for online purchases is skincare products. The growth of the cosmetic market value in Indonesia, the skincare category from 2010 to 2023, continues to increase (technobusiness.id, 2023). One of the skincare brands that is quite popular and widely sought after is Scarlett Whitening. Scarlett Whitening is a local skincare brand founded in 2017 by an Indonesian artist, Felicya Angelista, which offers a series of skincare products. Scarlett Whitening is one of the local skincare brands that has succeeded in stealing the attention of the Indonesian people. This brand is known for its quality products at affordable prices.

Based on data from compass.co.id in 2022 regarding the skincare product market traded through the marketplace site, it was noted that Scarlett Whitening products have ranked second as the best-selling skincare brand with sales revenue of 40.90 billion. The first position is occupied by Something, which has a sales revenue of 53.20 billion, and MS Glow has a sales revenue of 29.40 billion; the competition for these products aims to attract customers. Most skincare product users the author met to use the marketplace site because the prices offered are more affordable and of the same quality. However, consumers still consider the guarantee of authenticity and security of their transactions through the official Scarlett Whitening store on Shopee. Scarlett Whitening also actively implements innovative marketing strategies, including digital marketing, brand ambassadors, and online customer reviews. This makes students in Madiun City interested in purchasing

decisions on Scarlett Whitening skincare products.

The rapid development of the digital world has also changed people's behavior patterns when purchasing a product. Many factors currently underlie the emergence of consumer purchasing decisions for a product. Purchasing decisions are one process in solving problems for consumers to buy a product after considering various aspects both within themselves and from the surrounding environment (Nurjaya et al., 2021).

The first factor that influences purchasing decisions is digital marketing. According to Chakti (2019), digital marketing is all marketing efforts made using internet-connected devices with various strategies and digital media to communicate with potential consumers through online communication channels.

*Brand ambassadors* also become one of the factors influencing consumer purchasing decisions. A brand ambassador is passionate about a brand and can persuade or invite customers to buy or use a product (Firmansyah, 2019). The use of brand ambassadors is carried out by companies to influence or invite consumers to use a product; the selection of brand ambassadors is usually a celebrity. Before using a brand ambassador, the company must examine what celebrity or celebrity will be used and whether it is by the product's characteristics.

In addition to digital marketing and brand ambassadors, online customer reviews influence purchasing decisions. According to Mokodompit et al. (2022), online customer reviews (OCR) are reviews given by buyers regarding the information on evaluating an item in various aspects. Prospective consumers get information about a product from previous buyers who have felt the benefits of the product or service. A direct opinion from someone and not an advertisement is the meaning of a review, which is part of the Electronic Word of Mouth (E-WOM). Product reviews on Shopee are also often unreliable because each person's review is different, whether from the comments column of each Scarlett Whitening product or someone's video reviewing the Scarlett Whitening product on Shopee.

Based on the inconsistency of several previous studies, the purpose of this study is to determine "The Influence of Digital Marketing, Brand Ambassador, and Online Customer Review on Purchasing Decisions for Scarlett Whitening Skincare Products on the Shopee E-Commerce Platform (Case Study on Students in Madiun City)".

### **Digital Marketing**

*Digital Marketing* benefits both consumers and marketers. It is a good communication tool for building a closer and more intimate relationship with customers. Digital marketing can also connect sellers with consumers, help sellers reach more targeted audiences, and save sellers' expenses.

According to Chakti (2019), digital marketing is all efforts made to market using internet-connected devices with various strategies and digital media, the purpose of which is to communicate with potential consumers through online communication channels. Rachmadi (2020) defines digital marketing as technology for marketing products and services by utilizing digital media.

### **Brand Ambassador**

*Brand ambassadors* are passionate about a brand and can persuade or invite customers to buy or use a product (Firmansyah, 2019). Celebrities are believed to be a factor that can influence consumer attitudes and beliefs towards products psychologically (Amin & Yanti, 2021).

**Brand Ambassador Indicators:** The brand ambassador indicators in this study are referred to from the research of Rusli et al. (2021), namely: (1) Transference: Transference is when a celebrity is used to endorse a brand because of their association with a particular profession or field. (2) Congruence: Congruence or suitability is the suitability between the brand and the celebrity chosen as a brand ambassador. This means that the celebrity has relevance and suitability with the values or brand image they want to convey. (3) Credibility: Credibility is the ability of celebrities to gain consumer trust because of their expertise, knowledge, and experience. (4) Attractiveness: Attractiveness is an attractive non-physical aspect of celebrities that can influence consumers to be interested in buying or using the products they promote.

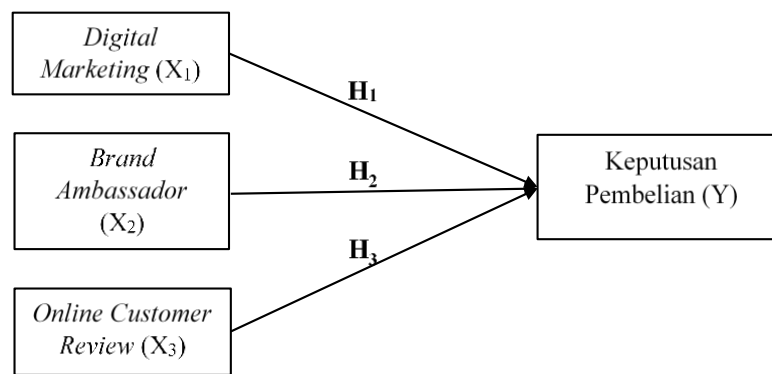
### **Online Customer Reviews**

*Online customer reviews*(OCR) are reviews given by buyers regarding information on the evaluation of an item in various aspects (Mokodompit et al., 2022). Another definition explains that online customer reviews are information conveyed to consumers for a company or a product in the form of reviews after customers make a purchase (Sugiarti & Iskandar, 2021). For consumers, this online customer review is very important. Online customer reviews can attract buying interest. After all, reviewing the item column or watching a positive video review can lead to a purchasing decision. At the same time, if the buyer sees a negative review, the buyer is reluctant to buy the item.

### **Buying Decision**

The rapid development of the digital world has also changed people's behavior patterns in making decisions to purchase a product. Currently, many factors underlie the emergence of consumer purchasing decisions for a product. Purchasing decisions are one of the processes in solving consumer problems when buying a product after considering various aspects within themselves and the surrounding environment (Nurjaya et al., 2021). According to Ernawati (2021), consumer purchasing decisions are influenced by how a purchasing decision-making process is carried out, evaluating various options and making choices on a product from many choices. Many experts define purchasing decisions according to their respective perspectives. However, no single definition is a common reference regarding purchasing decisions; they state the same content regarding purchasing decisions. One form of consumer behavior is a purchasing decision regarding a product or service.

The framework of thought is visualized in a chart. Namely, there are 3 (three) independent variables, namely digital marketing (X1), brand ambassador (X2), and online customer review (X3), which have a partial influence on the dependent variable, namely the purchasing decision variable (Y).



The image above states that digital marketing has a partial influence on purchasing decisions, brand ambassadors have a partial influence on purchasing decisions, and online customer reviews have a partial influence on purchasing decisions.

The hypothesis is a temporary answer to the existing problem, and its existence still needs to be studied through the collected data. Based on the existing problem, the research hypothesis is as follows: (1) It is suspected that digital marketing (X<sub>1</sub>) has a significant effect on purchasing decisions (Y) of Scarlett Whitening skincare products on the Shopee e-commerce platform. (2) It is suspected that brand ambassadors (X<sub>2</sub>) have a significant effect on purchasing decisions (Y) of Scarlett Whitening skincare products on the Shopee e-commerce platform. (3) It is suspected that online customer reviews (X<sub>3</sub>) have a significant effect on purchasing decisions (Y) of Scarlett Whitening skincare products on the Shopee e-commerce platform.

## 2. Method

The object of this research is all students in Madiun City who are consumers of Scarlett Whitening products and make purchases through the Shopee e-commerce platform. The location of this research was in Madiun City. The time of this research was conducted in March - June 2024. The research used in this study is a quantitative method that aims to analyze the influence of digital marketing, brand ambassadors, and online customer reviews on purchasing decisions for Scarlett Whitening skincare products on the Shopee e-commerce platform. The population in this study were students in Madiun City with an unknown population size. The sample of this study was all students in Madiun City who purchased Scarlett Whitening skincare products on the Shopee e-commerce platform, totaling 385 respondents, taken using the purposive sampling technique. The data collection technique used in this study was a questionnaire distributed via Google Forms and then via social media.

## 3. Results and Discussion

Based on the table below, by observing the rows, columns  $t$ , and  $sig$ , it can be explained as follows:

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,048	.564		3,632	.000
Digital Marketing	.196	.052	.157	3,753	.000
Brand Ambassador	.649	.049	.525	13,296	.000
Online Customer Reviews	.342	.066	.247	5.185	.000

**Table 1.** *Dependent variables*

1. The Influence of Digital Marketing Variables on Purchasing Decisions

The Digital Marketing variable (X1) has a positive and significant effect on the Purchase Decision for Scarlett Whitening skincare products on the Shopee e-commerce platform; this can be seen from the calculated T value which is greater than the T table, namely  $3.,753 > 1.984$  and significant Digital Marketing  $0.000 < 0.05$ , so the hypothesis that digital marketing influences the decision to purchase Scarlett Whitening skincare products on the Shopee e-commerce platform is partially accepted.

2. The Influence of Brand Ambassador Variables on Purchasing Decisions

The Brand Ambassador variable (X2) has a positive and significant effect on the Purchase Decision of Scarlett Whitening skincare products on the Shopee e-commerce platform; this can be seen from the calculated T value which is greater than the T table, namely  $13.296 > 1.984$  and the Brand Ambassador significance is  $0.000 < 0.05$ , so the hypothesis that the brand ambassador influences the purchase decision of Scarlett Whitening skincare products on the Shopee e-commerce platform is partially accepted.

3. The Influence of Online Customer Reviews on Purchasing Decisions

The Online Customer Review variable (X3) has a positive and significant effect on the Purchase Decision of Scarlett Whitening skincare products on the Shopee e-commerce platform; this can be seen from the calculated T value which is greater than the T table, namely  $5.185 > 1.984$  and the significance of Online Customer Review  $0.000 < 0.05$ , so the hypothesis that online customer reviews affect the purchase decision of Scarlett Whitening skincare products on the Shopee e-commerce platform is partially accepted.

**The Influence of the Digital Marketing Variable (X1) on Interest in Use (Y)**

Based on the results of the partial test (T-Test), it was obtained that the Digital Marketing hypothesis (X1) has an influence on the Purchase Decision (Y) of Scarlett Whitening skincare products on the Shopee e-commerce platform. The digital marketing variable test can be seen in the calculated t value of 3,753; the t table value is 1.984 with a significant value of 0.000. The calculated t value is greater than the t table value, and the significant value is greater than 0.05, indicating a significant influence of the Digital Marketing variable on the Purchasing Decision variable.

The coefficient value of Digital Marketing (X1) is 0.196. If the Digital Marketing variable increased by one point while other independent variables remained constant, then the purchasing decision (Y) increased by 0.196. This shows that Digital Marketing has a

positive contribution to Purchasing Decisions. The higher the implementation of correct digital marketing, the more positive impact it will have in encouraging product or service development to reach the target market so that the purchasing decision for Scarlett Whitening skincare products on the Shopee e-commerce platform will also increase.

This study was conducted by Virariani et al. (2023), who showed that digital marketing positively and significantly affects purchasing decisions for Scarlett Whitening products in DKI Jakarta. Further research conducted by Dotulung et al (2023) showed that digital marketing has a positive and significant effect on purchasing decisions for Scarlett Whitening products among students of the Faculty of Social and Political Sciences, Unsrat, in line with research conducted by Inayati et al. (2022) showing that digital marketing has a positive and significant effect on purchasing decisions on the Shopee Indonesia Marketplace. Thus, digital marketing has an important role in purchasing decisions. One of the efforts that can be made is to utilize digital marketing because digital marketing allows consumers to easily access product or service information through various digital platforms such as websites, social media, or mobile applications.

#### **The Influence of the Brand Ambassador Variable (X2) on the Purchase Decision (Y)**

Based on the results of the partial test (T-Test), it was obtained that the Brand Ambassador hypothesis (X2) has an influence on the Purchase Decision (Y) of Scarlett Whitening skincare products on the Shopee e-commerce platform. The digital marketing variable test can be seen in the calculated t value of 13,296; the t table value is 1.984 with a significant value of 0.000. The calculated t value is greater than the t table value, and the significant value is greater than 0.05, indicating a significant influence of the Brand Ambassador variable on the Purchase Decision variable.

The Brand Ambassador coefficient value (X2) is 0.649, meaning that if the Brand Ambassador variable increased by one point while other independent variables remained constant, then the purchasing decision (Y) increased by 0.649. This shows that Brand Ambassadors contribute positively to Purchasing Decisions. The higher the suitability of a brand ambassador chosen by a brand to promote the brand to influence consumers, the more the decision to purchase Scarlett Whitening skincare products on the Shopee e-commerce platform will also increase.

This study was conducted by Rahmat et al. (2023), who showed that brand ambassadors positively and significantly affect purchasing decisions for Scarlett Whitening products. Further research conducted by Ginting & Siregar (2023) showed that brand ambassadors have a positive and significant effect on purchasing decisions for Scarlett Whitening beauty products, in line with research conducted by Tandy et al. (2024) showing that brand ambassadors have a positive and significant effect on online purchasing decisions for Scarlett Whitening products in the Shopee Marketplace. Thus, brand ambassadors have an important role in purchasing decisions. One of the efforts that can be made is to increase consumer trust through brand ambassadors, where brand ambassadors with a good reputation can help build consumer trust in the brand. Consumers tend to be more receptive to brands or products recommended by someone respected or considered influential. Collaboration with brand ambassadors can help brands reach a wider and more

diverse audience, which may have been previously unreachable. In addition, brand ambassadors who are actively involved in supporting or using products can influence consumer attitudes and behavior.

### **The Influence of the Online Customer Review Variable (X3) on Purchasing Decisions (Y)**

Based on the results of the partial test (T-Test), it was obtained that the Online Customer Review hypothesis (X3) has an influence on the Purchase Decision (Y) of Scarlett Whitening skincare products on the Shopee e-commerce platform. The online customer review variable test can be seen in the t-value of 5.185 and the t-table value is 1.984 with a significant value of 0.000. The calculated t value is greater than the t table value, and the significant value is greater than 0.05, indicating a significant influence of the Online Customer Review variable on the Purchase Decision variable.

The coefficient value of Online Customer Review (X3) is 0.342. If the Online Customer Review variable experiences an increase of one point while the

other independent variables are fixed, then the purchasing decision (Y) increases by 0.342. This shows that Online Customer Review contributes positively to Purchasing Decisions. The higher or more customer reviews or information, especially positive reviews or reviews submitted by consumers for the Scarlett Whitening company or product on the Shopee e-commerce platform, can influence the purchasing decision for Scarlett Whitening skincare products on the Shopee e-commerce platform so that purchases of Scarlett Whitening skincare products on the Shopee e-commerce platform will also increase.

This study was conducted by Maulida & Siregar (2023), who obtained results showing that online customer reviews positively and significantly affect purchasing decisions for Scarlett Whitening products on Scarlett Whitening's Instagram followers. Further research conducted by Geraldine & Anisa (2022) showed that online customer reviews have a positive and significant effect on purchasing decisions on Lazada, in line with research conducted by Anasrulloh et al. (2024) showing that online customer reviews have a positive and significant effect on online purchasing decisions on the Shopee Marketplace. Thus, online customer reviews have an important role in purchasing decisions. One effort can be made to increase consumer trust through online customer reviews, where reviews from other users provide additional trust to potential consumers. They tend to believe more in the real experiences of other users than in direct marketing claims from brands. Positive reviews can help strengthen brand authority in the eyes of consumers. Consumers prefer products or services with many positive reviews over those with few negative reviews. Brands that can leverage and manage reviews effectively can leverage their positive influence to increase trust, expand reach, and gain a competitive advantage.

#### **4. Conclusion and Suggestions**

Based on the explanation that has been described above regarding the influence of the variables of Digital Marketing, Brand Ambassador, and Online Customer Reviews on



the Purchase Decision of Scarlett Whitening Skincare Products on the Shopee E-Commerce Platform in Madiun City, it can be concluded that: Digital Marketing, Brand Ambassador, Online Customer Review have a partial influence on the Purchase Decision of Scarlett Whitening Skincare Products on the Shopee E-Commerce Platform.

Suggestions for further researchers are expected to explore sources and references related to digital marketing variables, brand ambassadors, and online customer reviews on purchasing decisions for Scarlett Whitening Skincare products on the Shopee E-Commerce Platform, also consider the contribution of the influence of other independent variables that influence purchasing decisions for Scarlett Whitening Skincare products that were not studied in this study, and conduct sampling on different research objects so that different research results will be obtained.

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