

The Role Of Brand Ambassador And E-WOM In Influencing Purchase Decisions: Mediating Analysis Of Purchase Intention On Scarlett

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Abstrak

This study aims to analyze the impact of Brand Ambassador, E-WOM, and Purchase Intention on Purchase Decision in buying Scarlett products. Scarlett uses Brand Ambassadors and E-WOM as a means to promote products. This research uses quantitative methods with a sample of 140 respondents who are Scarlett consumers who live in the Special Region of Yogyakarta. The sampling technique is to distribute data in the form of a questionnaire and the sample size uses Hair et al because the population is not known with certainty. The measuring instrument used is validity and reliability tests and data analysis techniques using multiple linear regression models with the help of SPSS 25. The results of this study prove that the hypotheses are not all accepted, namely, brand ambassadors have no effect on purchase decisions, while E-WOM and purchase intention affect purchase decisions. This shows that only the E-WOM and purchase intention variables have a significant effect on purchase decision. The results of this study also show that the Purchase Intention variable is able to mediate the relationship between Brand Ambassador and E-WOM on Scarlett product Purchase Decision. This study recommends that Scarlett focus on promotion through E-WOM, and companies are expected to be able to choose the right Brand Ambassador, and maintain Purchase Intention consistency to increase Purchase Decision.

Keywords: Brand Ambassador, E-WOM, Purchase Intention, Purchase Decision.

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1. Introduction

In the era of globalization, changes occur so rapidly in various aspects of life, one of which is the industrial aspect (Marcella et al., 2023). The most highlighted aspect of the industry at this time is cosmetics, especially skincare. The cosmetics market revenue in Indonesia amounts to US\$1.94 billion and is predicted to grow 4.86% annually. The growing cosmetics industry market is driven by the rising middle class and the demand for halal beauty products (Statista, 2024).

Figure 1. Indonesia'S Self-Care And Beauty Product Revenue Forecast



Source: Databoks

The use of Skincare products in Indonesia has increased so rapidly and is expected to continue to increase until 2027 (Annisia Mutia, 2022). The rapid development of the skincare industry is evidenced by the emergence of various skincare brands that continue to emerge. Along with the development of the trend of using skincare not only for healthy skin needs but as an effort to look attractive following trends that are in demand by many people.

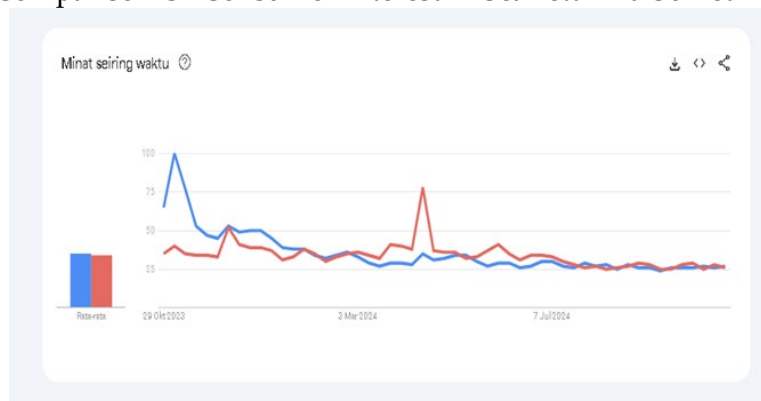
In recent years the skincare market has undergone significant changes concerning shifting consumption patterns, technological advances, and changing preferences (Nawiyah et al., 2023). Consumer tastes and behavior regarding skincare products are significantly influenced by shifting market trends. The market expansion for skincare products is a reflection of both the practical demands of skincare products and the changing preferences and values of customers.

In Indonesia, many brands have developed and competed with each other in the industry (Siti Rabiah et al., 2022). All skincare brands that have sprung up in Indonesia have high competitive value. So that skincare companies continue to try to innovate with their products with unique, quality, innovative products, and see what is being needed by consumers. One of the most highlighted skincare brands is Scarlett.

Various innovations in marketing are intensively carried out by Scarlett to increase the purchase intention of its consumers. One of the ways Scarlett has increased its sales is by collaborating with several top Indonesian artists and even South Korean artists (Mone Ratu, 2023). The presence of this brand ambassador is expected to increase consumers' purchase intention and purchase decisions for Scarlett products.

However, amid intense competition, Scarlett won the TOP Brand Award 2024 Phase 2 in the body serum category and managed to enter the TOP Brand index in the first position with a score of 26.8% (Frontier, 2024). TOP Brand is a prestigious award given to those who have successfully created product innovation and satisfaction from the Indonesian people.

Figure 2. Comparison Of Consumer Interest In Scarlett And Somethinc Products



Source: Google Trends

One of Scarlett's most prominent competitors is Somethinc products. In the past year, the competition between Scarlett and Somethinc has shown dynamic changes. However when

compared to the price, Scarlett's price is much more affordable compared to Somethinc. This is of particular concern for Scarlett to continue to attract consumer interest in the Scarlett brand. Thus, Scarlett can reach the target audience and make Scarlett continue to grow in increasing its sales.

Brand ambassadors can be defined as advertising supporters or spokespersons chosen by companies from famous or unknown people who have attractive appearances that can attract attention and are easy for consumers to remember (Pebriyanti & Kusmayadi, 2022). Brand ambassadors can form an emotional connection between companies and consumers which can lead to purchase intention (Amalia et al., 2021). Purchase intention arises because of a need or interest in those promoting the product (Adhimusandi et al., 2021). Consumer confidence regarding product selection affects purchasing decisions. However, the results of a survey conducted by ZAP found that 66.4% of women consider the content of skincare products while 42.8% only consider brand reputation and credibility when buying beauty products (Desy, 2022). The survey results conducted by ZAP prove that some women are easily influenced by the brand ambassadors they like without thinking about the needs of the skin and the ingredients contained in the product.

In an all-digital era, purchase decisions are influenced by several factors (Marcella et al., 2023). One of the efforts made by Scarlett to attract consumers to make purchase decisions is with electronic word of mouth (E-WOM) (Alessandrina Dyandramitha, 2024). E-WOM is word-of-mouth communication that occurs electronically through social media about a product or brand (Purwati & Cahyanti, 2022). Scarlett uses social media platforms as a means of promotion and to educate consumers about the products it markets. So through reviews and comments on products, it is hoped that it can influence consumers in making purchase decisions on Scarlett products.

Purchase intention can be interpreted as something that forms consumer attitudes that encourage making purchases. Consumer desires can be influenced by several factors, such as reviews, previous purchases, product information, and various advertising strategies from companies. Various ways are done to increase purchase intention, such as the use of brand ambassadors and E-WOM (Alessandrina Dyandramitha, 2024).

A purchase decision is a problem-solving process consisting of needs, desires, assessment of information sources, selection of alternative purchases, and post-purchase behavior (Prabowo et al., 2023). Purchase decisions include consumer decisions about what to buy when to buy, where to buy, and how to pay (Pravinindya Zayyan Arundati, 2023).

Prior studies have examined the impact of E-WOM and brand ambassadors, but they have concentrated on their influence on purchase intention (Amalia et al., 2021a). By concentrating on Scarlett items, this study offers fresh perspectives on how E-WOM and brand ambassadors affect purchase intention via purchase intention mediation. This study focuses on Scarlett items in Yogyakarta, as opposed to earlier studies that examine the e-commerce industry as a whole.

The purpose of this study is to examine how brand ambassadors and E-WOM influence purchase decisions, with purchase intention as a mediating factor. By analyzing this relationship, this study provides a deeper understanding of how brand ambassadors and E-WOM influence purchase decisions and the role of purchase intention in providing insight for companies in making effective policies and strategies in encouraging the use of brand ambassadors and E-WOM in the business sector, especially in the skincare sector.

2. Literature Review

Brand Ambassador to Purchase Decision

A brand ambassador is a medium used by companies to communicate with the public to increase sales (Raihan et al., 2022). Brand ambassadors have a positive and significant influence on purchasing decisions. The higher the brand image owned by the brand ambassador who can represent a brand, the higher the decision to make a purchase ((Wijareni & Nurmahdi, 2023).

H1: Brand ambassadors have a significant on purchasing decisions.

E-WOM to Purchase Decision

Electronic Word of Mouth (E-WOM) is communication via the internet that refers to positive and negative statements made by potential, actual, or former customers about products (Sindy Yulitaningrum et al., 2024). E-WOM has a significant influence on purchase decisions. This happens because E-WOM is a marketing tool that utilizes social media as a promotional channel that can influence consumer perceptions and purchase decisions (Aulia et al., 2024).

H2: E-WOM has a significant effect on Purchase decisions

Brand Ambassador to Purchase Intention

A brand ambassador is an individual who is well-known in the community for an award in addition to the product he supports (Nurjannah & Surianto, 2022). Brand ambassadors have a significant on purchase intention. Brand ambassadors who have an attractive appearance can influence consumer memories and attract attention to buy advertised products (Amalia et al., 2021).

H3: Brand ambassadors have a significant on purchase intention.

E-WOM to Purchase Intention

E-WOM can be interpreted as positive or negative communication of brand information via technology-based internet (Kadek et al., 2020). E-WOM has a significant significant effect on purchase intention. Receipt of positive information provided through E-WOM can influence attitudes that lead to purchase intention on the most preferred recommendation product (Purwati & Cahyanti, 2022).

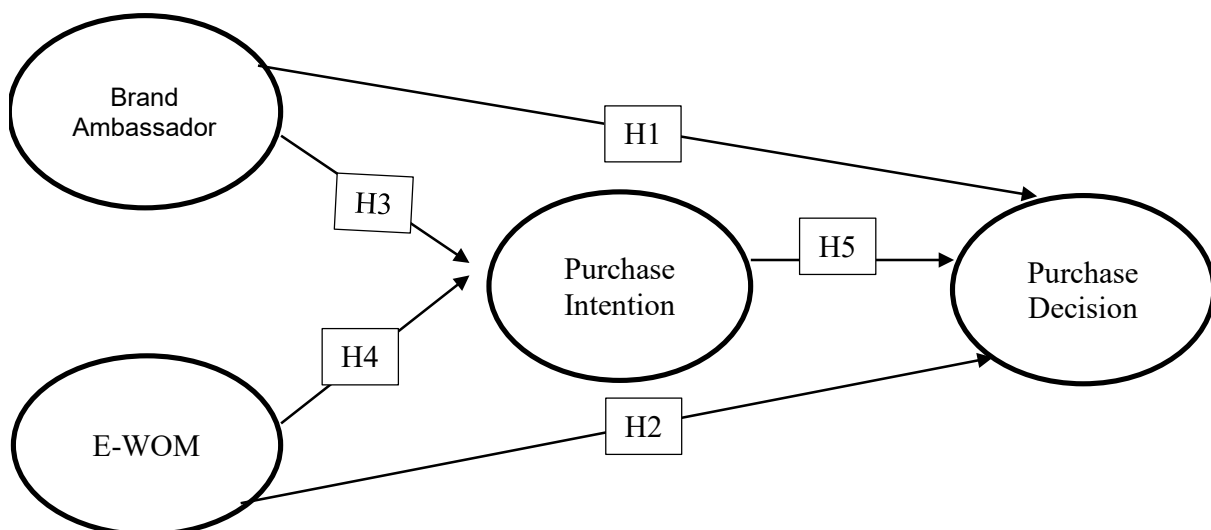
H4: E-WOM has a significant on purchase intention.

Purchase Intention to Purchase Decision

Purchase intention is consumer behavior that arises in response to objects that show consumers' desire to make purchases (Kadek et al., 2020). Purchase intention has a significant effect on purchase decisions. Someone tends to take action before deciding to take an interest in the product being offered. Purchase intention is a form of initial behavior from consumers who have the desire to buy a product based on experience (Suhaily, 2023).

H5: Purchase intention has a significant effect on purchase decisions.

Figure 3. Research Framework



Source: Developed By Researchers 2024

3. Method, Data, and Analysis

This research uses a quantitative approach with a survey method. The survey method is a data collection method that uses questionnaire instruments to obtain responses from respondents who are research samples (Sugiyono, 2020). The survey method is a data collection method that uses

questionnaire instruments to obtain responses from respondents who are research samples (Sugiyono, 2020). In this study, sampling using nonprobability sampling techniques with purposive sampling method, namely sampling techniques with certain considerations. The sampling technique used is purposive sampling where sampling is based on characteristics in accordance with the criteria that have been determined in the study. The criteria for determining respondents are Scarlett consumers who live in the Special Region of Yogyakarta, have bought Scarlett products at least once, and are at least 17 years old. This study uses primary data sources. Primary data is data collected and processed by researchers directly from the object of research using a questionnaire to respondents containing questions and statements related to the variables to be studied (Sugiyono, 2020).

This research data uses primary data obtained from distributing questionnaires via online with google forms given directly to 140 respondents. The results of distributing questionnaires to 140 respondents who met the criteria as a research sample, including consumers who live in Yogyakarta with a minimum age of 17 years and have purchased Scarlett products at least once. By distributing questionnaires in the form of Google Forms distributed through social media, the answer assessment uses a Likert scale (1-5). Of the total questionnaires distributed as many as 140 respondents will then be tested and analyzed. The data obtained will be processed using the IBM SPSS Statistics V 25 application, tested using validity, reliability and classical assumption tests including normality, multicollinearity, and heteroscedasticity, then the data is analyzed using multiple linear regression analysis, coefficient of determination, t test (partial) and sobel test. Multiple linear regression tests are used to determine how much influence the independent variable has on the dependent variable.

The resulting regression equation is as follows: $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$

Deskriptor:

Y = Purchase Decision Variable

β_0 = Value Y When X = 0 or constant value

$\beta_1, \beta_2, \beta_3$ = Multiple Regression

X1 = Brand Ambassador Variable

X2 = E-WOM Variable

X3 = Purchase Intention Variable

4. Result and Discussion

Validity Test

The validity test is a process to ensure that data collection instruments can measure what you want to measure so that the research results are relevant and trusted (Sugiyono, 2020). Validity shows the extent to which the data obtained by the data obtained through the instrument can reflect the variables being measured. If the coefficient between the item and the total item is the same or above 0.5, the item is declared valid. However, if the correlation value is below 0.5, the item is declared invalid (Sugiyono, 2020). The validity test results are presented in the following table:

Table 1. Validity Test Results

Variable	Statement	r-count	r-table	Description
<i>Brand Ambassador</i> (X1)	BA.1	0,672	0,1396	Valid
	BA.2	0,704	0,1396	Valid
	BA.3	0,809	0,1396	Valid
	BA.4	0,737	0,1396	Valid
	BA.5	0,871	0,1396	Valid
	BA.6	0,893	0,1396	Valid
	BA.7	0,871	0,1396	Valid
	BA.8	0,869	0,1396	Valid
<i>E-WOM</i> (X2)	EWOM.1	0,866	0,1396	Valid
	EWOM.2	0,841	0,1396	Valid
	EWOM.3	0,823	0,1396	Valid

Variable	Statement	r-count	r-table	Description
	EWOM.4	0,838	0,1396	Valid
	EWOM.5	0,841	0,1396	Valid
	EWOM.6	0,821	0,1396	Valid
<i>Purchase Intention (Z)</i>	PI.1	0,709	0,1396	Valid
	PI.2	0,713	0,1396	Valid
	PI.3	0,854	0,1396	Valid
	PI.4	0,845	0,1396	Valid
	PI.5	0,788	0,1396	Valid
	PI.6	0,787	0,1396	Valid
	PI.7	0,770	0,1396	Valid
	PI.8	0,766	0,1396	Valid
<i>Purchase Decision (Y)</i>	PD.1	0,885	0,1396	Valid
	PD.2	0,893	0,1396	Valid
	PD.3	0,773	0,1396	Valid
	PD.4	0,774	0,1396	Valid
	PD.5	0,813	0,1396	Valid
	PD.6	0,823	0,1396	Valid

Source: Primary Data, Processed In 2024

Every question item in this study has been deemed legitimate based on the validity test findings from 140 respondents, which show that r-count > r-table.

Test of Reliability

A reliability test is a procedure used to gauge how consistently a research tool generates data. Reliable tools can be used frequently and yield consistent results (Sugiyono, 2020). The degree of consistency and dependability of the measuring device is described by the instrument reliability test. In this test, researchers looked at Cronbach's Alpha to determine a variable's dependability. Reliability is determined using the following decision-making framework (Sugiyono, 2020). The more dependable the tool, the closer the Cronbach's alpha value is to 1. Generally speaking, a Cronbach alpha score of 0.06 or higher is regarded as dependable.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha
Brand Ambassador	0,922
E-WOM	0,914
Purchase Intention	0,901
Purchase Decision	0,906

Source: Primary Data, Processed In 2024

Based on the results of the reliability test, it can be seen that the Cronbach's Alpha > 0.06 value of Brand Ambassador is 0.922, E-WOM is 0.914, Purchase Intention is 0.901, and Purchase Decision is 0.906. So it can be concluded that all variables in the statement are declared reliable. This is because it has met the specified value, namely the Cronbach's Alpha value > 0.6.

Multiple Linear Regression Test

One method for examining the association between one dependent variable and two or more independent variables is the multiple linear regression test (Sugiyono, 2020). To ascertain the degree to which the independent variable influences the dependent variable, multiple linear regression tests are employed. Using the equation that follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Description

Y = Purchase Decision Variable

β_0 = Y value when X = 0 or constant value

$\beta_1, \beta_2, \beta_3$, = Regression Coefficient

X1 = Brand Ambassador Variable

X2 = E-WOM Variable

X3 = Purchase Intention Variable

Table 3. Multiple Linear Regression Test Results Equation 1

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.856	1.307		4.480	.000
	Brand Ambassador (X1)	.326	.055	.389	5.910	.000
	Electronic Word of Mouth (X2)	.624	.079	.518	7.868	.000
a. Dependent Variable: Purchase Intention (Z)						

Source: Primary Data, Processed In 2024

The following findings are derived from the table of multiple linear regression test results for equation 1 with the use of SPSS version 25 for Windows:

$$PI = 0,389 BA + 0,518 E + e$$

Description:

PI: Purchase Intention

BA: Brand Ambassador

E: E-WOM

Based on the results of the multiple linear regression analysis above, it can be explained as follows:

- a. $b_1 = 0,389$

This means that if the Brand Ambassador variable increases the Purchase Decision will increase.

- b. $b_2 = 0,518$

This means that if the E-WOM variable increases the Purchase Decision will increase.

Table 4. Multiple Linear Regression Test Equation 2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.120	1.410		2.212	.029
	Brand Ambassador (X1)	.075	.062	.106	1.200	.232
	Electronic Word of Mouth (X2)	.231	.096	.227	2.394	.000
	Purchase Intention (X3)	.411	.086	.487	4.776	.000
a. Dependent Variable: Purchase Decision (Y)						

Source: Primary Data, Processed In 2024

The following findings are derived from the table of equation 2's multiple linear regression test results using SPSS version 25 for Windows:

$$PI = 0,106 BA + 0,227 E + 487 PI + e$$

Description:

PD: Purchase Decision

BA: Brand Ambassador

E: E-WOM

PI: Purchase Intention

Based on the results of the multiple linear regression analysis above, it can be explained as follows:

- a. $b_1 = 0,106$
This means that if the Brand Ambassador variable increases the Purchase Decision will increase.
- b. $b_2 = 0,227$
This means that if the E-WOM variable increases the Purchase Decision will increase.
- c. $b_3 = 0,487$
This means that if the Purchase Intention variable increases the Purchase Decision will increase.

Hypothesis Testing

The t Test

The t-test is used to test the significance of the relationship between the independent variable (Brand Ambassador, E-WOM, and Purchase Intention) and the dependent variable (Purchase Decision). The independent variable can be said to have an effect if the t-count > t-table value and the significance value < 0.05. In this study, the t-table value of $df = n - k - 1$ ($140 - 4 - 1 = 135$) with a significance level of 0.05. The results of t can be seen in the following table:

Table 5. t Test Results Equation 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.856	1.307		4.480	.000
Brand Ambassador (X1)	.326	.055	.389	5.910	.000
Electronic Word of Mouth (X2)	.624	.079	.518	7.868	.000
Dependent Variable: Purchase Intention (Z)					

Source: Primary Data, Processed In 2024

The following findings are evident from Equation 1's t-test results:

- a. Brand Ambassador on Purchase Intention
Based on the table of t-test results for equation 1, obtained a t count of $5.910 > 1.656$ and a sig value of $0.000 < 0.05$. These results prove that H_0 is rejected and H_3 is accepted, which means "Brand Ambassador has a positive effect on Purchase Intention".
- b. E-WOM on Purchase Intention
Based on the table of t-test results for equation 1, it is obtained a t count of $7.868 > 1.656$ and a sig value of $0.000 < 0.05$. These results prove that H_0 is rejected and H_4 is accepted, which means "E-WOM has a positive effect on Purchase Intention".

Table 6. t Test Results Equation 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.120	1.410		2.212	.029
Brand Ambassador (X1)	.075	.062	.106	1.200	.232

Electronic Word of Mouth (X2)	.231	.096	.227	2.394	.018
Purchase Intention (Z)	.441	.086	.487	4.776	.000
Dependent Variable: Purchase Decision (Y)					

Source: Primary Data, Processed In 2024

Based on the table of t-test results, the results can be seen as follows:

a. Brand Ambassador to Purchase Decision

Based on Table 4.20, the t-test results of equation 2 obtained a t count of $1.200 < 1.656$ and a sig value of $0.232 > 0.05$. These results prove that H0 is accepted and H1 is rejected, which means "Brand Ambassador has no significant effect on Purchase Decision".

b. E-WOM on Purchase Decision

Based on Table 4.20, the t-test results of equation 2 obtained a t count of $2.394 > 1.656$ and a sig value of $0.018 < 0.05$. These results prove that H0 is rejected and H2 is accepted, which means "E-WOM has a significant effect on Purchase Decision".

c. Purchase Intention to Purchase Decision

Based on Table 4.20, the t-test results of equation 2 obtained a t count of $4.776 > 1.656$ and a sig value of $0.000 < 0.05$. These results prove that H0 is rejected and H5 is accepted, which means "Purchase Intention has a significant effect on Purchase Decision".

F test

The F test seeks to ascertain whether the model being employed is fit or whether the independent variable can adequately explain the dependent variable (Sugiyono, 2020). To ascertain the combined impact of independent variables on the dependent variable, the F test is utilized. The simultaneous effect hypothesis is accepted if the significance value is less than 0.05. In the meanwhile, the simultaneous effect hypothesis is disproved if the significance level is greater than 0.05. The following are the test results using the model:

Table 7. F Test Results Equation 1

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1630.178	2	815.089	166.408	.000 ^b
1 Residual	671.044	137	4.898		
Total	2301.221	139			
a. Dependent Variable: Purchase Intention					
b. Predictors: (Constant), Electronic Word of Mouth, Brand Ambassador					

Source: Primary Data, Processed In 2024

Table 7 indicates that a significance level of $0.000 < 0.05$ can be determined from the results of the F test equation 1 above. For the F test findings to demonstrate that E-WOM and Brand Ambassadors have a simultaneous impact on Purchase Intention.

Table 8. F Test Results Equation 2

ANOVA ^a

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	964.601	3	321.534	64.652	.000 ^b
	Residual	676.370	136	4.973		
	Total	1640.971	139			
a Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Purchase Intention, Brand Ambassador, Electronic Word of Mouth						

Source: Primary Data, Processed In 2024

Based on the results of the F test equation 2 above, a significance level of $0.000 < 0.05$ can be obtained. So that the results of the F test can prove that Brand Ambassador, E-WOM, and Purchase Intention simultaneously affect Purchase Decisions.

Test Coefficient of Determination (Adjusted R²)

The coefficient test aims to measure the contribution of the independent variables as a whole to the variation in the value of the dependent variable (Sugiyono, 2020). The coefficient of determination has a range of 0 to 1. If the R² value is closer to 1, the better the model used to represent the real relationship (Sugiyono, 2020).

Table 8. Test Coefficient of Determination (Adjusted R²) Equation 1

Model Summary^b				
Mode 1	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.842 ^a	.708	.704	2.21317
a. Predictors: (Constant), Electronic Word of Mouth, Brand Ambassador				
b. Dependent Variable: Purchase Intention				

Source: Primary Data, Processed In 2024

Based on the results of the coefficient of determination test of equation 1, it can be seen that the value of the coefficient of determination or r square is 0,708. That value of r square is obtained from the product of the correlation coefficient value, namely $0,842 \times 0,842$, then the result is 0,708 or equal to 70,8%. This figure shows that the brand ambassador and E-WOM variables affect purchase intention by 70,8%. While the remaining 29,2% is influenced by other variables outside the regression equation or variables not examined. The results of this study indicate if the R Square value is closer to 1, the more influential the independent variable is on the dependent variable.

Table 9. Test Coefficient of Determination (Adjusted R²) Equation 2

Model Summary^b				
Mode 1	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.767 ^a	.588	.579	2.23009
a. Predictors: (Constant), Purchase Intention, Brand Ambassador, Electronic Word of Mouth				
b. Dependent Variable: Purchase Decision				

Source: Primary Data, Processed In 2024

Based on Table 9 the results of the coefficient of determination test for equation 2 above, it can be seen that the coefficient of determination or R Square is 0.588. The R Square value is obtained by multiplying the correlation coefficient value, namely $0.767 \times 0.767 = 0.588$. The magnitude of the coefficient of determination is 0.588 or equal to 58.8%. This figure shows that the Brand Ambassador, E-WOM and Purchase Intention variables simultaneously affect the Purchase Decision by 58.8%. While the remaining 41.2% is influenced by other variables outside the regression equation or variables not examined. The results of this study indicate that if the R Square value is closer to 1, the more influential the independent variable is on the dependent variable.

Sobel Test

The Sobel test is a method for determining if the mediating variable has a mediating effect on the relationship between the independent and dependent variables (Sugiyono, 2020). According to (Sugiyono, 2020). The Sobel test assesses the significance of the mediating impact of the z-statistic derived from the two regression coefficients related to the independent variable's effect on the mediating variable and the mediating variable's effect on the dependent variable.

Sobel formula:

$$Z = \frac{a \cdot b}{\sqrt{b^2 \cdot SE_a^2 + a^2 \cdot SE_b^2}}$$

Description:

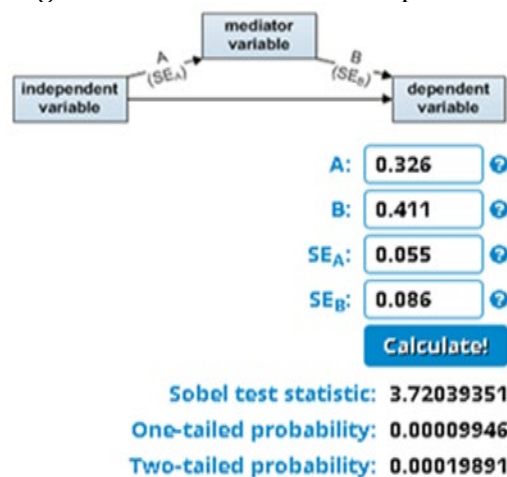
a = regression coefficient that measures the effect of the independent variable on the mediating variable.

b = regression coefficient that measures the effect of the mediating variable on the dependent variable.

SEa = standard error of coefficients a and b.

The following serves as the test's decision-making basis (Sugiyono, 2020): The mediating variable significantly links the influence of the independent variable on the dependent variable if $Z > 1.96$ or the p-value is less than 0.05. In contrast, there is no significant mediating impact if $Z < 1.96$ or p-value > 0.05 , meaning that the mediator cannot account for the relationship between the independent and dependent variables.

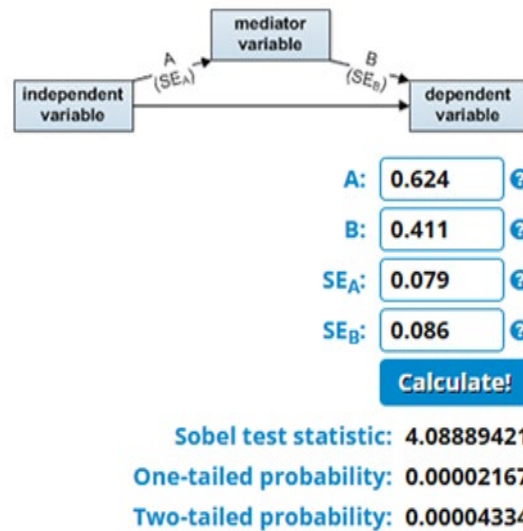
Figure 3. Sobel Test Results Equation



Source: DanielSoper.com

Based on the results of the Sobel test equation 1 above, it can be seen that the independent variable used in this equation is Brand Ambassador and the dependent variable in this equation is Purchase Decision. As for the mediating variable in the form of purchase intention. It can be seen that the value of A is 0,326 with SEA (standard A) of 0,055, whereas B has a value of 0,411 and the standard error B (SEB) is 0.086%. Following the computation of the four values, a one-tailed probability value of 0.00009946 < 0.05 and a two-tailed probability of 0.00019891 < 0.05 are obtained. Furthermore, the value of the Sobel test statistic is 3.72039351 > 1.96 . It is clear from the previous discussion that Purchase Intention can act as a mediator between the Purchase Decision and the Brand Ambassador. This is because the two-tailed and one-tailed probability values are less than 0.05. Therefore, the Purchase Intention variable can mediate between the Brand Ambassador and the Purchase Decision, according to the Sobel test's decision-making requirements.

Figure 4. Sobel Test Results Equation 2



Source: DanielSoper.com

E-WOM is the independent variable in this equation, while purchase decision is the dependent variable, as can be observed from the results of the Sobel test equation 2 above. Purchase intention, on the other hand, is the mediating variable. The standard error A (SEA) is 0.079 and the value of A is 0.624. In contrast, B has a value of 0.411 and a SEB value of 0.086. Following the computation of the four values, a one-tailed probability value of 0.00009946 < 0.05 and a two-tailed probability of 0.00019891 < 0.05 are obtained. Furthermore, the value of the Sobel test statistic is 3.72039351 > 1.96. It is clear from the preceding discussion that Purchase Intention might act as a mediator between E-WOM and Purchase Decision. This is because the two-tailed and one-tailed probability values are less than 0.05. Therefore, the Purchase Intention variable can mediate between E-WOM and Purchase Decision, according to the Sobel test's decision-making requirements.

5. Conclusion and Suggestion

With an emphasis on purchase intention as a mediating factor, this study attempts to investigate how brand ambassadors and E-WOM affect consumers' decisions to buy Scarlett products. The study's conclusions show that E-WOM and brand ambassadors have a big impact on consumers' intentions to buy. Furthermore, E-WOM directly influences purchasing decisions significantly, whereas brand ambassadors have no direct influence. Additionally, the interaction between brand ambassadors and E-WOM about the decision to buy Scarlett items might be mediated by purchasing intention.

This finding highlights, that although brand ambassadors do not directly influence the purchase decision of Scarlett products, E-WOM plays an important role in increasing Scarlett's purchase decision. This suggests that it is important to choose brand ambassadors who have good credibility to represent the company and suit the target audience to support the company's sales. Purchase intention can function as a mediating variable between brand ambassadors and E-WOM on purchase decisions.

Therefore, future efforts to improve brand ambassadors must increase the credibility and attractiveness of brand ambassadors, so that they can attract consumers to make purchase decisions. In addition, companies can choose brand ambassadors who have good credibility and can represent the company in increasing purchase decisions.

Future research is expected to determine what factors can influence Purchase Decisions. The author provides suggestions for adding different variables and is supported by theories based on previous research to further deepen the research findings. In this section, the author presents brief conclusions from the results of the research with suggestions for

advanced researchers or general readers. A conclusion may cover the main points of the paper, but do not replicate the abstract in the conclusion.

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