

The Influence of Brand Ambassador, Brand Image, and Online Customer Review on Purchase Intention toward Azarine Sunscreen in DKI Jakarta

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ABSTRACT

This study examines the influence of Brand Ambassador, Brand Image, and Online Customer Review on Purchase Intention toward Azarine Sunscreen in DKI Jakarta. Using a quantitative causal design, data were collected from 235 Generation Z respondents through questionnaires and analyzed with Partial Least Square Structural Equation Modeling (PLS-SEM) using SmartPLS 4. The results show that Brand Ambassador, Brand Image, and Online Customer Review each have a positive and significant effect on Purchase Intention, with path coefficients of 0.383, 0.338, and 0.357, respectively. The three variables jointly explain 65.3% of the variance in Purchase Intention, confirming their central role in shaping consumer purchase intention toward local skincare brands.

INTRODUCTION

The skincare industry in Indonesia has grown rapidly in recent years, driven by rising consumer attention to appearance and skin health as well as the increasingly widespread use of social media and e-commerce platforms in consumption activities. Barometer Bali (2024) estimated the Indonesian facial-care market to be worth USD 2.7 billion in 2024, approximately 20% higher than the previous year (Ngurah Dibia, 2024), a figure that illustrates the substantial growth space available to beauty industry players. Skincare refers to facial skin care activities using specific products according to consumer needs, including handling acne, acne scars, blemishes, dull skin, and premature ageing signs (Mahmudah et al., 2024), with widely used product types including facial wash, sunscreen, moisturizer, serum, toner, and mask.

Azarine Cosmetic is one of the local beauty brands that has grown in Indonesia. Operating under PT Wahana Kosmetika Indonesia since 2002, the brand offers cosmetic and skincare products (Story of Azarine, n.d.) and currently focuses on skincare and cosmetics. Its Hydrasoothe Sunscreen Gel SPF 45+ PA++++ went viral and became the top-ranked brand in the best-selling sunscreen category in e-commerce during 2024. In the January-March 2024 period, Azarine recorded a 14.3% sunscreen market share, ahead of Facetology (12.3%), Skin Aqua (8.3%), Skintific (7.8%), and Wardah (5.6%) (Akman, 2024). On the Shopee platform, Azarine Hydrasoothe Sunscreen Gel recorded a sales volume of 438,900 units with a transaction value of IDR 22.14 billion, reflecting the high transaction volume achieved by the brand (Akman, 2024). Despite this strong performance, Azarine remains in a dynamic competitive environment as rival sunscreen brands continuously renew their products and marketing activities, making the maintenance of brand position and consumer purchase intention an ongoing concern; sales figures show that Azarine has remained among the top-selling brands since 2023 through early 2024, with performance strengthening during the October 2023 campaign period before a temporary decline at the end of 2023 and a rebound in the first quarter of 2024 (Suci Andini, 2024).

This growth creates both opportunities and challenges for local and international skincare brands. Intense competition requires local brands such as Azarine to sustain their market presence, including against international brands with broader recognition, so that marketing strategy needs to account for consumer characteristics; one strategy commonly applied is engaging a public figure as a Brand Ambassador (Dewi & Chandra, 2025). To strengthen its brand communication in Indonesia, Azarine employs a South Korean celebrity as its Brand Ambassador; figures with a large following can help expand brand recognition and attract potential consumers, and the relationship between an endorsing figure and a brand can increase the attractiveness and trustworthiness of the message delivered (Mahendra & Kusdiyanto, 2024).

Consumer assessment of a brand is not shaped by the endorsing figure alone. The impression attached to a brand is also part of the evaluation process, since Brand Image can be understood as the collection of perceptions and memories that consumers hold about a brand (Adelia & Cahya, 2023), and a

favourable image can help consumers recognise a brand and build trust in it. In the digital marketing environment, Brand Image can also be shaped through various conversations and consumer evaluations on digital platforms; for cosmetic products in particular, prior users' experiences, commonly known as Online Customer Review, help potential consumers obtain a picture of product usage before purchase. Positive reviews can strengthen the confidence of potential consumers, while negative reviews can reduce interest in a product (Amalia Riyanjanya & Andarini, 2022), and because they stem from users' actual experience, Online Customer Review also functions as a source of information considered before purchase (Titin Hariyanto & Trisunarno, 2020).

This study positions Brand Ambassador, Brand Image, and Online Customer Review as research constructs analysed in relation to Purchase Intention, which reflects an individual's tendency to make a purchase and can be shaped by marketing communication, brand perception, and information provided by other consumers (Alvionita & Sutedjo, 2021). A pre-survey of 30 participants indicated a notable response on three main variables: 24 respondents (80%) stated that the presence of a celebrity as Brand Ambassador is related to their interest in buying Azarine, a finding that supports source credibility theory, which explains that a communicator's attractiveness and credibility can influence message effectiveness; 25 respondents (83%) viewed Azarine as a quality local skincare brand; and 27 respondents (90%) stated that positive reviews on e-commerce and social media platforms increased their interest in purchasing Azarine, indicating the role of brand perception and user information in purchase consideration, which can be linked to source credibility, brand equity, and electronic word of mouth (e-WOM).

Prior studies further reveal inconsistent empirical findings regarding these relationships. Brand Ambassador has been reported to have a significant positive effect on purchase intention (Yana Siregar & Irwan Padli Nasution, 2022), yet other studies found no significant effect (Andini et al., 2021). Similarly, Brand Image has been found to significantly affect purchase intention (Laurent Illenia Hidayat, 2023), while other research found no significant effect (Marvell Geraldine & Susanti, 2021). Online Customer Review has likewise been reported to have a significant positive effect on purchase intention in some studies (Ariani et al., 2024) but not in others (Tuan et al., 2025). Given the market conditions, the pre-survey findings, and these divergent results in prior research, this study examines Brand Ambassador, Brand Image, and Online Customer Review in relation to Purchase Intention for Azarine Sunscreen among Generation Z consumers in DKI Jakarta, variables chosen for their relevance to digital-channel consumer behaviour and the continued diversity of empirical evidence surrounding them. Accordingly, this research seeks to examine and analyse whether Brand Ambassador, Brand Image, and Online Customer Review have a positive and significant effect on purchase intention toward Azarine skincare products, with the expectation that the findings will enrich the marketing literature on digital consumer behaviour and brand communication while offering Azarine practical input for designing marketing activities suited to its consumer characteristics, including considerations

regarding public figures, brand-image management, and the use of consumer reviews in relation to purchase intention.

LITERATURE REVIEW

Purchase Intention

Purchase intention is a key variable in consumer behaviour that describes an individual's tendency to take a purchase action toward a product or service. It reflects a consumer's mental readiness in responding to marketing stimuli and serves as a strong predictor of actual purchase decisions (Aisyah & Rachmawati, 2022). It is a psychological tendency that reflects the desire and readiness to purchase a product or service (Zhang, Liu, & Li, 2021), representing an early stage in the consumer decision-making process that is influenced by perceived value and consumer attitude toward the product received as a response to marketing stimuli (Kurniawan & Wibowo, 2023). The evaluation of product information and prior consumer experience also plays a role in forming purchase intention, in which internal motivational factors interact with external influences to determine purchase decisions (Li & Zhao, 2021), while brand trust strengthens the resulting purchase intention and promotional and marketing-communication strategies can reinforce purchase intention by directing consumers to make a product their primary choice (Rahayu & Pratama, 2020). In this study, purchase intention is measured through twelve indicators adapted from Achsa and Dewi (2021), covering interest in the product, desire to buy, urgency to buy, willingness to share product information, using the product as a reference, willingness to recommend the product, preference relative to similar products, positive perception of the product, product preference, information seeking, use of information as a consideration, and seeking information from multiple sources.

Brand Ambassador and Source Credibility Theory

A Brand Ambassador is an individual selected by a company to become the face and representation of a brand in building an emotional relationship with consumers, playing an important role in shaping public perception of a brand through self-image, credibility, and attractiveness; the presence of a Brand Ambassador aligned with a brand's values and identity has been shown to strengthen Brand Image and increase purchase intention, particularly in the context of digital marketing (Putri Sabella et al., 2022). Endorser-brand fit further strengthens effectiveness, as a stronger match between an endorser's image and the brand increases the relationship between aesthetic attractiveness and brand attachment in shaping purchase intention (Kim & Park, 2023); Brand Ambassadors also contribute to long-term brand value by creating emotional attachment through emotional branding, storytelling, and value alignment between the ambassador and the brand (Saeedi, 2025), and in the digital era they increasingly function as content creators who build authentic, real-time interaction that enhances brand trust (Belanche et al., 2021), while consumers tend to more readily accept promotional messages from figures they admire or trust (Khan et al., 2024). This study draws on the conceptual foundation described by Barari et al. (2025), who identify credibility (expertise and

trustworthiness), attractiveness, product-endorser match-up, and recall/recognition value as the key determinants of ambassador effectiveness, and measures Brand Ambassador through twelve indicators developed from Han and Balabanis (2024), namely product knowledge, relevant experience, product understanding, honesty in conveying information, trust in recommendations, fair promotion, attractive appearance, likeable personality, suitable lifestyle, ambassador image congruent with brand image, congruence with the target consumer, and congruence between the promoted product and the ambassador's field.

Brand Image

Brand Image plays a strategic role in influencing purchase intention, particularly in the digital era where consumers face many similar brand options; a strong brand image not only shapes a positive perception of a product but also strengthens consumer confidence and emotional attractiveness toward purchase, and a positive Brand Image can significantly increase purchase intention because it creates trust and strong emotional association with the brand (Dea Khoirunnisa & Albari, 2023). Brand Image is the collection of perceptions, beliefs, and associations that consumers form regarding a brand's quality, utility, and image, together shaping a collective impression in the minds of the market, and functions as an important signal for consumers in assessing product superiority and brand reputation, particularly under uncertainty or when many alternatives exist in the market (Dea Khoirunnisa & Albari, 2023). In today's digital marketing landscape, Brand Image is no longer shaped solely by company campaigns but also by consumer interaction through social media; customer reviews, user-generated content, and brand consistency across digital platforms play an important role in building consumers' collective perception, which in turn significantly affects purchase intention through trust, emotional closeness, and quality perception (Noventi & Thaib, 2025). This study follows Wardhana (2024) in recognising marketing communication, customer experience, word of mouth and consumer reviews, corporate social responsibility, and product design/visual identity as the main factors shaping Brand Image, and measures the construct through fifteen indicators adapted from Peng et al. (2024), covering product-user congruence, positive user image, lifestyle congruence, usage flexibility, ease of daily use, ability to support needs, positive brand character, innovativeness, distinctiveness, expectation of a pleasant experience, self-confidence associated with the brand, positive feelings toward the brand, quality assessment, brand trust, and congruence with consumer needs.

Online Customer Review and Electronic Word of Mouth

Online Customer Review is a consumer evaluation based on product- or service-usage experience that functions as a form of electronic word-of-mouth (e-WOM) with substantial influence in the digital environment. The quality and credibility of online reviews, such as informational detail and social-group similarity between reviewer and reader, play an important role in shaping

purchase intention, particularly on e-commerce platforms, with purchase intention increasing significantly when reviews are perceived as relevant, useful, and socially connective (Ahn & Lee, 2024). Within e-commerce, Online Customer Review not only supplies additional information for prospective buyers but also builds trust toward a particular product or brand; positive reviews from previous customers can increase purchase intention, while negative reviews can reduce trust and lower purchase intention (Mulyono et al., 2024). This study measures Online Customer Review through eight indicators adapted from Lackermair et al. (2013) and Setiana and Harmawan Saputra (2025), namely awareness of online reviews about a product, attention paid to online reviews, frequency of reading online reviews, use of online reviews as an information source, comparison across online reviews, comparison of the product with similar products, the influence of online reviews on purchase intention, and the influence of positive reviews on the desire to purchase.

Previous Research

A number of prior studies support the relationships examined in this study. Indrawatty (2024) found that Brand Ambassador and Brand Image positively affect purchase intention for Azarine Sunscreen in Yogyakarta. Enderwantika and Soebiantoro (2024) reported that Brand Image positively and significantly affects purchase intention for Azarine among students in Surabaya. Diffa et al. (2024) found that Brand Ambassador positively affects purchase intention among Generation Z users of Azarine cosmetics. Rosari and Simamora (2024) and Siswanto and Haryono (2025) similarly found that Brand Ambassador and Brand Image positively and significantly affect purchase intention for other local beauty brands. On the Online Customer Review side, Primastika and Kusumasari (2025) found that Online Customer Review and Brand Image positively affect purchase intention for beauty products, Komara and Erwand (2023) found a significant positive effect of online consumer review on purchase intention, and Fariza and Wiyadi (2024) reported a similar positive and significant effect in the context of influencer marketing and online customer review. Alvionita and Sutedjo (2021) found that Brand Image and Customer Review positively and significantly affect purchase intention for another local beauty brand. These findings, together with studies reporting non-significant relationships (Andini et al., 2021; Marvell Geraldine & Susanti, 2021; Tuan et al., 2025), indicate that the relationships among Brand Ambassador, Brand Image, Online Customer Review, and Purchase Intention remain empirically inconsistent and merit further examination in the specific context of Azarine Sunscreen.

Hypothesis Development

A Brand Ambassador plays an important role in building an emotional relationship between consumers and a brand through their function as a trustworthy, socially influential brand representative (Prayogo et al., 2022); an ambassador possessing attractiveness, credibility, and expertise is able to form a positive consumer perception that can subsequently increase purchase intention (Shimp & Andrews, 2019). In the context of a beauty product such as Azarine, a

popular and trusted Brand Ambassador, whether a celebrity or an influencer, can influence consumer purchase decisions by delivering product information persuasively and convincingly; empirical evidence shows that Brand Ambassador significantly affects purchase intention for cosmetic products, particularly through building consumer trust and enhancing product attractiveness (Herawati & Putra, 2023), while Brand Ambassador has also been shown to increase purchase intention by reinforcing positive brand association and brand image (Lee & Watkins, 2020). Based on this reasoning:

H1: Brand Ambassador has a positive and significant effect on purchase intention toward Azarine products.

Brand Image represents consumers' overall perception of a brand formed through experience, marketing communication, and social interaction (Keller, 2020); a strong brand image can create a deep, positive, and differentiating impression relative to competitors, thereby increasing loyalty and purchase intention (Aaker, 1997; Fitriani & Suryani, 2023). Prior research on Azarine cosmetics found that Brand Image has a significant effect on purchase intention, with consumers more inclined to purchase products from brands with a favourable and trustworthy image (Zahrour, 2023), and a positive Brand Image increases quality perception and trust, which directly affects purchase intention (Rahman et al., 2021). Based on this reasoning:

H2: Brand Image has a positive and significant effect on purchase intention toward Azarine products.

Online Customer Review is feedback or testimony from consumers who have used a product and shared their experience through digital platforms (Park et al., 2021); reviews that are of high quality, credible, and positive in valence can influence the perception of new consumers, increase trust, and reduce perceived purchase risk (Amelia & Lestari, 2022), making customer reviews an important determinant of purchase decisions, particularly for cosmetic products that are sensitive to quality and usage outcomes. Prior research on Azarine found that customer review significantly affects purchase intention, with consumers more inclined to purchase products carrying positive reviews and a larger number of reviews (Rakhmawati et al., 2023), while review valence and review credibility have been identified as key indicators strengthening the relationship between reviews and purchase intention (Park et al., 2021). Based on this reasoning:

H3: Online Customer Review has a positive and significant effect on purchase intention toward Azarine products.

These three relationships are grounded in the broader phenomenon of modern marketing communication, in which brand-communication strategy no longer relies solely on conventional media but also draws on the power of personal branding through a Brand Ambassador, brand perception through Brand Image, and consumer testimony through Online Customer Review. These three elements are believed to significantly shape purchase intention, particularly among Generation Z, who are active on social media and accustomed to making decisions based on the online experience of others.

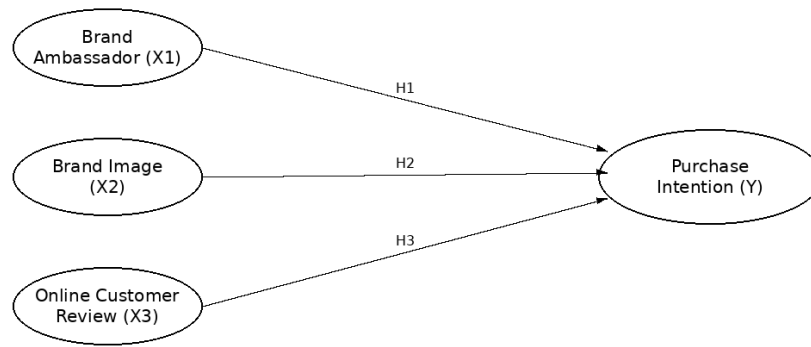


Figure 1. Conceptual Framework

METHODOLOGY

This study applies a quantitative approach with a causal-associative design, aimed at testing the cause-and-effect relationship between the independent variables, Brand Ambassador, Brand Image, and Online Customer Review, and the dependent variable, Purchase Intention. The quantitative approach was chosen for its consistency with the positivist paradigm, which emphasises objective measurement of social phenomena using standardised instruments, allowing statistical analysis to test the hypotheses formulated in advance (Sugiyono, 2023). The study was conducted between April 2025 and 2026, covering proposal preparation, data collection, data analysis, and final report writing, with data collected from consumers who are interested in or aware of Azarine products in DKI Jakarta.

The population comprises Generation Z consumers domiciled in DKI Jakarta who are aware of Azarine Sunscreen or have seen promotions for Azarine products through social media, with Generation Z defined as individuals born between 1997 and 2012 (Beresford Research, in Rizal & Nugroho, 2021). Purposive sampling was used, with respondents required to be domiciled in DKI Jakarta, belong to Generation Z, be aware of or have seen a promotion for Azarine Sunscreen on social media or e-commerce, and be willing to complete the questionnaire in full. Sample size for PLS-SEM was determined not merely by rule-of-thumb but also by statistical-power considerations (Hair et al., 2022); using a priori power analysis at a 5% significance level, 80% statistical power, an effect size f^2 of 0.15, and three predictors, the minimum required sample was 77 respondents (MetricGate, 2025). This study used 235 respondents, exceeding the minimum requirement and consistent with a five-respondents-per-indicator ratio applied to the study's 47 indicators ($47 \times 5 = 235$), providing sufficient data for testing the research model with PLS-SEM. Data were collected through a questionnaire distributed via Google Form to respondents in DKI Jakarta, shared through relatives, family, friends, and consumers reachable via internet-based messaging applications, and each item was measured on a five-point ordinal Likert scale (Strongly Agree = 5, Agree = 4, Neutral = 3, Disagree = 2, Strongly Disagree = 1).

Table 1. Operationalization of Research Variables

Variable	Number of Indicators	Source	Scale
Brand Ambassador (X1)	12	Han & Balabanis (2024)	Ordinal
Brand Image (X2)	15	Peng et al. (2024)	Ordinal
Online Customer Review (X3)	8	Lackermair et al. (2013); Setiana & Harmawan Saputra (2025)	Ordinal
Purchase Intention (Y)	12	Achsa & Dewi (2021)	Ordinal

Source: Processed by the author, 2026

Data were analysed using Partial Least Square Structural Equation Modeling (PLS-SEM) with SmartPLS 4, a variance-based alternative to covariance-based SEM aimed at maximising predictive capability and theory development, particularly for exploratory research, and suitable for confirming theory and explaining the presence or absence of relationships between latent variables (Hair et al., 2022). PLS-SEM is effective when a model is relatively complex, the sample size is comparatively small, data are not normally distributed, and constructs are formative in nature. Analysis proceeded through descriptive statistics of respondent characteristics and research variables, followed by evaluation of the measurement model (outer model) and the structural model (inner model).

Evaluation of the outer model comprised three aspects (Hair et al., 2021): convergent validity, assessed through outer loading (ideally above 0.70, with loadings between 0.60 and 0.70 still acceptable when the overall AVE and construct reliability are satisfied) and Average Variance Extracted (AVE, with a minimum acceptable value of 0.50); discriminant validity, evaluated through the Fornell-Larcker criterion (the square root of a construct's AVE should exceed its correlation with other constructs), cross-loading (each indicator should load highest on its own construct), and the Heterotrait-Monotrait Ratio (HTMT, with values below 0.90 considered acceptable); and composite reliability, assessed through Composite Reliability (CR) and Cronbach's Alpha, both ideally above 0.70.

Evaluation of the inner model followed Hair et al. (2021) and included a multicollinearity test using the Variance Inflation Factor (VIF, ideally below 5 and more ideally below 3.3); the coefficient of determination (R^2), categorised as strong when ≥ 0.75 , moderate when ≥ 0.50 , and weak when ≥ 0.25 , with values ≥ 0.25 considered adequate in social or consumer-behaviour research given the complexity of the phenomena studied; predictive relevance (Q^2), where values above zero indicate that the model has predictive relevance, and values above 0.35 are considered to indicate substantial predictive relevance; effect size (f^2), used to assess the relative contribution of each independent construct in explaining variance in the dependent construct; and hypothesis testing through bootstrapping in SmartPLS, examining path coefficients, t-statistics, and p-values. Because the hypotheses are directional (predicting a positive effect), a one-tailed test at a 5% significance level was applied, with a critical value of 1.65 (rounded from 1.645); a hypothesis is supported when the t-statistic

exceeds 1.65, the p-value is below 0.05, and the direction of the path coefficient matches the hypothesised direction.

RESEARCH RESULT

Respondent Profile

Azarine Cosmetic was selected as the research object because it is a growing Indonesian local skincare brand, with the study focusing on its sunscreen product given its relevance to skin-protection needs among young consumers and Generation Z's tendency to seek skincare information through digital channels; the product helps protect skin from UVA and UVB exposure linked to premature ageing, hyperpigmentation, and dark spots, making it part of the daily skincare routine, particularly for individuals with substantial outdoor activity. Because Azarine targets digitally active young consumers who may obtain information from social media, e-commerce, and other users' reviews before purchasing, digital promotional activity, the use of a Brand Ambassador, brand-image formation, and the presence of consumer reviews were key considerations in selecting the research object, with the study focusing on Generation Z consumers to examine the factors associated with the formation of purchase intention toward Azarine Sunscreen.

A total of 235 valid responses were obtained. The sample was dominated by female respondents (183 respondents, 77.9%) compared with male respondents (52 respondents, 22.1%), a pattern consistent with Jakpat (2021), which reported a larger proportion of female skincare users than male users. By age, most respondents were aged 21-25 years (189 respondents, 80.4%), followed by 15-20 years (24 respondents, 10.2%) and 26-29 years (22 respondents, 9.4%), placing the 21-25 age group, part of Generation Z who are highly engaged with social media and e-commerce information (Hamdani, 2023), as the largest segment of the sample. By domicile, respondents were concentrated in West Jakarta (100 respondents, 43%) and South Jakarta (94 respondents, 40%), followed by North Jakarta (19 respondents, 8%), East Jakarta (12 respondents, 5%), and Central Jakarta (10 respondents, 4%).

Table 2. Respondent Profile

Category	Group	Frequency	Percentage
Gender	Female	183	77.9%
	Male	52	22.1%
Age	15-20 years	24	10.2%
	21-25 years	189	80.4%
	26-29 years	22	9.4%
Domicile	South Jakarta	94	40%
	West Jakarta	100	43%
	East Jakarta	12	5%
	Central Jakarta	10	4%
	North Jakarta	19	8%

Source: Questionnaire data, 2026

Descriptive Statistics of Research Variables

Responses were measured across 47 items covering the four constructs. On Brand Ambassador, the item on the ambassador's attractive appearance (mean = 3.383) recorded the highest average, while the item on the ambassador's likeable personality (mean = 3.264) recorded the lowest, indicating that respondents responded most favourably to the ambassador's visual appeal. On Brand Image, the item reflecting positive feelings toward Azarine Sunscreen (mean = 3.289) recorded the highest average, while the item on product suitability for Generation Z (mean = 3.149) recorded the lowest. On Online Customer Review, the item on the influence of positive reviews on the desire to purchase (mean = 3.336) recorded the highest average, while the item on the habit of reading reviews as a consideration (mean = 3.268) recorded the lowest. On Purchase Intention, the item on preferring Azarine over other sunscreen brands (mean = 3.349) recorded the highest average, while the item on attractiveness relative to similar products (mean = 3.230) recorded the lowest. Overall mean scores across all four constructs ranged between approximately 3.1 and 3.4 on the five-point scale, indicating a moderately positive tendency among respondents.

Table 3. Summary of Descriptive Statistics by Construct

Construct	Highest Mean Item	Lowest Mean Item	Mean Range	N
Brand Ambassador	Attractive appearance (3.383)	Likeable personality (3.264)	3.264 - 3.383	235
Brand Image	Positive feelings toward brand (3.289)	Suitability for Gen Z (3.149)	3.149 - 3.289	235
Online Customer Review	Positive reviews increase desire to buy (3.336)	Habit of reading reviews (3.268)	3.268 - 3.336	235
Purchase Intention	Preference over other brands (3.349)	Attractiveness vs similar products (3.230)	3.230 - 3.349	235

Source: Processed data (SmartPLS 4), 2026

Measurement Model (Outer Model) Evaluation

All 47 indicators produced outer loadings ranging from 0.743 to 0.878, exceeding the 0.70 threshold, so that every indicator is considered valid in terms of convergent validity. Average Variance Extracted (AVE) values were also above the 0.50 minimum for all four constructs, as summarised in Table 4.

Table 4. Convergent Validity (AVE) and Construct Reliability

Construct	Outer Loading Range	AVE	Cronbach's Alpha	Composite Reliability (rho_c)	Result
Brand Ambassador	0.825 - 0.878	0.723	0.965	0.969	Valid & Reliable

Brand Image	0.759 - 0.837	0.638	0.959	0.964	Valid & Reliable
Online Customer Review	0.804 - 0.840	0.683	0.934	0.945	Valid & Reliable
Purchase Intention	0.743 - 0.817	0.621	0.944	0.951	Valid & Reliable

Source: Processed data (SmartPLS 4), 2026

Discriminant validity was assessed through cross-loading, the Fornell-Larcker criterion, and HTMT. Cross-loading analysis showed that every indicator loaded highest on its own construct rather than on any other construct. The Fornell-Larcker comparison, presented in Table 5, confirmed that the square root of each construct's AVE exceeded its correlation with other constructs, while all HTMT values remained below 0.90 (ranging from 0.279 to 0.650), together indicating adequate discriminant validity across the four constructs.

Table 5. Discriminant Validity - Fornell-Larcker Criterion

Construct	Brand Ambassador	Brand Image	Online Customer Review	Purchase Intention
Brand Ambassador	0.850			
Brand Image	0.430	0.799		
Online Customer Review	0.268	0.325	0.827	
Purchase Intention	0.625	0.619	0.570	0.788

Source: Processed data (SmartPLS 4), 2026. Diagonal values are the square root of AVE.

Structural Model (Inner Model) Evaluation

The structural model produced an R-square of 0.653 (adjusted R-square 0.649) for Purchase Intention, indicating that Brand Ambassador, Brand Image, and Online Customer Review jointly explain 65.3% of the variance in Purchase Intention, a moderate-to-strong level of explanatory power. Model fit, assessed through the standardised Root Mean Square Residual (SRMR), produced a value of 0.043 for both the saturated and estimated models, well below the 0.08 threshold and indicating a good model fit. The Q² predict value for Purchase Intention was 0.644, exceeding zero and indicating that the model possesses substantial predictive relevance.

Table 6. Structural Model Evaluation Summary

Criterion	Value	Benchmark	Result
R-square (Purchase Intention)	0.653	≥ 0.50 = moderate	Moderate-to-strong
Adjusted R-square	0.649	-	-
SRMR (Saturated)	0.043	< 0.08	Good fit

Model)			
SRMR (Estimated Model)	0.043	< 0.08	Good fit
Q ² predict (Purchase Intention)	0.644	> 0 (>0.35 = substantial)	Substantial predictive relevance

Source: Processed data (SmartPLS 4), 2026

Hypothesis Testing

Hypothesis testing was conducted through bootstrapping in SmartPLS at a one-tailed 5% significance level, with hypotheses supported when the t-statistic exceeds 1.65 and the p-value is below 0.05. As presented in Table 7, all three hypothesised paths were positive and statistically significant.

Table 7. Hypothesis Testing Results

Path	Original Sample (O)	Sample Mean (M)	Std. Deviation	T-Statistics	P-Values	Result
Brand Ambassador → Purchase Intention (H1)	0.383	0.383	0.038	10.175	0.000	Supported
Brand Image → Purchase Intention (H2)	0.338	0.339	0.040	8.480	0.000	Supported
Online Customer Review → Purchase Intention (H3)	0.357	0.358	0.038	9.465	0.000	Supported

Source: Processed data (SmartPLS 4), 2026

The results indicate that Brand Ambassador exerts the strongest effect on Purchase Intention ($\beta = 0.383$; $t = 10.175$; $p = 0.000$), followed by Online Customer Review ($\beta = 0.357$; $t = 9.465$; $p = 0.000$) and Brand Image ($\beta = 0.338$; $t = 8.480$; $p = 0.000$). All three coefficients are positive and exceed the critical t-value of 1.65 with p-values below 0.05, so that H1, H2, and H3 are all supported.

DISCUSSION

The Effect of Brand Ambassador on Purchase Intention

The first hypothesis examined the relationship between Brand Ambassador and Purchase Intention toward Azarine Sunscreen in DKI Jakarta. The bootstrapping results produced a path coefficient of 0.383, a t-statistic of 10.175, and a p-value of 0.000; because the coefficient is positive and the statistical values meet the significance criteria, the relationship is positive and significant, indicating that a stronger Brand Ambassador role moves in the same direction as an increase in Purchase Intention within the study data. Accordingly, H1 is supported.

Empirically, Brand Ambassador demonstrates a clear relationship with Purchase Intention. Credibility, attractiveness, expertise, and the fit between the endorsing figure and the product help promotional messages gain consumer acceptance, while a figure representing a brand can also contribute to building trust and a positive perception of the product. This finding can be explained through Source Credibility Theory, which positions expertise, trustworthiness, and attractiveness as elements of communicator effectiveness; these three characteristics help explain consumer perception of the product in this study. The finding is also consistent with Indrawatty (2024) and Diffa et al. (2024), who reported a positive and significant relationship between Brand Ambassador and Purchase Intention for skincare products.

As shown in the respondent profile, 183 of the 235 participants (77.9%) were female, a pattern that can be compared with a Jakpat (2021) report showing that the proportion of female skincare users is larger than that of male users. In this study, the item concerning the Brand Ambassador's attractive appearance recorded the highest mean (3.383), indicating that the appearance dimension received the relatively highest response from participants. Overall, the test results show a positive and significant relationship between Brand Ambassador and Purchase Intention; practically, this finding can be considered when selecting a figure who possesses image, credibility, and congruence with the characteristics of the target consumer.

The Effect of Brand Image on Purchase Intention

The second hypothesis examined the relationship between Brand Image and Purchase Intention toward Azarine Sunscreen. The bootstrapping results produced a path coefficient of 0.338, a t-statistic of 8.480, and a p-value of 0.000; because the coefficient is positive and the test result meets the significance criteria, the relationship between Brand Image and Purchase Intention is positive and significant. The research data indicate that a more positive perception of Azarine moves in the same direction as Purchase Intention, since when evaluating a sunscreen product, consumers are likely to consider brand reputation, quality perception, and the fit between the product and their needs.

This result can be linked to the concept of Brand Image as a perception stored in consumers' memory regarding a brand; a positive image can support trust and the tendency to choose a product. The finding is also consistent with Endarwantika and Soebiantoro (2024), who found an effect of Brand Image on Purchase Intention. Respondents aged 21-25 years formed the largest group, comprising 189 individuals or 80.4%, as shown in the respondent profile; this group belongs to Generation Z and frequently interacts with brand information through social media and e-commerce platforms, and Generation Z is characterised by close engagement with digital technology (Hamdani, 2023), a characteristic that provides useful context for the findings regarding Brand Image and Purchase Intention. Brand Image is therefore one of the important aspects related to consumers' purchase intention toward Azarine Sunscreen; practically, the company can maintain quality, reputation, and communication consistency so that consumer perception of the product continues to form positively.

The Effect of Online Customer Review on Purchase Intention

The third hypothesis examined the relationship between Online Customer Review and Purchase Intention toward Azarine Sunscreen in DKI Jakarta. The bootstrapping results produced a path coefficient of 0.357, a t-statistic of 9.465, and a p-value of 0.000; the coefficient is positive and the test result meets the significance criteria, so the relationship is positive and significant. This finding shows that user reviews can function as a source of information in the evaluative process preceding the purchase of Azarine Sunscreen, and reviews perceived as positive, informative, and credible can help prospective buyers obtain product information before making a decision.

Online Customer Review is a form of electronic word-of-mouth (e-WOM) because user experience is conveyed through digital channels; information perceived as relevant and trustworthy has the potential to strengthen the confidence of potential consumers. The research data therefore provide empirical support for a positive and significant relationship between Online Customer Review and Purchase Intention toward the research object. Referring to the respondent profile, participants were concentrated in West Jakarta (43%) and South Jakarta (40%), together contributing the largest proportion of the sample; the urban character of participants and their active use of digital channels provide relevant context for the findings regarding the role of Online Customer Review. Overall, Online Customer Review shows a positive and significant relationship with Purchase Intention; for Azarine, this finding can serve as input for maintaining product and service quality so that consumers are encouraged to provide positive and informative reviews.

CONCLUSIONS AND RECOMMENDATIONS

Based on the entire set of test results and the discussion of Brand Ambassador, Brand Image, and Online Customer Review, this study produces three main conclusions. First, Brand Ambassador is proven to be positively and significantly related to Purchase Intention toward Azarine Sunscreen, with the coefficient showing a positive direction and credibility, attractiveness, expertise, and figure-product congruence forming part of the discussed relationship. Second, Brand Image shows a positive and significant relationship with Purchase Intention, with perception of Azarine's image, reputation, and quality related to participants' confidence in the product and their tendency toward purchase. Third, Online Customer Review shows a positive and significant relationship with Purchase Intention, with informative and credible reviews, particularly those derived from user experience, able to function as a source of information for potential consumers.

Referring to these findings, the following recommendations are formulated for the company. On the Brand Ambassador dimension, the item on the ambassador's personality recorded the lowest mean within the construct (3.264); Azarine may therefore consider figures who possess an authentic character and fit the characteristics of the target consumer. On the Brand Image dimension, the item concerning product suitability for Generation Z recorded

the lowest mean (3.149); Azarine can clarify its product positioning through usage examples relevant to the activities and needs of young consumers. On the Online Customer Review dimension, the item concerning the habit of reading online reviews recorded the lowest mean (3.268); to encourage more informative reviews, Azarine can facilitate consumers in including photos, videos, usage experience, or information about skin type, details that can help prospective buyers obtain a more concrete picture of the product.

ADVANCED RESEARCH

This study is subject to several limitations. First, the research scope is limited to Generation Z consumers domiciled in DKI Jakarta, so the findings may not generalise to other regions or age groups; future research is encouraged to broaden the geographic and demographic coverage of participants. Second, the model explains 65.3% of the variance in Purchase Intention ($R\text{-square} = 0.653$), leaving a portion of the variance unexplained by the three variables examined; future studies may therefore consider additional variables such as Brand Trust, perceived value, product quality, price perception, electronic word of mouth (e-WOM), or social media marketing. Third, this study relies solely on a quantitative approach; future research may adopt a mixed-methods or qualitative approach to obtain a deeper understanding of the reasons and considerations underlying consumers' choice of Azarine Sunscreen.

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