
Viral Marketing, Brand Ambassador, Online Consumer Review, Consumer Trust, and Purchase Decision

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Abstract:

The personal care and beauty industry is an industry in the chemical, pharmaceutical and traditional medicine industry sector that continues to grow consistently in Indonesia as a country that has the potential to become one of the top 5 largest economies in the world. This makes the competitive conditions in the skincare industry competitive, forcing business actors to make efforts to encourage consumers to make purchases on their brands. This study aims to test the effect of viral marketing, brand ambassadors, online consumer reviews and consumer trust on purchase decisions in skincare users. This study was conducted quantitatively on 180 respondents domiciled in Bali, Indonesia. The results of this study indicate that viral marketing and online consumer reviews do not have a significant influence on purchase decisions, while brand ambassadors and consumer trust do not have a significant influence on purchase decisions. This shows how important digitalization is as a consideration for consumers today.

Keywords: viral marketing; brand ambassadors; online consumer reviews; consumer trust; purchase decisions

1. Introduction

The personal care and beauty industry is an industry in the chemical, pharmaceutical, and traditional medicine industry sector that continues to grow consistently in Indonesia. Based on a Statista report, revenue in the Beauty & Personal Care market reached US\$7.23 billion or IDR111.83 trillion (with an exchange rate of 1 dollar of IDR15,467.5) in 2022. The market is expected to grow annually by 5.81% (CAGR or annual growth rate from 2022-2027) (Mutia, 2022). In detail, the largest market segment is the personal care segment with a market volume of US\$3.18 billion in 2022. Followed by Skin Care at US\$2.05 billion, cosmetics at US\$1.61 billion, and fragrances at US\$39 million.

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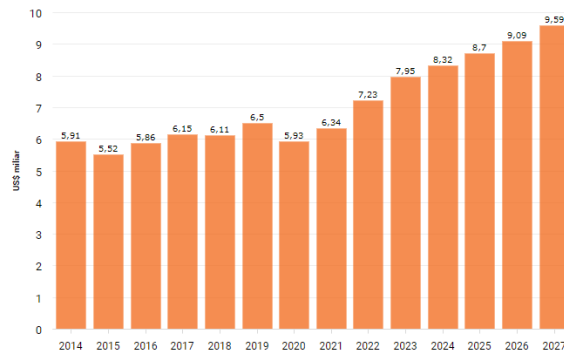


Figure 1. Growth of the Body and Beauty Care Industry

The selfie trend among millennials is one of the drivers of the growing demand for beauty products such as skincare and cosmetics among millennials. In order to appear perfect in front of the camera, the younger generation often tries to maximize beauty by using skincare and cosmetics.(2019). The number of millennial generation population in Indonesia currently amounts to around 81 million people, so that the trend is quite capable of driving the growth of the cosmetics industry nationally.

Consumers from the millennial generation are a consumer segment that lives at a time when technological development is very rapid, they are used to using technology and the internet to connect with a very large number of other people on a regular basis, at the same time.(Savira, 2022). This generation has significantly greater social networking connections than other generations, they have a lot of online friends, and are able to improve their psychological aspects when they can engage with their friends. Millennials change their social media, becoming one of the guidelines for them to make decisions. The millennial generation will very easily and quickly get and absorb the latest information or news updates, this can certainly be used by marketers to carry out marketing strategies on social media. This causes social media to be a medium that can influence the perceptions of the millennial generation.

One of the local self-care products in Indonesia is Somethinc. Somethinc Launched in May 2019, Somethinc is a local Indonesian beauty brand that focuses on skincare. The Somethinc brand's natural care products have succeeded in becoming the top skincare product no. 1 in the period of June 2022.

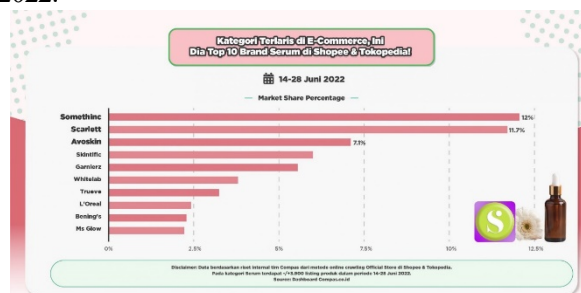


Figure 2 Best Skincare Product Categories June 2022

Source: Kompas.co.id

Something successfully won the top spot for the best-selling serum brand in 2022 with a sales volume of 12.25%(Rukmana, 2022). However, in the period of August 2022, the market share of Something skincare products fell to 8.94% and was ranked no. 2 because the first rank was occupied by Scarlett brand skincare products.(Sutiani, 2022).



Figure 3 Best Skincare Product Categories August 2022

Source: Kompas.co.id

The change in market leaders in skincare products in just a matter of months shows that competition in the skincare industry is quite tight. So it takes an effort to be able to maintain consumer purchasing decisions for the managerial side to be able to maintain its position in the market. Consumer purchasing decisions are actions taken by a consumer in purchasing a product from various companies and with various considerations.(Thahir et al., 2023). Growing consumer purchasing decisions is very important for the company because it will create sales which will certainly provide input for the company. Purchasing decisions are closely related to the information obtained by consumers when consumers are at the information search stage as a consideration for deciding which product to buy.(Kington et al., 2018). In the beauty industry, this information can be price, quality, and others.

Consumer purchasing decisions can be improved by various efforts, one of which is a viral marketing strategy that can be done by companies. Viral marketing is defined as sending advertising messages on the Internet and building a customer base at little cost by providing satisfying and immediate benefits to users that encourage them to spread advertising messages through new customers.(Ramadan, 2022).The Last Supper (2023)in his research showed that in the beauty industry, viral marketing plays a significant role in increasing product purchasing decisions.

In an effort to increase sales, the skincare industry tends to use *brand ambassador* to introduce and promote their products. For example, Something uses Han So Hee as a brand ambassador who has starred in several Korean drama series, such as Nevertheless, The World of The Married, to Soundtrack #1. Or Scarlett uses Song Joong Ki as a brand ambassador. The costs incurred by the management to use brand ambassadors tend to be large so it is necessary to know whether the use of brand ambassadors can influence purchasing decisions or not.Fairy & Kurniawan (2023)in his research showed that brand ambassadors are quite important in encouraging consumers to buy beauty products. The

research conducted by Suleman et al. (2022), Hartati et al. (2022) and Thahir et al. (2023) also shows that brand ambassadors have a significant influence on purchase decisions.

Consumers tend to look for information when they want to buy a product. In the midst of today's technological developments, this information can be obtained from reviews given by other consumers online. Dominique et al. (2022) said that Reviews are important to encourage consumers to make purchases. Furthermore Dominique et al. (2022) said the more credible the review given, the greater the likelihood that a product will be purchased. Research conducted by Prasetyo et al. (2021) and The Curse (2023) shows that online customer reviews can influence purchase decisions.

Currently, it is known that the beauty industry is very competitive because of the many competitors competing in the Indonesian market. In addition, there are also often cases that there are beauty products that can harm consumers' skin. Therefore, trust plays an important role that also influences consumer purchasing decisions. The Last Supper (2023) in his research in the beauty industry found that trust is a factor that can significantly influence purchasing decisions. The research conducted by Suleman et al. (2022) also shows that consumer trust has a significant influence on purchase decisions.

Based on the above phenomena, this study aims to test the influence of viral marketing, brand ambassadors, online consumer reviews on purchase decisions through consumer trust as mediation.

2. Theoretical Background

Viral marketing (VM)

Viral marketing is a strategy to persuade individuals to pass on marketing messages to others, who have a greater ability to grow and influence others. (Abbas et al., 2024). The more famous a product is, the more consumer preference to choose the product will increase. While viral marketing is one of the strategies used by the marketing team to spread widely in a relatively short time because the message is spread by customers to other customers. Therefore, viral marketing can make the product quickly known and will increase the opportunity for consumers to choose the product to buy.

Research conducted by Andorra & Yusuf (2021), Maulida et al. (2022) and Ravichandran & Karthika (2020) shows that viral marketing can influence consumer purchasing decisions. Similar research conducted by Hamade (2021) also shows that viral marketing can positively influence consumer purchasing decisions, which means that the more viral the marketing activity, the higher the consumer purchasing decision. Research conducted by Andorra & Yusuf (2021), The Last Supper (2023) and Bisma & Hadi (2023) shows that viral marketing can influence consumer trust. Liyanapathirana (2021) also shows that viral marketing can increase consumer trust in a brand.

H1: The higher the Viral marketing, the higher the Purchase decision will be.

H2: The higher the viral marketing, the higher the consumer trust will be.

Brand Ambassador (BA)

Brand ambassadors as a tool used by companies to communicate and connect with the public about how they actually increase sales.(Thahir et al., 2023). When a brand is supported by a big-name brand ambassador (e.g. a famous celebrity), then it is likely that the product will be purchased by consumers because consumers feel that the celebrity is trustworthy, or because the product is also the celebrity's choice. Research conducted bySuleman et al. (2022),Hartati et al. (2022)AndThahir et al. (2023)shows that brand ambassadors have a significant influence on purchase decisions. However, in research conducted byThe Last Supper (2023)shows that brand ambassadors do not have a significant influence on Purchase decisions. The difference in research results is a gap that will also be tested in this study.

Generally, brand ambassadors are done by public figures or celebrities. Celebrities are seen as famous people who enjoy public recognition for their achievements or dedication in a particular field.(Herjanto et al., 2020). When a brand is endorsed by a famous celebrity, of course consumers will feel more confident in the brand. Research conducted byBisma & Hadi (2023)AndThe Last Supper (2023)shows that brand ambassadors can influence consumer trust. However, in research conducted byAisha (2023), brand ambassadors cannot significantly influence consumer trust. The difference in the research results is a gap that will also be tested in this study.

H3: The higher the use of Brand ambassadors, the higher the Purchase decision will be.

H4: The higher the brand, the higher the consumer trust.

Online Consumer Review (OCR)

Consumer evaluations posted online play an important role in the final decision-making process.(Anjaya & Dwita, 2023). This can happen because when making a purchase, consumers tend to collect information in order to evaluate which product is best to buy. Reviews from other consumers will be considered trustworthy because other consumers have tried using the product. Research conducted byPrasetyo et al. (2021)AndThe Curse (2023)shows that online customer reviews can influence purchase decisions.Sheng Yi(2023)In his research, he also showed that reviews given by other consumers can influence consumer purchasing decisions.

The Last Supper (2023)said that online customer reviews are a valuable resource for consumers when they are considering various purchasing options. Because the reviews given by other consumers come from their own testimonials when using the product. Therefore, reviews from consumers directly tend to be more trusted than information provided by the seller. Research conducted byMartha et al. (2022),The Last Supper (2023)AndKarimah & Astuti (2022)shows that brand ambassadors can influence consumer trust.

H5: The higher the online consumer review, the higher the purchase decision will be.

H6: The higher the online consumer reviews, the higher the consumer trust will be.

Customer Trust (CT)

Consumer trust is gained based on several factors that must be maintained by online vendors, including integrity, competence, and security controls. (Liusito & Tulung, 2020). In this case, trust in beauty products plays an important role because in addition to being able to fulfill its promise in beautifying the skin, the safety aspect of the product will also be seen. When consumers trust a brand of beauty products, then consumers are sure that the product is able to meet their expectations and is safe for them. Research conducted by Suleman et al. (2022), Abarna et al. (2023) and The Last Supper (2023) shows that consumer trust has a significant influence on purchase decisions.

H7: The higher the consumer trust, the higher the purchase decision will be.

Research conducted by Andorra & Yusuf (2021), The Last Supper (2023) and Bisma & Hadi (2023) shows that viral marketing can influence consumer trust. Meanwhile, research conducted by Suleman et al. (2022), Abarna et al. (2023) and The Last Supper (2023) shows that consumer trust has a significant influence on Purchase decision. The relationship between these variables shows that viral marketing can influence consumer trust which will then have an impact on Purchase decision. Research conducted by Bisma & Hadi (2023) and The Last Supper (2023) shows that brand ambassadors can influence consumer trust. Meanwhile, research conducted by Suleman et al. (2022), Abarna et al. (2023) and The Last Supper (2023) shows that consumer trust has a significant influence on Purchase decision. The relationship between these variables shows that viral marketing can influence consumer trust which will then have an impact on Purchase decision.

Research conducted by Martha et al. (2022), The Last Supper (2023) and Karimah & Astuti (2022) shows that brand ambassadors can influence consumer trust. Meanwhile, research conducted by Suleman et al. (2022), Abarna et al. (2023) and The Last Supper (2023) shows that consumer trust has a significant influence on Purchase decision. The relationship between these variables shows that online consumer reviews can influence consumer trust which will then have an impact on Purchase decision. Therefore, in this study, the consumer trust variable is used as a mediating variable, so that in this study the following hypothesis will also be tested:

H8: The higher the viral marketing, the higher the purchase decision will be through consumer trust as mediation.

H9: The higher the brand ambassador, the higher the purchase decision will be through consumer trust as mediation.

H10: The higher the online consumer review, the higher the purchase decision will be through consumer trust as mediation.

Purchase decision (PD)

A person's purchasing decision can be said to be something unique, because each person's preferences and attitudes towards objects are different. (Simamora & Khair, 2022). Purchasing decisions are actions taken by a consumer in purchasing a product through various organizations and various considerations. (Thahir et al., 2023). Most consumers, both

individual consumers and organizational buyers, go through much the same mental process in deciding which products and brands to buy.

3. Methodology

This study analyzes consumer purchasing behavior on skincare beauty products. So the subjects studied are consumers who use beauty products, the research location chosen is Bali Province because in 2023 it will have economic growth of 5.35% which is the 5th largest economic growth in Indonesia. (Rizaty, 2023). The target population in this study is Skincare users who live in Bali Province. According to Hair et al. (2022) the number of samples for inferential research is 5×10 of the number of indicators. The number of question indicators in this study is 36 indicators so that the minimum number of respondents is 180 respondents. In this study, the sampling technique used was non-probability sampling with a convenience sampling method. According to Sugiyono (2019), convenience sampling is a method of determining samples through free samples desired by the researcher, where the criteria for the samples taken are Skincare users located in Bali.

Primary data in this study were collected directly through a questionnaire that had been designed in the operationalization of variables in this study. While secondary data is data that already exists and is not collected by researchers (Sugiyono, 2019). Secondary data in this study is data that is collected from journal articles and reports. Data in this study were collected using a research instrument in the form of a questionnaire using Google Form as a data collection medium which is the primary data in this study, in addition interviews were also conducted. The data analysis techniques used consist of several parts, namely reliability analysis, validity analysis, and structural equation model analysis. Structural Equation Modeling (SEM) analysis was carried out using the SmartPLS program.

Table 1. Indicator of Latent Variable

Variables & References	Indicator
VM Liyana Pathirana (2021)	1. Following product promotions on social media
	2. Viewing information on social media
	3. Forwarding/sharing social media content
	4. Talking positively about content on social media
	5. Hoping to get other people interested through shared content
	6. Spreading information on social media
BM Fairy & Kurniawan (2023)	1. Attractiveness
	2. Expertise
	3. Trust
	4. Strength
OCR Dominique et al. (2022)	1. Review Credibility
	2. Reviews Accuracy
	3. Reviews completeness or completeness of the Review

CT The Greatest (2022)	1. Trust the information provided
	2. Believe in the promises given
	3. Trust in the product or service offered
	4. Trust that the brand fulfills its responsibilities
	5. Trust in the quality of the product or service
	6. Trust in certification claims
PD Muthmainnah & Pebrianti (2023)	1. Happy with the decision to purchase the product
	2. Frequently purchase products
	3. Recommend to others
	4. Buy back later

4. Empirical Findings/Result

Respondents in this study were consumers of Skincare users who live in Bali Province. The questionnaire was distributed online via Google Form in the period April 2024 to May 2024 by sharing a limited questionnaire link to respondents on the condition that they had purchased or used any brand of Skincare product.

Table 2. Respondent Demographics

	Unit	%
Gender		
Man	40	22.22%
Woman	140	77.78%
Age		
20 -30 years	137	76.11%
31-40 years	35	19.44%
41-50 years	8	4.44%

Table 2 shows that 137 respondents were aged 20-30 years or 76.11%, while respondents aged 31-40 years amounted to 35 respondents or 19.44% and respondents aged 41-50 years amounted to 8 respondents or 4.44%. When viewed by gender, 140 respondents or 77.78% of respondents were female, while the remaining 40 respondents or 22.22% were male. This shows that the respondents in this study are dominated by women as skincare users and come from generation Z and the Millennial generation.

Table 3. Loading Factor

Variables	Indicator	Outer loading	AVE	Criteria
Brand Ambassador	BA.01	0.784	0.643	Valid
	BA.02	0.825		Valid
	BA.03	0.894		Valid
	BA.04	0.875		Valid
	BA.05	0.625		Valid
	BA.06	0.778		Valid
On line	OR.01	0.814	0.708	Valid

Variables	Indicator	Outer loading	AVE	Criteria
Reviews	OR.02	0.847	0.864	Valid
	OR.03	0.870		Valid
	OR.04	0.895		Valid
	OR.05	0.871		Valid
	OR.06	0.894		Valid
	OR.07	0.894		Valid
	OR.08	0.908		Valid
	OR.09	0.850		Valid
	OR.10	0.829		Valid
	OR.11	0.701		Valid
	OR.12	0.690		Valid
Purchase Decision	PD.01	0.953	0.864	Valid
	PD.02	0.913		Valid
	PD.03	0.943		Valid
	PD.04	0.907		Valid
Trust	TR.01	0.850	0.705	Valid
	TR.02	0.854		Valid
	TR.03	0.884		Valid
	TR.04	0.806		Valid
	TR.05	0.813		Valid
	TR.06	0.785		Valid
	TR.07	0.881		Valid
Viral Marketing	VM.01	0.797	0.701	Valid
	VM.02	0.852		Valid
	VM.03	0.875		Valid
	VM.04	0.866		Valid
	VM.05	0.882		Valid
	VM.06	0.741		Valid

It can be seen that all outer loadings have been above the value of 0.700 and the AVE value has been above 0.500 so that the convergent validity test has been valid. However, there are several indicators that have outer loadings of less than 0.700, but outer loadings in the range of 0.400 - 0.700 can still be used as long as they have an AVE value of more than 0.500 (Hair et al., 2022).

Table 4. Discriminant Validity Test Results

Variables	BA	BT	OR	PD
BA				
CT	0.803			
OCR	0.808	0.810		
PD	0.567	0.643	0.710	
VM	0.700	0.768	0.729	0.700

It can be seen in the table that all variables have fulfilled the discriminant validity aspect because all values are below the recommended value, namely below 0.90.

Table 5. Reliability Test Results

Variables	Cronbach's alpha	Composite reliability
Brand Ambassador	0.887	0.914
Consumer trust	0.930	0.944
Online Consumer Reviews	0.962	0.967
Purchase Decision	0.947	0.962
Viral Marketing	0.914	0.933

It can be seen that all composite reliability values are more than 0.600, so all variables in this study are reliable. The results of the R Square test in Table 6 show a value of 0.526 for the purchase decision variable, so it can be concluded that 52.6% of the purchase decision can be explained by the viral marketing, brand ambassador, online consumer review and consumer trust variables, which means that 47.4% of the purchase decision variable is influenced by other variables outside of this study.

Table 6. R Square Test Results

Variables	R-square	R-square adjusted
<i>Consumer trust</i>	0.691	0.685
<i>Purchase Decision</i>	0.536	0.526

The F Square test is conducted to determine whether there is a change in the R^2 value when certain exogenous variables are removed from the model so that it can be determined whether the removed variables have a substantive impact on the endogenous construct. The guideline for assessing f^2 is that the values of 0.02, 0.15, and 0.35, respectively, represent small, medium, and large effects.

Table 7. F Square Test Results

Variables	f-square	Noted
Brand Ambassador ->	0.104	Small effect
Consumer trust		
Brand Ambassador ->	0.009	Small effect
Purchase Decision		
Consumer trust ->	0.004	Small effect
Purchase Decision		
Online Consumer Reviews ->	0.147	Small effect
Consumer trust		
Online Consumer Reviews ->	0.146	Small effect
Purchase Decision		
Viral Marketing ->	0.124	Small effect

Consumer trust		effect
Viral Marketing ->	0.112	Small
Purchase Decision		effect

Table 7 shows that the exogenous variables in this study, namely viral marketing, brand ambassador, online consumer review and consumer trust have an f square of less than 0.15, so it can be concluded that if one of the exogenous variables is removed from the research model, it will have a small effect on changes in r square.

Table 8. Hypothesis Test Results

	Hypothesis	Original sample	T statistics	P values	Conclusion
H1	VM -> PD	0.346	1,956	0.025	Accepted
H2	BA -> PD	-0.106	0.697	0.243	Rejected
H3	OCR -> PD	0.470	2,727	0.003	Accepted
H4	CT -> PD	0.073	0.628	0.265	Rejected
H5	VM -> CT	0.280	3.431	0.000	Accepted
H6	CA -> CT	0.287	3.627	0.000	Accepted
H7	OCR -> CT	0.359	3,821	0.000	Accepted

Picture1. Inner Model Test Results

Based on table 8 and picture 1, it can be seen that there are 5 accepted hypotheses from testing 7 hypotheses in this study. The hypothesis is accepted because it has a p value of less than 0.05 and has a t statistic value of more than 1.65.

Table 9. Results of the Mediation Variable Test

	Hypothesis	Original sample	T statistics	P values	Conclusion
H8	VM ->	0.021	0.557	0.289	Rejected
	CT ->				
	PD				
H9	BA ->	0.021	0.659	0.255	Rejected
	CT ->				
	PD				
H10	OCR ->	0.026	0.565	0.286	Rejected
	CT ->				
	PD				

Based on table 9, it can be seen that all hypotheses are not accepted, meaning that consumer trust is not able to mediate the influence of viral marketing, brand ambassadors and online consumer reviews on purchase decisions.

5. Discussion

Hypothesis 1 in this study tests the effect of viral marketing on purchase decisions. The results of the study indicate that the hypothesis is accepted because it has a p value of 0.025 below 0.05 and a t statistic of 1.956 above the t table of 1.65. The positive nature of the influence indicates that the higher the viral marketing, the higher the consumer purchase decision on skincare products is predicted to be. The results of this study are in line with those conducted by Andorra & Yusuf (2021), Maulida et al. (2022) and Ravichandran & Karthika (2020) shows that viral marketing can influence consumer purchasing decisions.

Hypothesis 2 in this study tests the influence of brand ambassadors on purchase decisions. The results of the study indicate that the hypothesis is rejected because it has a p value of 0.243 above 0.05 and a t statistic of 0.697 below the t table of 1.65. The results of this study are not in line with those conducted by Suleman et al. (2022), Hartati et al. (2022) and Thahir et al. (2023) shows that brand ambassadors have a significant influence on purchase decisions. However, this research is in line with that conducted by The Last Supper (2023) shows that brand ambassadors do not have a significant influence on Purchase decisions. The absence of influence from brand ambassadors indicates that consumer purchasing decisions are not caused by ambassadors, but rather by other factors. The use of brand ambassadors for skincare managers is also usually aimed at increasing awareness of their brands.

Hypothesis 3 in this study tests the influence of online consumer reviews on purchase decisions. The results of the study indicate that the hypothesis is accepted because it has a p value of 0.003 below 0.05 and a t statistic of 2.727 above the t table of 1.65. The positive nature of the influence indicates that the better the brand ambassador, the higher the consumer purchase decision on skincare products is predicted to be. The results of this study are in line with those conducted by Prasetyo et al. (2021) and The Curse (2023) which shows that online customer reviews can influence purchase decisions.

Hypothesis 4 in this study tests the effect of consumer trust on purchase decisions. The results of the study indicate that the hypothesis is rejected because it has a p value of 0.265 above 0.05 and a t statistic of 0.628 below the t table of 1.65. The results of this study are not in line with those conducted by Suleman et al. (2022), Abarna et al. (2023) and The Last Supper (2023) which shows that consumer trust has a significant influence on Purchase decision. The difference in research results can be caused by various factors, especially because of the difference in research subjects. The absence of consumer trust's influence on purchase decision on skincare products is likely because trust is currently no longer the main factor considered by consumers when buying skincare products, especially when many brands of skincare products that have been circulating quite a lot provide product promises that cannot necessarily be fulfilled. Therefore, consumers will usually try certain products that are considered appropriate to their needs, especially when recommended by relatives or widely used or discussed on social media by internet users.

Hypothesis 5 in this study tests the effect of viral marketing on consumer trust. The results of the study indicate that the hypothesis is accepted because it has a p value of 0.003 below 0.05 and a t statistic of 3.431 above the t table of 1.65. The positive nature of the influence indicates that the higher the viral marketing, the higher the consumer trust in skincare products is predicted to be. The results of this study are in line with those conducted by Andorra & Yusuf (2021), The Last Supper (2023) and Bisma & Hadi (2023) which shows that viral marketing can influence consumer trust.

Hypothesis 6 in this study tests the influence of brand ambassadors on consumer trust. The results of the study indicate that the hypothesis is accepted because it has a p value of 0.000 below 0.05 and a t statistic of 3.627 above the t table of 1.65. The positive nature of the influence indicates that the better the brand ambassador, the higher the consumer trust in skincare products is predicted to be. The results of this study are in line with those conducted by Bisma & Hadi (2023) and The Last Supper (2023) which shows that brand ambassadors can influence consumer trust.

Hypothesis 7 in this study tests the influence of online consumer reviews on consumer trust. The results of the study indicate that the hypothesis is accepted because it has a p value of 0.000 below 0.05 and a t statistic of 3.821 above the t table of 1.65. The positive nature of the influence indicates that the better the

reviews given by other consumers online, the higher the consumer trust in skincare products is predicted to be. The results of this study are in line with those conducted by Martha et al. (2022), The Last Supper (2023) and Karimah & Astuti (2022) shows that brand ambassadors can influence consumer trust.

6. Conclusions

Based on the results of the analysis conducted, there are several suggestions that can be recommendations for managers, especially in the skincare industry. It is known that viral marketing has a significant and positive effect on purchase decisions, meaning that the more viral a marketing activity carried out by the company, the greater the consumer's purchasing decision. Therefore, it can be concluded that if the company wants to increase purchase decisions, viral marketing needs to be improved. Viral marketing can be improved in various ways, such as creating marketing content based on what the audience likes so that it can trigger consumer engagement such as commenting or sharing with other social media users. Managers also need to take advantage of trending topics to more easily get the attention of a wider audience.

Consumer online reviews are a variable that has a significant and positive influence on *purchase decision*, meaning that the better the review given by consumers, the greater the consumer's purchasing decision. Therefore, it can be concluded that if the company wants to increase purchase decisions, consumer online reviews need to be improved. Consumer online reviews can be improved by triggering consumers to provide reviews when they have finished shopping, for example by following up when the goods arrive and asking consumers to provide reviews, triggers can also be done by offering attractive promos if reviews are given. Attractive promos do not have to be given by the seller, because the seller can take advantage of promotions provided by marketplaces such as Shopee or Tokopedia which offer free shipping vouchers when consumers diligently provide reviews every time they shop.

Brand ambassador is a variable that has a significant and positive effect on customer trust, meaning that the better the ambassador is in marketing skincare products, the greater the consumer's purchasing decision. Therefore, it can be concluded that if a company wants to increase customer trust, it is important for the company to choose the right ambassador. Brand ambassadors can be improved in several ways, such as choosing an ambassador who has an image that matches the product to be sold, for example choosing an ambassador from generation z when targeting skincare products specifically for generation z which of course will be more attractive to young people or teenagers because of the suitability of age and lifestyle.

This study has several limitations that can be input for further research. This study does not specifically analyze certain types of skincare products and certain classes, where of course skincare products have various types of functions and prices so that the demographic class and behavior of respondents are certainly different for products with regular prices or

premium products, if further research can conduct more specific research on the types of products and social classes studied. This study was also limited to the province of Bali, so it cannot be generalized widely as throughout Indonesia, further research should be able to conduct research with a similar model in other provinces.

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