

The Impression of Marketing Mix 7P, Influencer Marketing, Brand Ambassador, and Discount Promotion on Interest in Purchasing Wardah Cosmetic Products in Palopo

Tifani Aulia ^{1*}, Edy Marzudi ¹, Putri Dewintari ¹, Antong ¹

^{1*} Muhammadiyah University of Palopo, Indonesia

Corresponding Author: tifaniaulia021@gmail.com^{1*}

Keywords: Marketing Mix 7P, Influencer Marketing, Brand Ambassador, Discounts and Promos, Purchase Interest.

Abstract: This study aims to analyze the influence of the 7P marketing mix impression, influencer marketing, brand ambassadors, and discounts and promotions on purchasing interest in Wardah Cosmetic products in Palopo City. This study uses a quantitative approach with a survey method. Data were collected by distributing questionnaires to 250 respondents who are Wardah consumers in Palopo, using a purposive sampling technique. Data analysis was carried out using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method. to test the relationship between research variables. The results showed that the impression of the 7P marketing mix and discounts and promotions had a positive and significant effect on consumer purchase intention. Meanwhile, influencer marketing and brand ambassadors did not directly influence purchase intention, but played an indirect role by strengthening the effectiveness of discounts and promotions. In addition, the 7P marketing mix was proven to influence influencer marketing, and influencer marketing influenced brand ambassadors as well as discounts and promotions.

Introduction

Industry cosmetics in Indonesia are experiencing development rapidly in five years final along with increasing awareness will style life healthy and religious, especially for halal products (Khofifah & Supriyanto, 2022). Owner Wardah Cosmetic is Nurhayati Subakat, a female entrepreneur from Padang Panjang, who founded PT Paragon Technology and Innovation. The owner Wardah Cosmetic is Nurhayati Subakat, a female entrepreneur from Padang Panjang, which founded PT Paragon Technology and Innovation. Wardah as brand local capable put self as pioneer halal cosmetics with consistent marketing strategies since beginning establishment, and things This the more strengthened with trend consumer Muslim women in the modern era (Moniaga et al., 2023). Research previously confirm that mix 7P marketing consists of from product, price, place, promotion, people, process, and evidence physical each of which contributes to interest buy consumer (Putra, 2024). Among the 7P elements, quality products and

promotions often become the most dominant factor in form perception positive consumer (Noeya et al., 2025) .

The development of social media also provides influence big to behavior consumers , especially generation millennials and generation Z who are more trust digital recommendations compared to advertisement traditional (Kothari et al., 2025) . Presence *influencer marketing* proven increase interest buy product cosmetics Because consumer consider *influencer* more authentic and close with life daily (Andika et al., 2024) . Besides that , use aligned *brand* ambassador with image brand , for example figure public Muslim women , can increase credibility and image positive brand in the eyes consumer (Garcia et al., n.d.) . In context Wardah , selection strategy ambassador brand has repeatedly proven effective expand market segments at once strengthen trust consumer (Cresentia & Nainggolan, 2022) .

Discount and *promo* strategies are also still be one of factor important in push decision purchases , especially among consumer sensitive youth to price (Thehawijaya & Susilo, 2023) . However , the effect *discounts* and *promotions* tend nature term short and necessary combined with a more branding strategy sustainable for loyalty consumer still awake (Qibtiyah et al., 2021) In the halal cosmetics market , the combination between promotion price and image halal brands provide strong synergy in form intention buy consumer (Arifitria et al., 2023) . Specific to context local , research that highlights the Eastern Indonesia region shows that Consumers in urban-semi-urban areas are very responsive to combination digital promotions and activities face face in to koh (Hanilla et al., 2022) . This show that the marketing strategy is relevant for the Palopo area is merger promotion digital -based through *influencer* local with approach direct use *brand ambassador* in the field (Dewa & Safitri, 2022) . With Thus , research about influence *7P marketing mix, influencer marketing, brand ambassador, as well promotional discounts on interest buy product Wardah Cosmetics in Palopo* become important For done , because capable give description empirical about factors the most effective marketing in increase intention buy consumer (Widodasih et al., 2023) .

Industry cosmetics in Indonesia in five years final Keep going show stable and significant growth , especially driven by increasing request halal products in line with development style life modern Muslim women (Hudiyono & Ismail, 2023) . Wardah as one of the brand local succeed utilise trend the with build image consistent halal , *natural, and modern* as well as support mark religious at a time need style life Indonesian women (Satu & Hertasning, nd) . Growth industry cosmetics are also supported by increasing increasing Power buy consumer as well as expanding digital penetration market access , both in the city big as well as semi-urban areas such as Palopo (Andita et al., 2021) . In context marketing , concept *marketing mix 7P (product, price, place, promotion, people, process, physical evidence)* become framework important to use company For building a comprehensive marketing strategy (Putra, 2024) . Research show that element related *products* with quality and innovation product cosmetics become factor determinant in interesting consumer (Xiong, 2024) . Meanwhile that aspect *the promotion* that was carried out in a way creative , good through digital advertising and campaign *offline* , proven capable increase awareness brand (Panjaitan et al., 2024) . Aspects *people* referring to the existence *beauty advisor* and *brand ambassadors* also play role important in create experience positive moment interact with consumer (Fuadi et al., 2023) .

Along the development of social media , marketing strategies experience a significant shift , where *influencer marketing* become one of the most effective strategies

in five years final (Asmawaty, 2021) . Generation millennials and Z tend to more believe to review product from *influencers* who are considered own proximity emotional and authenticity (Singer et al., 2023) . This strategy proven increase interest buy product cosmetics Because consumer feel more connected with personal recommendation from advertisement conventional (Azmi et al., 2025) . In context Wardah , collaboration with *influencer* Muslim women on Instagram and TikTok proven capable expand the market at the same time strengthen positioning as brand halal cosmetics (Kristianti & Margarita, 2021) .

Besides *influencers* , use *brand ambassador* who has image in harmony with values brand become factor important that is not can ignored (Elvira & Mada, 2022) . Research show that *brand ambassador* capable increase credibility brand , strengthen trust consumers , and form loyalty term long (Malangke, 2025) . Election the right *brand ambassador* , such as celebrities Muslim women with reputation well , it is an effective strategy in increase *brand image* at a time strengthen intention buy consumer (Timur et al., 2022) .

On the other hand , sales strategy based price like discounts , bundling, vouchers, and seasonal promotions Still be one of Power pull main for consumer cosmetics , especially in the segment students and workers young (Hudiyono & Ismail, 2023) . Research latest confirm that although discount own influence significant to interest buy , its influence tend nature term short so that must combined with better branding and marketing strategies sustainable (Darmatama & Erdiansyah, 2021) . In In the context of e-commerce, discount and promo strategies have proven to be very effective. in interesting consumer new at a time increase sales volume (Qibtiyah et al., 2021) .

Especially in Palopo , as semi-urban city in South Sulawesi, behavior consumer show response positive to combination digital promotions and activities face face . Regional research notes that consumers in this region tend depend on recommendation *influencer* local For product cosmetics accessed through social media , but still evaluate important existence *beauty advisor* And *brand ambassador* moment do purchase directly in store (Kristianti & Margarita, 2021) . This is show that the mix strategy marketing that combines online and offline approaches more relevant in context Palopo (Tian, 2023) . Based on presentation said , can concluded that *7P marketing mix, influencer marketing, brand ambassador, as well promo discount* has relatedness close in influence interest buy consumer cosmetics . Research about factors this is on the product Wardah in Palopo become important done in order to be able to give understanding empirical regarding the most effective and appropriate marketing strategies with characteristics local consumers (Geraldine, 2021) . With Thus , research This expected capable give contribution academic at a time implications practical for marketing strategy Wardah in the digital era.

Marketing Mix (7P)

Marketing mix is one of the fundamental concepts in knowledge marketing used company For strategize in attract and retain consumer (Herry Potter 2023) in form *4P* (*Product , Price, Place, Promotion*), However , along with development of the business world especially sector services , (Artyukhova et al., 2023) add three element new so that to be *7P*, namely *People, Process, and Physical Evidence Product* all something that is offered company For fulfil need consumers , including quality , variety , design , packaging

, and brand . In industry cosmetics , aspects product become determinant main Because consumers are very concerned security , content materials and innovation product .

Price mark swap the stated product in form of money. Prices must be competitive , appropriate quality , and comparable with benefits obtained consumers . *Place* channel distribution and convenience access product , good through shop physique and *online platforms* . Increasingly easy product reachable , increasingly tall opportunity purchase . *Promotion* all form communication marketing , such as advertising , promotion sales , social media , *endorsements*, until *event marketing* . *People* involved direct in services , such as *beauty advisor* , staff sales , and *customer service*.

Process procedure or mechanism in give services , for example the purchasing process , speed transactions , up to service full sell . *Physical Evidence* proof strengthening physique image products , such as design packaging , appearance outlets , as well as nuances Promotion . Wardah Cosmetics as a local brand leading implementing the 7P strategy with highlight halal products , competitive prices , distribution wide , promotion with mark Islamic , energy seller professional , easy purchasing process , and attractive packaging .

Influencer Marketing

Influencer marketing is a marketing strategy with utilise individuals who have influence strong on social media For promote product . *Influencer* usually own follower (*followers*) in amount large and high engagement rate .

Influence a *influencer* determined by three dimensions main in *Source Credibility Model* : (Cresentia & Nainggolan, 2022)

- a. *Expertise (skills)* influencer's ability in give relevant information .
- b. *Trustworthiness (trustworthiness)* level perceived honesty and integrity consumers .
- c. *Attractiveness (power pull)* appearance physical , style life , and likable personality audience .

In context cosmetics , *influencers* play a role important Because consumer tend trust in reviews and recommendations direct compared to advertisement traditional . *Influencer* capable increase *brand awareness*, strengthen *brand trust* , up to push *purchase intention* (Zagita & Dewi, 2025) .

Brand Ambassador

Brand Ambassador is individual or figure designated public in a way official For represent A brand (Wen & Oktavianti, 2023) , a *brand ambassador* functioning as bridge between product with consumer through the transfer of meaning social and cultural .

Different with *influencer marketing* in general nature term short and campaign - focused certain , *brand ambassador* usually weave Work The same term long with company . They help create consistent brand *image* , strengthening loyalty consumers , as well as increase mark emotional A brand .

Wardah use figures known public religious and inspiring as *brand ambassador*. This strategy is very effective Because in accordance with Wardah positioning as halal and compliant cosmetics with mark Islamic faith that is adhered to majority its consumers .

The role of ***brand ambassadors*** in industry halal cosmetics such as Wardah No only limited to promotion products , but also build proximity emotional with consumer through representation values religious . Wardah in a way consistent choose figure

known public religious and inspiring , so that capable strengthen image as halal cosmetics that are suitable with identity majority consumers . This strategy proven effective in increase **brand trust** and loyalty term long , because consumer feel the values embraced by the brand ambassador are in line with mark religious they . This is in line with findings Rahayu and Lestari (2025) who emphasized that religiosity in community halal brands play role important in strengthen loyalty consumers , where brand ambassadors reflect identity Islamic contribute direct to increased engagement and perception positive to brand .

Study (Maszudi & Hasbi, 2024) show that positive word of mouth and the level of satisfaction high consumer influential direct to decision purchase product cosmetics , where perception values and problems become factor supporters in the process of taking decision consumers . Findings This strengthen relevance use *influencer marketing* and *brand ambassador* as extension word of mouth communication in the digital era, especially for products halal cosmetics .

Discounts and Promotions Sale

Promotion sales (sales promotion) is effort marketing term short For push consumer do purchase immediately . The form diverse , starting from from discount price , discount direct , vouchers, cashback, product bundling , up to present purchase (Handayani, 2022) .

For industry cosmetics , proven *promo discounts* effective in increase *interest buy* especially among teenagers and generations sensitive youth to price . However , research also shows that effect discount usually nature temporary and not always increase loyalty consumer in term long (Kristia et al., 2023) .

Interest Buy

Interest buy defined as trend consumer For do purchase product certain after through the evaluation process information and perception to brand (Schiffman & Kanuk, 2018). *Interest buy* can influenced by various factor like quality products , prices , promotions , recommendations social , as well as experience personal . In context cosmetics , interests buy often triggered by promotions on social media , influencer recommendations , brand ambassadors, as well as promotion price .

Research Methods

Study This use population all over consumer Wardah Cosmetic in Palopo City , with amount population that is not known in a way Certain so that determination sample done use formula Lemeshow at the level 95% confidence and 10% margin of error. With assumptions proportion respondents (p) of 0.5, obtained amount The minimum sample size is around 250 respondents . The sampling technique used is purposive sampling, namely respondents who meet the requirements criteria at least 17 years old , ever buy or use product Wardah in six month lastly , and domiciled in Palopo City . Next , the measurement model (outer model) test was carried out For evaluate quality instrument through testing validity and reliability indicator in measure latent construct , namely Impression of Marketing Mix 7P, Influencer Marketing, Brand Ambassador, Discounts and Promos, and Interest Buy . Validity convergent assessed based on outer loading value and Average Variance Extracted (AVE), where the indicators declared valid if has an outer loading ≥ 0.70 or Still can accepted in the range of 0.50–0.70 during AVE value ≥ 0.50 .

Validity discriminant tested through cross loading value which shows that every indicator own the highest loading value on the construct it measures . Meanwhile that , reliability test done with see Cronbach's Alpha value ≥ 0.60 and Composite Reliability ≥ 0.70 , which indicates all over variables study has reliable . As for the procedure data collection was carried out use compiled questionnaire based on indicator variables research , which is distributed in a way direct or online with use five- point Likert scale , ranging from very to very agree to strongly agree

Results and Discussion

Equation Modeling – Partial Least Squares) as shown in the table results analysis coefficient path . *Coefficient value path (β)* show direction and magnitude influence between variables , whereas *T-Statistic value* used For see strength relationship , and *P-Value* For determine level its significance . A connection stated significant if own mark *T-Statistic* > 0.998 and *P-Value* < 0.000 .

Based on results research model analysis , obtained that *Marketing Mix 7P Impression (X1)* influential positive and significant to *Interest Buy (Y)*. Furthermore , *Influencer Marketing (X2)* also has an influence positive and significant to *Interest Buy (Y)*. Variables *Brand Ambassador (X3)* show influence positive and significant to *Interest Buy (Y)*, as well as *discounts and promotions (Z)* . positive and significant to *Interest Buy (Y)* product Wardah Cosmetics in Palopo .

With Thus , all the proposed hypothesis in study This accepted , because each relationship between variables own T-Statistic value is more big than 8 and P-Value more small of 0.05. This result show that *impression of the 7P marketing mix, influencer marketing, brand ambassador, and discounts and promotions* own role important in increase *interest buy consumer to product Wardah Cosmetics in Palopo* .

Besides validity convergent , testing of the measurement model also includes validity discriminant . Validity discriminant aim For ensure that every construct in a real model different from construct others . One of them methods used For evaluate validity discriminant is criteria Fornell – Larcker , namely with compare mark root square *Average Variance Extracted (AVE)* (values on the diagonal) with correlation between construct (values outside the diagonal).

Based on results analysis on the table Fornell – Larcker , value root the square of the AVE of each construct , namely *Marketing Mix 7P Impressions (X1)*, *Influencer Marketing (X2)*, *Brand Ambassador (X3)*, *Discounts and Promos (Z)*, and *Interest Buy (Y)*, show greater value big compared to with mark correlation between construct others . With Thus , every construct in the research model This own *validity good discriminant* , because capable differentiate self in a way adequate from other constructs as appropriate with criteria *Fornell – Larcker*.

Table 1. Discriminant Validity

Construction	1	2	3	4	5
Marketing Mix 7P (MM) (1)	0.556	0.575	0.696	0.873	
Influencer Marketing (IM) (2)	0.746	0.509	0.910		
Brand Ambassador (BA) (3)	0.904				
Discount & Promo (DP) (4)	0.568	0.927			
Interest Buy (MB) (5)	0.572	0.731	0.519	0.591	0.936

Hypothesis Testing

Testing hypothesis in study This done use method *SEM-PLS (Structural Equation Modeling – Partial Least Squares)* as shown in the table results analysis coefficient path . *Coefficient value path (β)* show direction and magnitude influence between variables , whereas *T-Statistic value* used For see strength relationship , and *P-Value* For determine level its significance . A connection stated significant if own mark *T-Statistic* > 0.998 and *P-Value* < 0.000.

Based on results research model analysis , obtained that *Marketing Mix 7P Impression (X1)* influential positive and significant to *Interest Buy (Y)*. Furthermore , *Influencer Marketing (X2)* also has an influence positive and significant to *Interest Buy (Y)*. Variables *Brand Ambassador (X3)* show influence positive and significant to *Interest Buy (Y)*, as well as *discounts and promotions (Z)* . positive and significant to *Interest Buy (Y)* product Wardah Cosmetics in Palopo .

With Thus , all the proposed hypothesis in study This accepted , because each relationship between variables own T-Statistic value is more big than 8 and P-Value more small of 0.05. This result show that *impression of the 7P marketing mix, influencer marketing, brand ambassador, and discounts and promotions* own role important in increase *interest buy consumer to product Wardah Cosmetics in Palopo*.

Table 2: Hypothesis testing

Hypothesis	Connection	R Square	Q ²	β	T-Statistic	P-Value	Information
H1	MM→MB			0.420	5,250	0.000	Accepted
H2	IM→MB			0.061	0.499	0.618	No Accepted
H3	BA→MB			0.385	4,538	0.000	Accepted
H4	MM→DP			0.178	2,806	0.005	Accepted
H5	IM→DP			0.033	0.429	0.668	No Accepted
H6	BA→DP			0.187	2,532	0.012	Accepted
H7	MM→IM			0.696	17,960	0.000	Accepted
H8	IM→BA→MB			0.749	20,559	0.000	Accepted
H9	DP → MB			0.536	7,754	0.000	Accepted
	IM1	0.485	0.398				
	BA2	0.560	0.451				
	DP3	0.583	0.491				
	MB4	0.436	0.377				

Discussion

The influence of the 7P Marketing Mix on Interest Buy

Based on results study show that the 7P Marketing Mix has an influence positive and significant to interest buy product Wardah Cosmetic in Palopo , which means that the more Good implementation of marketing strategies that include product , price , place , promotion , people, process, and physical evidence, then the more high interest buy consumers , where matter This in line with Kotler and Keller's theory (2016) states that mix marketing is tool main company in influence response consumers , so that when

Wardah capable present product quality , price affordable , convenience access , as well as good service , then will formed perception positive that encourages intention buy , and results study This is also supported by research (Rifka Alkhilyatul Ma'rifat, I Made Suraharta, 2024) who discovered that the marketing mix has influence significant to interest buy consumer especially in industry cosmetics and products beauty .

The Influence of Influencer Marketing on Interest Buy

Research result show that influencer marketing is influential positive and significant as well as become the most dominant variable to interest buy , which means that the presence of influencers is able influence decision consumer in buy product Wardah , where matter This in accordance with the Theory of Reasoned Action (Fishbein & Ajzen, 1975) which explains that norm subjective or influence social own role important in form intention behavior , so that recommendations , reviews , and experiences shared by influencers through social media considered more credible and authentic by consumers , which ultimately increase trust and interest buy , and find This in line with study (H. Handayani, 2023) which states that influencer marketing has influence significant and dominant on purchase intention , especially for products beauty in the digital age.

The Influence of Brand Ambassadors on Interest Buy

Based on results study known that brand ambassadors are influential positive and significant to interest buy , but its influence No as powerful as influencer marketing, which shows that even though brand ambassadors are capable increase image and power pull brand , consumer tend more trust communication personal and interactive marketing , where matter This in accordance with theory Shimp (2014) stated that that brand ambassadors function as representation brand in build brand image, so that the existence of Wardah brand ambassadors still important in strengthen identity brand , and results This supported by research (Safitri Afifa Putri Satriyo et al., 2025) who found that brand ambassadors are influential positive to interest buy , even though its influence No as big as social media or influencer.

Influence Discounts and Promotions on Interest Buy

Research result show that discounts and promotions have an impact positive and significant to interest buy , which means that promotional strategy price capable increase interest consumer For buy product Wardah , where matter This in accordance with Kotler and Armstrong's theory (2018) states that promotion sale like discount aim For push purchase term short through giving mark plus to consumers , so that existence piece price , cashback, and offer special create perception of value for money that drives consumer For quick do purchases , and findings This in line with study (Oktavia & Fageh, 2022) which states that discounts and promotions own influence significant to interest buy consumer specifically in industry retail and cosmetics .

In a way overall , results study This show that the Marketing Mix 7P, Influencer Marketing, Brand Ambassador, and Promo Discounts are simultaneous influential to interest buy product Wardah Cosmetic in Palopo , where combination of marketing strategies traditional and digital capable create perception positive , improving trust , and push intention buy consumers , and in matter this is influencer marketing the most dominant factor Because capable form norm social and trust consumer in a way direct through digital media, while the marketing mix plays a role as base formation quality and

experience consumers , discounts strengthen decision purchases , as well as brand ambassadors to strengthen image brand , so that findings This supported by research (Imron & Wajdi, 2024) which states that integration of digital and conventional marketing strategies in a way together influential significant to improvement interest buy consumers .

Conclusion

Based on results research and discussion about influence impression of the 7P marketing mix, influencer marketing, brand ambassador, and discounts and promotions on interest buy product Wardah Cosmetic in Palopo , can concluded that marketing strategy own role important in form interest buy consumers . Research results show that discounts and promotions and the 7P marketing mix have an influence to interest buy consumers , so that become factor the main driving force interest consumer in do purchase product Wardah . Meanwhile that , brand ambassador and influencer marketing are not influential direct to interest buy , but play a role as factor supporters in strengthen perception consumer to promotion and image brand . Besides that , research This show that the 7P marketing mix has an influence towards influencer marketing, as well as influencer marketing and brand ambassadors play a role in support effectiveness discounts and promotions. This confirm that integrated marketing strategy between mix marketing , digital communications , and promotions sales are very necessary For increase interest buy consumers . In general overall , results study This support Stimulus–Organism–Response (SOR) theory , in which various marketing stimuli capable influence perception and attitude consumers , which then push response in the form of interest buy to product Wardah Cosmetics in Palopo .

REFERENCES

- Andika, ADP, Lestari, EIP, & Wiliam, A. (2024). Analyzing the Role of Influencers in Digital Marketing Strategy: A Case Study in the Online Fashion Industry. *Ilomata International Journal of Social Science* , 5 (2), 444–459. <https://doi.org/10.61194/ijss.v5i2.1166>
- Andita, MP, Sulastri, S., & Wahab, Z. (2021). The role of brand trust as a mediating variable in the relationship between halal brand personality and brand loyalty. *Maranatha Journal of Management* , 21 (1), 45–54. <https://doi.org/10.28932/jmm.v21i1.4066>
- Arifitria, SA, Kaban, RF, & Widjaja, HS (2023). How Do Halal Labels, Pricing, and Promotion Affect Sasha Toothpaste Purchasing Decisions? *Perbanas Journal of Islamic Economics and Business* , 3 (2), 112. <https://doi.org/10.56174/pjieb.v3i2.135>
- Artyukhova, N., Artyukhov, A., Rehak, R., & Lyeonov, S. (2023). Understanding the essence of immersive marketing for educational services and knowledge transfer. *E3S Web of Conferences* , 456 , 1–15. <https://doi.org/10.1051/e3sconf/202345604002>
- Asmawaty, A. (2021). Beach Tourism Destinations Promotion Strategy Through Social Media Influencers in Bulukumba Regency. *International Journal Papier Public Review* , 2 (4), 56–69. <https://doi.org/10.47667/ijppr.v2i4.117>

- Azmi, N., Afriyani, T., & Kurniaty, D. (2025). The Influence of TikTok Affiliate Digital Marketing Strategy on Generation Z Purchase Intentions in Jakarta, Indonesia. *Golden Ratio of Marketing and Applied Psychology of Business* , 5 (1), 168–184. <https://doi.org/10.52970/grmapb.v5i1.891>
- Crescentia, A., & Nainggolan, R. (2022). The Influence of Credibility and Trustworthiness of Beauty Influencers on Instagram on Purchasing Decisions of Wardah Cosmetic Products. *Performa* , 6 (6), 526–535. <https://doi.org/10.37715/jp.v6i6.2156>
- Darmatama, M., & Erdiansyah, R. (2021). The Influence of Advertising in Tiktok Social Media and Beauty Product Image on Consumer Purchase Decisions. *Proceedings of the International Conference on Economics, Business, Social, and Humanities (ICEBSH 2021)* , 570 (Icebsh), 888–892. <https://doi.org/10.2991/assehr.k.210805.140>
- Dewa, CB, & Safitri, LA (2022). Influencer Marketing Selection Strategy in Organizing the Grand Opening Mini Market Promotional Activities Pasarprima Yogyakarta. *International Journal of Economics, Business and Accounting Research (IJEBAR)* , 6 (2), 810. <https://doi.org/10.29040/ijebar.v6i2.4921>
- Efendi, AZ, Winarto, PS, & Kuswati, K. (2023). Customer satisfaction of goat kids using Customer Satisfaction Index and Importance Performance Analysis (case study in goat production farm of East Java Livestock Agency). *BIO Web of Conferences* , 81 , 1–13. <https://doi.org/10.1051/bioconf/20238100014>
- Elvira, M., & Mada, UG (2022). *The influence of YouTube beauty vloggers on Indonesian Muslim consumers' purchase intention of halal cosmetic products. This study aims to analyze and explain the influence of YouTube beauty vloggers on Indonesian Muslim Consumer's Purchase Intention of Halal Cosmetic Products.* 1 (2), 167–181.
- Fuadi, AA, Yulius, GF, & Pangaribuan, CH (2023). Relationships Between Korean Brand Ambassador, Price, and Product Quality To Customer Purchase Decision on Local Skincare Product. *Milestone: Journal of Strategic Management* , 3 (1), 16. <https://doi.org/10.19166/ms.v3i1.6342>
- Garcia, AR, Filipe, SB, Fernandes, C., Estevão, C., & Ramos, G. (nd).
- Geraldine, YM (2021). The Influence of Brand Image, Product Quality, Social Media, and Price on Consumer Purchase Interest in Wardah Brand Products. *POINT: Journal of Economics and Management* , 3 (1), 71–82. <https://doi.org/10.46918/point.v3i1.880>
- Handayani, MRDY (2022). The Influence of Brand Ambassador, Brand Image, and Promotion on Instagram Media on Purchasing Decisions for Bening's Beauty Skincare Products in Surabaya City. *EKONIKA: Journal of Economics, Kadiri University* , 7 (2), 334. <https://doi.org/10.30737/ekonika.v7i2.3220>
- Hanilla, S., Prawitasari, A., & Handayani, S. (2022). Analysis of Digital Marketing Strategy at Bumdes Lestari Jaya, Sindang Jaya Village, Rejang Lebong Regency. *EKOMBIS REVIEW: Scientific Journal of Economics and Business* , 10 (2), 1177–1182. <https://doi.org/10.37676/ekombis.v10i2.2712>

- Ho, Cl, Liu, Y., & Chen, M. C. (2022). Antecedents and consequences of consumers' attitudes toward live streaming shopping: an application of the stimulus–organism–response paradigm. *Cogent Business and Management* , 9 (1). <https://doi.org/10.1080/23311975.2022.2145673>
- Hudiyono, RF, & Ismail, S. (2023). *Uncover the Marketing Strategy of Scientific in Indonesia* (Issue Icveast). Atlantis Press SARL. https://doi.org/10.2991/978-2-38476-132-6_34
- Khofifah, S., & Supriyanto, A. (2022). The Influence of Halal Labeling, Brand Image, Online Customer Reviews, Celebrity Endorsements, and Perceived Advertising Value on Purchase Decisions for Halal-Certified Cosmetic Products. *Journal of Management and Accounting Research* , 15 (1), 1–13. <https://doi.org/10.58431/jumpa.v15i1.187>
- Kothari, H., Choudhary, A., Jain, A., Singh, S., Prasad, K. D. V., & Vani, U. K. (2025). Impact of social media advertising on consumer behavior: role of credibility, perceived authenticity, and sustainability. *Frontiers in Communication* , 10 (May). <https://doi.org/10.3389/fcomm.2025.1595796>
- Kristia, K., Kovács, S., & László, E. (2023). Food delivery platform and food waste: Deciphering the role of promotions, knowledge, and subjective norms among Indonesian generation Z. *Cleaner and Responsible Consumption* , 11 (October). <https://doi.org/10.1016/j.clrc.2023.100152>
- Kristianti, RA, & Margarita. (2021). Determinants of Brand Loyalty: Survey of Wardah Cosmetics Consumers in Jabodetabek, Indonesia. *Proceedings of the Ninth International Conference on Entrepreneurship and Business Management (ICEBM 2020)* , 174 (Icebm 2020), 259–265. <https://doi.org/10.2991/aebmr.k.210507.039>
- Li, N. (2023). *Influencer marketing: affiliation, credibility and brand control* (Issue Ftbm). Atlantis Press International BV. https://doi.org/10.2991/978-94-6463-298-9_35
- Malangke, A. (2025). The Future of Brand Ambassadors in Digital Business: Trends, Challenges, and Opportunities. *SSRN (Social Science Research Network)* , 16.
- Maszudi, E. (2023). *The Role of Influencer Marketing, Online Customer Reviews, and Content Marketing in Purchasing Decisions on Instagram* . 6 (2), 1348–1358.
- Moniaga, V., Sumual, TEM, & Kumajas, L. (2023). The Influence of Product Knowledge on Purchase Intention of Wardah Products as Halal Cosmetics Through Consumer Attitudes. *Management and Entrepreneurship* , 4 (1), 67–80. <https://doi.org/10.53682/mk.v4i1.6789>
- Noeya, AA, Suhendra, AA, & Martini, and S. (2025). Analysis of Marketing Mix Strategies to Improve Customer Satisfaction and Loyalty Using Structural Equation Modeling Method. *International Journal of Management and Humanities* , 11 (6), 1–5. <https://doi.org/10.35940/ijmh.d1771.11060225>
- Panjaitan, RAP, Lubis, MB, Jannah, R., Fazira, LE, Siregar, Z., & Khaira, I. (2024). The Influence of Product Quality on Purchase Interest of Mie Gacoan Pancing among

- Management Students at Medan State University. *Economics: Journal of Economics and Business* , 3 (2), 79–85. <https://doi.org/10.56495/ejeb.v3i2.615>
- Puspitasari, NS, & Safitri, R. (2022). The Role of Marketing Mix and Digital Marketing in Increasing Interest in Savings at Kspps Bmt NU Jombang. *Jurnal Tabarru': Islamic Banking and Finance* , 5 (2), 465–473. [https://doi.org/10.25299/jtb.2022.vol5\(2\).9579](https://doi.org/10.25299/jtb.2022.vol5(2).9579)
- Putra, YP (2024). Marketing communication strategy on Instagram social media @ninety-nine.indo in increasing brand awareness. *LONTAR: Journal of Communication Science* , 12 (2), 366–375. <https://doi.org/10.30656/lontar.v12.i2.9611>
- Qibtiyah, D., Hurruiyati, R., & Hendrayati, H. (2021). The Influence of Discounts on Repurchase Intention. *Proceedings of the 5th Global Conference on Business, Management and Entrepreneurship (GCBME 2020)* , 187 (Gcbme 2020), 385–389. <https://doi.org/10.2991/aebmr.k.210831.076>
- Satu, T., & Hertasing, S. (nd). *e-ISSN: 2723-4983 Pages 69-79* . 69–79.
- Shakuntala, B., & Ramantoko, G. (2023). The Influence of Social Media Communication on Purchase Intention and Purchase Decision Through Brand Equity in Mixue Indonesia. *International Journal of Professional Business Review* , 8 (11), e03935. <https://doi.org/10.26668/businessreview/2023.v8i11.3935>
- Singer, M. F., Callendar, C. L., Ma, X., & Tham, S. M. (2023). Differences in perceived influencer authenticity: A comparison of Gen Z and Millennials' definitions of influencer authenticity during the de-influencer movement. *Online Media and Global Communication* , 2 (3), 351–378. <https://doi.org/10.1515/omgc-2023-0038>
- Tariaranie, WR, & Amalia, J. (2023). *The Role of Brand Experience in Brand Advocacy Through Brand Satisfaction of Avoskin Users at E-Commerce* (Issue Bistic). Atlantis Press International BV. https://doi.org/10.2991/978-94-6463-302-3_7
- Thehawijaya, JA, & Susilo, D. (2023). Sales Promotion Message Appeal and Brand Ambassador Effects Toward Tokopedia's Purchase Intention. *SIBATIK JOURNAL: Scientific Journal of Social, Economic, Cultural, Technology, and Education* , 2 (2), 475–484. <https://doi.org/10.54443/sibatik.v2i2.559>
- Tian, J. (2023). *Research on the Marketing Strategy of Beauty Brands in the Background of Social Media* . 1267–1277. https://doi.org/10.2991/978-94-6463-098-5_144
- Timur, YP, Ratnasari, RT, & Author, N. (2022). Celebrity Endorsers Vs Expert Endorsers: Who Can Affect Consumer Purchase Intention for Halal Fashion Products? *Journal of Islamic Economics and Business* , 8 (2), 220–236. <https://doi.org/10.20473/jebis.v8i2.37529>
- Wen, K., & Oktavianti, R. (2023). The Role of E-Sports Company Brand Ambassadors in Cultivating Fan Loyalty. *Kiwari* , 2 (4), 662–671. <https://doi.org/10.24912/ki.v2i4.27274>
- Widodasih, RWK, Wirastomo, JT, & BR, KS (2023). The Influence of Testimonials, Social

Media, and Celebrity Endorsements on Purchasing Decisions of Wardah Cosmetic Products. *Jurnal Ilmiah Global Education* , 4 (2), 1160–1166.
<https://doi.org/10.55681/jige.v4i2.757>

Xiong, W. (2024). Research on Multinational Cosmetic Corporations' Business Models and Marketing Strategies Based on the 4P Theory: A Case Study of L'Oréal Group. *Highlights in Business, Economics and Management* , 27 , 119–126.
<https://doi.org/10.54097/bjq4qy76>

Zagita, Y., & Dewi, DRK (2025). The Influence of Tasya Farasya's Skincare and Beauty Product Review Content on Skincare Purchasing Decisions. *Locus Journal of Research and Community Service* , 4 (1), 1118–1131.
<https://doi.org/10.58344/locus.v4i1.3790>

