

# The Influence of Ningning Aespa as Brand Ambassador and Brand Image of Maybelline Products on Purchase Decision Through Purchase Intention as an Intervening Variable

Alya Latifa<sup>1\*</sup>, Ida Bagus Nyoman Udayana<sup>2</sup>

<sup>1</sup>Student at Sarjanawiyata Tamansiswa University

<sup>2</sup>Lecturer at Sarjanawiyata Tamansiswa University

\*Corresponding author. Email : [alya008115.mhs@ustjogja.ic.id](mailto:alya008115.mhs@ustjogja.ic.id)

## ABSTRACT

*This study aims to provide empirical understanding of the complex relationship between Brand Ambassador, Brand Image, and Purchase Decision through Purchase Intention in the modern cosmetic industry context. Specifically, it discusses the role of Ningning as a personal Brand representation, how consumer perception of Maybelline's Brand Image is formed, and how this influences consumer Purchase Intention and Decision. Data was collected through online questionnaires distributed via Google Forms. Path analysis was used as the data analysis technique to test the causality between Brand Ambassador, Brand Image (intervening variables), Purchase Intention (intervening variable), and their contribution to Purchase Decision (dependent variable). The population for this study was Maybelline product consumers who are aware of Ningning Aespa as a Brand Ambassador, with a sample of 75 respondents selected using purposive sampling. The results indicate that Brand Ambassador does not have a significant statistical influence on Purchase Intention or Purchase Decision. Conversely, Brand Image significantly influences Purchase Intention, but does not have a significant statistical influence on Purchase Decision, with a negative coefficient indicating an inverse relationship. Purchase Intention shows a very significant and positive influence on Purchase Decision, suggesting that higher Purchase Intention leads to a greater likelihood of Purchase. This study contributes to bridging marketing theory with evolving real-world practices by examining the increasing influence of social media and Korean pop culture on global consumer preferences. <sup>13</sup>It specifically investigates the effectiveness of using a celebrity Brand Ambassador like Ningning within the cosmetic industry, where such strategies are not yet fully understood.*

**Keywords :** Brand Ambassador, Brand Image, Purchase Intention, Purchase Decision.

## 1. INTRODUCTION

Amidst increasingly fierce competition in the cosmetics industry, marketing strategies that utilize celebrity brand ambassadors have become an important tool in forming emotional connections with modern consumers. Brand ambassadors are widely used by manufacturers to attract consumers as a form of sales promotion [1] Maybelline, as one of the global cosmetics brands, appointed Ningning from the K-pop group Aespa as its brand ambassador to strengthen the brand's appeal in the youth market. Because basically, the better the Brand Ambassador is at promoting the product, and the better the quality of the product is and the more it matches what is being conveyed, the more positive influence it will have on consumers.[2]

The selection of Brand Ambassadors is not only aimed at increasing brand visibility, but also influencing consumer perceptions of brand image and purchasing decisions. Consumers often tend to trust individuals who are considered credible and relevant to a particular brand, so a positive relationship with a Brand Ambassador can create bonds and identification that can influence their decision to choose a product [3] The effectiveness of this strategy is not yet fully understood, especially how the image of a Brand Ambassador such as Ningning and the Maybelline Brand Image together shape Purchase Intention, which then leads to Purchase Decision.

This research is important because it offers empirical insight into the complex relationship between Brand Ambassadors, Brand Image, and Purchase Decisions through Purchase Intention in the context of the modern cosmetics industry. With the increasing power of social media and Korean pop culture in shaping global consumer preferences, this study contributes to bridging marketing theory with evolving real-world practices. This article will specifically discuss Ningning's role as a personal representation of the Brand, how consumer perceptions of Maybelline's Brand Image are formed, and how this influences consumer purchase intentions and decisions.

## 2. LITERATURE REVIEW

### 2.1. Brand Ambassador

Brand Ambassadors are celebrities who reflect the image of a product to influence customers and are a strategy established by companies [4]. According to [3] the purpose of Brand Ambassadors is to convey information about products and potentially have a positive impact on business processes. Brand Ambassadors are a company's effort to influence consumers by using celebrities as endorsers in marketing the image of a product, thereby increasing consumer purchases of that product [5]. The use of Brand Ambassadors in marketing aims to make advertisements more attractive, effective, and appealing to consumers, which can encourage their intention to purchase [6].

### 2.2. Brand Image

Brand Image is defined as consumers' overall perception of a brand, including their beliefs about the brand [7]. According to [8] Brand Image is promotion carried out by companies to build a good image so that consumers remember the brand they have created. According to the results of research [9] Brand Image has three indicators, consisting of functionality, symbolism, experientiality, and the ability to increase Purchase Intention among consumers. According to [10] brand image makes it easier for consumers to choose products and increases brand awareness, which can increase company profits. A good brand image will create perceptions or images from consumers and will lead to consumer purchase intentions towards products [11].

### 2.3. Purchase Intention

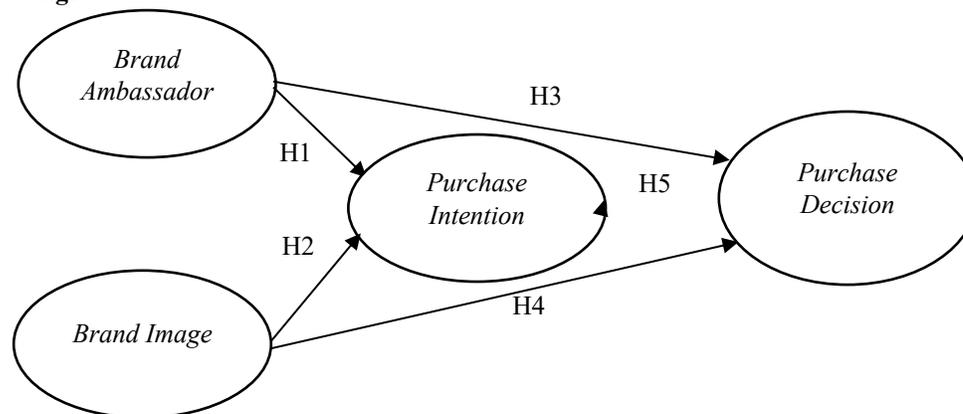
Purchase Intention is a reflection of consumers' plans to purchase a product [12]. Customers' purchase intentions are likely to turn into purchase decisions, so it is very important to increase customers' purchase intentions [13]. According to [14] Purchase Intention has an influence on Purchase Decisions, proving that the higher the customer's interest in the desired product, the more Purchase Decisions will be made. According to [15] consumers feel happy and satisfied when buying goods or services, which strengthens their purchasing interest. Consumer Purchase Intention is triggered and influenced by many external stimuli, such as marketing or the surrounding environment [16]

### 2.4. Purchase Decision

Purchase Decision is defined as the process whereby a person evaluates various options and then chooses a product from among the possibilities [17]. The purchase decision is a process that begins with a problem, the background to the problem, identification, and finally the formation of a conclusion or recommendation [18]. According to [19] the better the product quality, the more it will influence the purchase decision. There are three factors that influence purchase decisions, namely the behavior of others, product quality, and brand reputation [20]. According to [21] a purchase decision can be defined as the process by which a consumer chooses one product or service from a range of available alternatives.

### 2.5. Research Hypothesis

Image 1. Research Framework



The hypothesis of this study is as follows :

H1 : *Brand Ambassador* have a significant effect on *Purchase Intention*

- H2 : *Brand Image* has a significant effect on *Purchase Intention*  
 H3 : *Brand Ambassador* have a significant effect on *Purchase Decision*  
 H4 : *Brand Image* has a significant effect on *Purchase Decision*  
 H5 : *Purchase Intention* has a significant effect on *Purchase Decision*

### 3. METHODOLOGY

This study uses a quantitative approach with an explanatory causal research design to examine the causal relationship between variables. The research method used is the distribution of questionnaires via Google Forms online. The data analysis technique used path analysis to examine the causal relationship between Brand Ambassador and Brand Image (intervening variables), Purchase Intention (intervening variable), and their contribution to Purchase Decision (dependent variable). The population for this study was consumers of Maybelline products who knew Ningning Aespa as the Brand Ambassador. The sample used consisted of 75 respondents, using the purposive sampling method, in which samples were taken by filling in criteria, gender, age, and current occupation.

**Table 1.** Respondent Characteristics

Characteristics	Total (people)	Presentase
Gender		
Male	15	20%
Female	60	80%
Age		
17-20	42	56%
21-25	27	36%
26-30	3	4%
>35	3	4%
Occupation		
Student	6	8%
University Student	57	76%
Entrepreneur	4	5,3%
Civil Servant	3	2,7%
Private Employee	6	8%

Source: Data processing results 2025

The data source required in this study is primary data collected using questionnaires. The measurement scale in this study uses a scale from 1 (strongly disagree) to 5 (strongly agree). The validity and reliability of this study were tested using SmartPLS 3.0. The validity test was conducted in two stages, the first being Construct Validity and the second being Discriminant Validity. Reliability was assessed based on Cronbach's Alpha and Composite Reliability values. If the value was greater than 0.7, the indicator was considered reliable (Ghozali, 2021).

### 4. RESULTS

#### 4.1. *Validity Test and Reliability Test*

Validity and reliability tests were conducted to obtain accurate data. The results of statistical analysis of the questionnaire items in this study indicate that the items used are capable of explaining the latent variables they form. This can be seen from the Corrected Item-Total Correlation values and Cronbach's Alpha if Item Deleted values, which have met the specified requirements.

**Table 2.** Validity and Reliability Test Results

Variabel	Indikator	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
<i>Brand Ambassador (BA)</i>	BA.1	70,61	141,754	0,492	0,941
	BA.2	70,27	144,009	0,548	0,939
	BA.3	70,29	142,021	0,653	0,938
	BA.4	70,41	139,975	0,700	0,937
	BA.5	70,35	144,716	0,620	0,939
<i>Brand Image (BI)</i>	BI.1	70,37	143,534	0,611	0,938
	BI.2	70,33	142,117	0,675	0,938
	BI.3	70,15	141,992	0,692	0,937
	BI.4	70,31	140,351	0,720	0,937
	BI.5	70,08	143,804	0,622	0,938
<i>Purchase Intention (PI)</i>	PI.1	70,89	137,988	0,689	0,937
	PI.2	70,61	141,889	0,671	0,938
	PI.3	70,57	139,140	0,747	0,936
	PI.4	70,72	138,529	0,694	0,937
	PI.5	70,64	136,261	0,766	0,936
<i>Purchase Decision (PD)</i>	PD.1	70,80	142,054	0,576	0,939
	PD.2	70,47	140,982	0,616	0,938
	PD.3	70,79	138,954	0,612	0,939
	PD.4	70,87	141,036	0,555	0,940
	PD.5	70,52	138,226	0,760	0,936

Source: SPSS 2025 data processing results

#### 4.2. Evaluation Of Goodness Of Fit Model (Model Feasibility Test)/F-Test

Model suitability evaluation is conducted to determine the extent to which the hypothesized model fits the data sample. Model suitability evaluation refers to several selected criteria as follows: sig value = 0.00. Thus, the model can be accepted and is suitable for further analysis to test the hypothesis. The results of the full model analysis data processing can be presented in:

**Table 3.** F-Test Results for Equation 1

		ANOVA <sup>a</sup>				
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	554,125	2	277,062	33,844	.000 <sup>b</sup>
	Residual	589,422	72	8,186		
	Total	1143,547	74			

a. Dependent Variable: *Purchase Intention*

b. Predictors: (Constant), *Brand Image*, *Brand Ambassador*

Source: SPSS 2025 data processing results

**Table 4.** F-Test Results for Equation 2

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	739,045	3	246,348	42,817	.000 <sup>b</sup>
	Residual	408,501	71	5,754		
	Total	1147,547	74			

a. Dependent Variable: *Purchase Decision*

b. Predictors: (Constant), *Purchase Intention*, *Brand Ambassador*, *Brand Image*

Source: SPSS 2025 data processing results

#### 4.3. Hypothesis Test

The processed data shows that both variables in this study, namely service quality and product quality, have a significant positive effect on customer satisfaction. This can be proven by the service quality variable with a sig value of 0.03 and the product quality variable with a sig value of 0.00. Thus, it can be said that product quality and service quality have a significant positive effect on customer satisfaction.

**Table 5.** Multiple Linear Regression Test Results Equation 1

Coefficients <sup>a</sup>						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,725	2,092		0,347	0,730
	<i>Brand Ambassador</i>	0,172	0,146	0,151	1,172	0,245
	<i>Brand Image</i>	0,687	0,153	0,576	4,477	0,000

a. Dependent Variabel : *Purchase Intention*

Source: SPSS 2025 data processing results

**Table 4.** Multiple Linear Regression Test Results Equation 2

Coefficients <sup>a</sup>						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,980	1,755		2,267	0,026
	<i>Brand Ambassador</i>	0,111	0,124	0,097	0,894	0,374
	<i>Brand Image</i>	-0,162	0,145	-0,136	-1,117	0,268
	<i>Purchase Intention</i>	0,837	0,099	0,835	8,468	0,000

a. Dependent Variabel : *Purchase Decision*

Source: SPSS 2025 data processing results

#### 4.4. Discussion

##### 4.4.1. The Influence of Brand Ambassadors on Purchase Intention

From the regression results, for the Brand Ambassador variable, the significance value (Sig.) is 0.245. Since 0.245 is greater than 0.05, this indicates that Brand Ambassador does not have a statistically significant effect on Purchase Intention.

##### 4.4.2. The Influence of Brand Image on Purchase Intention

From the regression results, in the "Brand Image" row, the significance value (Sig.) is 0.000. Since 0.000 is less than 0.05, this indicates that Brand Image has a statistically significant effect on Purchase Intention.

#### *4.4.3. The Influence of Brand Ambassadors on Purchase Decisions*

From the regression results, Brand Ambassador has an unstandardized coefficient value (B) of 0.111 and a significance value (Sig.) of 0.374. Because the significance value (0.374) is greater than the general threshold of 0.05, this indicates that Brand Ambassador does not have a statistically significant effect on Purchase Decision in this model.

#### *4.4.4. The Effect of Brand Image on Purchase Decision*

Brand Image has an unstandardized coefficient (B) value of -0.162 and a significance value (Sig.) of 0.268. Similar to Brand Ambassador, a significance value (0.268) greater than 0.05 indicates that Brand Image also has no statistically significant effect on Purchase Decision in this model. It is important to note that a negative coefficient indicates an inverse relationship, even though it is not significant.

#### *4.4.5. The Effect of Purchase Intention on Purchase Decision*

Purchase Intention shows an unstandardized coefficient (B) of 0.837 and a significance value (Sig.) of 0.000. With a significance value (0.000) that is much smaller than 0.05, this indicates that Purchase Intention has a very significant and positive effect on Purchase Decision. A large positive coefficient indicates that the higher a person's purchase intention, the more likely they are to make a purchase decision.

#### **4.5. Limitations**

The lack of time in this research process prevented a more in-depth study of this topic. The survey method using questionnaires used in this study may not have provided honest and complete information from respondents. In terms of the number of research samples and the scope of the research, the number of samples was considered insufficient, given that the population size was unknown. Future research should increase both the sample size and the scope of the research area. This will improve the reliability and accuracy of the research. The limited sample size due to time constraints resulted in too few respondents or research subjects, meaning that the research results may not be generalizable to a wider population.

## **5. DISCUSSION**

Brand Ambassadors do not have a significant influence on Purchase Intention. Research conducted by [22] states that Brand Ambassadors have a positive and significant influence on Purchase Decisions through Purchase. Brand Ambassadors do not have a significant influence on Purchase Decisions. This is in line with research conducted by [23] which shows that Nature Republic Brand Ambassadors have no influence on Purchase Decisions. Brand Image does not have a significant influence on Purchase Decision; this negative coefficient indicates an inverse relationship. This is in line with research conducted by [24] which shows that Brand Image has a negative and insignificant influence on Purchase Decision.

## **6. CONCLUSION**

Based on the results of the analysis conducted to determine whether there is an influence of Ningning Aespa as Brand Ambassador and Brand Image of Maybelline products on Purchase Decision through Purchase Intention as an intervening variable. It can be concluded based on the results of the study that Ningning Aespa as Brand Ambassador of Maybelline products does not have a significant influence on Purchase Intention. The test results show that Brand Image has an influence on Purchase Intention. The test results show that Ningning Aespa as Maybelline's Brand Ambassador does not have a significant influence on Purchase Decision. The test results show that Brand Image also does not have a significant influence on Purchase Decision. It is important to note that the negative coefficient indicates an inverse relationship, although it is not significant. The test results show that Purchase Intention has a very significant and positive influence on Purchase Decision. A large positive coefficient indicates that the higher a person's purchase intention, the more likely they are to make a purchase decision on Maybelline products.

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