



The influence of brand awareness, brand ambassador, and brand image on the purchasing decision of viva beauty products in Batam City

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ABSTRACT

This study investigates the influence of *Brand Awareness*, *Brand Ambassador*, and *Brand Image* on *Purchase Decisions* for Viva Cosmetics products. Employing a quantitative approach, data were collected through questionnaires distributed to 119 respondents, primarily female consumers aged 21–30 years. The data were analyzed using SPSS 25 through validity, reliability, classical assumption, and multiple linear regression tests. The results show that all three independent variables have a positive and significant effect on purchase decisions, with *Brand Awareness* emerging as the most influential factor, followed by *Brand Image* and *Brand Ambassador*. The regression model indicates that increased awareness, ambassador credibility, and brand image contribute to stronger consumer purchasing intentions. The coefficient of determination ($R^2 = 0.740$) suggests that 74% of purchase decision variations are explained by the three variables, while 26% are influenced by other factors not examined in this study. The findings highlight the importance of integrated branding strategies, emphasizing consistency, ambassador authenticity, and brand identity reinforcement to strengthen consumer loyalty and purchasing behavior in the competitive Indonesian cosmetics market.

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1. INTRODUCTION

The marketing channels for beauty products in Indonesia have diversified significantly, ranging from traditional stores to specialized cosmetic supermarkets, particularly in Batam City. As one of the major economic centers in Riau Islands Province, strategically located near Singapore and Malaysia (Rahayu & Junior, 2021), Batam's status as a free trade zone facilitates the circulation of both local and imported products (Rudiansyah, 2025). This dynamic environment presents unique challenges in beauty product marketing, as consumer interest in self-care continues to rise rapidly. According to the Indonesian Food and Drug Authority (BPOM) via *Databoks*, this growth not only raises consumer safety concerns but also affects brand perception and trust, evidenced by the significant annual increase in cosmetic notification submissions.

The continuous rise in skincare and makeup product notifications reflects an increasingly competitive and regulated cosmetics market. However, despite the expanding industry, the purchasing decisions for Viva beauty products, a long-established brand in Batam, have declined

compared to newer competitors. The influx of both local and international cosmetic brands intensifies competition, while consumer preferences shift toward innovation, modern packaging, and social media-driven communication that aligns with contemporary beauty trends. Viva's inability to fully adapt to these evolving expectations, alongside limited digital visibility, may contribute to decreased consumer engagement and purchase decisions (Harahap & Amanah, 2022). Availability and brand visibility across both physical and online retail channels are also critical; limited distribution or insufficient presence on popular e-commerce platforms can further reduce consumer loyalty.

Although the beauty industry in Indonesia continues to grow robustly amid economic fluctuations (Aprilia & Andarini, 2023), Viva Cosmetics faces challenges in maintaining market relevance. Established in 1962 by PT Vitapharm, Viva has long been recognized for developing affordable, high-quality products suited for tropical climates. The company's achievements, including *Good Manufacturing Practice* (CPKB) certification and community engagement initiatives such as health campaigns and social programs, underscore its longstanding commitment to quality and social responsibility. Viva's product line spans facial care, body care, and decorative cosmetics, offering affordability and reliability (Alicia, 2023). Yet, despite this legacy, declining purchase trends indicate that its heritage alone no longer secures competitive advantage.

Consumer purchasing decisions in this context are shaped by multiple cognitive and emotional factors (Martianto et al., 2023). The decision-making process, encompassing need recognition, information search, evaluation, choice, and post-purchase behavior, depends on both product satisfaction and experiential engagement. Viva's declining purchase rate suggests structural challenges in maintaining brand resonance amid an evolving market. The brand is often perceived as "traditional" or "outdated," less appealing to younger generations such as Millennials and Gen Z, while its innovation in packaging and digital marketing remains less aggressive than newer, more visually adaptive competitors.

Data from the *Top Brand Award 2025* reveal Viva's relatively low ranking, with only 1.8% in the lipstick category, lagging behind dominant competitors like Wardah (22.4%) and Maybelline (19.3%). Similarly, in the loose powder segment, Viva's *Top Brand Index* fluctuated over recent years (5.50 in 2021 to 4.40 in 2025), indicating unstable brand strength compared to leaders such as Wardah and Make Over. These findings underscore Viva's need to reinforce its brand image and strategic positioning to regain consumer trust and preference.

This weakening brand position is also reflected in quantitative indicators of purchasing performance. Retailer interviews and distributor reports in Batam indicate a gradual decline in Viva's sales volume over the past three years, accompanied by reduced repeat purchase frequency compared to emerging competitors such as Wardah and Make Over. In addition, Viva's market share in key product categories has consistently lagged behind leading brands, signaling a downward trend in consumer purchase decisions rather than short-term fluctuation. These indicators reinforce the urgency of examining the determinants of purchasing decisions for Viva products in the Batam market.

Scholars highlight that brand image, brand awareness, and brand ambassador strategies significantly influence purchasing behavior (Rizki Aldiesi & Wahyudin, 2024). A strong brand image reflects public perception of a company's credibility and identity, shaped by consumer experiences, media narratives, and public opinion (Nuryanti et al., 2023). Effective brand communication must consistently express these values across promotional channels, social media, and customer interactions to create emotional connections and lasting loyalty.

Although prior studies have widely examined the influence of brand awareness, brand ambassadors, and brand image on cosmetic purchasing decisions, most focus on nationally dominant brands, major metropolitan areas, or online consumer contexts. Limited empirical research specifically investigates long-established local brands that are losing relevance amid intensified competition from modern cosmetic brands. Moreover, studies that integrate these three variables simultaneously within the unique socio-economic setting of Batam City, characterized by its free trade zone status, cross-border product exposure, and heterogeneous consumer demographics, remain scarce. Therefore, this study fills a research gap by examining Viva Beauty Products as the research object and by contextualizing the model within Batam City, providing

localized insights into how brand awareness, brand ambassadors, and brand image jointly influence purchasing decisions.

Brand ambassadors also play an essential role in shaping perception and purchase intention (Ghadani et al., 2022). Viva's appointment of Indonesian actress Shenina Syawalita Cinnamon as ambassador for its #GlowWithViva campaign strategically aligns the brand with a youthful, modern persona while maintaining intergenerational appeal, given her acknowledgment of family use of Viva products. However, the ambassador's limited social media reach compared to leading influencers may constrain campaign effectiveness (Kusuma et al., 2023).

Brand awareness, defined as the consumer's ability to recognize and recall a brand through its visual and verbal identity (Megasari Manik & Siregar, 2022), remains a challenge for Viva, particularly among younger audiences. Marketplace reviews from Shopee illustrate recurring consumer dissatisfaction related to discrepancies between product appearance and promotional images, leading to reduced trust and weaker purchase intention. Such negative feedback, visible to the public, can significantly deter potential buyers and damage both platform and brand reputation.

In summary, while the Indonesian cosmetics market continues to expand, Viva's declining consumer purchasing decisions stem from intensifying competition, rapid shifts in consumer preference, insufficient digital adaptation, and the need to revitalize its brand image through strategic awareness, ambassador engagement, and enhanced product experience. Based on these conditions and the identified research gap, this study examines "The Influence of Brand Awareness, Brand Ambassador, and Brand Image on the Purchasing Decision of Viva Beauty Products in Batam City," with the aim of providing empirical evidence and managerial implications for revitalizing local cosmetic brands in competitive urban markets.

2. RESEARCH METHOD

The research was designed through a structured process involving several sequential stages, each serving a specific function in achieving the study's objectives and outcomes. The overall methodological flow, begins with identifying the research focus, which aims to analyze the influence of product quality, trust, and satisfaction on customer loyalty at PT X. The process commenced with problem identification through an examination of company conditions, including fluctuating customer numbers, limited stock availability of Mobil 1 oil, and higher pricing relative to other brands. These observations led to the formulation of a research problem expressed as the question of how product quality, trust, and satisfaction influence customer loyalty. A theoretical framework was then developed based on relevant studies concerning product quality, trust, satisfaction, and customer loyalty, which served as the conceptual foundation of this research. From this foundation, hypotheses were formulated, predicting that product quality, trust, and customer satisfaction positively affect customer loyalty.

The present study was systematically designed using a quantitative approach and survey method, selected for its capacity to provide objective empirical insights into the relationship between brand awareness, brand ambassador, and brand image on purchasing decisions of Viva beauty products in Batam City. Each research stage was arranged sequentially to ensure coherence between procedures and objectives. The study began with problem identification to recognize phenomena within the research context. Preliminary observations and reviews indicated a decline in Viva's product purchase decisions amid intense cosmetic industry competition, presumably influenced by weak brand awareness, suboptimal brand ambassador effectiveness, and an underdeveloped brand image. Subsequently, the research problem was formulated to establish focus and direction, linking independent variables, brand awareness, brand ambassador, and brand image, with the dependent variable, purchasing decision. This formulation served as the basis for hypothesis development.

A theoretical review was then conducted to construct a conceptual framework through scholarly sources such as books, journals, and prior studies. This step determined valid measurement indicators for each variable, ensuring instrument validity. Research instruments were developed in the form of a structured questionnaire based on variable indicators, using a five-point Likert scale to measure respondents' levels of agreement. The instrument design was guided by theoretical and empirical references to ensure data reliability and validity. Data collection involved

both online and direct questionnaire distribution to consumers who had purchased Viva beauty products at least twice. Primary data were obtained from respondents' answers, while secondary data were derived from literature, scientific articles, and cosmetic industry reports.

Collected data were analyzed using multiple linear regression to assess the influence of brand awareness, brand ambassador, and brand image on purchasing decisions. Prior to regression analysis, data were subjected to validity, reliability, and classical assumption tests to ensure instrument soundness and data quality. The findings were interpreted to explore empirical relationships among variables, contextualized with actual market conditions in Batam City. Conclusions and recommendations were then formulated to summarize results and provide insights for Viva's marketing strategy to strengthen brand awareness and image in a competitive cosmetics market. Thus, the research design provided a systematic, measurable, and comprehensive framework to analyze the effects of brand awareness, brand ambassador, and brand image on purchasing decisions.

According to (Sugiyono, 2023), the dependent variable is determined by or influenced by independent variables and represents the outcome of causal relationships. In this study, purchasing decision is the dependent variable, with indicators based on (Abdul Kohar Septyadi et al., 2022), including product purchase, brand-based purchase, purchase channel selection, purchase timing, and purchase quantity. The independent variables, defined as autonomous predictors influencing the dependent variable (Sugiyono, 2023), consist of brand awareness, brand ambassador, and brand image.

Brand awareness (X1) reflects the degree to which consumers recognize and recall the Viva brand, its logo, and presence in the market, thus influencing their inclusion of Viva in the consideration set and final choice. According to Manik et al. (2022), its indicators include recall, recognition, purchase, and consumption. Brand ambassador (X2) refers to individuals who represent Viva and positively shape consumer perceptions through trust, emotional attachment, and credibility. Based on (Hartanto & Mariana, 2024), its indicators are visibility, credibility, attraction, and power. Brand image (X3) represents the perceptions and beliefs consumers associate with Viva, influencing their purchasing behavior when the brand is perceived as trustworthy and aligned with personal aspirations. (Okhtavia & Setiawan, 2022) identified four indicators: recognition, reputation, affinity, and loyalty.

Operational definitions were established accordingly: purchasing decision (Y) is defined as the consumer's process of analyzing needs, information, and alternatives to make a purchase (Abdul Kohar Septyadi et al., 2022); brand awareness (X1) as the ease with which Viva comes to mind within its product category (Megasari Manik & Siregar, 2022); brand ambassador (X2) as influential figures shaping public opinion (Hartanto & Mariana, 2024); and brand image (X3) as the consumer's perception and belief about a brand (Okhtavia & Setiawan, 2022). All variables were measured using a five-point Likert scale.

The study population comprised all Viva consumers in Batam City (Sugiyono, 2023), while the sample consisted of individuals who had purchased Viva beauty products at least twice, representing the broader consumer base. In this study, "Viva consumers in Batam City" are defined as individuals residing in Batam who have purchased and used Viva beauty products within the last 12 months. To ensure respondents had sufficient product experience, the minimum population criteria included consumers aged at least 17 years who had purchased Viva products at least twice, either through offline retail stores or online marketplaces.

Given the uncertain population size, the sample was determined using the formula (Sugiyono, 2023):

$$n = \frac{Z^2 pq}{e^2} = \frac{(1,96)^2 (0,5)(0,5)}{(0,09)^2} = 119 \text{ Respondents} \quad (1)$$

In accordance with Sugiyono (2023), when the population size is unknown, the minimum sample size can be determined using the formula $n = \frac{1}{d^2}(2)$. In this study, an error tolerance (d) of 0.09 was applied, corresponding to a confidence level of approximately 91%. Based on this

assumption, the required minimum sample size was calculated as $n = \frac{1}{(0.09)^2} = 123.45$ (3), which was then adjusted to 119 respondents based on the number of valid and complete questionnaires collected. Sampling was conducted using purposive criteria: respondents aged at least 17 years and having purchased Viva products more than once (Sugiyono, 2023).

Data sources comprised primary data obtained via online questionnaires distributed through Google Forms and secondary data from books, journal articles, and relevant websites (Sugiyono, 2023). Responses were measured using a Likert scale (Sugiyono, 2023), where “Strongly Agree” scored 5 and “Strongly Disagree” scored 1.

Descriptive statistics were applied to summarize data without generalization (Arianti et al., 2023), with a calculated scale range ($RS = n(m-1)/m = 119(5-1)/5 = 95.2$). Interval categories were: 119–214.2 (Strongly Disagree), 214.2–309.4 (Disagree), 309.4–404.6 (Neutral), 404.6–499.8 (Agree), and 499.8–595 (Strongly Agree).

Data quality tests included validity and reliability assessments. Validity tests determined the extent to which the instrument measured the intended construct using correlation coefficients (r_{xy}) and SPSS at a 0.05 significance level (Darma, 2021). Items with $r_{\text{calculated}} > r_{\text{table}}$ were considered valid. Reliability was evaluated using Cronbach’s Alpha, where $\alpha > 0.6$ indicated acceptable internal consistency.

Classical assumption tests ensured the regression model met statistical requirements. Normality was assessed via Normal P-P Plot, confirming data distribution (Matondang & Nasution, 2022). Multicollinearity was tested using Variance Inflation Factor (VIF) and tolerance, with acceptable thresholds of $VIF < 10$ and $\text{tolerance} > 0.01$ (Ghozali, 2023). Heteroskedasticity was examined using the Park–Glejser test, where significance values > 0.05 indicated no heteroskedasticity (Ghozali, 2023).

The main analytical method, multiple linear regression, evaluated the simultaneous effect of brand awareness (X1), brand ambassador (X2), and brand image (X3) on purchasing decision (Y), expressed as:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 \quad (4)$$

where a represents the intercept, b coefficients denote the influence of each independent variable, and ϵ captures the error term.

The coefficient of determination (R^2) measured the explanatory power of independent variables over the dependent variable, ranging from 0 to 1. Partial effects were examined through the t-test (Ghozali, 2023), where $t_{\text{calculated}} > t_{\text{table}}$ and $p < 0.05$ indicated significant influence. Simultaneous effects were tested using the F-test, where $F_{\text{calculated}} > F_{\text{table}}$ and $p < 0.05$ confirmed that all independent variables jointly affected purchasing decisions.

This research was conducted in Sagulung and Batu Aji Districts, Batam City, throughout 2025, involving Viva product consumers as respondents. The research schedule was organized to ensure the systematic implementation of each phase during that period.

3. RESULTS AND DISCUSSIONS

3.1 Research Object Profile

The history of Viva Cosmetics began in 1962 in Surabaya with the establishment of PT General Indonesian Producing Centre, a pharmaceutical factory located on Jalan Karet. Two years later, in 1964, the company changed its name to PT Paberik Pharmasi Vita, marking a strategic shift from general pharmaceuticals to cosmetics and personal care products. In 1998, the company rebranded as PT Vitapharm, the current parent company of Viva Cosmetics. As competition in the beauty industry intensified, Viva Cosmetics became a pioneer among local brands by proudly using the “Made in Indonesia” label, emphasizing products suited for tropical skin and climate. Starting with basic items such as face powder and cleansers, Viva gradually expanded its product range to include skincare, haircare, body care, and makeup.

The respondent profile provides a comprehensive overview of participant characteristics, including age, gender, and occupation, to contextualize research findings and ensure accurate

interpretation. Understanding these characteristics enhances the generalizability of the results and allows assessment of potential biases or data relevance.

Based on the distributed questionnaires, female respondents dominated the sample, accounting for 97% compared to 3% male respondents. Most respondents were aged 21–30 years (94%), while 6% were under 20 years old. Regarding occupation, 49% were students, 40% private employees, 9% housewives, and 2% civil servants. In terms of purchase frequency, 51% had bought Viva products 1–3 times, 29% had purchased 4–6 times, 12% had purchased 7–10 times, and 8% more than 10 times.

The respondent answers were analyzed to identify their perceptions across four variables: Brand Awareness (X1) with six indicators, Brand Ambassador (X2) with eight, Brand Image (X3) with six, and Purchase Decision (Y) with five, totaling 25 questionnaire items. The mean score of each variable was calculated using a five-point Likert scale, categorized as: 1.00–1.80 (very low), 1.81–2.60 (low), 2.61–3.40 (moderate), 3.41–4.20 (high), and 4.21–5.00 (very high).

For Brand Awareness (X1), the total score was 2,843, with an average of 473.83, indicating a high level of awareness. Respondents demonstrated strong recall of Viva products when considering beauty purchases, recognition through advertisements or social media, and identification via logos or visual symbols.

The Brand Ambassador (X2) variable yielded a total score of 3,779 and an average of 472.38, also categorized as high. Respondents perceived the brand ambassador as widely recognized, competent, trustworthy, and capable of influencing their perceptions of Viva's quality through engaging promotional activities.

Brand Image (X3) produced a total score of 2,913 and an average of 485.50, classified as very high. Respondents agreed that Viva has built a strong, positive reputation with recognizable logos, consistent visual identity, and a distinctive brand personality that differentiates it from competitors.

The Purchase Decision (Y) variable achieved a total score of 2,425 and an average of 485.00, indicating that respondents tend to choose and recommend Viva products due to their quality and competitive advantages.

3.2 Research Results

Data quality was assessed through validity and reliability tests using SPSS 25. The validity test results confirmed that all indicators were valid, with all *r-count* values exceeding *r-table* (0.196). Specifically, Brand Awareness (X1) items ranged from 0.74 to 0.84, Brand Ambassador (X2) from 0.747 to 0.837, Brand Image (X3) from 0.767 to 0.84, and Purchase Decision (Y) from 0.649 to 0.818.

Reliability testing using Cronbach's Alpha indicated that all variables exceeded the reliability threshold of 0.60, with values of 0.885 for Brand Awareness (X1), 0.913 for Brand Ambassador (X2), 0.900 for Brand Image (X3), and 0.830 for Purchase Decision (Y). Hence, all instruments were considered reliable.

The classical assumption tests confirmed the suitability of the regression model. The normality test, as shown in Figures 4.2 to 4.4, demonstrated a bell-shaped curve and data points aligning with the diagonal line, while the Kolmogorov-Smirnov test yielded an Asymp. Sig. (2-tailed) of 0.200 (>0.05), indicating normally distributed data. The multicollinearity test showed tolerance values between 0.292 and 0.465 and VIF values between 2.150 and 3.429, signifying the absence of multicollinearity. The scatterplot results (Figure 4.5) showed random distribution around zero, confirming no heteroskedasticity.

Multiple linear regression analysis revealed that Brand Awareness (X1), Brand Ambassador (X2), and Brand Image (X3) positively influenced Purchase Decision (Y), with the regression equation: $Y = 3.974 + 0.349X1 + 0.093X2 + 0.210X3$.

This equation implies that improvements in any of the three independent variables will enhance purchasing decisions. Specifically, a one-unit increase in Brand Awareness, Brand Ambassador, and Brand Image corresponds to increases of 0.349, 0.093, and 0.210 in Purchase Decision, respectively.

The coefficient of determination (R^2) was 0.740, indicating that 74% of the variation in Purchase Decision (Y) was explained by the three independent variables, while 26% was influenced by other factors not included in this model.

Hypothesis testing using the t -test confirmed that each independent variable significantly affected Purchase Decision at $\alpha = 0.05$, and the F -test further verified that all variables simultaneously had a significant impact. Thus, the overall regression model is statistically significant, validating that Brand Awareness, Brand Ambassador, and Brand Image jointly and individually influence consumer purchase decisions for Viva Cosmetics.

3.3 Discussion

The findings of this study confirm that *Brand Awareness* (X1), *Brand Ambassador* (X2), and *Brand Image* (X3) significantly influence *Purchase Decision* (Y) for Viva Cosmetics. Among these factors, *Brand Awareness* demonstrated the strongest influence, with a regression coefficient of 0.349, indicating that consumer recognition and recall of the Viva brand are the primary drivers of purchasing behavior. This aligns with the theoretical framework proposed by Keller (2013), who emphasizes that brand awareness forms the foundation of brand equity and directly affects consumer decision-making. Viva's consistent use of visual identity, such as its logo and color scheme, and its wide exposure through advertisements and social media, have contributed to strengthening brand recall and familiarity among consumers (Juniyanti & Saputra, 2022).

The *Brand Ambassador* variable, with a coefficient of 0.093, also shows a positive and significant relationship with purchase decisions, suggesting that endorsements by credible, attractive, and trusted public figures play an important role in shaping consumer attitudes (Purwati & Cahyanti, 2022). This supports the Source Credibility Model (Ohanian, 1990), which posits that expertise, trustworthiness, and attractiveness of endorsers enhance message effectiveness. Viva's use of local influencers who resonate with its target audience, young Indonesian women, has effectively increased engagement and emotional connection with the brand. Although the coefficient is lower than that of brand awareness, it indicates that ambassador campaigns complement rather than dominate consumer perceptions.

The *Brand Image* variable, with a regression coefficient of 0.210, exerts a significant positive impact on purchase decisions, underscoring the importance of a favorable brand reputation. Consumers perceive Viva as a brand with a long-standing heritage, high affordability, and suitability for tropical skin. This result aligns with findings from Aaker (1996) and (Kotler & Keller, 2016), who assert that a consistent, positive brand image enhances consumer trust, loyalty, and purchasing intention. The positive evaluation of Viva's logo distinctiveness and product reliability further reinforces its position as a trusted domestic brand.

Overall, the model's R^2 value of 0.740 indicates that 74% of the variance in purchasing decisions can be explained by the three independent variables. This strong explanatory power demonstrates that Viva's marketing efforts, particularly in maintaining visibility, building positive brand associations, and employing relatable ambassadors, are effective in influencing consumer purchase behavior. However, the remaining 26% suggests that other external factors, such as pricing strategies, product innovation, distribution accessibility, or peer influence, may also play roles in shaping consumer decisions, warranting further investigation.

The results also reveal demographic nuances: the majority of respondents were female (97%) and aged 21–30 years (94%), indicating that Viva's consumer base is dominated by young adult women who are highly responsive to social media and digital promotions. This reinforces the need for Viva to sustain its focus on digital branding, influencer marketing, and visual engagement strategies to retain this audience segment.

The dominance of female respondents aged 21–30 years, most of whom are students and private employees, suggests that the findings primarily reflect the perceptions and purchasing behavior of young, digitally active consumers. This segment is more exposed to social media, influencer marketing, and online brand communication, which may explain the strong effects of brand awareness and brand ambassador variables. Consequently, the generalization of these results to older age groups, housewives, or non-digital consumers should be approached with caution, as these segments may rely more on product familiarity, price sensitivity, offline

availability, and habitual purchasing rather than digital branding cues. Future studies are therefore encouraged to include more diverse demographic segments to provide a more comprehensive understanding of Viva's consumer behavior across different age groups and consumption patterns.

3.4 Implications of the Findings

Theoretically, this study contributes to marketing and consumer behavior literature by empirically validating the influence of *Brand Awareness*, *Brand Ambassador*, and *Brand Image* on *Purchase Decision* in the context of a local beauty brand. The findings support the hierarchy-of-effects model (Lavidge & Steiner, 1961), where awareness and brand attitude precede behavioral intention, confirming that strong brand recall, favorable image, and credible endorsement collectively shape consumers' purchasing intentions. This enriches the understanding of brand equity dynamics in emerging markets, particularly within Indonesia's growing beauty industry.

From a managerial perspective, the implications are twofold. First, Viva Cosmetics should continue investing in awareness-building initiatives that enhance consumer familiarity and recall, such as consistent branding, cross-platform advertising, and product visibility in retail and digital channels. Second, the company should optimize its *Brand Ambassador* strategy by selecting public figures whose values, image, and communication style align with Viva's brand identity and target demographics. Endorsers who embody authenticity and cultural relevance can enhance consumer trust and engagement.

Additionally, strengthening *Brand Image* requires maintaining consistent product quality, clear communication of brand values, and emotional resonance through storytelling (Simanjuntak & Saputra, 2024). Emphasizing Viva's heritage as a pioneering local brand that combines affordability with quality can further differentiate it from international competitors. The company should also leverage user-generated content and community-based marketing to reinforce its image as a culturally grounded and consumer-centric brand.

For future research, scholars are encouraged to expand the model by incorporating other variables such as *Perceived Quality*, *Customer Satisfaction*, or *Social Media Engagement* to capture broader dimensions of consumer behavior. Longitudinal or comparative studies involving multiple brands could also offer deeper insights into the evolving relationship between branding strategies and consumer loyalty in the beauty industry.

In conclusion, the results affirm that Viva Cosmetics' success in sustaining consumer purchase decisions largely stems from its effective integration of brand awareness, ambassador credibility, and brand image consistency. Strengthening these three aspects not only enhances immediate purchasing behavior but also builds long-term brand loyalty in a highly competitive domestic market.

4. CONCLUSION

The study concludes that *Brand Awareness*, *Brand Ambassador*, and *Brand Image* significantly and positively influence *Purchase Decisions* for Viva Cosmetics products. Among these factors, *Brand Awareness* exerts the strongest effect, indicating that consumers' familiarity, recall, and recognition of Viva as a local cosmetic brand are crucial in shaping their buying behavior. *Brand Ambassador* also plays an important role by enhancing emotional engagement and trust through credible and attractive figures, while *Brand Image* strengthens consumer perceptions of quality and authenticity. The coefficient of determination ($R^2 = 0.740$) demonstrates that 74% of purchasing decisions are explained by these three variables, with the remaining 26% influenced by external factors such as pricing, innovation, and distribution. These findings suggest that consistent brand visibility, endorsement alignment, and a strong, positive brand image are essential for sustaining competitive advantage in Indonesia's beauty industry. Viva should prioritize brand awareness by increasing high-frequency digital exposure (short videos, tutorials, user-generated content) on Instagram and TikTok, as this variable showed the strongest effect. Brand ambassador selection should emphasize engagement credibility rather than popularity alone. Brand image can be strengthened through modernized packaging and consistent online–offline product visuals to improve trust and purchase confidence. The research also highlights that Viva's main consumer demographic, young adult women, is highly responsive to digital promotions, emphasizing the

strategic importance of maintaining a robust online presence and relatable brand communication. This study is limited by a sample dominated by young, digitally active female consumers, restricting generalization to older or non-digital segments. The cross-sectional design and self-reported data may not fully reflect actual purchasing behavior. Future studies should involve more diverse demographics, apply longitudinal or mixed methods, and include additional variables such as price perception, product quality, and customer satisfaction.

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