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THE EFFECTS OF BRAND AMBASSADOR, BRAND IMAGE, AND PRICE PERCEPTION ON THE PURCHASE DECISION OF AZARINE SUNSCREEN PRODUCTS AMONG FEMALE STUDENTS AT MALIKUSSALEH UNIVERSITY

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Abstract

This study aims to determine the partial effects of Brand Ambassador, Brand Image, and Price Perception on the Purchase Decision of Azarine Sunscreen Products among female students at Malikussaleh University. The data used in this study are primary data obtained by distributing questionnaires to 130 respondents. The questionnaire was tested for validity and reliability using Cronbach's Alpha. Classical assumption tests included normality, multicollinearity, and heteroscedasticity tests. Hypothesis testing was conducted using the (partial) t-test and the coefficient of determination R^2. The data analysis technique used was multiple linear regression with the aid of IBM SPSS Statistics software, version 26. The results of the study indicate that the Brand Ambassador variable has a significance value of 0.046 and a $_{calculated}$t-value of 2.018 > t_{table} of 1.979, indicating a positive and significant effect on the Purchase Decision. Thus, the first hypothesis is accepted. Meanwhile, the Brand Image variable has a significance value of 0.016 and a $t_{calculated}$ of 2.432 > t_{table} , indicating a positive and significant effect on the Purchase Decision; therefore, the second hypothesis is accepted. Furthermore, the Price Perception variable shows a significance value of 0.002 and $_{a\ calculated\ t\text{-}value\ of}$ 3.104 > $_{table\ t\text{-}value}$, indicating a positive and significant effect on the Purchase Decision; thus, the third hypothesis is accepted. Thus, it can be concluded that, individually, Brand Ambassador, Brand Image, and Price Perception have a positive and significant effect on the Purchase Decision for Azarine Sunscreen among female students at Malikussaleh University.

Keywords: *Brand Ambassador, Brand Image, Price Perception, Purchase Decision*

INTRODUCTION

The beauty and skincare industry in Indonesia continues to grow rapidly as public attention toward skin health and appearance increases. *Skincare* products are no longer merely a luxury but have become a basic necessity for consumers, particularly women of working age. Endarwantika (2024) notes that lifestyle changes have also driven an increase in the use of skincare products across various demographics, while Laili (2024) highlights the role of increasingly innovative local brands in bolstering the industry's growth amid competition with international brands.

This shift in consumption patterns is also evident in the use of *sunscreen*, which is now viewed as a routine necessity rather than merely a supplementary product for specific activities. Br. Pasaribu & Meflinda (2025) explain that consumers' growing understanding of the importance of skin protection encourages consistent use of *sunscreen*, while Lestari & Cahya (2023) found that female college students, as part of the younger generation, demonstrate a high level of concern for skin care. Prihadini & Fitra (2023) add that education regarding the benefits *of sunscreen* also influences customers' ability to choose the right product.

This trend aligns with data from Compas Market Insight, which recorded transactions in the Sunscreen and Aftersun

category totaling Rp3.34 trillion throughout 2025, a 23% increase from the previous year (Compas.co.id, 2026). As shown in Figure 1, Wardah ranked first as the best-selling aftersun sunscreen brand in *e-commerce* during April 2026 with a market share of 8.8%, followed by Facetology at 6.8%, while Azarine ranked third with a market share of 5.2%, followed by Skin1004 and Skintific. These data underscore the dominance of local brands in the aftersun sunscreen category in the Indonesian *e-commerce* market (Wafa, 2026).

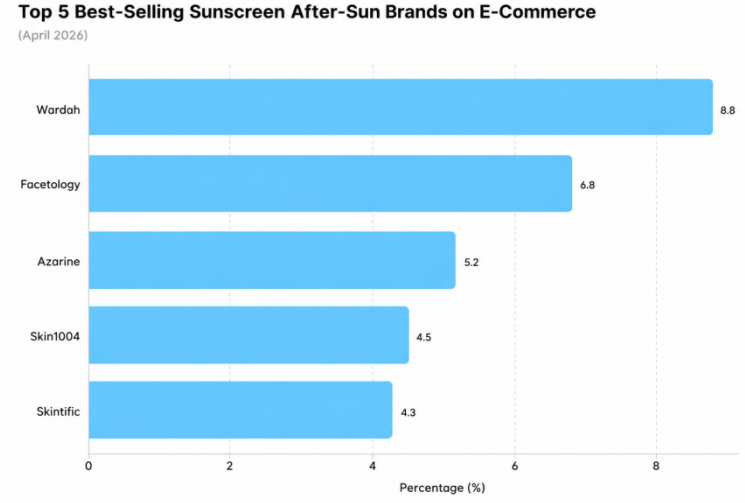


Figure 1: Best-Selling Aftersun Sunscreen Brands on E-Commerce
Source: Goodstats (2026)

Azarine Cosmetic, a local brand that has been growing since 2002 under PT Wahana Kosmetika Indonesia, has strengthened its position in the sunscreen market through a brand ambassador strategy featuring both local and international public figures, including Lee Min Ho and Dino from SEVENTEEN. The selection of these figures is closely tied to the influence of the Korean Wave on the beauty preferences of young Indonesian women (Knipp, 2026), making female college students a relevant consumer segment to study (Sariowan et al., 2023). According to Aklima et al. (2024), brand ambassadors serve as product representatives who can positively influence the marketing process, a finding also supported by Maharani & Hidayat (2024) and Adisty et al. (2024). However, Aruna et al. (2024), Roberto (2025), and Lubis et al. (2025) reached different conclusions, finding that brand ambassadors were not shown to have a significant effect—and in fact tended to have a negative impact—on purchasing decisions.

In addition to brand ambassadors, brand image also plays a role in purchasing decisions. Daga (2024) defines brand image as the overall perceptions and impressions consumers have of a brand, which shape their level of trust. Aprianti & Tjiptodjojo (2023) and Hakim et al. (2024) found a positive and significant relationship between brand image and purchasing decisions, while Aruna et al. (2024), Saripah & Jaya (2025), and Syahriani & Sumaryanto (2024) reported inconsistent results.

Baines et al. (2022) define price perception as consumers' assessment of price appropriateness based on experience and comparison, which ultimately influences their willingness to buy. Desfitriady et al. (2023) and Fajrin & Hayuningtias (2025) found a positive and significant effect, whereas Kuncoro et al. (2025) found a negative and significant effect, and Fauzi et al. (2023) and Iswiyanti et al. (2023) reported an insignificant effect.

The inconsistency in findings regarding these three variables—which is also supported by preliminary observations of discrepancies between consumer expectations and the actual results of using Azarine sunscreen—indicates a *research gap* that warrants further investigation. Based on this, this study aims to analyze the effects of brand ambassadors, brand image, and price perception on the purchase decisions of Azarine sunscreen among female students at Malikussaleh University.

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Literature Review:

Purchase Decisions

As explained by Rahma et al. (2024), consumers select a product from various available options by considering product quality, price, and brand reputation; this process is referred to as a purchase decision. Thus, a purchase decision reflects consumers' tendencies in determining their purchasing actions regarding a product.

Table 1. The key variables influencing the purchase decision are as follows:

No	Indicator	Statement
1	Confidence in purchasing	a. I buy Azarine products because its good quality
		b. I bought the Azarine product because I believe Azarine products can meet my expectations
2	Considerations in purchasing	a. The decision to use Azarine products was made after a process of consideration involving a comparison with other brands
		b. After careful consideration and evaluation, I decided to use Azarine products
3	Purchasing Habits	a. I buy Azarine products because I'm already used to
		b. Azarine products are my first choice
4	Needs and desires	a. I buy Azarine products because they have ingredients that suit my skin's needs
		b. I decided to buy Azarine products when I needed it

Source: (Nurfadillah & Damayanti, 2024)

Brand Ambassador.

According to Ummat & Hayuningtias (2022), a person appointed by a company to represent and promote a product to the general public is called *a brand ambassador*. Such individuals are generally public figures who are already well-known to the public, enabling them to help expand the product's reach while generating consumer interest in the brand they represent.

Table 2. The indicators for *the brand ambassador* variable are as follows:

No	Indicator	Statement
1	Transfer	The use of actors/artists is able to convey the advantages of Azarine products through their performances
2	Relevance	The actors/artists used are idols of female students at Malikussaleh University, making them a good fit to promote Azarine products
3	Credibility	These actors and actresses are competent in conveying information about Azarine products
4	Appeal	The actor/actress is able to influence me to choose Azarine products

5	The power	That actor/actress was able to influence my thoughts about Azarine products through their they possess

Source: (Suardhika et al., 2023)

Brand Image

According to Daga (2024), *brand image* refers to how consumers interpret a brand based on memories embedded in their minds, and this interpretation plays a role in fostering consumer trust in the brand in question.

Table 3. The indicators for *the brand image* variable are as follows:

No	Indicator	Statement
1	*Brand Identity*	a. I immediately recognize the product from Azarine just by looking at its logo
		b. The name Azarine is easy to remember and recognizable
2	Brand Personality	a. I see Azarine as a creative and modern
		b. I consider Azarine a brand that cares about skincare.
3	*Brand Association*	I immediately think of *skincare* when I hear the name Azarine
4	*Brand Attitudes and Behavior*	I feel that Azarine is honest when explaining its products
5	Benefits and Advantages Brand	Azarine products deliver the benefits promised

Source: (Darmawan & Taruna, 2025)

Price Perception

Kamila & Pratita (2026) state that price perception refers to the process by which consumers comprehensively understand and interpret price information, thereby forming a specific perception of a product's value.

Table 4. The key indicators for the price perception variable are as follows:

No.	Indicator	Statement
1	Price Affordability	a. The price of Azarine is very affordable for female students at Malikussaleh University
		b. The price of Azarine is within my budget
2	Consideration of competitive prices	a. The price of that offered for Azarine products is competitive with the price offered by competitors
		b. The price of Azarine products are more affordable than other products
3	Price-quality ratio of the product	The price set for Azarine are in line with the quality of the products provided
4	Price alignment with the benefits it provides.	The price set for Azarine products is in line the benefits of the product

Method

This study used a quantitative approach to analyze the influence of brand ambassadors, brand image, and price perception on the purchase decision of Azarine sunscreen products among female students at Malikussaleh University, with the population comprising all active female students at the Bukit Indah Campus. The sample size was determined based on Hair's approach as cited in Setyawan (2022), which involves multiplying the number of questionnaire items by 5, resulting in 130 respondents selected from 26 questionnaire items via non-probability sampling using a purposive sampling approach based on the criteria of being a female student at the Bukit Indah Campus, having previously used Azarine products, and being at least 18 years old. Data collection was conducted using a closed-ended questionnaire with a 5-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (5), which was structured based on the indicators of each research variable. Before use, the instrument's suitability was assessed through a validity test using Pearson's Product-Moment correlation and a reliability test using Cronbach's Alpha, where an item is deemed valid if the calculated r value
> the table r value at a significance level of 0.05, and a variable was deemed reliable if the Cronbach's Alpha value was > 0.70. The suitability of the regression model was then tested through a series of classical assumption tests, including a normality test using the Kolmogorov-Smirnov test, a multicollinearity test based on the *Tolerance* and *Variance Inflation Factor* (VIF) values, and a heteroscedasticity test using scatterplots. The data were analyzed using multiple linear regression with IBM SPSS Statistics version 26, where the t-test was used to measure the partial effect of each independent variable, while the coefficient of determination (R^2) was used to measure the proportion of variation in purchasing decisions that could be explained by the independent variables in the model.

Results and Discussion

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the extent of the influence of Brand Ambassador, Brand Image, and Price Perception on the purchase decision for Azarine sunscreen products. The test results are presented in the following table.

Table 5. Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	15.034	2.582		5.822	0.000
Brand Ambassador (X_1)	0.214	0.106	0.167	2.018	0.046
Brand Image (X_2)	0.231	0.095	0.242	2.432	0.016
Price Perception (X_3)	0.308	0.099	0.284	3.104	0.002

Based on the results in the table, the multiple linear regression equation can be written as follows:
$Y = 15.034 + 0.214X_1 + 0.231X_2 + 0.308X_3 + e$

The regression equation above can be explained as follows:

1. The constant value of 15.034 indicates that if Brand Ambassador, Brand Image, and Price Perception are all 0, then the Purchase Decision is 15.034.
2. Brand Ambassador has a coefficient of 0.214 with a significance level of 0.046 < 0.05, meaning that the better the Brand Ambassador, the higher the Purchase Decision.
3. Brand Image has a coefficient of 0.231 with a significance level of 0.016 < 0.05, indicating that Brand Image has a positive effect on Purchase Decision.
4. Price Perception has the largest coefficient, 0.308, with a significance level of 0.002 < 0.05, confirming that price suitability has the strongest influence on Purchase Decision.
   Thus, these three variables were found to have a positive and significant effect on the purchase decision

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for Azarine sunscreen among female students at Malikussaleh University.

Coefficient of Determination (R^2)

Table 6. Results of the Coefficient of Determination (R^2) Test

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	0.545[a]	0.297	0.280	3.22480

The results of the coefficient of determination test show an R value of 0.545, indicating a fairly strong and positive relationship between Brand Ambassador, Brand Image, and Price Perception on Purchase Decisions. The R-squared value of 0.297 indicates that these three independent variables account for 29.7% of the variation in Purchase Decisions, while the remaining 70.3% is influenced by other factors outside the model. Meanwhile, the Adjusted R-Square value of 0.280 confirms that, even after adjusting for the number of variables and the sample size, this model still possesses fairly good predictive power.

Partial Test (t-Test)

The t-test is used to determine whether each independent variable individually influences the Purchase Decision (Y). A variable is considered significant if the calculated t-value is greater than the critical t-value and the significance level (Sig.) is less than 0.05.

With a sample size of 130 respondents, three independent variables, and a 5% significance level, the t-table value is obtained through the following calculation:

t_{table} = (α/2 ; n-k-1)
= (0,05/2 ; 130-3-1)
= (0,025 ; 126)
= 1,979

Table 7. Results of the Partial Test (t-Test)

Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	15.034	2.582		5.822	0.000
Brand Ambassador (X_1)	0.214	0.106	0.167	2.018	0.046
Brand Image (X_2)	0.231	0.095	0.242	2.432	0.016
Price Perception (X_3)	0.308	0.099	0.284	3.104	0.002

a. Dependent Variable: Purchase Decision
b. Source: Compiled by the researcher, 2026

Based on the table, the t-test results can be explained as follows:

1. The Brand Ambassador variable obtained a calculated t-value of 2.018 > the critical t-value of 1.979 with a significance level of 0.046 < 0.05; therefore, Brand Ambassador has a positive and significant effect on Purchase Decision.
2. The Brand Image variable yielded a calculated t-value of 2.432 > the critical t-value of 1.979 with a significance level of 0.016 < 0.05; therefore, Brand Image has a positive and significant effect on Purchase Decision.

3. The Price Perception variable yielded a calculated t-value of 3.104 > the critical t-value of 1.979 with a significance level of 0.002 < 0.05; therefore, Price Perception has a positive and significant effect on the Purchase Decision.

Thus, all three independent variables were found to have a positive and significant partial effect on the purchase decision for Azarine sunscreen products.

Discussion

The results of the study show that brand ambassadors have a positive and significant effect on the purchase decision for Azarine sunscreen products among female students at Malikussaleh University, with a t-value of 2.018 and a p-value of 0.046. These findings indicate that the more favorable the female students' perceptions of the brand ambassadors used by Azarine, the more likely they are to make a purchase. These results are consistent with the studies by Suardhika et al. (2023), Lestari & Chairani (2024), Siwi et al. (2025), Sulistyo & Setiawan (2024), and Burhanuddin et al. (2026), which also demonstrate that brand ambassadors have a positive and significant influence on purchase decisions.

Brand image was also found to have a positive and significant effect, with a t-value of 2.432 and a p-value of 0.016. A strong brand image, supported by positive associations and product benefits that align with consumer expectations, encourages female college students to decide to purchase Azarine Sunscreen. These findings are consistent with the research by Akhirunanda et al. (2024), Hakim et al. (2024), Darmawan & Taruna (2025), Nurmafuzah et al. (2025), and Sari et al. (2024).

Meanwhile, Price Perception exerted the most dominant influence among the three variables, with a calculated t-value of 3.104 and a significance level of 0.002. A price perceived as affordable and commensurate with the product's quality was the primary consideration for female college students in choosing Azarine Sunscreen. These results support the research by Nurfadillah & Damayanti (2024), Haddid et al. (2024), Ningtias et al. (2024), Saputri et al. (2024), and Putri & Nugroho (2025).

Overall, the decision to purchase Azarine sunscreen is shaped not only by a strong brand image but also by the credibility of the brand ambassador and the alignment of price with product quality. These three factors complement one another in shaping female college students' purchasing decisions regarding Azarine products.

CONCLUSION AND SUGGESTIONS

Conclusions

This study demonstrates that Brand Ambassadors, Brand Image, and Price Perception have a positive and significant influence on the purchase decision for Azarine sunscreen among female students at Malikussaleh University. Specifically, a brand ambassador with credibility and appeal can increase consumer trust, thereby driving the purchase decision. Brand Image further reinforces consumer confidence through positive perceptions of the product's reputation and quality. Meanwhile, price perception proved to be an important consideration because female students tend to decide to buy when the price is deemed commensurate with the quality and benefits obtained. Simultaneously, these three variables contribute to explaining variations in purchase decisions, although there are still other factors outside the model that influence consumer decisions.

Suggestion

For Azarine, it is recommended to continue maintaining and improving the selection of credible brand ambassadors who can effectively represent the product, maintain consistent product quality to strengthen the brand image, and ensure that prices remain aligned with the benefits offered. For future researchers, it is recommended to include additional variables such as product quality, promotions, or electronic word-of-mouth, as well as to expand the scope of respondents to include all faculties at Malikussaleh University so that the research results provide a more comprehensive picture of the factors influencing purchasing decisions for Azarine sunscreen products.

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