



Analysis of Product Quality, Brand Image, and Brand Ambassador Influence on Purchasing Decisions for Nivea Products in Klaten Regency

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ABSTRACT

This study examines the effects of product quality, brand image, and brand ambassador on purchasing decisions for NIVEA products in Klaten Regency, Indonesia. The increasing competition in the skincare industry has encouraged companies to strengthen product attributes and marketing communication strategies to influence consumer behavior. A quantitative research design with a causal associative approach was employed. Data were collected through a structured questionnaire distributed to 100 consumers who had purchased NIVEA products, selected using purposive sampling based on predetermined criteria. The collected data were analyzed using multiple linear regression with the assistance of IBM SPSS software. The findings reveal that product quality, brand image, and brand ambassador each have a positive and statistically significant effect on purchasing decisions, both partially and simultaneously. Product quality and brand image demonstrate the strongest influence, indicating that consumers prioritize functional benefits, safety, and brand credibility when making purchasing decisions. Brand ambassadors also contribute positively, although with a relatively smaller effect, by enhancing brand attractiveness and trust through public figure representation. The coefficient of determination (Adjusted R^2) of 0.795 indicates that 79.5% of purchasing decision variance can be explained by the three independent variables, while the remaining 20.5% is influenced by other factors beyond the research model. These results highlight the importance of integrating product excellence, strong brand image, and effective brand ambassadors in developing competitive marketing strategies. The study provides managerial implications for skincare companies in strengthening consumer trust and purchasing decisions, particularly in highly competitive local markets.

1. Introduction

The rapid development of the personal care and skincare industry has significantly transformed consumer behavior, particularly in emerging markets such as Indonesia. Skincare products are no longer perceived merely as complementary items, but rather as essential components of daily self-care routines for both men and women across various age groups. Increasing awareness of skin health, hygiene, and personal appearance has driven consumers to seek products that not only provide functional benefits but also reflect safety, comfort, and long-term skin protection. As a result, competition among skincare brands has intensified,

compelling companies to continuously innovate and strengthen their marketing strategies to influence consumer purchasing decisions. Indonesia represents one of the fastest-growing skincare markets in Southeast Asia, characterized by a diverse consumer base and the presence of both local and international brands. Consumers are now exposed to a wide variety of skincare products offering similar functions, compositions, and price ranges. This competitive environment has encouraged consumers to become more selective and rational in evaluating products before making purchasing decisions. Factors such as product quality, brand image, and the credibility of

marketing communication play a crucial role in shaping consumer perceptions and determining purchasing behavior. Consequently, companies must understand how these factors interact to influence purchasing decisions in order to maintain competitiveness and market relevance.

In the context of modern marketing, purchasing decisions are no longer determined solely by functional product attributes. Consumers increasingly consider symbolic meanings, emotional values, and brand associations when choosing skincare products. Product quality remains a fundamental factor, as consumers expect skincare products to be safe, effective, and suitable for their skin needs. High-quality products contribute to customer satisfaction, trust, and repurchase intention. However, product quality alone is often insufficient to differentiate brands in highly saturated markets. Therefore, companies must complement quality excellence with a strong and positive brand image to establish a distinctive position in consumers' minds. Brand image plays a strategic role in influencing consumer perceptions and building long-term relationships between brands and consumers. A positive brand image reflects consumers' beliefs, impressions, and emotional responses toward a brand, which can significantly affect purchasing decisions. In the skincare industry, brand image is often associated with trustworthiness, dermatological safety, innovation, and lifestyle compatibility. Brands with a strong image are more likely to gain consumer loyalty and preference, even when faced with competitive alternatives. This phenomenon indicates that consumers tend to rely on brand image as a heuristic in reducing perceived risk when purchasing skincare products.

In addition to product quality and brand image, the use of brand ambassadors has become an increasingly popular marketing strategy in the skincare industry. Brand ambassadors, particularly public figures and celebrities, serve as representatives of a brand's identity and values. Their role extends beyond product promotion to influencing consumer attitudes, emotions, and trust. The credibility, attractiveness, and relevance of brand ambassadors can enhance brand visibility and create emotional connections with consumers. In the digital era, brand ambassadors also play a crucial role in expanding brand reach through social media

platforms, where consumers actively engage with influencer content. As a result, brand ambassadors are considered an important determinant of purchasing decisions, especially among younger and socially connected consumers.

Several previous studies have demonstrated the significant influence of product quality, brand image, and brand ambassadors on purchasing decisions in the skincare industry. Azzahra et al. (2025) found that these three variables simultaneously have a positive and significant effect on purchasing decisions for skincare products. Similarly, Chintya and Rismawati (2023) reported that brand image and brand ambassadors play a crucial role in shaping consumer trust and purchase behavior. Parasari et al. (2023) further emphasized that the use of credible public figures as brand ambassadors can enhance product attractiveness and increase consumer confidence. These findings indicate that purchasing decisions are influenced not only by rational evaluations of product attributes but also by emotional responses and symbolic associations attached to brands.

Despite the growing body of literature on consumer purchasing behavior in the skincare industry, several research gaps remain. First, many previous studies have primarily focused on major metropolitan areas, while limited attention has been given to smaller regions such as Klaten Regency. Consumer characteristics, preferences, and purchasing power in non-metropolitan areas may differ significantly from those in large cities, potentially leading to different purchasing decision patterns. Second, most prior studies have examined product quality, brand image, and brand ambassadors independently or only in partial combinations, without comprehensively analyzing their simultaneous influence within a single research model. This limitation restricts a more holistic understanding of how these variables interact in shaping consumer purchasing decisions. Furthermore, although NIVEA is a well-established global skincare brand with a strong presence in Indonesia, empirical studies specifically examining consumer purchasing decisions toward NIVEA products at the regional level remain limited. As a mass-market skincare brand, NIVEA targets consumers with diverse needs and expectations, making it important to understand how local consumers perceive the brand's product quality,

brand image, and brand ambassadors.

Based on the background and research gaps identified above, the research problem in this study is formulated as follows: to what extent do product quality, brand image, and brand ambassador influence purchasing decisions for NIVEA skincare products in Klaten Regency, both partially and simultaneously? Accordingly, this study aims to analyze the influence of product quality, brand image, and brand ambassador on purchasing decisions for NIVEA products in Klaten Regency by employing a quantitative research approach. Specifically, this study seeks to examine both the simultaneous and partial effects of these variables in explaining consumer purchasing behavior toward skincare products.

This study is expected to provide both theoretical and practical contributions. Theoretically, this research contributes to the development of consumer behavior and marketing literature by providing empirical evidence regarding the interaction between product quality, brand image, and brand ambassador in influencing purchasing decisions within the skincare industry, particularly in a non-metropolitan context. The study also enriches the existing literature by examining these variables simultaneously within a single research framework, thereby offering a more comprehensive understanding of purchasing behavior. Practically, the findings are expected to provide valuable insights for skincare companies, especially NIVEA, in strengthening product positioning, improving brand communication strategies, and optimizing the use of brand ambassadors to enhance consumer purchasing decisions. The novelty of this study lies in its focus on consumers in Klaten Regency as a non-metropolitan area and its comprehensive examination of the simultaneous influence of product quality, brand image, and brand ambassador on purchasing decisions for NIVEA skincare products.

2. Literature Review

2.1 Conceptual and Theoretical Foundations

2.1.1 Purchasing Decision

According to Kotler and Keller (2016), a purchasing decision is a process through which consumers recognize their needs, search for information, evaluate available alternatives, and

decide to purchase a particular product. This process involves both rational and emotional considerations, influenced by personal preferences, social factors, and previous experiences. In the context of skincare products, purchasing decisions are often associated with perceived product benefits, safety, brand credibility, and long-term effects on skin health.

Consumer purchasing decisions have become increasingly complex due to the high level of competition and product similarity in the market. Schiffman and Wisenblit (2018) emphasized that purchasing decisions are shaped by internal factors such as attitudes and perceptions, as well as external factors including marketing communication and celebrity endorsements. This indicates that purchasing decisions are not solely driven by functional product attributes but also by symbolic meanings and emotional responses.

In skincare consumption, purchasing decisions are closely related to perceived risk. Consumers tend to be cautious because skincare products are directly associated with personal health and appearance. Therefore, trusted brands, high product quality, and positive brand representations play a critical role in reducing uncertainty and strengthening consumer confidence.

2.1.2 Product Quality

Product quality refers to the ability of a product to perform its intended functions and meet consumer expectations consistently. Tjiptono (2019) identified several dimensions of product quality, including performance, reliability, durability, conformance, and perceived quality. In the skincare industry, product quality is commonly associated with safety, effectiveness, comfort, and suitability for various skin types.

High product quality has a significant influence on purchasing decisions, as consumers tend to choose products that provide maximum benefits and minimal risk. Edriani (2021) found that product quality positively and significantly affects purchasing decisions because consumers prioritize functional value and product reliability. Similarly, Azzahra et al. (2025) demonstrated that superior product quality enhances consumer trust and increases the likelihood of purchase.

Furthermore, product quality contributes to customer satisfaction and long-term loyalty. When

consumers perceive a skincare product as effective and safe, they are more likely to repurchase and recommend it to others. Thus, product quality serves as a fundamental determinant of purchasing decisions and sustainable brand competitiveness.

2.1.3 Brand Image

Brand image refers to the set of perceptions, beliefs, and impressions held by consumers toward a particular brand. Keller (2016) stated that brand image is formed through positive brand associations that create a sense of thrust and are stored in consumer memory, including attributes, benefits, and attitudes related to the brand. A strong brand image enables consumers to easily recognize and differentiate a brand from its competitors.

In the skincare industry, brand image is closely linked to trust, safety, and credibility. Consumers often rely on brand image as a heuristic to reduce perceived risk when purchasing skincare products. Chyntia and Rismawati (2023) reported that a positive brand image significantly influences purchasing decisions by enhancing perceived value and consumer confidence.

Brand image also plays an emotional role in shaping consumer preferences. A well-established brand image can create emotional attachment and identification, encouraging repeat purchases and long-term loyalty. Therefore, brand image is a strategic asset that strengthens purchasing decisions and competitive advantage.

2.1.4 Brand Ambassador

A brand ambassador is an individual, commonly a public figure or celebrity, who represents a brand and communicates its values to the target market. Kotler and Armstrong (2018) explained that brand ambassadors influence consumer attitudes through their credibility, attractiveness, and expertise. In modern marketing practices, brand ambassadors are widely used to increase brand visibility and strengthen emotional connections with consumers.

The effectiveness of brand ambassadors lies in their ability to transfer positive attributes to the endorsed brand. Parasari et al. (2023) found that the use of appropriate public figures as brand ambassadors enhances product attractiveness and positively affects purchase intention. A strong fit

between the brand ambassador and the brand strengthens persuasion and trust.

In the skincare industry, brand ambassadors play an important role in shaping perceptions of product safety and suitability. Chyntia and Rismawati (2023) confirmed that brand ambassadors significantly influence purchasing decisions by reinforcing brand image and credibility. However, ineffective ambassador selection may weaken brand associations and reduce marketing effectiveness.

2.1.5 Relationship Between Product Quality, Brand Image, Brand Ambassador, and Purchasing Decision

Previous studies indicate that product quality, brand image, and brand ambassadors are interrelated factors that simultaneously influence purchasing decisions. Azzahra et al. (2025) demonstrated that these variables have a significant combined effect on consumer purchasing decisions in the skincare industry. High product quality strengthens brand image, while brand ambassadors enhance brand communication and emotional appeal.

The integration of these variables creates a comprehensive marketing strategy that addresses both rational and emotional aspects of consumer decision-making. Products with superior quality supported by a strong brand image and credible brand ambassadors are more likely to gain consumer trust and preference. Therefore, examining the combined influence of these variables is essential to understand purchasing behavior in highly competitive skincare markets.

2.2 Review of Empirical Studies

Several previous studies have examined the factors influencing purchasing decisions in the skincare industry, particularly product quality, brand image, and brand ambassadors. Empirical evidence consistently demonstrates that these variables significantly influence consumer behavior and purchasing intentions.

Edriani (2021) found that product quality positively and significantly affects purchasing decisions because consumers prioritize functional value and product reliability when selecting products. Similarly, Azzahra et al. (2025) demonstrated that superior product quality

enhances consumer trust and increases the likelihood of purchase. These findings indicate that consumers tend to evaluate skincare products based on perceived effectiveness, safety, and consistency of performance before making purchasing decisions.

Research on brand image also reveals its significant influence on purchasing decisions. Chyntia and Rismawati (2023) reported that a positive brand image enhances perceived value and consumer confidence, thereby strengthening purchasing decisions. A strong brand image helps consumers reduce perceived risk and creates favorable emotional associations toward the brand. This is particularly relevant in the skincare industry, where trust and credibility play crucial roles in shaping consumer preferences.

In addition, studies related to brand ambassadors highlight their effectiveness in influencing consumer attitudes and purchase intentions. Parasari et al. (2023) found that the use of appropriate public figures as brand ambassadors increases product attractiveness and positively affects purchase intention. The credibility and attractiveness of brand ambassadors strengthen emotional engagement and persuasive communication between brands and consumers.

Moreover, Chyntia and Rismawati (2023) confirmed that brand ambassadors significantly influence purchasing decisions by reinforcing brand image and credibility. These findings suggest that marketing communication strategies involving influential public figures can effectively shape consumer perceptions and purchasing behavior within the skincare market.

Although previous studies have extensively examined the influence of product quality, brand image, and brand ambassadors on purchasing decisions, most studies tend to analyze these variables separately or focus only on direct relationships. Limited studies comprehensively examine the simultaneous interaction among these variables in the context of skincare purchasing decisions. Therefore, further investigation is required to better understand how these variables collectively influence consumer behavior in increasingly competitive skincare markets.

2.3 Identification of the Research Gap

Based on the theoretical and empirical review, several research gaps can be identified. First, previous studies predominantly focus on the individual influence of product quality, brand image, or brand ambassadors on purchasing decisions, while limited studies examine the integrated relationship among these variables simultaneously within the skincare industry context.

Second, although studies such as Azzahra et al. (2025), Chyntia and Rismawati (2023), and Parasari et al. (2023) provide evidence regarding the significance of these variables, there remains insufficient understanding regarding how rational factors such as product quality interact with emotional and symbolic factors such as brand image and brand ambassadors in influencing purchasing decisions.

Third, the skincare industry continues to experience rapid growth and intense competition, particularly in emerging markets, creating dynamic consumer behavior patterns that require further empirical investigation. Consumers are increasingly exposed to digital marketing communication, celebrity endorsements, and diverse skincare alternatives, making purchasing decisions more complex and multidimensional.

Therefore, this study seeks to address these gaps by examining the combined influence of product quality, brand image, and brand ambassadors on purchasing decisions in the skincare industry. This integrated approach is expected to provide a more comprehensive understanding of consumer purchasing behavior and contribute to the development of more effective marketing strategies within the skincare sector.

2.4 Development of the Conceptual Framework

This study is based on a conceptual framework that illustrates the relationships between the independent variables and the dependent variable. Product quality, brand image, and brand ambassador are positioned as independent variables, while purchasing decision is treated as the dependent variable. The framework is developed based on theoretical foundations and empirical findings from previous studies that indicate a significant relationship among these variables.

The conceptual framework reflects the assumption that higher perceived product quality

enhances consumer trust and satisfaction, which subsequently influences purchasing decisions. Brand image functions as a cognitive and emotional representation of the brand that shapes consumer perceptions and reduces perceived risk. Meanwhile, brand ambassadors serve as communicative agents that reinforce brand image and influence consumer

attitudes through credibility, attractiveness, and relevance.

The integration of these variables in a single framework provides a comprehensive understanding of how rational evaluations and emotional influences interact in shaping consumer purchasing decisions, particularly in the skincare industry.

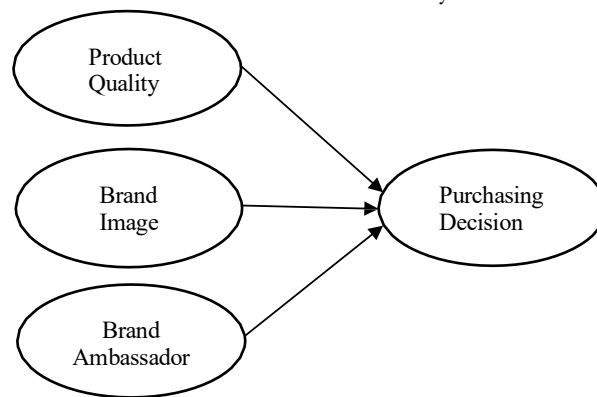


Fig 1. Conceptual Framework of the Study

2.5 Hypotheses or Research Propositions

Based on the conceptual framework and previous empirical studies, this study formulates several hypotheses regarding the influence of product quality, brand image, and brand ambassador on purchasing decisions in the skincare industry. The hypotheses are proposed to examine both the partial and simultaneous effects of the independent variables on purchasing decisions.

H1: Product quality has a positive and significant effect on purchasing decisions.

H2: Brand image has a positive and significant effect on purchasing decisions.

H3: Brand ambassador has a positive and significant effect on purchasing decisions.

3. Research Methods

3.1 Research Design

This study employed a quantitative research approach with an explanatory design to examine the causal relationships between product quality, brand image, brand ambassador, and purchasing decision. The quantitative approach was selected to enable objective measurement and statistical testing of the proposed research model. An explanatory design was considered appropriate because the study aims to analyze the influence of independent variables on the dependent variable based on empirical data.

The research model was tested using a cross-sectional design, in which data were collected at a single point in time. This design allows for efficient data collection and analysis of consumer perceptions toward skincare products in a competitive market environment.

3.2 Research Context and Setting

The research was conducted in Klaten Regency, Indonesia, which represents a non-metropolitan area with growing consumer awareness of skincare products. The object of this study was NIVEA skincare products, selected due to their strong brand presence and widespread consumer usage across different demographic segments. Klaten Regency was chosen to provide empirical evidence from a regional context that is relatively underrepresented in previous skincare marketing studies, which predominantly focus on major urban areas.

3.3 Population and Sample / Research Participants

The population of this study consisted of all consumers in Klaten Regency who have purchased and used NIVEA skincare products. Since the exact population size was unknown, a non-probability sampling technique was applied.

A total of 100 respondents with the sampling formula from hair et al. (2018) and were selected using purposive sampling, with the following criteria: (1) respondents domiciled in Klaten Regency, (2) have purchased NIVEA skincare products at least three times in the last three months, (3) respondents are at least 15 years old, and (4) respondents are willing to complete the questionnaire voluntarily. The sample size was considered adequate for multiple linear regression analysis and consistent with similar studies in the skincare marketing literature.

3.4 Data Sources and Data Collection

Primary data were collected using a structured questionnaire distributed directly to respondents. The questionnaire was designed based on established measurement scales from previous studies and adapted to the research context. All items were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

Secondary data were obtained from academic journals, books, and relevant reports to support theoretical development and contextual understanding of the research variables.

3.5 Measurement of Variables and Research Instruments

This study involved one dependent variable and three independent variables. The dependent variable was purchasing decision, measured using indicators such as product selection, brand selection, purchase timing, and repurchase intention. The independent variables included product quality, brand image, and brand ambassador. Product quality was measured through indicators of safety, effectiveness, comfort, and product reliability. Brand image was measured through brand trust, brand reputation, and brand attractiveness. Brand ambassador was measured based on credibility, attractiveness, and congruence between the ambassador and the brand.

All measurement items were adapted from validated instruments used in prior studies to ensure content validity.

3.6 Data Analysis Techniques

Data analysis was carried out using multiple linear regression analysis with the assistance of IBM

SPSS software. Descriptive statistics were used to describe respondent characteristics and variable distributions. Inferential analysis included t-tests to examine partial effects of independent variables and an F-test to examine simultaneous effects.

The coefficient of determination (Adjusted R^2) was used to measure the explanatory power of the research model. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were conducted to ensure the robustness of the regression results.

3.7 Validity, Reliability, and Trustworthiness

Validity testing was conducted using item-total correlation analysis. Measurement items were considered valid if the correlation coefficient exceeded the critical value at a significance level of 0.05. Reliability testing was performed using Cronbach's alpha coefficient. A construct was deemed reliable if the Cronbach's alpha value was greater than 0.70, indicating internal consistency.

3.8 Ethical Considerations

This study adhered to ethical research principles. Respondents were informed about the purpose of the study and assured of confidentiality and anonymity. Participation was voluntary, and respondents provided informed consent prior to completing the questionnaire. No personal identifying information was collected.

3.9 Research Procedure

The research procedure was conducted systematically through several stages. The first stage involved identifying the research problem and reviewing relevant literature related to product quality, brand image, brand ambassador, and purchasing decision. The second stage involved developing the conceptual framework and research instruments based on previous empirical studies.

The third stage involved distributing questionnaires to respondents who met the predetermined sampling criteria. After data collection, the responses were coded and processed using IBM SPSS Statistics software. The final stage involved conducting descriptive and inferential statistical analyses, interpreting the findings, and drawing conclusions based on the research objectives.

3.10 Methodological Limitations

This study has several methodological limitations. First, the research employed a cross-sectional design, which only captures consumer perceptions at a single point in time and limits the ability to observe behavioral changes over time. Second, the study used a non-probability purposive sampling technique, which may limit the generalizability of the findings to broader populations outside Klaten Regency.

Third, the study focused exclusively on consumers of NIVEA skincare products, which may reduce the applicability of the findings to other skincare brands or product categories. Finally, the data relied on self-reported responses, which may be subject to respondent bias and subjective interpretation.

4. Results and Discussion

4.1 Research Results

4.1.1 Sample Description and Descriptive Statistics

The research sample consisted of 100 respondents who had purchased and used NIVEA products in Klaten Regency. The respondents were selected based on their experience as consumers of NIVEA skincare products, making them suitable units of analysis for examining purchasing decisions.

Descriptive statistical analysis was conducted to provide an overview of the research variables, including product quality, brand image, brand ambassador, and purchasing decisions. The descriptive results indicate that respondents generally provided positive assessments of the variables studied, reflecting favorable consumer perceptions toward NIVEA products and marketing attributes.

4.1.2 Data Quality and Preliminary Analysis

Prior to conducting hypothesis testing, preliminary data analysis was performed to ensure that the data were appropriate for multiple linear regression analysis. The data processing was conducted using IBM SPSS software. The regression model fulfilled the required assumptions for further statistical analysis, indicating that the data were suitable for hypothesis testing and regression estimation.

4.1.3 Main Analytical Results

Multiple linear regression analysis was conducted to determine the magnitude and direction of the influence of the independent variables on purchasing decisions. The results of the regression analysis are presented in Table 1.

Table 1. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t-value	Sig.
Constant	3.349	0.951	–	3.522	0.001
Product Quality (X ₁)	0.384	0.076	0.418	5.037	0.000
Brand Image (X ₂)	0.383	0.072	0.433	5.298	0.000
Brand Ambassador (X ₃)	0.084	0.036	0.131	2.369	0.020

Dependent Variable: Purchasing Decision

Source: Primary Data Processing Results (2025)

Based on Table 1, the regression equation can be formulated as follows:

$$Y = 3.349 + 0.384X_1 + 0.383X_2 + 0.084X_3 + e$$

The regression coefficients indicate that all independent variables have a positive relationship with purchasing decisions. Product quality and brand image exhibit the largest standardized beta

values, suggesting that they are the most influential variables in shaping consumer purchasing decisions for NIVEA products in Klaten Regency.

To examine the simultaneous influence of the independent variables on purchasing decisions, an F-test was conducted. The results are presented in Table 2.

Table 2. Results of F-Test (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	409.230	3	136.410	129.299	0.000
Residual	101.280	96	1.055	–	–

Total	510.510	99	–	–	–
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Dependent Variable: Purchasing Decision

Predictors: Product Quality, Brand Image, Brand Ambassador

Source: Primary Data Processing Results (2025)

The calculated F-value of 129.299 with a significance value of 0.000 indicates that the regression model is statistically significant. This result confirms that product quality, brand image, and brand ambassador simultaneously have a significant influence on purchasing decisions.

The coefficient of determination analysis was also conducted to measure the explanatory power of the regression model. The results are presented in Table 3.

Table 3. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error
1	0.895	0.802	0.795	1.027

Dependent Variable: Purchasing Decision

Source: Primary Data Processing Results (2025)

The adjusted R² value of 0.795 indicates that 79.5% of the variation in purchasing decisions can be explained by product quality, brand image, and brand ambassador, while the remaining 20.5% is influenced by other factors outside the model.

Each table is clearly labeled and referenced within the text to facilitate understanding of the empirical findings and ensure coherence between the statistical results and the research objectives.

4.1.4 Hypothesis Testing Results / Key Findings

Hypothesis testing was conducted using the t-test to examine the partial effect of each independent variable on purchasing decisions. The results show that all independent variables have significance values below 0.05.

- Product quality has a positive and significant effect on purchasing decisions, with a significance value of 0.000.
- Brand image has a positive and significant effect on purchasing decisions, with a significance value of 0.000.
- Brand ambassador has a positive and significant effect on purchasing decisions, with a significance value of 0.020.

These results indicate that all proposed hypotheses in this study are accepted.

4.1.5 Visual Presentation of Results

The research findings are presented using statistical tables to improve clarity and readability. Table 1 presents the results of the multiple linear regression analysis, including regression coefficients, t-values, and significance values. Table 2 presents the ANOVA results for simultaneous testing using the F-test. Table 3 presents the coefficient of determination results, illustrating the explanatory capability of the regression model.

4.2 Research Discussion

4.2.1 Interpretation of Key Findings

This section discusses the research findings by linking empirical results with theoretical perspectives and previous studies.

a. The Effect of Product Quality on Purchasing Decisions

The results of this study indicate that product quality has a positive and significant effect on purchasing decisions. This finding confirms that consumers place high importance on the functional and safety aspects of skincare products. The significant coefficient suggests that improvements in product quality, such as effectiveness, comfort, and safety, directly enhance consumers' willingness to purchase NIVEA products.

This result supports the theory proposed by Kotler and Keller (2016), which states that product quality is a core determinant of customer satisfaction and purchasing behavior. In the skincare context, perceived quality reduces consumer risk and builds confidence. The findings are consistent with Edriani (2021) and Azzahra et al. (2025), who found that product quality significantly influences purchasing decisions in the cosmetics industry.

b. The Effect of Brand Image on Purchasing Decisions

Brand image was found to have the strongest influence on purchasing decisions among the independent variables. This finding indicates that consumers' perceptions of NIVEA as a trusted, reputable, and reliable brand play a dominant role in shaping purchasing behavior. A positive brand image reduces uncertainty and increases emotional attachment, which is particularly important in skincare product selection.

This result aligns with Kotler and Keller (2016) brand equity theory, which emphasizes that strong brand associations enhance consumer preference and loyalty. The findings are also consistent with Nabila et al. (2024) and Chintya and Rismawati (2023), who demonstrated that brand image significantly affects purchasing decisions by shaping trust and perceived value.

c. The Effect of Brand Ambassador on Purchasing Decisions

The results show that brand ambassadors have a positive and significant, though relatively weaker, influence on purchasing decisions compared to product quality and brand image. This indicates that while brand ambassadors enhance brand attractiveness and awareness, consumers do not rely solely on celebrity endorsement when making purchasing decisions.

This finding supports the source credibility theory proposed by Kotler and Armstrong (2018), which suggests that brand ambassadors influence consumers through credibility and attractiveness. The results are consistent with Parasari et al. (2023) and Azzahra et al. (2025), who found that brand ambassadors positively influence purchasing decisions, especially when aligned with brand values.

d. Integrated Influence of Product Quality, Brand Image, and Brand Ambassador

The high adjusted R^2 value indicates that the integration of product quality, brand image, and brand ambassador provides a comprehensive explanation of purchasing decisions. This confirms that consumer decision-making is influenced by both rational evaluation (product quality) and emotional factors (brand image and brand

ambassador).

These findings suggest that companies should not rely on a single marketing strategy but should integrate product excellence with strong branding and effective communication through brand ambassadors. In competitive skincare markets, such integration is crucial to sustaining consumer trust and loyalty.

4.2.2 Comparison with Previous Studies

The findings of this study are generally consistent with previous empirical studies examining the determinants of purchasing decisions in the skincare and cosmetics industry. The results indicate that product quality, brand image, and brand ambassador positively and significantly influence purchasing decisions, with brand image emerging as the most dominant variable.

The influence of product quality on purchasing decisions supports the findings of Edriani (2021) and Azzahra et al. (2025), who found that consumers tend to prioritize product effectiveness, safety, and reliability when selecting skincare and cosmetic products. These similarities confirm that product quality remains an essential determinant of consumer purchasing behavior, particularly for products associated with personal care and health.

The findings regarding brand image are also consistent with studies conducted by Nabila et al. (2024) and Chintya and Rismawati (2023), which demonstrated that a strong brand image significantly increases consumer trust, perceived value, and purchasing intention. Similar to previous studies, this research confirms that consumers are more likely to purchase products from brands perceived as reputable and trustworthy.

Furthermore, the positive influence of brand ambassadors aligns with the findings of Parasari et al. (2023) and Azzahra et al. (2025), who revealed that celebrity endorsers contribute positively to consumer purchasing behavior by enhancing brand attractiveness and awareness. However, unlike some previous studies that identified brand ambassadors as a dominant factor, this study found that their influence was relatively weaker compared to product quality and brand image. This difference suggests that consumers in the skincare industry may place greater emphasis on product credibility and brand reputation rather than promotional

appeal alone.

Overall, this study contributes to the existing literature by providing empirical evidence that integrates product-related, branding, and promotional variables simultaneously within the context of skincare purchasing decisions in Indonesia.

4.2.3 Theoretical Contributions

This study contributes theoretically by confirming and strengthening several established theoretical frameworks related to consumer purchasing behavior. First, the findings support the theory proposed by Kotler and Keller (2016), which emphasizes that product quality is a fundamental determinant of customer satisfaction and purchasing decisions. The significant influence of product quality confirms that consumers evaluate skincare products based on their functional performance, safety, and effectiveness.

Second, the study reinforces the relevance of brand equity theory proposed by Kotler and Keller (2016), particularly regarding the importance of brand image in shaping consumer trust and preference. The finding that brand image has the strongest influence on purchasing decisions demonstrates that emotional and symbolic associations with a brand are critical in consumer decision-making processes.

Third, the findings support the source credibility theory proposed by Kotler and Armstrong (2018), which explains that brand ambassadors influence consumers through credibility, attractiveness, and trustworthiness. The positive effect of brand ambassadors confirms that celebrity endorsement remains an effective marketing communication strategy, especially when aligned with brand identity and consumer expectations.

In addition, this study extends previous theoretical discussions by integrating product quality theory, brand equity theory, and source credibility theory into a unified framework for explaining purchasing decisions in the skincare industry. The findings demonstrate that consumer decision-making is influenced by both rational evaluations and emotional considerations, thereby enriching the academic understanding of consumer behavior in contemporary skincare markets.

4.2.4 Practical and Policy Implications

The findings of this study provide several practical implications for companies, marketing managers, and practitioners in the skincare industry. Since product quality significantly influences purchasing decisions, companies should prioritize product innovation, effectiveness, safety, and quality consistency to maintain consumer trust and satisfaction. Continuous improvement in product formulation and quality assurance is essential for sustaining competitiveness in the skincare market.

The strong influence of brand image suggests that companies should invest in long-term branding strategies aimed at strengthening consumer perceptions of reliability, credibility, and reputation. Effective marketing communication, consistent brand identity, and positive customer experiences can enhance brand image and encourage consumer loyalty.

Regarding brand ambassadors, companies should carefully select endorsers who possess credibility, positive public image, and compatibility with the brand's values. The effectiveness of brand ambassadors depends not only on popularity but also on their ability to represent the brand authentically and communicate persuasive messages to consumers.

From a broader perspective, the findings imply that skincare companies should implement integrated marketing strategies that combine product excellence, strong brand positioning, and effective promotional communication. Such integration is necessary to maintain consumer trust and adapt to increasingly competitive market conditions.

4.2.5 Integration with the Research Gap

This study addresses the research gap identified in the literature review by providing a comprehensive analysis of the simultaneous influence of product quality, brand image, and brand ambassador on purchasing decisions in the skincare industry. Previous studies often examined these variables separately or focused only on one or two determinants of purchasing behavior.

The findings of this study demonstrate that purchasing decisions are influenced by the interaction of functional factors, emotional perceptions, and promotional strategies. By integrating these variables into a single research

framework, this study offers a more comprehensive understanding of consumer behavior in the skincare market.

In addition, the study contributes to the limited empirical evidence regarding skincare consumer behavior in the Indonesian context. The finding that brand image exerts the strongest influence highlights the importance of consumer trust and brand reputation in emerging skincare markets. Therefore, the study reinforces the originality and relevance of the research by extending existing literature within a specific industry and geographical context.

4.2.6 Acknowledgement of Study Limitations

This study has several limitations that should be considered when interpreting the findings. First, the study focuses only on consumers of NIVEA skincare products, which may limit the generalizability of the results to other skincare brands with different market positioning and consumer characteristics.

Second, the study only examines three independent variables, namely product quality, brand image, and brand ambassador. Other factors such as price perception, social influence, digital marketing exposure, lifestyle, and consumer preferences may also influence purchasing decisions but were not included in this study.

Third, consumer perceptions and purchasing behavior in the skincare industry may change over time due to trends, technological developments, and evolving market conditions. Therefore, the findings of this study should be interpreted within the specific context in which the research was conducted.

Future studies are encouraged to include additional variables, broader consumer segments, and different skincare brands to provide a more comprehensive understanding of purchasing decisions in the skincare industry.

5. Conclusion

5.1 Summary of Key Findings

This study was conducted to analyze the influence of product quality, brand image, and brand ambassador on purchasing decisions for NIVEA products in Klaten Regency. Based on the results of multiple linear regression analysis and hypothesis testing, several important findings can be

summarized.

First, product quality, brand image, and brand ambassador simultaneously have a positive and significant effect on purchasing decisions. This finding indicates that consumer purchasing decisions are not determined by a single factor, but rather by the combined influence of functional product attributes, brand perception, and promotional representation through public figures.

Second, product quality partially has a positive and significant effect on purchasing decisions. This result confirms that consumers place high importance on product effectiveness, safety, comfort, and reliability when choosing skincare products. High perceived product quality reduces consumer risk and strengthens confidence in making purchasing decisions.

Third, brand image partially has a positive and significant effect on purchasing decisions and demonstrates the strongest influence among the independent variables. This finding suggests that consumer trust, brand reputation, and positive brand associations play a dominant role in shaping purchasing behavior. A strong brand image enhances emotional attachment and reinforces long-term consumer preference.

Fourth, brand ambassador partially has a positive and significant effect on purchasing decisions, although its influence is relatively weaker compared to product quality and brand image. This indicates that brand ambassadors function as supporting factors that enhance brand attractiveness and credibility, particularly when their image aligns with the brand's values.

5.2 Theoretical Contributions

From a theoretical perspective, this study contributes to the consumer behavior and marketing literature by confirming the relevance of product quality, brand image, and brand ambassador as key determinants of purchasing decisions in the skincare industry. The findings support consumer decision-making theories that emphasize the interaction between rational factors (product quality) and emotional or symbolic factors (brand image and brand ambassador).

This study also extends previous empirical research by providing evidence from a regional context in Indonesia, thereby enriching the literature with insights from non-metropolitan

consumer markets that are still relatively underexplored.

5.3 Practical and Policy Implications

The findings of this study provide several practical implications for companies, particularly those operating in the skincare industry.

First, companies should prioritize maintaining and improving product quality as a core strategy. Consistent product performance, safety assurance, and effectiveness are essential in building consumer trust and encouraging repeat purchases.

Second, strengthening brand image should become a long-term strategic focus. Companies need to ensure consistent brand communication, positive customer experiences, and credible brand positioning to reinforce consumer perceptions and emotional attachment.

Third, the use of brand ambassadors should be carefully managed by selecting public figures who possess credibility, attractiveness, and congruence with brand values. Although brand ambassadors are not the primary determinant of purchasing decisions, they still play an important role in increasing brand visibility and supporting brand image formation.

By integrating these three aspects, companies can enhance their competitiveness and sustain consumer loyalty in highly competitive skincare markets.

5.4 Limitations of the Study

Despite its contributions, this study has several limitations. First, the research was limited to consumers in Klaten Regency, which may restrict the generalizability of the findings to other regions with different demographic and socio-economic characteristics.

Second, the study focused only on three independent variables, namely product quality, brand image, and brand ambassador, while other potentially influential factors such as price, promotion, brand trust, and consumer experience were not included in the research model.

Additionally, the study employed a cross-sectional design, which limits the ability to capture changes in consumer behavior and purchasing decisions over time. Therefore, the findings should be interpreted within the context and scope of the research setting.

5.5 Directions for Future Research

Future research is recommended to expand the scope of the study by including additional variables such as price perception, brand trust, electronic word-of-mouth, and consumer satisfaction to obtain a more comprehensive understanding of purchasing decisions. Researchers are also encouraged to conduct comparative studies across different regions or brands to enhance external validity.

Moreover, employing longitudinal or mixed-method approaches could provide deeper insights into changes in consumer behavior and the underlying motivations behind purchasing decisions in the skincare industry.

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