

## **Korean Brand Ambassador and Trust: A Pathway to Repurchase Intention in Scarlett Whitening Skincare**

**Faradilla Pasha<sup>1</sup>, Santi Rimadias<sup>2</sup>**

*STIE Indonesia Banking School, Jakarta, Indonesia*

### **Keywords**

korean brand ambassador, trust, purchase decision, repurchase intention

### **Abstract**

This study explores the role of Korean brand ambassadors and trusts in purchase decisions and the subsequent effect on repurchase intention for Scarlett Whitening skincare products. Using a quantitative research approach, data was collected from 110 respondents aged 17 years and older who had previously purchased Scarlett Whitening skincare products. The study used Partial Least Squares Structural Equation Modeling (PLS-SEM) and was analyzed using SmartPLS 3.0 software, which combines the evaluation of Outer and Inner models to ensure robust data processing. The findings revealed that the presence of Korean Brand Ambassadors and Trust significantly influenced purchase decisions, which in turn played a crucial role in shaping repurchase intent. These insights highlight the strategic importance of leveraging Korean Brand Ambassadors and strengthening consumer trust to increase long-term brand loyalty. This study provides valuable implications for the management of the Scarlett Whitening brand, by emphasizing the need to identify and optimize the key factors driving consumer retention and repeat purchases in the competitive skincare market.

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## **INTRODUCTION**

The development and progress of society have a great impact on human existence, along with the advancement of technology, the internet, and electronic media, this has become a mindset that develops in the current era of globalization. The younger generation and students who are more easily absorbed by technology have an important role in the development of the internet and electronic media. The existence of the internet makes it easier to fulfill all human desires in the era of increasingly sophisticated communication, which is sometimes known as

the "Digital Era" (Ramadhanti & Usman, 2021). This technological development has created many opportunities for doing business. Many online tools and resources assist companies in increasing their sales and profits (Ansari et al., 2019). One of the focuses of a business in marketing its products is social media platforms. Social media now serves as an important global platform for connecting people. Social media can be used to communicate and share information (Ansari et al., 2019). One of the focuses of a business in marketing its products is social media platforms. Social media now serves as an important global platform for connecting people. Social media can be used to communicate and share information (Ansari et al., 2019). In the consumer decision-making cycle, social media has a very important role (Rimadiaz et al., 2021). Platforms like Facebook, Twitter, and YouTube have made it easier for consumers to leave product reviews and connect with others who have similar interests (Umair Manzoor et al., 2020).

According to data (Hoewe, 2024), It can be seen that the use of social media is an inseparable part of human life today. The data, which was taken from the age group of 16-64 years old, routinely uses WhatsApp as the most widely used messaging service in Indonesia in recent years. Meanwhile, Indonesians now access news and other online information through Facebook, TikTok, and Instagram. With their short video power, these sites are often used to distribute materials such as videos and news articles in large quantities to millions of people in Indonesia. Beyond what can be achieved, the capacity of businesses to interact directly with customers is made possible by social media (Kilgour et al., 2015). As a result of this transformation, marketers must also be more careful and consider how to win and influence consumers because of impacts and transitions, as well as the fact that today's consumers also come from different generations and adhere to different beliefs (Suleman et al., 2023). With current technological advances, information about global cultural exchange has become very popular. One example is the Korean Wave culture, this culture has a significant impact on those who follow trends and in other words has an influence on consumers such as someone's purchasing decisions (Son & Kijboonchoo, 2018). The Korean Wave has entered all fields, one of which is the world of skin care. Currently, everyone is competing to find the best skincare products to care for their skin, which has now become a standard trend in society. Local businesses compete with each other to provide the best skin care products available.

The influence of social media makes Indonesian people believe that proper beauty care must comply with Korean beauty norms. This also makes Korean fans even more enthusiastic about exploring various skincare brands, thereby providing potential for companies to collaborate with Korean Celebrities as Brand ambassadors to increase sales (Fuadi et al., 2023). Based on this placement Korean Brand ambassador can function ideally and ultimately can help instill consumer awareness and trust in a brand to build curiosity and lead to purchases (Natassja & Simamora, 2023). One manufacturer that took advantage of the Korean Wave and social media is Scarlett Whitening Products. Scarlett Whitening is a brand that uses a marketing strategy by marketing its products via Instagram, TikTok, and other Brand ambassador International from Korea. The Scarlett Whitening brand, which is a local brand, was launched by one of Indonesia's well-known artists, namely Felicia Angelista, in 2017. Scarlett Whitening offers the best solution to overcome various skin problems. Scarlett Whitening products have gone through continuous testing to ensure they are safe and do not contain any ingredients that can trigger sensitive skin reactions in Indonesian women and men. Scarlett Whitening products

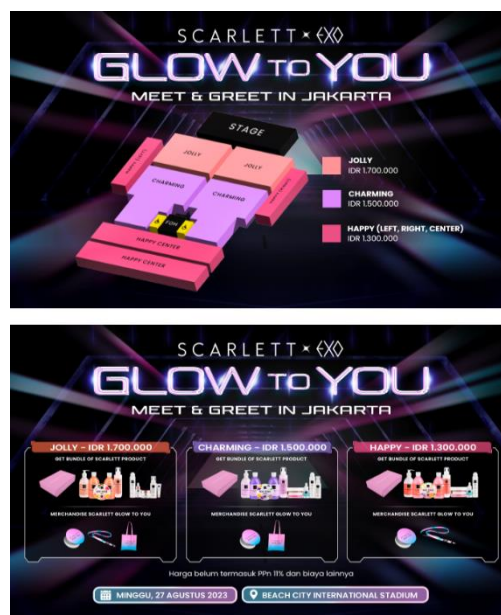
have undergone certification procedures, passed the BPOM test, received halal certification, and undergone dermatological tests.

Quoted from ([Fimela.com](https://www.fimela.com), 2023) The business owner, Felicya Angelista, brought and chose one of the biggest girl groups in Korea, namely Twice, the biggest boy group, EXO, and actor Song Joong Ki as Korean Brand ambassador from the Scarlett Whitening brand because in its marketing this local brand states that Scarlett Whitening is a brand that is very close to fans Korean Wave in Indonesia (Putri, 2023). By presenting them as the stars of the Scarlett Whitening product, the Scarlett Whitening product succeeded in attracting the attention of Korean Celebrity fans. The local skincare product Scarlett Whitening is releasing bundling products that are given rewards in the form of Photocards, Postcards, Greeting Cards, and Envelopes for each bundling product issued.



**Figure 1. Bundling Package**

Source: shopee.co.id



**Figure 2. Meet & Greet Bundling Package**

Source: Kontak.co.id

In Figure 1, the bundled products are priced from 200 thousand to 300 thousand. Apart from that, there are other bundling products that provide the opportunity to meet Korean celebrities at a Fanmeeting event with a Korean Brand ambassador from Scarlett Whitening products with every purchase.

Brand Scarlett Whitening carries Brand ambassador The internationals came to Indonesia to meet fans of the Korean Celebrity and users of the Scarlett Whitening brand itself. Reporting to (Kumparan, 2024) in Figure 2, the marketing carried out by Scarlett Whitening in this bundling product is the purchase of Scarlett Whitening bundling products which range in price from 1.3 million rupiah to 1.7 million rupiah. This price includes tickets for the fan meeting and which section you will get but does not include VAT. Approximately 20 thousand fans from the Korean Boy Group filled the Beach City International Stadium in Ancol. This marketing is Scarlett Whitening's form of providing rewards to consumers who have purchased a series of products from Scarlett Whitening. The purchasing decision is not the end of the consumer purchasing process, purchasing experience has an important role in maintaining consumer loyalty so that they can repurchase a product of the same brand. Scarlett, which uses Korean Celebrity and provides merchandise to its consumers in the form of Photocards, Envelopes, and fan meetings, provides an opportunity to find out whether consumers will buy Scarlett products again if the Korean Celebrity no longer collaborates with the Scarlett Whitening Brand or whether this purchase will make consumers loyal and want to buy Scarlett Whitening products again. For this reason, this research needs to be carried out to see the impact of the relationship Korean Brand ambassador on consumer decisions and repurchase of a product. Apart from that, factors that can also be studied are the roles of Korean Brand ambassador and the level of trust also influences consumer decisions. Based on previous research (Suleman et al., 2023), noted that Brand ambassador has an influence on consumer purchasing decisions. Likewise, research conducted by (Ramadhanti & Usman, 2021) proves that Brand ambassador has a significant effect on consumer purchasing decisions. Likewise, research conducted by (Cheung et al., 2020) states that trust (Trust) is an important driver of a consumer's purchasing decision.

## **LITERATURE REVIEW**

### **Brand Ambassador**

A brand ambassador is a person or group of people who come from popular public figures or key opinion leaders (KOL) with the aim of advertising a product. One person or group Brand ambassador is one of the most influential public figures in society, who can make people believe in the products or services they use. Besides that, Brand ambassadors are believed by companies to be able to provide encouragement or strength for consumers to buy (Ramadhanti & Usman, 2021). Brand ambassadors are mediators between internal and external management and can have a significant impact on customer perceptions of the brand and organization, as well as in general Brand ambassadors are their representatives who affirm the brand through its reputation (Saraji et al., 2018). Brand ambassadors must have 4 characteristics that must be met, namely visibility, credibility, attractiveness, and strength. It means one Brand ambassador must have sufficient popularity and appeal to amaze consumers and lead them to purchasing decisions for the product (Fuadi et al., 2023).

## **Trust**

Trust in general is reducing uncertainty in the environment, where consumers are unsure who and what to trust. Trust is built because of consumers' expectations of a company to act in accordance with consumer needs and desires. When consumers trust a company, they believe their expectations will be met and are not disappointed (Benhardy et al., 2020). Customer trust can be increased when a company's performance exceeds customer expectations by keeping its promises and building strong exchange relationships between the company and customers (Song et al., 2019). Trust will give a good impression of the image and brand of a product (Mbeté & Tanamal, 2020). When social media is trustworthy, followers of that social media tend to perceive that the information provided on social media about a product is also trustworthy (Cheung et al., 2020). Perceived trust in social media can lead to positive attitudes towards the product or service being introduced (Han, 2014).

## **Purchase Decision**

For many products and services, purchasing decisions or Purchase decisions are the result of a long and detailed process that may include information, comparison, brand evaluation, and other activities (Wang & Hariandja, 2016). Consumer behavior can be defined as the processes and activities that people carry out when searching for, selecting, purchasing, using, and evaluating a product and service to satisfy their needs and desires (Wang & Hariandja, 2016).

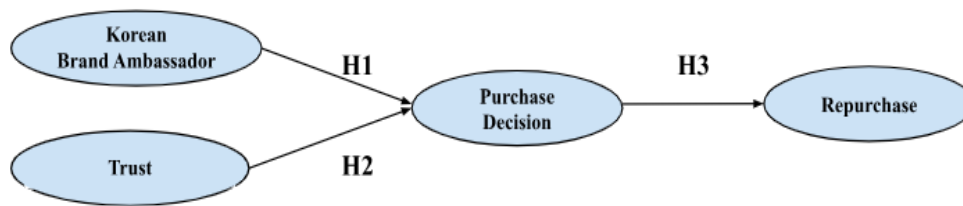
Purchasing decisions are considered as a combination of consumer concerns and opportunities to purchase goods (Pamekas et al., 2019). With this influencer approach, businesses must be careful in choosing their brand representatives, especially in the world of beauty. To increase the impact of marketing, marketers must be smart in choosing the most liked, credible, and interesting influencers. When consumers trust a source or influencer, purchasing becomes easier because trust grows. Apart from that, the image of a brand will be created, causing consumers to automatically have loyalty to a brand and can increase consumer purchases and repeat returns for a product.

## **Repurchase**

Repurchase or repurchase is a response from customers to a product or service. Intention to repurchase reflects the customer's desire for an ongoing relationship. Repurchase behavior is often related to customer perceptions of the service they receive (Fauzi & Ali, 2021). Satisfied customers tend to make repeat purchases, praise products in front of others, pay attention to them and competitors' advertisements, and even choose to buy other products from the same company (Pandiangan et al., 2021).

In a business world full of intense competition, efforts to achieve excellence and maintain customers' willingness to make repeat purchases, as well as preventing them from switching to competitors' products, are very crucial. In short, getting back existing customers is often considered simpler than trying to find and get new customers. Therefore, every company has a desire to maintain strong relationships with existing customers, while hoping to increase their willingness to continue making repeat purchases (Ali, 2019).

## Research Framework



**Figure 3. Research Framework**

Source: Processed by the Author, 2024

## Hypothesis Development

### Influence of Korean Brand Ambassador to Purchase Decision

Companies usually use popular artists as Brand ambassadors. To select an artist as a Brand ambassador One of the requirements is to have a good image and achievements that are remembered by the public. Use Brand ambassador It is hoped that this will influence consumers to choose the product advertised by the artist. One thing that is currently well-known for promoting products from a brand is using K-pop artists as Brand ambassadors (Siskhawati & Atman Maulana, 2021). Korea is famous for its beauty and skincare products because of the high standards of beauty in Korea. This is what causes the perception of Korean people's skin beauty to be unquestionable (Fuadi et al., 2023). Korean beauties benefit from the popularity of K-Pop and Korean TV series that have a global presence. Korean Wave fans are spread throughout the world, especially in Southeast Asia(Shalehah et al., 2019). Because of this popularity and beauty standards, many local products use Korean Celebrities as faces to market their products. Apart from the talents of celebrities in music and acting as well as the loyalty of their fans, Korean Celebrities are also known for their good looks and facial beauty, so marketing uses Korean Celebrities as Brand ambassadors It is hoped that a product will benefit the business to lead to purchasing decisions for consumers.

H1: Korean Brand ambassador positive influence on Purchase decision Scarlett Whitening Products.

### Influence Trust to Purchase Decision

Trust is known as an important factor in the relationship between the seller and a person's purchase decision (Meskaran et al., 2013). Belief or Trust has an important role in social media influencer marketing. Traditionally, credibility is defined as the level of trust and reliability of a source (Masuda et al., 2022). All types of film, video, and photo data are used as elements of visual communication by social media users who seek information from visual content. Meanwhile, purchasing decisions refer to consumers consciously planning or trying to buy a brand product (Permادani & Hartono, 2022). Social media is one of the reasons how visuals provided on social media can make consumers buy a product and be interested in buying that brand's product (Dewi et al., 2024).

Several studies have shown that there is a correlation between trust and purchase

decisions. A previous study conducted by (Pradani & Mangifera, 2024) stated that the purchasing decision indicator is a decision regarding the type of product. Before making a purchase, consumers identify whether the product they will buy is suitable and meets their needs. Decisions regarding them several factors that influence consumers in making purchasing decisions. One of these factors is the brand image which is attached to consumers' memories so that it gives a positive impression of the product and can build consumer trust to encourage purchases.

H2: Trust positive influence on Purchase decision regarding Scarlett Whitening products.

### **Influence Purchase Decision to Repurchase**

In the initial stages of the purchasing process, every decision taken by consumers is considered a purchasing decision. At this stage, consumers begin to form their perceptions regarding the experience and service of the product which will most likely influence their feelings towards the product and can trigger the urge to make a repeat purchase (Suleman et al., 2023). For companies, getting feedback in the form of repurchases is very important in efforts to increase sales (Ali, 2019). The better the experience someone has with a brand or product, the greater the possibility that someone will make a repeat purchase (Wibowo & Rimadias, 2022). Especially if the product has the opportunity to build trust in the product and consumers can provide a positive assessment to strengthen their next purchase (Fauzi & Ali, 2021). Therefore, closer interaction and relationships between consumers and products are expected to encourage consumers to use the product repeatedly in subsequent purchasing decisions.

H3: Purchase decision Positive influence on Repurchase Scarlett Whitening products.

## **RESEARCH METHODS**

The research method that will be carried out in this research is survey research. Survey is a research method using questionnaires to collect basic data by taking samples from a population. This survey research is quantitative in nature and examines individual or group behavior. Quantitative research itself is a type of research that explains phenomena by collecting numerical data and analyzing it using systematic methods. This survey method was chosen to determine the influence of Korean Brand ambassador And Trust with Purchase decision as well as influencing Repurchase.

## **RESULTS AND DISCUSSION**

### **Respondent Profile**

The profile of respondents in this study consists of gender, age, and status of respondents. Respondents in this study are women or men aged 17 years and over who already have experience shopping for Scarlett Whitening products from 2021 to 2023, taking into account the Korean Brand ambassador in the purchase decision.

In this research, the SEM method was used, which was processed using the SmartPLS application. There are two main types of SEM methods, namely covariance-based (CB-SEM) and variance-based (PLS-SEM). Compared with CB-SEM, data processing using PLS-SEM can easily handle models of almost any size and with hundreds of indicator variables (Hair et al., 2019).

**Table 1. Respondent Profile**

Characteristics	Category	Presentati on
Gender	Man	34% %
	Woman	66%
Age	17-20 Years	16%
	21-25 Years	72%
	26-30 Years	4%
	30-35 Years	3%
	35 Years and Above	5%
Respondent Status	Senior High School	9%
	Collage Student	63%
	Work	27%
	Housewife	1%

Source: Processed by the Author (2024)

**Table 2. R-Square**

Construct	R Square
Purchase decision	0.546
Repurchase	0.565

Source: Processed by the Author using SmartPLS 3.0 (2024)

**Table 3. Path Coefficients**

	Original Sample(O)	T Statistics ( O/STDEV)	P Values	Conclusion
Korean Brand Ambassador → Purchase Decision	0.276	2.638	0.008	Supported
Trust → Purchase Decision	0.526	5.583	0.000	Supported
Purchase Decision → Repurchase	0.751	18.561	0.000	Supported

Source: Processed by the author using SmartPLS 3.0 (2024)

Based on the data in table 2. R-Square, it can be concluded that, variable Repurchase or buy back can be explained by Korean Brand ambassador, Trust dan Purchase decision amounting to 56.5%, while the remainder is explained by other variables amounting to 43.5%. Furthermore, Purchase decisions can be explained by variables Korean Brand ambassador And Trust amounted to 54.6%, while the remainder was explained by other variables amounting to 45.4%.

### **Influence Trust to Purchase decision**

Based on the analysis in Table 3, it shows that the variable Trust has a positive and significant impact on Purchase decisions, by having a P-Value value of 0.000 when the P-Value value must be less than 0.05 (Hair et al., 2019). So this shows that Trust has the greatest positive and significant influence on the Purchase decision. This strengthens the findings of previous research which achieved the same results (Suleman et al., 2021), that Trust influences Purchase decisions. From these results, it can be interpreted that trust plays an important role in forming consumer decisions. Trust is considered as consumer confidence in the quality and reliability



of a product. Likewise, brand trust is an expression of brand confidence and connectedness and is based on the hope that the brand will be consistent, reliable, and meet consumer expectations (DAM, 2020). Consumers often have more preference towards the brand which can form trust in the effectiveness, safety, and quality of the brand's products. Scarlett, with a brand that is BPOM and Halal certified, gives a signal that their products are safe and comply with all religious requirements to reduce doubts among consumers. Therefore, it is concluded in this research that trust in the product influences purchasing decisions for the Scarlett brand.

### **Influence Korean Brand Ambassador to Purchase Decision**

Based on the analysis in Table 4, it can be concluded that variable Korean Brand ambassadors have a significant impact on Purchase decisions, by having a P-value of 0.008 when the P-value value must be less than 0.05 (Hair et al., 2019). This shows that the influence of Korean Brand ambassadors on Purchase decisions is positive and statistically significant. This finding is in line with previous research conducted by (Suleman et al., 2023). The explanation for this influence could be that Korean Brand ambassador still has attractive value for consumer purchasing decisions. Because consumers have a strong positive view of the Brand Ambassador brand, this can also have the potential to form a positive attitude towards the brand that is collaborating as well (Wardani et al., 2022). This indicates that consumers may be influenced by celebrity endorsement of a brand and tend to use brands that are endorsed by them. Apart from that, this is also based on basic principles in branding which are also related to the brand's target market and consumers. Therefore, it can be concluded that Korean celebrities, especially Song Joong Ki, Twice, and EXO who were famous in the K-Wave era, have a significant influence on purchasing decisions for the Scarlett brand.

### **Influence Purchase Decision to Repurchase**

Based on the analysis of Table 4 on Purchase decision, shows that the variable Purchase decision has a positive and significant impact on Repurchase, by having a P-Value value of 0.000 when the P-Value value must be less than 0.05 (Hair et al., 2019), this is also supported in line with previous research which Purchase decision has a significant and positive influence on Repurchase (Fauzi & Ali, 2021). So this shows that previous purchases have a big influence on product repurchases. Consumers' attitudes and desires to repeatedly purchase products or services from a brand are based on the positive experiences and perceptions they have of the brand (Dutta, 2016). The main basis for forming Scarlett's impression and trust is the initial purchasing experience. Therefore, it is concluded that Scarlett consumers will repurchase and be interested in other Scarlett products if they are satisfied with the service and believe in the quality and superiority of Scarlett products. In addition, promotional programs related to the use of Korean Brand ambassador with the first purchasing decision had a significant impact on Scarlett.

### **Managerial Implications**

This research aims to identify and analyze the extent of influence of Korean Brand ambassador and trust in purchase decision and repurchase regarding local skincare products Scarlett Whitening. From the results of the analysis in this research, the most dominant variable that influences purchase decisions is trust.

This research found that trust has the greatest influence on the purchase decision. Trust in the brand can provide a good brand image and increase sales. When consumers believe in Scarlett Whitening or its products, consumers will be more likely to choose it compared to other alternatives. However, Scarlett Whitening must also remain alert to changes in consumer preferences and behavior. Therefore, Scarlett Whitening needs to maintain consistency in conveying brand values and ensure that the products offered always meet or even exceed consumer expectations. Apart from that, Scarlett must strive to continue to maintain and strengthen trust through innovation, marketing strategies that emphasize product quality and user comfort, good customer service, and transparent communication.

This research shows that the influence of Korean Brand ambassador to purchase decision on the Scarlett Whitening brand has a positive and significant impact. However, it turns out to have a smaller impact compared to trust. So even though a well-known ambassador can attract consumers' attention and give a positive impression of the brand, trust in the brand is the main determining factor in the final purchasing decision. However, Korean Brand ambassadors are good for giving the brand a strong image and widespread popularity. Although trust is indeed dominant in purchase decisions in this research, Korean Brand ambassadors can help strengthen the emotional bond between consumers and brands, speed up the purchasing decision process, and encourage long-term loyalty. So these findings provide direction for Scarlett Whitening to optimize its marketing strategy by increasing Korean visibility Brand ambassador with more appearances on various social media platforms, and promotional events, promoting Scarlett on Korean celebrities' social media accounts and television advertising campaigns, capitalizing on her popularity and influence. Brand ambassador across these platforms, Scarlett Whitening can increase exposure to a wider audience. Then the collaboration between Scarlett and the Korean Brand ambassador can be expanded through special programs such as product launches by combining Korean ideas Brand ambassador in terms of packaging and preferences of Korean celebrities, by holding joint product launches, direct question and answer sessions with fans, or even online contests that involve direct fan participation.

By implementing this strategy, Scarlett Whitening can optimize, reach, and influence Korean celebrity fans in Indonesia and achieve more optimal marketing goals. In this study, purchase decisions are influenced by two independent variables, namely Korean Brand ambassador and trust. Thus, the combination of the presence of Korean Brand ambassadors, and high trust in the brand is a powerful combination in influencing purchasing decisions. So Scarlett Whitening needs to understand customer segmentation and ensure that marketing techniques involving Korean celebrities are in line with the brand's interests and target market, so thorough market research is required. In addition, other elements that may need to be considered regarding product quality and excellence need to be considered to create a marketing strategy that better satisfies various customer desires and is in line with customer expectations by taking into account the diversity of consumer preferences. By paying attention to these factors and continuing to strengthen consumer trust, the company can build a strong loyal customer base and increase the likelihood of consumers choosing and repurchasing Scarlett Whitening products.

Furthermore, it was found that the Purchase decision had a positive and significant influence on the repurchase. The buyback can be explained by the Korean Brand ambassador, trust, and purchase decision. Thus, the combination of Korean Brand ambassadors, trust, and

previous purchase decisions has a big impact in driving repurchases. So, brands that make good use of these three factors will experience continued business growth. So the implication given to Scarlett Whitening is that Scarlett Whitening must provide superior service to maintain consumer trust with transparent, honest, and accurate communication about the product. Scarlett can also expand her cooperation with other Korean celebrities.

## **CONCLUSIONS, LIMITATIONS AND SUGGESTIONS**

### **Conclusion**

This research aims to examine the role of each variable, namely Korean Brand ambassador, Trust, Purchase decision, And Repurchase. The results of data analysis using the SmartPLS 3.0 application produced findings that provide answers to the proposed hypotheses. Thus, several findings from this research can be concluded as follows: Korean Brand ambassador has proven to have a positive and significant effect on Purchase decisions; Trust proven to have a positive and significant effect on Purchase decision, And Purchase decision proven to have a positive and significant effect on Repurchase.

### **Research Limitations**

This research has several limitations that need to be considered for the development of future studies. First, the limitation lies in the number of variables used. This study only examines the influence of the role of Korean Brand Ambassador and trust on purchase decisions and its implications on repurchase decisions, so it does not include other variables that also have the potential to have an effect, such as brand image, social influence, perceived value, and emotional branding. For further research, it is recommended to consider the addition of these variables to obtain a more comprehensive understanding.

Second, the number of respondents in this study was limited, which was only 110 people. This number can limit the generalization of research findings. Therefore, future studies are expected to expand the number and diversity of respondents, both in terms of demographics and geographic location, to increase the external validity of the study.

Third, this research only focuses on products in the field of beauty, especially the Scarlett Whitening brand. This focus limits the ability to generalize research results to other product categories. Follow-up research is expected to extend the scope of the research object to other fields, such as food products, fashion, or electronics, to see if similar patterns of influence also occur in different industry sectors.

### **Suggestion**

Based on the results of the analysis and discussion in this study, several suggestions can be submitted to enrich and improve the quality of future research. First, this study uses the Korean Brand Ambassador variable as the main focus. Therefore, it is recommended that further research be conducted to compare the influence of Korean Brand Ambassadors with Brand Ambassadors from other countries on consumer purchasing decisions, so as to provide a broader perspective on the effectiveness of using cross-cultural brand ambassadors.

Second, this research focuses on products in the field of beauty. To expand the scope, it is suggested that future research explore other fields or product categories, such as snack

products that are currently widely promoted by Korean celebrities in Indonesia, to find out if similar promotional effects occur in different product categories.

Third, this study has not involved many supporting variables. Therefore, future research is expected to add variables such as brand image, social influence, perceived value, and emotional branding. The addition of these variables aims to provide a more comprehensive understanding of how the presence of brand ambassadors and brand perceptions affect consumer purchasing decisions.

Finally, practical advice for brands, especially Scarlett Whitening, is to continue to maintain product quality, adapt marketing strategies to target market preferences, increase transparency in communication to consumers, and strengthen collaborations with Korean celebrities. These efforts are necessary to maintain consumer trust, encourage loyalty, and support sustainable business growth.

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### Appendix 1. Operational Variables

Variable	Definition	Measuring instrument	Measurement Scale
Korean Brand Ambassador	Brand Ambassadors are individuals, often known as advertising stars who provide support and promote a product. Companies use Brand ambassador to influence and attract consumers to use certain products (Timpal et al., 2022)	<p><b>KBA1:</b> I can easily understand product information from Korean Brand ambassador Scarlett.</p> <p><b>KBA2:</b> I believe in the Korean Brand ambassador which is used by Scarlett because they are famous artists.</p> <p><b>KBA3:</b> I was attracted to Scarlett, because of the attractiveness of Korean Brand ambassadors; they are both physical and non-physical.</p> <p><b>KBA4:</b> I'm curious about Scarlett's social media because of the Korean Brand ambassador (Pelupessy et al., 2023).</p> <p><b>KBA5:</b> Popularity and Professionalism Korean Brand Ambassador Scarlett made me confident to use the local skin care products she promotes (Fuadi et al., 2023).</p>	Interval Scale
Trust	Trust is a person's positive view or belief in something. Trust arises from expectations, so if these expectations are not met, consumer trust can decrease or even disappear completely (Mbetete & Tanamal, 2020).	<p><b>T1:</b> I Believe in Scarlett.</p> <p><b>T2:</b> I feel safe when buying skin care products from the Scarlett Brand.</p> <p><b>T3:</b> I believe Scarlett products can maintain healthy skin (Shalehah et al., 2019)</p> <p><b>T4:</b> I am sure Scarlett products do not contain dangerous ingredients.</p> <p><b>T5:</b> I am sure Scarlett products can be used at all times (Rimadias et al., 2022)</p>	Interval Scale
Purchase Decision	Purchasing decisions are a decision-making process where consumers decide to buy one product among the various choices available (Ekasari & Jaya, 2021).	<p><b>PD1:</b> The presence of Celebrities Korean Ambassadors in marketing pushes me to buy their products.</p> <p><b>PD2:</b> Korean Ambassador Scarlett influenced my choice of different brands.</p> <p><b>PD3:</b> I am willing to buy at a high price when advertised by a Korean celebrity (Misra et al., 2019).</p> <p><b>PD4:</b> Information regarding purchasing Scarlett products is easy to obtain.</p>	Interval Scale

Variable	Definition	Measuring instrument	Measurement Scale
		<b>PD5:</b> I decided to buy Scarlett products (Lutfie et al., 2016).	
Repurchase	Repurchase are repeat purchases made by consumers after the first purchase of a product or service based on past positive experiences with the product or service (Pandiangan et al., 2021).	<b>RP1:</b> I will buy Scarlett Products When Korean celebrities who are ambassadors are still working together. <b>RP2:</b> I will still buy Scarlett products, no matter which celebrity advertises them. <b>RP3:</b> I am very loyal to Scarlett if the Korean celebrity I like remains a Brand ambassador (Luthfi Haiban & Rimadias, 2023) <b>RP4:</b> Without looking Korean Brand ambassador, I am willing to recommend Scarlett products to others (Haque & Rimadias, 2024). <b>RP5:</b> Scarlett's collaboration with Korean celebrities made me interested in buying another Scarlett product (NGUYEN, 2021).	Interval Scale

Source: Processed by the Author (2024)