



The Influence of Influencer Endorsement, Content Marketing, and Brand Ambassador on Purchase Decisions Through Brand Trust As An Intervening Variable For Broman_Id Products in Surabaya

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Article History:

Received: 18-08-2026

Revised : 09-09-2026

Accepted: 10-09-2026

Keywords: *Brand Ambassador, Brand Trust, Content Marketing, Influencer Marketing, Purchase Decisions*

Abstract : *This study is motivated by the importance of digital marketing strategies in building consumer trust and encouraging purchase decisions for men's skincare products. The study aims to analyze the effects of Influencer Endorsement, Content Marketing, and Brand Ambassador on Purchase Decisions through Brand Trust as an intervening variable for Broman_ID products in Surabaya. The study employed explanatory research with a quantitative approach and purposive sampling. The respondents consisted of 100 Broman_ID consumers in Surabaya. Data were collected using a Likert-scale questionnaire and analyzed using SmartPLS version 4. The results show that Influencer Endorsement, Content Marketing, and Brand Ambassador have positive and significant effects on Brand Trust, with coefficients of 0.316 ($t=2.637$; $p=0.008$), 0.240 ($t=2.753$; $p=0.007$), and 0.284 ($t=2.552$; $p=0.011$), respectively. These three variables also have positive and significant effects on Purchase Decisions, while Brand Trust has a positive and significant effect on Purchase Decisions ($\beta=0.181$; $t=2.279$; $p=0.018$). Brand Trust mediates the effects of Influencer Endorsement, Content Marketing, and Brand Ambassador on Purchase Decisions, with R^2 values of 0.594 for Brand Trust and 0.508 for Purchase Decisions. These findings indicate that digital marketing strategies and Brand Trust are associated with Purchase Decisions for Broman_ID products.*

How to Cite: Evi Yunita Lia, Nikma Yucha. (20xx). *The Influence of Influencer Endorsement, Content Marketing, and Brand Ambassador on Purchase Decisions Through Brand Trust As An Intervening Variable For Broman_Id Products in Surabaya*. 4(2). pp.287-305
<https://doi.org/10.61536/escalate.v4i02.728>



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Introduction

Digital technology in Indonesia continues to develop alongside the Industrial Revolution 4.0 and Society 5.0, characterized by the rapid growth of social media, digital applications, and increasingly accessible internet services. The government, through the Ministry of Communication and Informatics

(Kominfo), also promotes more equitable digital transformation, while the internet enables people to connect and communicate easily across the world (Apyanto, 2022; Fricticarani et al., 2023). In Business 5.0, the internet plays an important role in supporting digital transformation and encouraging innovation (Anisa et al., 2024), and is increasingly strengthened as a key infrastructure for meeting growing and increasingly rapid data needs (Imran et al., 2025). This condition is reflected in the number of internet users in Indonesia in 2025, which reached 229,428,417 out of a total population of 284,430,900, representing a penetration rate of 80.66%. The continued growth of digital access has also changed how people purchase products, including cosmetics (APJII, 2025; Wardana, 2024).

These changes in consumer behavior have occurred alongside the rapid growth of the cosmetics industry, driven by increasing interest in personal care products as well as the influence of social media and online business (Feerreira et al., 2022). Globalization has also changed how consumers purchase and use cosmetic products because cross-border connectivity and global economic growth have improved product access and increased consumer purchasing power (Ratmawati, 2024). The beauty industry continues to expand as numerous products compete in the market (Qurratun 'Ayun et al., 2024), while the Southeast Asian cosmetics market reached USD 14.5 billion in 2024 and is projected to grow to USD 21.5 billion by 2033. This growth is also supported by increasing consumer preferences for cosmetic products, greater attention to skincare, and growing awareness of the importance of beauty (Al Jbour, 2025). Indonesia has become one of the fastest-growing cosmetics markets because its population and expanding middle class continue to drive demand for cosmetics and personal care products (Nawiyah et al., 2023; Ferdinand & Ciptono, 2022).

The research problem is increasingly evident in the intensifying competition within Indonesia's cosmetics industry, driven by the emergence of various local and international beauty brands. This development is reflected in 20.6% growth in the national cosmetics industry and an increase in the number of companies from 819 to 913 between 2021 and 2022, with 83% of the growth dominated by small and medium-sized enterprises (Suara.com, 2022). The beauty and personal care market also reached USD 7.23 billion in 2022, with an estimated annual growth rate of 5.81% through 2027 (Wardana, 2024). At the same time, increasing men's awareness of facial health and hygiene has encouraged more routine skincare use and made men more selective when choosing products (Rahman Maulana et al., 2023). This behavior forms part of male grooming (Diniyah et al., 2023) and has increased the popularity of men's skincare products such as moisturizers, facial cleansers, and anti-aging products (Adireja et al., 2024). These conditions have encouraged cosmetics companies to compete in launching products specifically for men while developing new marketing strategies (Afidah et al., 2025), including in East Java, where competition in the skincare industry is intense (Oktavia Silvia Selsa, 2024).

Amid this competitive environment, Broman is an Indonesian local men's skincare brand based in Surabaya and managed by PT Solomon Indo Global. Broman focuses on providing facial skincare solutions for men with various skin concerns, including acne, oily skin, dullness, and dryness (barantum.com, 2024; broman.id, 2025). Its products include facial wash, serum, moisturizer, brightening facial soap, and sunscreen, while the brand builds awareness of men's skincare through educational content and campaigns on Instagram and TikTok (broman.id, 2025). However, Broman's TikTok sales data for 2023–2024 show a fluctuating pattern. Although sales increased significantly at the beginning of 2024, sales stability was not maintained through the end of the period. This condition indicates that purchase decisions remain associated with short-term marketing factors and the level of trust in the brand, making digital marketing strategies worthy of further examination. Broman_ID therefore utilizes Influencer Endorsement, Content Marketing, and Brand Ambassador strategies to influence young consumers who frequently follow public-figure recommendations (Rohman & Rakhmawati, 2024).

The next issue concerns the inconsistent findings regarding the role of each marketing strategy and Brand Trust in influencing purchase decisions. Influencer Endorsement is increasingly used because influencers can deliver testimonials, reviews, and promotional content through social media to increase brand awareness, engagement, and consumers' purchase intentions (H.D. Agustin et al., 2023; Dewi & Purnawati, 2024). Key Opinion Leaders are also considered trusted sources of information because their recommendations on Instagram and TikTok can feel more personal than conventional advertising (Rani et al., 2024; Theresya & Nurul 'Aini, 2024). Rohman and Rakhmawati (2024) found



that influencer endorsements have a positive effect on the purchase decisions of Broman products, both directly and through trust in the brand. Content Marketing can also increase engagement and purchase intention (Salsabilla & Rohandi, 2025), and has a positive effect on purchase decisions directly and through increased brand trust (Rohman & Rakhmawati, 2024). However, Amisha Nurfitriyani et al. (2025) found that Content Marketing is effective in encouraging purchase decisions only when it has first succeeded in building brand trust. Meanwhile, Brand Ambassador has been shown to have a positive effect on purchase decisions when there is a match with the product's image and lifestyle (Winadi & Atalie, 2025), whereas Aisyah (2023) found that a Brand Ambassador does not always increase purchase decisions when the selected figure is perceived as inconsistent with the product. These differences indicate that the influence of Brand Ambassador on purchase decisions is not always consistent.

Based on these conditions, this study aims to analyze and test the effects of Influencer Endorsement, Content Marketing, and Brand Ambassador on Brand Trust and purchase decisions for Broman_ID products in Surabaya, as well as to analyze and test the role of Brand Trust in mediating the effects of these three strategies on purchase decisions. The urgency of this study lies in the fluctuation of Broman sales and the differences in previous findings regarding the effects of Brand Ambassador, Content Marketing, and Brand Trust on purchase decisions. Ulya and Suciningtyas (2025) stated that Brand Trust serves as a mediating variable that strengthens the effects of content marketing and consumer reviews on purchase decisions, whereas Khotimah (2025) showed that Brand Trust does not always exert the strongest influence on purchase decisions because, under certain conditions, Content Marketing and Brand Ambassador have greater effects. Therefore, the novelty of this study lies in jointly examining Influencer Endorsement, Content Marketing, and Brand Ambassador in relation to purchase decisions, with Brand Trust as an intervening variable among Broman_ID users in Surabaya. This approach provides insight into the relationship between digital marketing strategies, brand trust, and purchase decisions in the context of a local men's skincare product.

Research methods

This study employs explanatory research using a descriptive quantitative approach. The research design is a systematically organized work plan developed to answer research questions and regulate the data collection and analysis processes logically (Mulyadi, 2013). The research design also serves as a guide for determining the type of research, data collection methods, instruments, and data analysis techniques, thereby supporting the validity and reliability of the research findings (Putra et al., 2025). A descriptive quantitative approach is used to systematically describe an event, phenomenon, or social situation (Syamsuddinnor et al., 2021; Shalsabilla & Hadita, 2023). Specifically, this study uses a causal approach to analyze the effects of Influencer Endorsement, Content Marketing, and Brand Ambassador on Purchase Decisions, with Brand Trust as an intervening variable among Broman_ID users in Surabaya. The research data were obtained by distributing questionnaires to Broman_ID users in Surabaya.

The research instrument was a questionnaire developed based on the study variables: Influencer Endorsement as the first independent variable, Content Marketing as the second independent variable, Brand Ambassador as the third independent variable, Purchase Decisions as the dependent variable, and Brand Trust as the intervening variable. Each variable was measured using a five-point Likert scale. Influencer Endorsement was measured using indicators of trustworthiness, attractiveness, and expertise based on Kim et al. (2018) in Purwanto and Sahetapy (2022). Content Marketing was measured using indicators of relevance, accuracy, value, ease of understanding, and ease of finding based on Amalia (2020) in Sera et al. (2025). Brand Ambassador was measured using indicators of attractiveness, trustworthiness, and expertise based on Amelia et al. (2023) in Haryanti (2023). The questionnaire was distributed to respondents to obtain data on their assessments of the variables under study. The collected data were then processed using SmartPLS version 4 through validity and reliability testing, Outer Model evaluation consisting of Convergent Validity, Discriminant Validity, and Composite Reliability, and

Inner Model evaluation consisting of R-Square, F-Square, and Path Analysis, followed by hypothesis testing.

The study population consisted of Broman_ID consumers in Surabaya. A population refers to all objects or subjects within a particular area that meet specific requirements related to the research problem (Maulana et al., 2020), while the elements of a study that possess certain characteristics form the basis for drawing conclusions (Amin et al., 2023). The exact number of Broman_ID consumers in Surabaya was unknown. Therefore, the sample size was determined using the Lemeshow formula because the population size of Broman_ID users in Surabaya could not be determined with certainty. Based on the calculation, the sample consisted of 100 Broman_ID consumers in Surabaya who had made a purchase. A sample is a subset of the population and its characteristics (Mayasari & Safina, 2021), while Arikunto (2016) explains that a sample is a portion of the population selected in a particular manner to represent the population. The sampling technique used was non-probability sampling, which does not provide every population member with an equal opportunity to be selected as a sample (Sari & Ratmono, 2022). The study involved Broman_ID consumers in Surabaya who met the research criteria.

The research procedure began with the development of a research design aligned with the study objectives, namely to analyze the effects of Influencer Endorsement, Content Marketing, and Brand Ambassador on Purchase Decisions with Brand Trust as an intervening variable among Broman_ID users in Surabaya. The researcher then determined the population and sample and developed a questionnaire based on the indicators of each variable. The questionnaire was distributed to respondents, who were asked to provide answers according to their conditions and opinions. The collected data were then processed using SmartPLS version 4 through validity and reliability testing, Outer Model evaluation, Inner Model evaluation, and hypothesis testing. The Outer Model was evaluated using Convergent Validity, Discriminant Validity, and Composite Reliability, while the Inner Model was evaluated using R-Square, F-Square, and Path Analysis. The final stage was hypothesis testing to determine the effects of Influencer Endorsement, Content Marketing, and Brand Ambassador on Brand Trust and Purchase Decisions, as well as the role of Brand Trust as an intervening variable.

Results and Discussion

Descriptive Statistics and Correlation

1. Respondent Description

A. Respondent Characteristics by Gender

Table 1. Respondent Characteristics by Gender

No	Gender	Amount	Presentation
1.	Man	100	100%
	Amount	100	100%

Source: Primary data processed by researchers

Based on the table presented, there were 100 male respondents out of a total of 100 respondents. Therefore, all respondents were male.

B. Respondent Characteristics by Age

Table 2. Respondent Characteristics by Age

No	Age	Amount	Presentation
1.	17-20 years	20	20%
2.	21-30 years	61	61%
3.	31-35 years	15	15%
4.	>35 years	4	4%

Source: Primary data processed by researchers

Based on the table above, 20 respondents were aged 17–20 years, 61 were aged 21–30 years, 15 were aged 31–35 years, and 4 were aged over 35 years. Thus, the largest group of respondents was those aged 21–30 years.



C. Respondent Characteristics According to Domicile

Table 3. Respondent Characteristics by Domicile

No	Information	Amount	Presentation
1.	Surabaya	100	100%
	Amount	100	100%

Source: Primary data processed by researchers

Based on the table presented, all 100 respondents were domiciled in Surabaya. Therefore, all respondents resided in Surabaya.

2. Descriptive Analysis

Table 4. Respondent Achievement Level (TCR)

No	Respondent Achievement Level (TCR)	Criteria
1.	90% - 100%	Very good
2.	80% - 89%	Good
3.	65% - 79%	Pretty good
4.	55% - 64%	Not good
5.	0% - 54%	Not good

Source: Primary data processed by researchers

A. Descriptive Analysis of Influencer Endorsement Variable (X1)

Table 5. Results of Respondent Achievement Level X1

Indicator	1	2	3	4	5	N	Total Score	Average	TCR	Note:
X1.1	2	4	7	53	35	100	414	4.14	82.80%	Good
X1.2	2	6	13	37	42	100	411	4.11	82.20%	Good
X1.3	2	5	7	51	35	100	412	4.12	82.40%	Good
X1.4	2	6	14	36	42	100	410	4.10	82.00%	Good
X1.5	2	2	12	43	41	100	419	4.19	83.80%	Good
X1.6	3	4	12	42	40	100	414	4.14	82.80%	Good
Average X1									82.67%	Good

Source: Data processed using SmartPLS version 4

Based on the table above, the average Respondent Achievement Level (TCR) for Influencer Endorsement (X1) was 82.67%, categorized as Good. The highest TCR was recorded for indicator X1.5 at 83.80%, while the lowest was recorded for indicator X1.4 at 82.00%. This indicates that respondents gave a good assessment of the Influencer Endorsement variable.

B. Descriptive Analysis of Content Marketing Variables (X2)

Table 6. Results of Respondent Achievement Level X2

Indicator	1	2	3	4	5	N	Total Score	Average	TCR	Note:
X2.1	2	3	6	44	45	100	427	4.27	85.40%	Good
X2.2	3	5	7	39	46	100	420	4.20	84.00%	Good
X2.3	1	2	20	44	33	100	406	4.06	81.20%	Good
X2.4	0	5	7	42	46	100	429	4.29	85.80%	Good
X2.5	4	4	8	43	41	100	413	4.13	82.60%	Good
X2.6	4	1	10	47	38	100	414	4.14	82.80%	Good
X2.7	1	5	10	41	43	100	420	4.20	84.00%	Good
X2.8	2	3	12	47	36	100	412	4.12	82.40%	Good
X2.9	2	2	7	36	53	100	436	4.36	87.20%	Very good
X2.10	1	2	4	42	51	100	440	4.40	88.00%	Very good
Average X2									84.34%	Good

Source: Data processed using SmartPLS version 4

Based on the table above, the Respondent Achievement Level (TCR) for Content Marketing (X2) was 84.34%, which falls into the Good category. The highest TCR was recorded for indicator X2.10 at 88.00%, categorized as Very Good, while the lowest was recorded for indicator X2.3 at 81.20%, categorized as Good. These results indicate that respondents gave a positive assessment of the Content Marketing activities conducted by Broman_ID.

C. Descriptive Analysis of Brand Ambassador Variable (X3)

Table 7. Results of Respondent Achievement Level X3

Indicator	1	2	3	4	5	N	Total Score	Average	TCR	Note:
X3.1	1	2	5	47	45	100	433	4.33	86.60%	Very good
X3.2	1	3	7	44	45	100	429	4.29	85.80%	Good
X3.3	2	4	8	46	40	100	418	4.18	83.60%	Good
X3.4	1	2	6	48	43	100	430	4.30	86.00%	Very good
X3.5	2	3	9	44	41	100	420	4.20	84.00%	Good
X3.6	1	2	7	46	44	100	430	4.30	86.00%	Very good
Average X3									85.33%	Good

Source: Data processed using SmartPLS version 4

Based on the table above, the Respondent Achievement Level (TCR) for Brand Ambassador (X3) was 85.33%, categorized as Good. The highest TCR was recorded for indicator X3.1 at 86.60%, categorized as Very Good, while the lowest was recorded for indicator X3.3 at 83.60%, categorized as Good. These results indicate that respondents gave a positive assessment of the role of the Broman_ID Brand Ambassador in conveying information and generating interest in the product.

D. Descriptive Analysis of Purchase Decisions Variables (Y)

Table 8. Results of Respondent Y's Achievement Level

Indicator	1	2	3	4	5	N	Total Score	Average	TCR	Note:
Y1	0	4	4	46	46	100	434	4.34	86.80%	Very good
Y2	1	5	11	32	51	100	427	4.27	85.40%	Good
Y3	0	5	10	42	43	100	423	4.23	84.60%	Good
Y4	0	8	8	43	41	100	417	4.17	83.40%	Good
Y5	0	5	8	47	40	100	422	4.22	84.40%	Good
Y6	0	3	10	48	39	100	423	4.23	84.60%	Good
Y7	0	10	16	37	37	100	401	4.01	80.20%	Good
Y8	0	6	15	43	36	100	409	4.09	81.80%	Good
Y9	0	3	5	45	47	100	436	4.36	87.20%	Very good
Y10	1	8	17	43	31	100	495	4.95	79.00%	Good
Average Y									83.74	Good

Source: Data processed using SmartPLS version 4

Based on the table above, the Respondent Achievement Level (TCR) for Purchase Decisions (Y) was 83.74%, which was categorized as Very Good. The highest TCR was recorded for indicator Y9 at 87.20%, while the lowest was recorded for indicator Y10 at 79.00%. These results indicate that respondents had a very good level of purchase decisions regarding Broman_ID products.

E. Descriptive Analysis of Brand Trust Variable (Z)

Table 9. Results of Respondent Z's Achievement Level

Indicator	1	2	3	4	5	N	Total Score	Average	TCR	Note:
Z1	1	2	6	45	46	100	433	4.33	86.60%	Very good
Z2	0	3	8	44	45	100	431	4.31	86.20%	Very good
Z3	1	4	9	43	43	100	423	4.23	84.60%	Good
Z4	0	2	7	47	44	100	433	4.33	86.60%	Very good
Z5	1	5	10	42	42	100	419	4.19	83.80%	Good
Z6	0	3	9	45	43	100	428	4.28	85.60%	Good
Z7	1	2	8	46	43	100	428	4.28	85.60%	Good
Z8	0	4	10	43	43	100	425	4.25	85.00%	Good
Average Z									85.50%	Good

Source: Data processed using SmartPLS version 4



Based on the table above, the Respondent Achievement Level (TCR) for Brand Trust (Z) was 85.50%, categorized as Good. The highest TCR was recorded for indicators Z1 and Z4 at 86.60%, categorized as Very Good, while the lowest was recorded for indicator Z5 at 83.80%, categorized as Good. These results indicate that respondents' trust in the Broman_ID brand was good, suggesting that the brand was perceived as capable of providing positive assurance and credibility to consumers.

Results of Model Analysis and Hypothesis Testing

1. Validity Test Results

Table 10. Validity Test Results

Construct	Calculated r value	Table r value	Information
X1.1	0.813	0.1927	Valid
X1.2	0.824	0.1927	Valid
X1.3	0.836	0.1927	Valid
X1.4	0.832	0.1927	Valid
X1.5	0.805	0.1927	Valid
X1.6	0.773	0.1927	Valid
X2.1	0.821	0.1927	Valid
X2.2	0.733	0.1927	Valid
X2.3	0.761	0.1927	Valid
X2.4	0.803	0.1927	Valid
X2.5	0.757	0.1927	Valid
X2.6	0.828	0.1927	Valid
X2.7	0.752	0.1927	Valid
X2.8	0.773	0.1927	Valid
X2.9	0.739	0.1927	Valid
X2.10	0.733	0.1927	Valid
X3.1	0.841	0.1927	Valid
X3.2	0.814	0.1927	Valid
X3.3	0.765	0.1927	Valid
X3.4	0.840	0.1927	Valid
X3.5	0.815	0.1927	Valid
X3.6	0.794	0.1927	Valid
Y1	0.929	0.1927	Valid
Y2	0.752	0.1927	Valid
Y3	0.951	0.1927	Valid
Y4	0.850	0.1927	Valid
Y5	0.951	0.1927	Valid
Y6	0.937	0.1927	Valid
Y7	0.737	0.1927	Valid
Y8	0.948	0.1927	Valid
Y9	0.758	0.1927	Valid
Y10	0.839	0.1927	Valid
Z1	0.794	0.1927	Valid
Z2	0.848	0.1927	Valid
Z3	0.790	0.1927	Valid
Z4	0.839	0.1927	Valid
Z5	0.779	0.1927	Valid
Z6	0.848	0.1927	Valid
Z7	0.783	0.1927	Valid
Z8	0.783	0.1927	Valid

Source: Data processed using SmartPLS version 4

The validity test using SmartPLS showed that all indicators for variables X1, X2, X3, Y, and Z were valid because all calculated r-values were greater than the r-table value of 0.1927. The indicators for X1 ranged from 0.773 to 0.836, X2 from 0.733 to 0.828, X3 from 0.765 to 0.841, Y from 0.737 to



0.951, and Z from 0.779 to 0.848. Thus, all constructs met the validity criteria and could be used in the research analysis.

2. Reliability Test Results

Table 11. Reliability Test Results

Indicator	Cronbach Alpha	Critical Value	Information
<i>Influencer Endorsement(X1)</i>	0.896	> 0.6	Reliable
<i>Content Marketing(X2)</i>	0.924	> 0.6	Reliable
<i>Brand Ambassador(X3)</i>	0.925	> 0.6	Reliable
<i>Purchase Decisions (Y)</i>	0.901	> 0.6	Reliable
<i>Brand Trust(Z)</i>	0.963	> 0.6	Reliable

Source: Data processed using SmartPLS version 4

Based on the table above, the Cronbach's Alpha value for Influencer Endorsement (X1) was $0.896 > 0.6$; for Content Marketing (X2), $0.924 > 0.6$; for Brand Ambassador (X3), $0.925 > 0.6$; for Purchase Decisions (Y), $0.901 > 0.6$; and for Brand Trust (Z), $0.963 > 0.6$. All five variables had Cronbach's Alpha values greater than 0.6. Therefore, all variables were considered reliable and were included in the subsequent analysis.

3. Measurement Model Test Results or Outer Model

A. Convergent Validity Test Results

Table 12. Convergent Validity Test Results

Variables	Indicator	Outer Loading	Critical Value	Information
<i>Influencer Endorsement(X1)</i>	X1.1	0.813	> 0.7	Valid
	X1.2	0.824	> 0.7	Valid
	X1.3	0.836	> 0.7	Valid
	X1.4	0.832	> 0.7	Valid
	X1.5	0.805	> 0.7	Valid
	X1.6	0.773	> 0.7	Valid
<i>Content Marketing (X2)</i>	X2.1	0.821	> 0.7	Valid
	X2.2	0.733	> 0.7	Valid
	X2.3	0.761	> 0.7	Valid
	X2.4	0.803	> 0.7	Valid
	X2.5	0.757	> 0.7	Valid
	X2.6	0.828	> 0.7	Valid
	X2.7	0.752	> 0.7	Valid
	X2.8	0.773	> 0.7	Valid
	X2.9	0.739	> 0.7	Valid
	X2.10	0.733	> 0.7	Valid
<i>Brand Ambassador (X3)</i>	X3.1	0.841	> 0.7	Valid
	X3.2	0.814	> 0.7	Valid
	X3.3	0.765	> 0.7	Valid
	X3.4	0.840	> 0.7	Valid
	X3.5	0.815	> 0.7	Valid
	X3.6	0.794	> 0.7	Valid
<i>Purchase Decisions (Y)</i>	Y1	0.929	> 0.7	Valid
	Y2	0.752	> 0.7	Valid
	Y3	0.951	> 0.7	Valid
	Y4	0.850	> 0.7	Valid
	Y5	0.951	> 0.7	Valid
	Y6	0.937	> 0.7	Valid
	Y7	0.737	> 0.7	Valid
	Y8	0.948	> 0.7	Valid
	Y9	0.758	> 0.7	Valid
	Y10	0.839	> 0.7	Valid
<i>Brand Trust (Z)</i>	Z1	0.794	> 0.7	Valid
	Z2	0.848	> 0.7	Valid
	Z3	0.790	> 0.7	Valid
	Z4	0.839	> 0.7	Valid
	Z5	0.779	> 0.7	Valid



Variables	Indicator	Outer Loading	Critical Value	Information
	Z6	0.848	> 0.7	Valid
	Z7	0.783	> 0.7	Valid
	Z8	0.783	> 0.7	Valid

Source: Data processed using SmartPLS version 4

The table shows that all indicators for Influencer Endorsement (X1) had Outer Loading values > 0.7, indicating a high level of validity. All indicators for Content Marketing (X2) also had Outer Loading values > 0.7, indicating high validity. Likewise, all indicators for Brand Ambassador (X3) had Outer Loading values > 0.7. All indicators for Purchase Decisions (Y) had Outer Loading values > 0.7, indicating high validity. In addition, all indicators for Brand Trust (Z) had Outer Loading values > 0.7, indicating high validity.

B. Discriminant Validity Test Results

Table 13. Discriminant Validity Test Results

Indicator	Influencer Endorsement(X1)	Content Marketing(X2)	Brand Ambassador(X3)	Purchasing Decisions (Y)	Brand Trust(Z)
X1_1	0.696	0.638	0.572	0.831	0.542
X1_2	0.548	0.584	0.666	0.824	0.398
X1_3	0.691	0.621	0.559	0.836	0.554
X1_4	0.551	0.581	0.664	0.832	0.408
X1_5	0.535	0.565	0.773	0.805	0.531
X1_6	0.501	0.502	0.726	0.773	0.546
X2_1	0.661	0.551	0.821	0.542	0.580
X2_2	0.646	0.579	0.761	0.492	0.439
X2_3	0.664	0.536	0.803	0.570	0.604
X2_4	0.631	0.570	0.757	0.493	0.448
X2_5	0.655	0.557	0.828	0.541	0.587
X2_6	0.616	0.577	0.752	0.469	0.408
X2_7	0.535	0.565	0.773	0.805	0.531
X2_8	0.491	0.506	0.739	0.743	0.515
X2_9	0.538	0.561	0.768	0.812	0.540
X2_10	0.492	0.510	0.733	0.753	0.511
X3_1	0.841	0.604	0.599	0.577	0.577
X3_2	0.814	0.547	0.618	0.571	0.480
X3_3	0.765	0.532	0.678	0.585	0.487
X3_4	0.840	0.588	0.587	0.605	0.602
X3_5	0.815	0.544	0.615	0.581	0.490
X3_6	0.794	0.571	0.650	0.611	0.481
Y1	0.564	0.541	0.579	0.515	0.929
Y2	0.589	0.567	0.648	0.549	0.752
Y3	0.575	0.536	0.577	0.543	0.951
Y4	0.445	0.463	0.460	0.489	0.850
Y5	0.575	0.536	0.577	0.543	0.951
Y6	0.566	0.520	0.561	0.543	0.937
Y7	0.580	0.566	0.645	0.533	0.737
Y8	0.575	0.543	0.583	0.534	0.949
Y9	0.590	0.562	0.643	0.558	0.758
Y10	0.440	0.379	0.450	0.447	0.839
Z1	0.530	0.794	0.538	0.515	0.483
Z2	0.623	0.848	0.639	0.614	0.487
Z3	0.521	0.790	0.534	0.498	0.468
Z4	0.624	0.839	0.634	0.622	0.496
Z5	0.517	0.779	0.532	0.611	0.516
Z6	0.623	0.848	0.639	0.614	0.487
Z7	0.525	0.783	0.535	0.498	0.475
Z8	0.526	0.783	0.536	0.628	0.532

Source: Data processed using SmartPLS version 4

The Discriminant Validity test showed that the Cross Loading value of each indicator on its respective measured variable was higher than its Cross Loading values on the other variables. This condition applied to Influencer Endorsement, Content Marketing, Brand Ambassador, Purchase Decisions, and Brand Trust. Thus, each indicator had a stronger relationship with its corresponding variable than with the other variables, and all indicators across the five variables met the Discriminant Validity criteria.

C. Composite Reliability Outer Model Test Results

Table 14. Composite Reliability Test Results

Variables	Composite Reliability	Critical Value	Information
<i>Influencer Endorsement(X1)</i>	0.899	> 0.7	<i>Reliable</i>
<i>Content Marketing(X2)</i>	0.924	> 0.7	<i>Reliable</i>
<i>Brand Ambassador(X3)</i>	0.927	> 0.7	<i>Reliable</i>
<i>Purchase Decisions (Y)</i>	0.903	> 0.7	<i>Reliable</i>
<i>Brand Trust(Z)</i>	0.964	> 0.7	<i>Reliable</i>

Source: Data processed using SmartPLS version 4

The table shows that the Composite Reliability value for Influencer Endorsement (X1) was 0.899, which is greater than 0.7. For Content Marketing (X2), the Composite Reliability value was 0.924, also exceeding 0.7. For Brand Ambassador (X3), the value was 0.927, exceeding 0.7. Meanwhile, Purchase Decisions (Y) had a Composite Reliability value of 0.903, which was also above 0.7. Brand Trust (Z) had a Composite Reliability value of 0.964, higher than 0.7. Therefore, the variables demonstrated good reliability and met the established minimum standard.

4. Structural Model or Inner Model Test Results

A. Structural Equation Modeling (SEM) Model

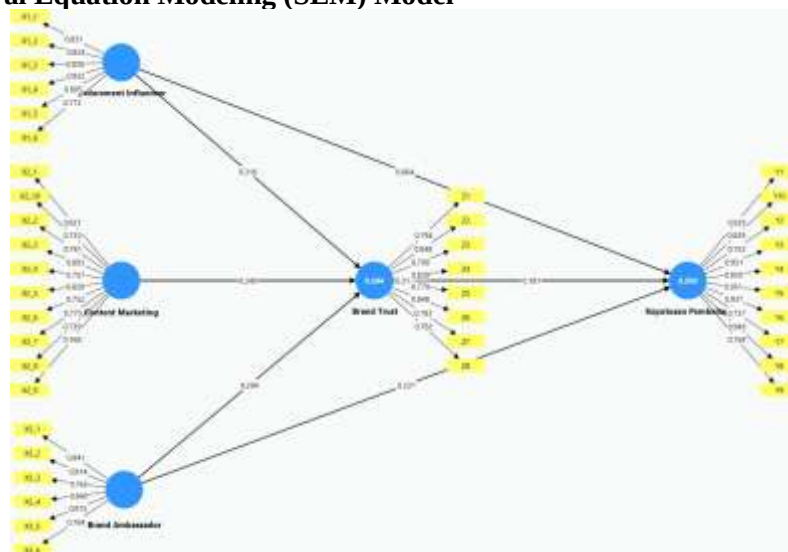


Figure 1. Structural Equation Modeling (SEM) model

Causality Model

Based on the Structural Equation Modeling (SEM) model shown in Figure 4.1, the following causal equations were obtained.

Structural Equation I

$$Z = 0,316X_1 + 0,240X_2 + 0,284X_3 + e_1$$

The equation indicates that Brand Trust is influenced by Influencer Endorsement, Content Marketing, and Brand Ambassador.

Structural Equations II

$$Y = 0,064X_1 + 0,231X_2 + 0,181X_3 + e_2$$

The equation indicates that Purchase Decisions is influenced by Influencer Endorsement, Content Marketing, and Brand Ambassador.

B. R-Square Test Results

Table 15. R-Square Test Results

	<i>R-Square</i>	<i>R-Square Adjusted</i>
Purchase Decisions (Y)	0.508	0.487
Brand Trust (Z)	0.594	0.581

Source: Data processed using SmartPLS version 4

Based on the table, Influencer Endorsement, Content Marketing, and Brand Ambassador had a substantial effect on Purchase Decisions, with an R-Square value of 0.508. This indicates that the independent variables explained 50.8% of the variance in the dependent variable, while the remaining 49.2% was explained by other variables outside the scope of the study. In addition, Influencer Endorsement, Content Marketing, and Brand Ambassador explained 59.4% of the variance in Brand Trust, while the remaining 40.6% was attributable to other variables outside the scope of the study.

C. F-Square Test Results

Table 16. F-Square Test Results

	<i>Purchasing Decisions</i>	<i>Brand Trust</i>
<i>Influencer Endorsement(X1)</i>	0.052	0.080
<i>Content Marketing(X2)</i>	0.054	0.040
<i>Brand Ambassador(X3)</i>	0.038	0.075
Purchase Decisions (Y)		
Brand Trust(Z)	0.027	

Source: Data processed using SmartPLS version 4

Based on the table above, the F-Square test results show the reported effect-size values for the relationships between the independent and dependent variables.

D. Path Analysis Test Results

Table 17. Path Analysis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Information
<i>Influencer Endorsement-> Brand Trust</i>	0.316	0.320	0.120	2,637	0.008	Positive and Significant
<i>Content Marketing-> Brand Trust</i>	0.240	0.238	0.137	2,753	0.007	Positive and Significant
<i>Brand Ambassador-> Brand Trust</i>	0.284	0.267	0.111	2,552	0.011	Brand Ambassador-> Brand Trust
<i>Influencer Endorsement-> Purchase Decisions</i>	0.121	0.122	0.114	2,539	0.012	Positive and Significant
<i>Content Marketing-> Purchase Decisions</i>	0.357	0.340	0.166	2,892	0.005	Positive and Significant
<i>Brand Ambassador-> Purchase Decisions</i>	0.282	0.279	0.159	2,434	0.015	Positive and Significant
<i>Brand Trust-> Purchase Decisions</i>	0.181	0.163	0.141	2,279	0.018	Positive and Significant
<i>Influencer Endorsement-> Purchase Decisions -> Brand Trust</i>	0.057	0.053	0.053	2,072	0.042	Positive and Significant

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Information
Content Marketing-> Purchase Decisions -> Brand Trust	0.043	0.043	0.045	2,957	0.005	Positive and Significant
Brand Ambassador-> Purchase Decisions -> Brand Trust	0.051	0.043	0.043	2,187	0.020	Positive and Significant

Source: Data processed using SmartPLS version 4

Based on the table above, the relationship between the variables studied can be described as follows:

1. Brand Ambassador has a positive and significant effect on Brand Trust of 0.284, with a t-statistic of 2.552 and a p-value of 0.011 (< 0.05).
2. Brand Ambassador has a positive and significant effect on Purchase Decisions of 0.282, with a t-statistic of 2.434 and a p-value of 0.015 (< 0.05).
3. Brand Trust has a positive and significant effect on Purchase Decisions of 0.181, with a t-statistic of 2.279 and a p-value of 0.018 (< 0.05).
4. Content Marketing has a positive and significant effect on Brand Trust of 0.240, with a t-statistic of 2.753 and a p-value of 0.007 (< 0.05).
5. Content Marketing has a positive and significant effect on Purchase Decisions of 0.357, with a t-statistic of 2.892 and a p-value of 0.005 (< 0.05).
6. Influencer Endorsement has a positive and significant effect on Brand Trust of 0.316, with a t-statistic of 2.637 and a p-value of 0.008 (< 0.05).
7. Influencer Endorsement has a positive and significant effect on Purchase Decisions of 0.121, with a t-statistic of 2.539 and a p-value of 0.012 (< 0.05).
8. Brand Ambassador has a positive and significant effect on Purchase Decisions through Brand Trust, with an indirect effect of 0.284, a t-statistic of 2.552, and a p-value of 0.011 (< 0.05).
9. Brand Ambassador has a positive and significant effect on Purchase Decisions through Brand Trust, with an indirect effect of 0.282, a t-statistic of 2.434, and a p-value of 0.015 (< 0.05).
10. Brand Trust has a positive and significant effect on Purchase Decisions, with an effect of 0.181, a t-statistic of 2.279, and a p-value of 0.018 (< 0.05).

5. Hypothesis Test Results

A. Direct Influence of Influencer Endorsement (X1) on Brand Trust (Z).

The first hypothesis indicates that H_0 is rejected and H_a is accepted, meaning that Influencer Endorsement has a positive and significant effect on Brand Trust, with an original sample value of 0.316 and a p-value of $0.008 < 0.05$. Therefore, the first hypothesis is formulated as follows:

$H_0: \beta_1 = 0$. There is no positive and significant direct effect of Influencer Endorsement on Purchase Decisions.

$H_a: \beta_1 \neq 0$. This indicates a positive and significant direct effect of Influencer Endorsement on Purchase Decisions.

B. Direct Influence of Content Marketing (X2) on Brand Trust (Y).

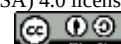
The second hypothesis indicates that H_0 is rejected and H_a is accepted, meaning that Content Marketing has a positive and significant effect on Brand Trust, with an original sample value of 0.240 and a p-value of $0.007 < 0.05$. Therefore, the second hypothesis is formulated as follows:

$H_0: \beta_2 = 0$. There is no positive and significant direct effect of Brand Ambassador on Purchase Decisions.

$H_a: \beta_2 \neq 0$. This indicates a positive and significant direct effect of Brand Ambassador on Purchase Decisions.

C. Influence Directly From Brand Ambassador ((X3) To Brand Trust (Z).

The third hypothesis indicates that H_0 is rejected and H_a is accepted, meaning that Brand Ambassador has a positive and significant effect on Brand Trust, with an original sample



value of 0.284 and a p-value of $0.011 < 0.05$. Therefore, the third hypothesis is formulated as follows:

H0: $\beta_3 = 0$. There is no positive and significant direct effect of Brand Ambassador on Brand Trust.
Ha: $\beta_3 \neq 0$. This indicates a positive and significant direct effect of Brand Ambassador on Brand Trust.

D. Direct Effect of Influencer Endorsement (X1) on Purchase Decisions (Y).

The fourth hypothesis indicates that H0 is rejected and Ha is accepted, meaning that Influencer Endorsement has a positive and significant effect on Purchase Decisions, with an original sample value of 0.121 and a p-value of $0.012 < 0.05$. Therefore, the fourth hypothesis is formulated as follows:

H0: $\beta_3 = 0$. There is no positive and significant direct effect of Influencer Endorsement on Purchase Decisions.
Ha: $\beta_3 \neq 0$. This indicates a positive and significant direct effect of Influencer Endorsement on Purchase Decisions.

E. Direct Influence of Content Marketing (X2) on Purchasing Decisions (Y).

The fifth hypothesis indicates that H0 is rejected and Ha is accepted, meaning that Content Marketing has a positive and significant effect on Purchase Decisions, with an original sample value of 0.357 and a p-value of $0.005 < 0.05$. Therefore, the fifth hypothesis is formulated as follows:

H0: $\beta_3 = 0$. There is no positive and significant direct effect of Content Marketing on Purchase Decisions.
Ha: $\beta_3 \neq 0$. This indicates a positive and significant direct effect of Content Marketing on Purchase Decisions.

F. Direct Influence of Brand Ambassador (X3) on Purchasing Decisions (Y).

The sixth hypothesis indicates that H0 is rejected and Ha is accepted, meaning that Brand Ambassador has a positive and significant effect on Purchase Decisions, with an original sample value of 0.282 and a p-value of $0.015 < 0.05$. Therefore, the sixth hypothesis is formulated as follows:

H0: $\beta_3 = 0$. There is no positive and significant direct effect of Brand Ambassador on Purchase Decisions.
Ha: $\beta_3 \neq 0$. This indicates a positive and significant direct effect of Brand Ambassador on Purchase Decisions.

G. Direct Influence of Brand Trust (Z) on Purchasing Decisions (Y).

The seventh hypothesis indicates that H0 is rejected and Ha is accepted, meaning that Brand Trust has a positive and significant effect on Purchase Decisions, with an original sample value of 0.181 and a p-value of $0.018 < 0.05$. Therefore, the seventh hypothesis is formulated as follows:

H0: $\beta_3 = 0$. There is no positive and significant direct effect of Brand Trust on Purchase Decisions.
Ha: $\beta_3 \neq 0$. This indicates a positive and significant direct effect of Brand Trust on Purchase Decisions.

H. The Influence of Influencer Endorsement (X1) on Purchasing Decisions (Y) through Brand Trust (Z)

The eighth hypothesis indicates that H0 is rejected and Ha is accepted, meaning that Influencer Endorsement has a positive and significant effect on Purchase Decisions through Brand Trust, with an original sample value of 0.057 and a p-value of $0.042 < 0.05$. Therefore, the eighth hypothesis is formulated as follows:

H0: $\beta_1 \times \beta_7 = 0$. There is no positive and significant indirect effect of Influencer Endorsement on Purchase Decisions through Brand Trust.
Ha: $\beta_1 \times \beta_7 \neq 0$. There is a positive and significant indirect effect of Influencer Endorsement on Purchase Decisions through Brand Trust.

I. Indirect influence of Content Marketing (X2) on Purchasing Decisions (Y) through Brand Trust (Z)

The ninth hypothesis indicates that H0 is rejected and Ha is accepted, meaning that Content Marketing has a positive and significant effect on Purchase Decisions through Brand Trust, with an original sample value of 0.043 and a p-value of $0.005 < 0.05$. Therefore, the ninth hypothesis is formulated as follows:

H0: $\beta_1 \times \beta_7 = 0$. There is no positive and significant indirect effect of Content Marketing on Purchase Decisions through Brand Trust.

Ha: $\beta_1 \times \beta_7 \neq 0$. There is a positive and significant indirect effect of Content Marketing on Purchase Decisions through Brand Trust.

J. Indirect influence of Brand Ambassador (X3) on Purchasing Decision (Y) through Brand Trust (Z)

The tenth hypothesis indicates that H0 is rejected and Ha is accepted, meaning that Brand Ambassador has a positive and significant effect on Purchase Decisions through Brand Trust, with an original sample value of 0.051 and a p-value of $0.020 < 0.05$. Therefore, the tenth hypothesis is formulated as follows:

H0: $\beta_1 \times \beta_7 = 0$. There is no positive and significant indirect effect of Brand Ambassador on Purchase Decisions through Brand Trust.

Ha: $\beta_1 \times \beta_7 \neq 0$. There is a positive and significant indirect effect of Brand Ambassador on Purchase Decisions through Brand Trust.

K. Hypothesis Results

After conducting the hypothesis test, the following conclusions can be summarized:

Table 18. Hypothesis Results

No.	Hypothesis	Description
1	Influencer Endorsement has a positive and significant effect on Brand Trust.	Accepted
2	Content Marketing has a positive and significant effect on Brand Trust.	Accepted
3	Brand Ambassador has a positive and significant effect on Brand Trust.	Accepted
4	Influencer Endorsement has a positive and significant effect on Purchase Decisions.	Accepted
5	Content Marketing has a positive and significant effect on Purchase Decisions.	Accepted
6	Brand Ambassador has a positive and significant effect on Purchase Decisions.	Accepted
7	Brand Trust has a positive and significant effect on Purchase Decisions.	Accepted
8	Influencer Endorsement has a positive and significant effect on Purchase Decisions through Brand Trust.	Accepted
9	Content Marketing has a positive and significant effect on Purchase Decisions through Brand Trust.	Accepted
10	Brand Ambassador has a positive and significant effect on Purchase Decisions through Brand Trust.	Accepted

Source: Data processed using SmartPLS version 4

DISCUSSION

Influencer Endorsement Brand Trust

The first hypothesis test revealed that Influencer Endorsement had a positive and significant effect on Brand Trust on Brand Trust for Broman_ID products in Surabaya, with a p-value of $0.008 < 0.05$ and a path coefficient of 0.316. This means that more effective influencer endorsement activities are associated with higher levels of consumer trust in Broman_ID. Influencers with credibility, expertise, and attractiveness can increase consumers' confidence in the quality and benefits of the product. The TCR results placed Influencer Endorsement in the Good category; therefore, the company should maintain the selection of credible influencers who match the target market. This finding is consistent with Evelyn et al. (2025) and Nopita et al. (2024), who stated that Influencer Endorsement can increase Brand Trust through authentic product information and recommendations trusted by consumers.

Content Marketing Brand Trust

Testing of the second hypothesis showed that Content Marketing had a positive and significant effect on Brand Trust, with a p-value of $0.007 < 0.05$ and a path coefficient of 0.240. The better the content presented by Broman_ID, the higher consumers' trust in the brand. Informative, relevant,



engaging, and consistent content helps consumers understand the benefits and quality of the product. Based on the TCR, Content Marketing was categorized as Good; therefore, content quality, creativity, educational value, and consistency should be continuously improved. This result is consistent with Saputra and Padmantyo (2024) and Hilmiyah et al. (2024), who stated that high-quality Content Marketing aligned with consumer needs can increase credibility and strengthen Brand Trust.

Brand Ambassador and Brand Trust

Testing of the third hypothesis showed that Brand Ambassador had a positive and significant effect on Brand Trust, with a p-value of $0.011 < 0.05$ and a path coefficient of 0.284. The better the Brand Ambassador's role in representing Broman_ID, the higher consumers' trust. A Brand Ambassador with a positive image, credibility, attractiveness, and fit with the product can create a positive perception of the brand. Based on the TCR, this variable was categorized as Good; therefore, the company should maintain the selection of Brand Ambassadors who match the characteristics of the target market.

Influencer Endorsement and Purchase Decisions

Testing of the fourth hypothesis showed that Influencer Endorsement had a positive and significant effect on Purchase Decisions, with a p-value of $0.012 < 0.05$ and a path coefficient of 0.121. More effective endorsement activities are associated with stronger purchase decisions among consumers regarding Broman_ID. Credible and attractive influencers who can communicate product information effectively can increase consumers' confidence to purchase. Based on the TCR, Influencer Endorsement was categorized as Good. This finding is consistent with Hilmiyah et al. (2024) and M. Nisa et al. (2025), who showed that marketing strategies using informative, relevant, and engaging content can increase attention and encourage purchase decisions.

Content Marketing and Purchase Decisions

Testing of the fifth hypothesis showed that Content Marketing had a positive and significant effect on Purchase Decisions, with a p-value of $0.005 < 0.05$ and a path coefficient of 0.357. Informative, relevant, engaging, and consistent content helps consumers understand the benefits and quality of the product, thereby encouraging purchases. Based on the TCR, Content Marketing was categorized as Good. Therefore, Broman_ID needs to maintain the creativity, consistency, and quality of its content. This result is consistent with Purwati and Cahyanti (2022) and Savira and Sutirman (2025), who stated that a credible Brand Ambassador can strengthen brand image and consumer trust, thereby encouraging purchase decisions.

Brand Ambassador and Purchase Decisions

Testing of the sixth hypothesis showed that Brand Ambassador had a positive and significant effect on Purchase Decisions, with a p-value of $0.015 < 0.05$ and a path coefficient of 0.282. The better the Brand Ambassador's role in promoting Broman_ID, the higher consumers' purchase decisions. A Brand Ambassador with credibility, attractiveness, and a positive image can improve consumer perceptions and interest in the product. Based on the TCR, this variable was categorized as Good; therefore, the selection of Brand Ambassadors appropriate for the target market should be maintained. This finding is consistent with Fausta and Nurtjahjani (2025) and Prawira and Warmika (2025), who emphasized the role of brand trust in increasing consumers' confidence to purchase.

Brand Trust and Purchase Decisions

Testing of the seventh hypothesis showed that Brand Trust had a positive and significant effect on Purchase Decisions, with a p-value of $0.018 < 0.05$ and a path coefficient of 0.181. The higher consumers' trust in Broman_ID, the higher their purchase decisions. Consumers tend to choose brands they believe can provide quality, benefits, and safety that meet their expectations. Based on the TCR, Brand Trust was categorized as Good. Broman_ID should maintain product quality, provide honest

information, and sustain good service. This finding is consistent with Dewi and Lasmi (2025) and Kuswoyo et al. (2025) regarding the role of trust in encouraging purchase decisions.

Influencer Endorsement, Brand Trust, and Purchase Decisions

Testing of the eighth hypothesis showed that Influencer Endorsement had a positive and significant effect on Purchase Decisions through Brand Trust, with a p-value of $0.042 < 0.05$ and a path coefficient of 0.057. This means that better endorsement activities can increase Brand Trust, which subsequently encourages purchase decisions. Based on the TCR, both Influencer Endorsement and Brand Trust were categorized as Good. Therefore, Broman_ID should maintain collaborations with credible influencers who match the target market. This finding is consistent with Dewi and Lasmi (2025) and Kuswoyo et al. (2025).

Content Marketing, Brand Trust, and Purchase Decisions

Testing of the ninth hypothesis showed that Content Marketing had a positive and significant effect on Purchase Decisions through Brand Trust, with a p-value of $0.005 < 0.05$ and a path coefficient of 0.043. The better the Content Marketing, the higher consumers' trust, which subsequently encourages purchase decisions. Based on the TCR, both Content Marketing and Brand Trust were categorized as Good. Therefore, Broman_ID should provide creative, informative, and consistent content. This finding is consistent with Firmansyah and Hargyatni (2025) and Prawira and Warmika (2025), who showed that Brand Trust can strengthen the effect of Content Marketing on purchase decisions.

Brand Ambassador, Brand Trust, and Purchase Decisions

Testing of the tenth hypothesis showed that Brand Ambassador had a positive and significant effect on Purchase Decisions through Brand Trust, with a p-value of $0.020 < 0.05$ and a path coefficient of 0.051. The better the role of the Brand Ambassador, the higher consumers' trust in Broman_ID, thereby encouraging purchase decisions. Based on the TCR, both Brand Ambassador and Brand Trust were categorized as Good. Broman_ID should select Brand Ambassadors who are credible, have a positive image, and fit the target market. This finding is consistent with Yunus et al. (2025) and Sari and Pratama (2024), who stated that Brand Trust can strengthen the effect of Brand Ambassador on purchase decisions.

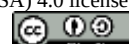
Conclusion

This study shows that Influencer Endorsement, Content Marketing, and Brand Ambassador have positive and significant effects on Brand Trust and Purchase Decisions for Broman_ID products in Surabaya. In addition, Brand Trust has a positive and significant effect on Purchase Decisions and mediates the effects of the three marketing strategies on Purchase Decisions. All research hypotheses were accepted, confirming that marketing strategies involving influencers, content, and Brand Ambassadors can build consumer trust while encouraging purchase decisions. The main limitation of the study is the respondent coverage, which focuses on Broman_ID consumers in Surabaya; therefore, the findings cannot yet represent consumer conditions in broader geographical areas.

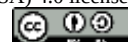
Practically, Broman_ID should maintain and increase the use of credible influencers who fit the target market, provide informative, creative, and consistent Content Marketing, and select Brand Ambassadors with positive images who are relevant to consumer characteristics. These strategies are important for maintaining Brand Trust, which ultimately can increase Purchase Decisions. Future studies are recommended to expand the research area, involve respondents with more diverse characteristics, and consider other variables related to digital marketing strategies and consumer behavior to provide a more comprehensive understanding of the factors influencing Purchase Decisions for men's skincare products.

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