



**ANALYSIS OF THE EFFECT OF BEAUTY PRODUCT MARKETING MIX
ON BUYING INTEREST WITH THE USE OF SOUTH KOREAN CELEBRITY
BRAND AMBASSADORS AS A MODERATION VARIABLE**

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Abstract

In the highly competitive beauty product industry, companies are required to implement innovative and relevant marketing strategies to maintain and increase consumer buying interest. Recent phenomena indicate that marketing mix elements (product, price, place, and promotion) are often underutilized or focused too narrowly on a single aspect. Meanwhile, the use of brand ambassadors, particularly South Korean celebrities, has become a dominant trend, believed to build emotional appeal and enhance positive consumer perceptions. This study aims to analyze the influence of the marketing mix and brand ambassadors on buying interest, as well as examine the moderating role of brand ambassadors in this relationship. This research adopts a quantitative associative approach, using questionnaires distributed to consumers exposed to brand ambassador promotional campaigns. Data analysis was conducted using multiple linear regression and moderated regression analysis. The results indicate that both the marketing mix and brand ambassadors have a positive and significant effect on consumer buying interest. However, the role of brand ambassadors as a moderating variable in strengthening the relationship between the marketing mix and buying interest was not consistently significant. These findings emphasize the importance of an integrated marketing strategy that not only leverages the popularity of brand ambassadors but also optimizes all

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elements of the marketing mix in a way that is appealing, educational, and aligned with contemporary consumer needs.

Keywords: Marketing Mix, Brand Ambassador, Buying Interest



INTRODUCTION

The health and beauty trend reflects the increasingly close relationship between skin health and an overall healthy lifestyle. This shift in perception positions healthy skin as an integral component of individual well-being, thereby driving demand for products that are not only aesthetic in nature but also contribute to comprehensive skin health (Icha et al., 2023). As this trend evolves, consumers have become more selective, seeking products that not only enhance appearance but also provide functional benefits for skin condition.

The growing interest in skincare products aligns with the widespread use of decorative cosmetics. Technological advancements and innovation in active cosmetic ingredients have enabled consumers to tailor product choices to their skin types, personal preferences, and specific functional needs (Farrel et al., 2022). This indicates a significant evolution in consumer behavior, which increasingly emphasizes product quality and safety.

Trade liberalization has facilitated the proliferation of foreign cosmetic brands in domestic markets. High consumer demand, especially among women, has elevated cosmetics to a primary necessity in supporting physical appearance (Maryam, 2024). In Indonesia, the cosmetics industry has experienced significant growth, largely driven by imported products, particularly from South Korea. The strong consumer preference for Korean products reflects a high level of purchase interest in international cosmetics (Jenia, 2021).

Several factors influence consumers' purchase interest in beauty products, including self-expression, product accessibility, social media influence, and sociocultural shifts (Sibuea et al, 2022). Beauty products are no longer merely tools to fulfill aesthetic needs but have become instruments for enhancing self-



confidence and personal creativity (Verawaty et al., 2022). In response to these dynamics, companies must implement a comprehensive marketing mix strategy.

In marketing, product strategy serves as a key component that influences other elements of the marketing mix, including pricing, distribution, and promotion (Yuli et al., 2023). Product quality is the foremost consideration for consumers, especially with the rising awareness and knowledge of product ingredients. The growing variety of beauty products represents a strategic response to consumer selectiveness in aligning products with individual needs and preferences (Rahayu et al., 2024).

South Korean beauty products have successfully dominated the domestic market, supported by their reputation for quality and efficacy. According to e-commerce sales data, brands such as Innisfree, Cosrx, Some By Mi, and Nacific recorded the highest sales figures, despite relatively higher price points. This demonstrates consumers' willingness to pay a premium for products that meet their expectations.

Competitive pricing remains a challenge, particularly in attracting price-sensitive consumers (Isbahi, 2023). Sales location, whether online or offline, also influences purchasing decisions. In the digital era, online channels are increasingly favored for their efficiency, though some consumers still prefer in-store purchases to ensure product compatibility with their skin conditions (Elvera, 2020).

Social media promotion has proven to be a highly effective strategy for increasing purchase interest. Digital platforms facilitate direct interaction between consumers and brands, extend promotional reach, and enable the formation of consumer communities. Influencers and celebrities are frequently



appointed as brand ambassadors to enhance brand identity and build emotional connections with consumers (Fitriana & Amelia, 2024).

The use of Korean celebrities as brand ambassadors exerts a significant influence in shaping consumer perceptions of beauty products. Their popularity, positive public image, and strong emotional bond with fans serve as catalysts in the purchasing decision-making process (Abna & Kepi, 2024). In the context of popular culture, the K-pop phenomenon has created powerful consumption trends among Indonesian youth (Anisa & Zakiyah, 2021). Products associated with K-pop idols are perceived as embodiments of ideal beauty standards, motivating consumers to emulate the lifestyle and appearance of their idols (Daniel & Nur, 2022).

A survey conducted by the Katadata Insight Center (2022) found that brands such as Scarlett, Nature Republic, Somethinc, Innisfree, and Whitelab demonstrated high brand recall when associated with Korean celebrities such as Song Joongki, Twice, NCT, Yoona, Sehun, and Lee Min-ho. This supports the effectiveness of celebrity endorsements in influencing consumer purchase interest through symbolic associations with beauty standards.

Based on these phenomena, this study aims to analyze the influence of the marketing mix strategy on purchase interest in beauty products, using Korean celebrity brand ambassadors as a moderating variable. The primary focus of the study is to evaluate the extent to which marketing mix elements (product, price, place, promotion) influence buying interest, and how the presence of brand ambassadors strengthens this relationship.



LITERATURE REVIEW

Understanding Marketing Mix (Narrative Form)

The concept of the marketing mix is fundamental in the development of a company's marketing strategy. According to Kotler and Armstrong (2019), the marketing mix refers to a set of marketing tools that companies use to achieve their objectives within a target market. Supporting this, Alma (2021) emphasizes the marketing mix as a strategic combination of marketing activities aimed at producing optimal results. From these expert opinions, it can be concluded that the marketing mix serves as a powerful tool that, when properly managed, can significantly shape consumer responses.

The marketing mix is not only a guide for implementing marketing strategies but also a framework for creating valuable customer experiences. Hintze (2015) adds that the marketing mix comprises key variables that assist companies in achieving marketing objectives, which include product, price, place, and promotion. By skillfully combining these variables, businesses can influence consumers' purchasing behavior and establish a competitive advantage. This requires an integration of competencies and resources to ensure an effective marketing execution.

Marketing Mix Dimensions and Indicators (Narrative Form)

Kotler and Armstrong (2020) explain that the marketing mix includes four essential components: product, price, place, and promotion. Each element is designed to elicit a desired response from the target market.

The product component refers to anything offered to the market to satisfy consumer needs or desires. Product quality is crucial, as it directly impacts customer satisfaction and brand loyalty. Standardization is essential to ensure



the product consistently meets quality expectations. The brand reflects consumer perception and encapsulates their experiences and expectations, while services enhance the customer experience, especially through after-sales support.

Price is a vital factor that determines a product's success in the market. Companies must understand how pricing influences consumer perception and demand. Setting a competitive price helps attract price-sensitive consumers, while a strategic discount policy can drive sales volume and improve market share.

The place, or distribution strategy, involves decisions about where and how products are sold. It includes both physical retail locations and online platforms. Ensuring product availability in the right channels enhances customer convenience and satisfaction.

Lastly, promotion involves all activities used to communicate with the market to increase awareness and drive sales. Digital advertising enables companies to reach targeted audiences efficiently, while sales promotions, such as discounts or loyalty programs, encourage immediate purchase and repeat business.

Understanding Brand Ambassadors (Narrative Form)

A brand ambassador plays a strategic role in bridging the connection between a brand and its consumers. According to Kertamukti (2015), a brand ambassador is typically a well-known public figure or celebrity whose personal image supports a brand's positioning. This partnership often results in a strong alignment, particularly when the celebrity has a relevant connection to the product category.



Kotler and Keller (2016) define a brand ambassador as a spokesperson chosen for their appealing personality or popularity, capable of capturing public attention and creating lasting impressions. The ambassador not only represents the brand but also builds emotional associations through their personal image. Celebrities with large followings can generate trust and interest in the product among their fanbase, leading to increased consumer engagement and purchasing behavior.

Andrews and Shimp (2017) further explain that a brand ambassador is chosen to influence consumer interest, often due to their credibility and image in the public eye. Their endorsement can significantly impact consumer decisions. Ningrum (2011) emphasizes that brand ambassadors enhance the appeal of advertisements by adding persuasive power to promotional messages, while Greenwood (2012) sees them as facilitators of both local and global marketing activities.

In summary, a brand ambassador is an influential figure representing a brand to build awareness, influence consumer perceptions, and stimulate sales. Their personal traits, credibility, and popularity help companies create emotional bonds with consumers, which is crucial in today's competitive market landscape.

Brand Ambassador Dimensions and Indicators (Narrative Form)

To measure the effectiveness of a brand ambassador, specific dimensions and indicators are required. According to Kertamukti (2015), the VisCap model identifies four main dimensions: visibility, credibility, attraction, and power.

Visibility refers to the extent of a celebrity's popularity. It can be assessed through their popularity reflected in the size and engagement of their audience



and the frequency of their appearances, which contributes to brand exposure and recognition.

Credibility is a measure of how trustworthy and reliable the ambassador is perceived to be. It includes their reputation, which reflects public perception of their personal and professional life, and trustworthiness, which concerns their honesty and integrity as seen by the audience.

Attraction is a critical factor influencing message acceptance. This includes both physical attractiveness, such as appearance and style, and personality appeal, which relates to character traits that resonate with the audience.

Power is the ambassador's ability to influence purchasing behavior. This involves their persuasion ability, which reflects how effectively they can motivate consumers to try or buy the product, and the extent to which they increase consumer interest in the brand they represent.

These dimensions are crucial for evaluating how brand ambassadors contribute to a company's marketing objectives, particularly in building emotional engagement and stimulating consumer loyalty through symbolic association.

Buying Interest

Buying interest is a form of consumer behavior that reflects how likely someone is to purchase a product or service. According to Kotler and Keller (2016), buying interest indicates the probability that consumers will purchase a particular brand or switch from one brand to another. When the perceived benefits outweigh the sacrifices, the motivation to buy becomes stronger. Consumers who show buying interest are considered potential buyers—those who have not yet made a purchase but have the potential to do so in the future.



Mardiani (2018) describes buying interest as a consumer's desire to buy or choose a product, which is influenced by previous experiences in selecting, using, or desiring a product.

To measure buying interest, Kotler (2014) introduced the AIDA model, which includes four stages: Awareness, Interest, Desire, and Action. The first stage, awareness, is when consumers become aware of a product. At this stage, marketers introduce the product and provide various information to capture attention. Visibility, uniqueness, and the ability to spark curiosity are essential elements that help create awareness.

The second stage is *interest*, where advertisements and promotions are designed to generate curiosity and engagement. This involves encouraging the audience to seek more information, offering informative content, and creating emotional connections between the product and the consumer.

The third stage, *desire*, involves shaping the consumer's desire to own the product. Marketers achieve this by highlighting product appeal, perceived value, and building brand trust. It is at this point that consumers begin to see the product as something they want to possess.

The final stage is action, where the consumer is ready to take steps toward making a purchase. Effective marketing at this stage includes a strong call-to-action (CTA) and ensures that the process of buying or signing up is simple and convenient. The ease of taking action and the effectiveness of the CTA significantly influence whether consumers follow through with their buying interests.



RESEARCH METHOD

This study adopts a quantitative approach with a causal associative design. The main objective is to examine the causal relationship between variables. This method allows the researcher to analyze the influence of independent variables on dependent variables through numerical data processing and statistical analysis. The research involves three variables: the Marketing Mix (X1) as the independent variable, Brand Ambassador (X2) as the moderating variable, and Buying interest (Y) as the dependent variable.

The research was conducted within the K-POP fan community in Medan City, considered relevant due to their strong engagement with beauty trends on social media. The study took place from January to March 2025. The population of this study comprises beauty product users who are active on Instagram and TikTok and are members of the K-POP community in Medan.

The sampling technique used is probability sampling with a simple random sampling method. The number of respondents was determined using Hair et al.'s (2017) formula, which suggests a minimum of 10 times the number of indicators used. With 27 indicators, the required sample size was set at 270 respondents.

The type of data used in this research is quantitative data, obtained through primary sources in the form of questionnaires. The questionnaire consisted of closed-ended statements assessed using a four-point Likert scale (strongly agree to strongly disagree), excluding a neutral option to encourage respondents to give clear, definitive answers.

Data collection was conducted primarily through questionnaires. This method is efficient when researchers are clear about the variables being



measured. The Likert scale used in this study employs four levels, intentionally omitting the neutral option to reduce ambiguity and obtain more decisive responses from participants.

Data analysis was performed using SmartPLS software. The analysis included descriptive statistical analysis, measurement model evaluation (outer model), structural model evaluation (inner model), and hypothesis testing. The outer model assessed the validity and reliability of indicators using loading factors, Average Variance Extracted (AVE), Cronbach's Alpha, and composite reliability. The inner model evaluated the relationships among variables using indicators such as Variance Inflation Factor (VIF), R-square, Q-square, and path coefficients. A model is considered a good fit if the SRMR is less than 0.08 and the Q-square value is greater than 0.

Hypothesis testing was conducted by analyzing the t-statistics and p-values. A hypothesis is accepted if the t-statistic is greater than 1.96 and the p-value is less than 0.05 at a 5% significance level.

RESULTS AND DISCUSSION

History of Establishment and Early Development

The company was started on August 29, 2019, utilizing Instagram social media and the Shopee e-commerce platform as the main means of marketing and sales. In the early stages, business activities were carried out online, in line with the trend of digitalization and the increasing use of social media among the public. It was only on May 7, 2020, that the company opened its first offline store, as a form of business development to reach consumers directly and strengthen interactions between brands and customers.



The company is a Commanditaire Vennootschap (CV) and was founded by Susanna Br Ritonga and Hari Ritonga. The CV legal entity provides flexibility in business management, and allows for flexible division of roles and responsibilities between the founders. Over time, the company has shown rapid growth, with the number of employees currently reaching around 100 people. This number reflects a fairly large operational scale for a company that is still relatively young.

The main product offered is skincare, with an even focus on various types of skincare without setting one product as the main flagship. This shows that the company is implementing a product diversification strategy to be able to meet the various needs and preferences of consumers. The main target market is female consumers aged 18–30 years, who are known as a group that is very concerned about appearance, follows beauty trends, and is active on social media.

In maintaining product quality, the company chooses to work with official distributors, which guarantee the legality and quality of the products marketed. This is an important strategy in building consumer trust, especially amidst the rampant circulation of illegal skincare products or those without distribution permits that are disturbing the public.

The company's marketing strategy is focused on creative content on the Instagram and TikTok platforms. Through this approach, the company not only promotes products but also builds brand awareness and engagement with the audience. Social media is the main means of forming a brand image and bringing products closer to consumers through storytelling, testimonials, reviews, and education about skin care.



To support sales, the company uses a multi-channel system, namely through offline stores, marketplaces such as Shopee, and direct transactions through Instagram. This approach allows consumers to choose the way of shopping that best suits their preferences, while expanding the company's market reach geographically.

Overall, the use of social media plays a very important role in shaping the growth of this company's business. Social media is not only a marketing tool, but also a two-way communication medium between the company and its consumers. By utilizing digital trends to the fullest, the company is able to build strong relationships with the target market and show promising growth in a relatively short time.

Descriptive Statistics of Research Variables

In the descriptive statistics section of the research variables, data is presented in the form of frequency distribution and percentage for each variable, namely marketing mix, brand ambassador, and purchase interest. This presentation aims to provide an overview of how respondents respond to each variable studied.

The measurement of marketing mix variables was conducted through nine statements designed to assess important elements in marketing strategy, such as product, price, promotion, and distribution. The brand ambassador variable was evaluated using eight statements that observed respondents' perceptions of the role of South Korean celebrities as brand representatives and their influence on product image. Meanwhile, the buying interest variable was measured through eleven statements that



identified the level of consumer desire, interest, and tendency to purchase beauty products.

All of these instruments are presented in the form of a questionnaire that has been distributed to 110 participants who are users of beauty products and have been exposed to promotional campaigns with South Korean celebrity brand ambassadors. The data collected is used to obtain a comprehensive understanding of the relationship between variables in the context of beauty product marketing.

Table 1.
Distribution of Brand Ambassador Respondents' Assessments (X1)

| Statement | Brand Ambassador Variables | | | | | | | | | | Average |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|-----|----|------|----|------|----|------|-------|-----|---------|
| | 1 | | 2 | | 3 | | 4 | | Total | | |
| | f | % | f | % | f | % | f | % | f | % | |
| Seventeen's Mingyu is so popular that he has the ability to reach audiences outside his country as a Brand Ambassador. | 1 | 9 | 4 | 3.6 | 42 | 38.2 | 63 | 57.3 | 110 | 100 | 3,518 |
| As a brand ambassador, Seventeen's Mingyu has a charm that matches the beauty products he stars in. | 1 | 9 | 2 | 1.8 | 44 | 40 | 63 | 57.3 | 110 | 100 | 3,536 |
| My favorite celebrity's reputation is so good that he/she is worthy of being a Brand Ambassador for a brand. | 1 | 9 | 3 | 2.7 | 50 | 45.5 | 56 | 50.9 | 110 | 100 | 3,463 |
| I really believe in the products starring Mingyu Seventeen so much that it influences my loyalty to the beauty brand (innisfree) that he stars in while being a brand ambassador. | 5 | 4.5 | 16 | 14.5 | 46 | 41.8 | 43 | 39.1 | 110 | 100 | 3,154 |
| Mingyu Seventeen as a brand ambassador has relevant visuals and supports the excellence of the beauty products he stars in. | 1 | 9 | 4 | 3.6 | 42 | 38.2 | 63 | 57.3 | 110 | 100 | 3,518 |
| I am interested in a product because the Brand Ambassador has good traits and characteristics. | 4 | 3.6 | 15 | 13.6 | 42 | 38.2 | 49 | 44.5 | 110 | 100 | 3,236 |
| Brand Ambassador successfully persuaded me to buy a product starring Seventeen's Mingyu | 6 | 5.5 | 16 | 14.5 | 48 | 43.6 | 40 | 36.4 | 110 | 100 | 3,109 |
| The promotional strategy of the Brand Ambassador was able to increase my interest in the product starring Mingyu Seventeen | 5 | 4.4 | 11 | 10 | 54 | 49.1 | 40 | 36.4 | 110 | 100 | 3,127 |
| Average | | | | | | | | | | | 3,333 |

Based on the results of descriptive analysis of the brand ambassador variable, it can be concluded that in general respondents have a positive perception of the use of South Korean celebrities as brand ambassadors in beauty product promotions. This assessment was obtained from eight statements submitted to 110 participants, with an average overall score of 3,333, indicating a fairly high level of agreement on the effectiveness of the role of brand



ambassadors.

Respondents gave the highest appreciation to the charm and visuals of celebrities who were considered to be in accordance with the character of the beauty products they promote. This is reflected in statements such as "My favorite celebrity has a charm that matches the beauty product they star in" and "Seventeen's Mingyu has relevant and supportive visuals." Superiority product beauty", Which each obtained the highest average scores of 3,536 and 3,518. In addition, the popularity of South Korean celebrities that reach a wide audience is also considered a major force in building brand image and appeal. However, the role of brand ambassadors in directly influencing purchasing decisions is considered not too strong. Several statements related to the influence of celebrities on loyalty, purchases, and increasing interest only received an average score of below 3.2, such as the statement "Brand ambassadors managed to persuade me to buy products starring Mingyu Seventeen" which only received a score of 3,109. This shows that although celebrities are able to form positive perceptions and increase initial interest, they are not always the deciding factor in the final purchasing process.

Thus, it can be concluded that brand ambassadors have an important role in building image and emotional appeal to products, but to maximize their impact on consumer purchasing interest, a more comprehensive and integrated marketing strategy is needed.



Table 2.
Distribution of Respondents' Assessment of the Marketing Mix (X2)

| Statement | Marketing Mix Variables | | | | | | | | | | Average |
|-------------------------------------------------------------------------------------------------------|-------------------------|-----|----|------|----|------|----|------|-------|-----|---------|
| | 1 | | 2 | | 3 | | 4 | | Total | | |
| | f | % | f | % | f | % | f | % | f | % | |
| The products offered have a quality that meets expectations. | - | - | 8 | 7.3 | 57 | 51.8 | 45 | 40.9 | 110 | 100 | 3.336 |
| The brands offered provide products that suit my needs. | 1 | 9 | 7 | 6.4 | 63 | 57.3 | 39 | 35.5 | 110 | 100 | 3.272 |
| When you want to choose a product, the information provided by the service is very clear and helpful. | 1 | 9 | 1 | 9 | 58 | 52.7 | 50 | 45.5 | 110 | 100 | 3.427 |
| The price of the product offered is comparable to the quality offered. | 1 | 9 | 8 | 7.3 | 53 | 48.2 | 48 | 43.6 | 110 | 100 | 3.345 |
| I am more interested in buying the product because of the discount offered. | 1 | 9 | 21 | 19.1 | 31 | 28.2 | 57 | 51.8 | 110 | 100 | 3.309 |
| The online sales platform used is easy to access and use | 2 | 1.8 | 4 | 3.6 | 44 | 40 | 60 | 54.5 | 110 | 100 | 3.472 |
| The store layout makes it easy for me to find the products I'm looking for. | 2 | 1.8 | 3 | 2.7 | 47 | 42.7 | 58 | 52.7 | 110 | 100 | 3.463 |
| Digital advertising influences my interest in purchasing the product | 2 | 1.8 | 9 | 8.2 | 47 | 42.7 | 52 | 47.3 | 110 | 100 | 3.354 |
| Promotional offers such as discounts, cashback or gifts really interest me. | 1 | 9 | 6 | 5.5 | 42 | 38.2 | 61 | 55.5 | 110 | 100 | 3.481 |
| Average | | | | | | | | | | | 3.384 |

Based on the results of descriptive analysis of the marketing mix variables, an average overall score of 3,384 was obtained, indicating that respondents' perceptions of the marketing strategies of the beauty products studied were positive and quite effective. This variable was measured through nine statements covering the main elements in the marketing mix, namely product, price, promotion, and distribution.

Respondents gave the highest rating to the promotional offer aspect, especially discounts, cashback, and gifts, with an average score of 3,481, indicating that this type of promotional strategy is very attractive to them and their buying interest. The aspect of ease of access to online platforms also received a high score (3,472), indicating that the availability and convenience of making digital purchases are important factors in consumer decisions.

In addition, the store layout and clarity of service information factors also received high scores of 3,463 and 3,427 respectively, indicating that the service aspect and ease of finding products also support consumer satisfaction in the purchasing process.

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On the other hand, although the scores generally remain in the high category, there are several aspects that have slightly lower values, such as brand suitability to consumer needs (3.272) and perception of product quality (3.336). Nevertheless, these values remain in the range that indicates a tendency for respondents to agree.

Overall, these results illustrate that the marketing mix implemented by the company has been quite effective in shaping consumer purchasing interest, especially through attractive promotions and easy digital access. However, the company still needs to maintain and improve aspects of product quality and brand suitability with market needs in order to strengthen competitiveness in a competitive market.

Table 3. Distribution of Respondents' Assessment of Purchase Interest (Y1)

Table with 12 columns: Statement, 1 (f, %), 2 (f, %), 3 (f, %), 4 (f, %), Total (f, %), and Average. It contains 12 rows of statements related to purchase interest in beauty products, with corresponding frequency and percentage data for each of the four Likert scale points.

Based on the results of descriptive analysis of the purchase interest variable, the overall average value was obtained at 3,327. These results indicate that in general, respondents' purchase interest in beauty products (cosmetics and skincare) is relatively high, although there are variations in assessments between statements.



The statement with the highest score was "Before I buy a beauty product (innisfree), I will find out information about the product" with an average of 3,736, indicating that the majority of respondents have a strong tendency to search for information first before making a purchase. This indicates rational and careful consumer behavior in making purchasing decisions.

Followed by the statement "With the existence of advertisements or promotions, I understand the information about the beauty products (innisfree) that I want to buy" (3,627) and "I am interested in buying beauty products after knowing the advantages and benefits of the product" (3,590). These two statements show that the availability of clear information through advertisements and promotions is an important factor in shaping consumer beliefs and purchasing interest.

Another statement that also received a high score was "Online/offline purchasing of the product is very easy so I am interested in buying" with a score of 3,481, which shows that easy access to purchases also supports the formation of consumer purchasing interest.

However, some statements scored lower, such as "I am more interested in products that have unique promotional strategies" (3.163) and "The persuasion in advertising makes me believe that the product can deliver the desired results" (3.181). This suggests that while unique promotions or persuasion in advertising are appealing, consumers seem to trust more in concrete information about the product's benefits than in merely emotional or persuasive approaches in advertising.

Overall, these results indicate that purchasing interest in beauty products is predominantly influenced by product information factors, clarity of promotion,



ease of access, and perceptions of product benefits. Therefore, companies are advised to continue to strengthen their communication strategies by providing educational, transparent, and easily accessible information to encourage increased consumer purchasing interest.

SEM-PLS analysis

In data processing with the Partial Least Square (PLS) approach, there are two main steps that must be taken to assess the feasibility of the research model.

The first step is to determine the number of components or dimensions to be analyzed, with the aim of forming an optimal model structure. The second step involves assessing the extent to which the model is able to predict the dependent variable accurately and consistently, so that it can assess the feasibility of the model in producing reliable research conclusions.

Measurement Model Testing (Outer Model)

In the analysis using SmartPLS 4.0, there are three main indicators used to evaluate the quality of the measurement model (outer model), namely Convergent Validity, Discriminant Validity, and Composite Reliability. These three indicators play an important role in ensuring that each indicator in the model is able to represent the intended construct validly and reliably.

a. Convergent Validity

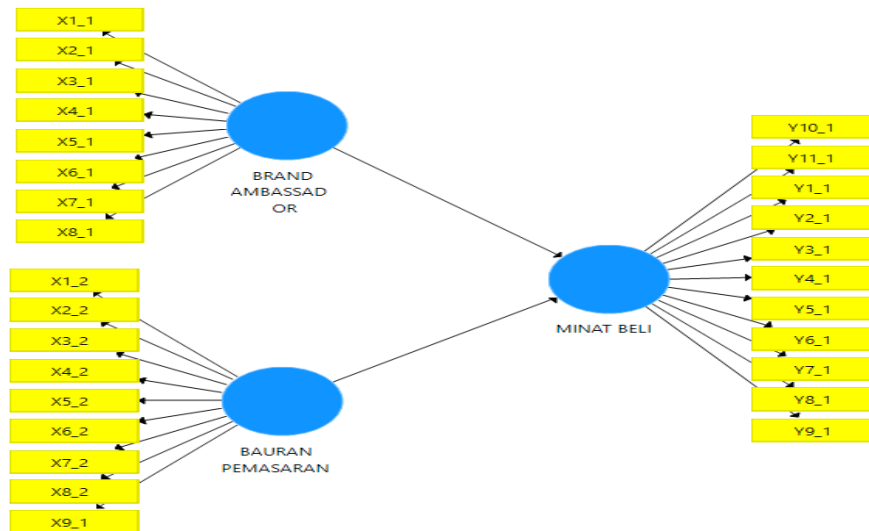
Convergent Validity refers to the extent to which reflective indicators consistently measure the same construct. The test is carried out by assessing the correlation between each indicator and the related construct score. Based on Ghozali's opinion (2018), reflective indicators are considered valid if they have a correlation value above 0.70 against the measured construct. The higher this



correlation, the better the level of convergent validity achieved. High convergent validity indicates that the indicators accurately and consistently describe the construct, thereby increasing confidence in the research results.

Table 1.
Outer Loadings Values (Means of Model)

| | Marketing Mix | Brand Ambassador | Buying Interest |
|-------|---------------|------------------|-----------------|
| X1_1 | | 0.181 | |
| X1_2 | 0.125 | | |
| X2_1 | | 0.184 | |
| X2_2 | 0.151 | | |
| X3_1 | | 0.177 | |
| X3_2 | 0.153 | | |
| X4_1 | | 0.135 | |
| X4_2 | 0.144 | | |
| X5_1 | | 0.158 | |
| X5_2 | 0.122 | | |
| X6_1 | | 0.140 | |
| X6_2 | 0.177 | | |
| X7_1 | | 0.152 | |
| X7_2 | 0.165 | | |
| X8_1 | | 0.148 | |
| X8_2 | 0.188 | | |
| X9_1 | 0.140 | | |
| Y10_1 | | | 0.126 |
| Y11_1 | | | 0.138 |
| Y1_1 | | | 0.130 |
| Y2_1 | | | 0.110 |
| Y3_1 | | | 0.121 |
| Y4_1 | | | 0.097 |
| Y5_1 | | | 0.121 |
| Y6_1 | | | 0.129 |
| Y7_1 | | | 0.099 |
| Y8_1 | | | 0.122 |
| Y9_1 | | | 0.137 |

**Figure 1.****Path Diagram Based on Factor Loading Values**

The results of external model testing aimed at measuring the relationship between constructs and indicators indicate that convergent validity has not been fully met. This is based on the results of the outer loading obtained, where the majority of values are below the minimum threshold of 0.7 which is commonly used to state the convergence of indicators to their constructs. For example, the indicators in the Marketing Mix, Brand Ambassador, and Purchase Interest constructs show loading values ranging from 0.097 to 0.188. These values reflect the low contribution of each indicator in representing the intended construct. Therefore, it can be concluded that these indicators are not yet convergently valid and it is necessary to evaluate or improve the measurement instrument before proceeding to further hypothesis testing.

b. Discriminant Validity

Discriminant validity was tested using the Cross Loading method, with the principle that an indicator should have the highest correlation to the construct



where it is located compared to other constructs. However, based on the outer loading value obtained, there is no dominant correlation between the indicators and their respective constructs. For example, the indicator loading value for the Brand Ambassador and Purchase Interest constructs is relatively low and does not show a significant difference when compared to other constructs. This indicates that discriminant validity has not been achieved optimally, because the indicator does not exclusively represent the intended construct. Thus, a revision of the indicators or even the model structure is needed in order to strengthen the uniqueness and specificity of each construct.

Table 2.
Discriminant Validity Value (Cross Loading)

| | MARKETING MIX | BRAND AMBASSADOR | BUYING INTEREST |
|--------------|----------------------|-----------------------------|----------------------------|
| X1_1 | 0.705 | 0.796 | 0.709 |
| X1_2 | 0.682 | 0.463 | 0.494 |
| X2_1 | 0.637 | 0.811 | 0.721 |
| X2_2 | 0.732 | 0.543 | 0.597 |
| X3_1 | 0.672 | 0.797 | 0.694 |
| X3_2 | 0.731 | 0.527 | 0.605 |
| X4_1 | 0.556 | 0.743 | 0.530 |
| X4_2 | 0.728 | 0.571 | 0.570 |
| X5_1 | 0.612 | 0.772 | 0.619 |
| X5_2 | 0.579 | 0.534 | 0.480 |
| X6_1 | 0.555 | 0.699 | 0.548 |
| X6_2 | 0.807 | 0.574 | 0.698 |
| X7_1 | 0.599 | 0.818 | 0.594 |
| X7_2 | 0.797 | 0.675 | 0.650 |
| X8_1 | 0.584 | 0.812 | 0.581 |
| X8_2 | 0.785 | 0.695 | 0.744 |
| X9_1 | 0.675 | 0.568 | 0.553 |
| Y10_1 | 0.616 | 0.664 | 0.711 |
| Y11_1 | 0.728 | 0.659 | 0.744 |



| | | | |
|------|-------|-------|-------|
| Y1_1 | 0.641 | 0.679 | 0.805 |
| Y2_1 | 0.595 | 0.503 | 0.713 |
| Y3_1 | 0.625 | 0.585 | 0.799 |
| Y4_1 | 0.507 | 0.466 | 0.645 |
| Y5_1 | 0.610 | 0.612 | 0.796 |
| Y6_1 | 0.642 | 0.663 | 0.814 |
| Y7_1 | 0.531 | 0.455 | 0.706 |
| Y8_1 | 0.614 | 0.620 | 0.722 |
| Y9_1 | 0.709 | 0.670 | 0.770 |

Source: Primary Data Processed 2025

The results of the Cross Loading analysis show that each indicator has a higher correlation to the construct where it is located compared to other constructs. This indicates that the discriminant validity in this model has been met well.

In the Marketing Mix construct, indicators such as X6_2 (0.807), X8_2 (0.785), and X7_2 (0.797) show the highest correlation to the construct, compared to their correlation to the Brand Ambassador and Purchase Interest constructs. This shows that these indicators consistently reflect the Marketing Mix construct accurately.

For the Brand Ambassador construct, indicators X2_1 (0.811), X8_1 (0.812), and X7_1 (0.818) show the highest correlation values for this construct. The correlations of these indicators to other constructs are at a lower level, strengthening the evidence of the discriminant validity of the Brand Ambassador construct.

Meanwhile, in the Purchase Interest construct, indicators such as Y6_1 (0.814), Y1_1 (0.805), and Y3_1 (0.799) show the highest correlation to this construct compared to other constructs. This strengthens the validity of the



indicators in representing the Purchase Interest construct specifically and consistently.

Overall, this correlation pattern shows that each indicator is able to reflect the construct it measures clearly and distinguish it from other constructs. Thus, this model has met the criteria for discriminant validity based on the Cross Loading analysis.

The next evaluation step is to use the Fornell and Larcker approach, which compares the square root of AVE with the correlation between constructs. If the AVE root value is higher than the correlation between constructs, then the discriminant validity can be said to be met as a whole. The data is presented in Table 3 as a basis for further evaluation.

Table 3.
Discriminant Validity Fornell-Larcker Criterion

| | Marketing Mix | Brand Ambassador | Buying Interest |
|-------------------------|----------------------|-------------------------|------------------------|
| Marketing Mix | 0.727 | | |
| Brand Ambassador | 0.792 | 0.782 | |
| Buying Interest | 0.834 | 0.807 | 0.749 |

Source: Primary Data Processed 2025

The analysis result table shows the relationship between constructs in the research model based on the Fornell and Larcker approach. In this method, the diagonal value (square root of AVE) is compared with the correlation between other constructs to assess discriminant validity.

The Marketing Mix construct has an AVE square root value of 0.727, which is higher than its correlation with the Brand Ambassador construct (0.792) and Buying interest (0.834). Although the correlation with other constructs is quite



high, the AVE square root value still shows that this construct has a fairly good conceptual separation.

The Brand Ambassador construct shows an AVE square root value of 0.782, which is also higher than its correlation with Buying interest (0.807) and with Marketing Mix (0.792). This indicates that this construct has adequate discriminant validity, although the margin of difference is small.

Meanwhile, the Purchase Interest construct has the highest AVE square root of 0.749, which is greater than its correlation to Brand Ambassador (0.807) and Marketing Mix (0.834). Although there is a close correlation value with other constructs, in general the discriminant validity of this construct is still met.

Overall, although some correlations between constructs are quite high, the AVE value of each construct is still above the correlation value between the constructs. This indicates that the constructs in the model can still be distinguished conceptually, so that the discriminant validity can be stated as quite feasible.

c. Composite Reliability

In addition to testing validity, the evaluation process in the measurement model also includes reliability analysis to assess the extent to which a construct can be measured accurately, consistently, and reliably. The purpose of the reliability test is to ensure that the instrument used is able to provide stable measurement results over time. In the Partial Least Square Structural Equation Modeling (PLS-SEM) approach supported by SmartPLS 4.0 software, the reliability of constructs with reflective indicators can be analyzed through two main measures, namely Cronbach's Alpha and Composite Reliability. Based on Ghazali's opinion (2018), a construct is considered reliable if both values exceed



the threshold of 0.70. The higher the value, the more reliable it is that the indicators used consistently represent the intended construct. The results of the calculation of the Composite Reliability value of each construct in this study are shown in Table 4.

Table 4.
Composite Reliability and Cronbach's Alpha Values

| | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|------------------|------------------|-------|-----------------------|----------------------------------|
| MARKETING MIX | 0.887 | 0.896 | 0.909 | 0.529 |
| BRAND AMBASSADOR | 0.909 | 0.914 | 0.926 | 0.611 |
| BUYING INTEREST | 0.921 | 0.925 | 0.933 | 0.562 |

Source: Primary Data Processed 2025

Based on the results of reliability and construct validity testing, it was found that all variables in this study have met the minimum criteria required, both in terms of reliability and convergent validity.

For the Marketing Mix construct, the Cronbach's Alpha value is 0.887, rho_A is 0.896, Composite Reliability is 0.909, and Average Variance Extracted (AVE) is 0.529. All of these values indicate that the construct has adequate internal consistency and convergent validity, because it exceeds the minimum limit of 0.70 for reliability and 0.50 for AVE.

The Brand Ambassador construct also showed very good results, with a Cronbach's Alpha value of 0.909, rho_A of 0.914, Composite Reliability of 0.926, and AVE of 0.611. This indicates that the construct is very reliable and valid in measuring the intended concept.

Meanwhile, the Purchase Interest construct obtained a Cronbach's Alpha value of 0.921, rho_A of 0.925, Composite Reliability of 0.933, and



AVE of 0.562. These values reflect a very strong level of reliability and validity, so this construct is worthy of use in further analysis.

Overall, the three constructs in this study have demonstrated good and reliable measurement quality, with no indication of significant problems in terms of reliability or convergent validity.

Structural (Inner) Model Testing

Structural models, also known as inner models, serve to show the relationship and strength of estimates between latent variables (constructs) that are arranged based on relevant theories. This model provides an overview of how one construct influences another construct within a theoretical framework that has been built.

a. R-Square (R^2)

The first step in evaluating a structural model is to assess the R-Square (R^2) value of each endogenous latent variable. The R^2 value serves as an indicator of the extent to which the model is able to explain the variations that occur in endogenous variables. This means that the higher the R^2 value, the greater the model's ability to explain or predict the variables studied.

The assessment of the R^2 value is important because it can describe how strong the relationship between constructs in the model is. If there is a change in the R^2 value after a certain exogenous variable is entered, it indicates the influence of that variable on the endogenous variable. This process helps in determining whether the relationship built in the model is significant or not.

In general, R^2 values can be classified into several predictive power categories as follows:

1. An R^2 value of more than 0.75 indicates high (substantial) predictive power.



2. R^2 values between 0.50 and 0.75 reflect moderate predictions.
3. R^2 values between 0.25 and 0.50 are considered to have low predictive power (weak).
4. An R^2 value below 0.25 indicates very low predictive ability of the model.

Table 5.
R-Square Value

| | R Square | R Square Adjusted |
|------------------------|-----------------|--------------------------|
| Buying Interest | 0.753 | 0.748 |

Source: Primary Data Processed 2025

Based on the evaluation results, it was obtained that the R Square value for the Purchase Interest variable was 0.753. This means that the model can explain 75.3% of the variations that occur in the Purchase Interest variable, which indicates that the model has high predictive ability.

In addition, the Adjusted R Square value of 0.748 also shows that the model remains stable even though it has considered the number of predictors used in the analysis. The very small difference between the R Square and Adjusted R Square values indicates that the model has good stability and effectiveness in explaining the relationship between variables.

Thus, the structural model in this study can be categorized as strong and relevant, and is able to explain the influence of exogenous variables on the endogenous variable of Purchase Interest significantly.

Research Hypothesis Testing

In this study, hypothesis testing was conducted with the help of SmartPLS 4.0 software to manage data and evaluate the relationship between variables in the model. The testing process uses the T-statistic value reference, where a relationship is considered significant if the T-



statistic exceeds 1.96 at a significance level of 5% (p-value <0.05). In addition, the path coefficient (beta) value is expected to be positive as an indication that the relationship between variables is in accordance with the direction formulated in the hypothesis. The results of the path coefficient test which includes the T-statistic value, p-value, and beta coefficient are presented in detail in the table, making it easier to interpret the strength and direction of the relationship between the constructs analyzed.

Table 6.

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|---------------------------------------|---------------------|-----------------|----------------------------|--------------------------|----------|
| Marketing Mix -> Buying Interest | 0.522 | 0.524 | 0.097 | 5.396 | 0.000 |
| Brand Ambassador -> Interested to Buy | 0.393 | 0.395 | 0.096 | 4,090 | 0.000 |

Path Coefficient Test Results

Source: Primary Data Processed 2025

The results of the analysis show that both independent variables in the model have a statistically significant relationship to the dependent variable, namely Purchase Interest. Here is a detailed explanation based on the test:

1. Marketing Mix → Purchase Interest

The regression coefficient of 0.522 indicates a strong positive relationship between marketing mix and buying interest. With a t-statistic value of 5.396 and a p-value of 0.000, this relationship is highly statistically significant, indicating that an effective marketing mix strategy can significantly increase consumer buying interest.

2. Brand Ambassador → Purchase Interest



The relationship between brand ambassadors and buying interest also shows a positive direction, with a regression coefficient of 0.393. The t-statistic value of 4.090 and the p-value of 0.000 indicate that the influence of brand ambassadors on buying interest is statistically significant. This means that the presence of a strong and influential brand ambassador can encourage increased buying interest from consumers.

Overall, these results reinforce that both the marketing mix and brand ambassadors are important factors that significantly influence buying interest in the studied model.

CONCLUSION

Based on the results obtained from data collection and analysis, the study concludes that the marketing mix has a positive and significant influence on consumers' interest in purchasing beauty products. This finding suggests that effective marketing strategies play a crucial role in encouraging consumer buying interest. Additionally, the study finds that the presence of South Korean celebrities as brand ambassadors significantly influences consumer buying interest. With a regression coefficient of 0.393, a t-statistic value of 4.090, and a p-value of 0.000, it is evident that influential brand ambassadors are capable of enhancing consumers' desire to purchase beauty products.

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