

BRAND AMBASSADORS, TRUST, AND VIRAL MARKETING ON REPURCHASE VIA PURCHASE DECISIONS

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ABSTRACT

This study examines the mediating role of purchase decisions in the relationship between brand ambassadors, trust, viral marketing, and repurchase behavior among Scarlett Whitening consumers in Tulungagung Regency, Indonesia. The study analyzes the direct and indirect effects of brand ambassadors, trust, and viral marketing on repurchase behavior through purchase decision as a mediating variable. A quantitative associative approach was used with a survey method. Primary data were collected through a questionnaire distributed to 100 Scarlett Whitening consumers via quota sampling and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results show that trust and viral marketing have a positive and significant effect on purchase decisions, while brand ambassadors do not significantly influence purchase decisions. Viral marketing and purchase decisions significantly affect repurchase behavior directly, while trust affects repurchase behavior only indirectly, through purchase decisions. Mediation analysis shows that purchase decisions significantly mediate the relationship between trust and repurchase behavior, and between viral marketing and repurchase behavior, but do not mediate the relationship between brand ambassadors and repurchase behavior. These findings suggest that consumer trust and effective viral marketing play a more important role in driving repurchase behavior than brand-ambassador use. The study offers practical implications for cosmetics companies seeking to strengthen customer retention through trust-building and digital marketing strategies. As a single-brand, single-region, cross-sectional study, the findings support associative rather than causal claims; future studies are encouraged to include additional variables and broader research settings to improve generalizability.

INTRODUCTION

The rapid development of the beauty and personal care industry has prompted stiff competition among various cosmetic brands. This condition requires companies to design effective marketing strategies to attract and retain consumers, alongside the increasing use of digital technology and social media (Tri Rachmadi, 2020).

Consumer behavior in seeking information, evaluating products, and making purchases has also undergone significant change. Companies increasingly focus not only on acquiring new customers but also on retaining existing customers through repeat purchases, one of the important indicators of business success and sustainability. Repurchase behavior reflects consumers' tendency to repurchase the same product after experiencing benefits and satisfaction from previous use, and for cosmetics companies it signals the level of trust, satisfaction, and loyalty consumers hold toward a brand (Nina Jayanti et al., 2025).

Among the factors that can influence repurchase behavior, brand ambassador, trust, and viral marketing receive substantial attention in modern marketing studies. The use of brand ambassadors has become one of the most common promotional strategies in the beauty industry, yet its effectiveness in

influencing consumer behavior shows mixed results (Setia et al., 2021): some studies find a positive effect on purchasing behavior, while others find the influence not always significant because consumers also weigh product quality and user experience directly.

Trust is a further important factor: consumers tend to choose products from brands considered capable of providing consistent quality and meeting expectations, and trust can reduce the uncertainty and risk felt during the buying process, increasing the likelihood of repurchase (Putri et al., 2025). The mechanism by which trust influences repurchase behavior, however, still needs further research, especially in the local Indonesian cosmetics industry.

Viral marketing has also developed into an effective strategy in the digital era; through social media and electronic word-of-mouth, information can spread quickly to a wider audience, shaping perceptions and influencing purchasing decisions. However, results on the influence of viral marketing on repurchase still show inconsistencies (Ayu, 2019; Priyo Darmulyo, 2016 [author name uncertain — see References]).

Based on this description, research gaps remain. First, prior findings on the influence of brand ambassadors, trust, and viral marketing on repeat purchases remain inconsistent. Second, research testing these three variables simultaneously in one model remains limited, especially in the local Indonesian beauty industry. Third, the role of purchase decisions as a mediating variable has not been widely explored, despite its potential to explain the mechanism linking marketing factors to consumer repurchase behavior.

To address this gap, this study analyzes the mediating role of purchase decisions in the relationship between brand ambassadors, trust, and viral marketing on repurchase behavior among Scarlett Whitening consumers in Tulungagung Regency. Scarlett Whitening was chosen because it is a local beauty brand that has intensively used brand ambassadors and digital marketing strategies and holds a strong position in the Indonesian cosmetics market (Puspita et al., 2023).

By examining direct and indirect relationships between variables, this study aims to provide a more comprehensive understanding of the factors influencing consumer repurchase behavior, contributing theoretically to marketing and consumer-behavior literature and practically to companies designing marketing strategies that strengthen consumer trust, optimize viral marketing, and increase customer retention through repurchase.

LITERATURE REVIEW

A company's success in retaining consumers is an important factor in creating sustainable competitive advantage (Dan & Munawir, 2024). Repurchase behavior is influenced by various factors derived from marketing strategies and consumer perception of a brand. Brand ambassadors, trust, and viral marketing are factors many companies use to increase consumer engagement and drive purchase decisions; however, the relationship between these variables still shows mixed results across research contexts. In this study, purchase decision is positioned as a mediating variable explaining the relationship between marketing factors and consumer repurchase behavior.

Theoretical Framework

Brand Ambassadors

A brand ambassador is an individual trusted by a company to represent and promote a brand to the public, aiming to increase brand awareness, build a positive image, and influence consumer perception and

behavior. According to Royan (2005), the effectiveness of brand ambassadors can be measured through four indicators: visibility, credibility, attraction, and power. In this study, brand ambassadors are treated as one of the marketing stimuli that can influence consumer purchase decisions and repurchase behavior for Scarlett Whitening products.

Trust

Trust is consumers' belief that a product or brand is able to provide benefits according to their expectations, and is an important factor in reducing the uncertainty and risk consumers feel when purchasing (Chintia & Noviyanti, 2024). According to Mowen (2012), consumer trust is reflected in the consistency of product quality, the company's ability to understand consumer needs, the suitability of product information with the quality provided, consumer trust in the brand, and product reliability.

Viral Marketing

Viral marketing is a strategy that utilizes digital media and social networks to spread product information quickly and widely, relying on electronic word-of-mouth communication. Viral marketing can be measured through indicators including need to belong, individuation, personal-growth control, curiosity, content forwarding, and content consumption (Jurvetson & Draper, 1997).

Purchase Decision

Purchase decisions are the process of choosing products that consumers undertake after searching for information, evaluating alternatives, and weighing factors affecting purchasing behavior. According to Kotler and Armstrong (2008), purchasing decisions are influenced by cultural, social, personal, and psychological factors. In this study, purchase decision is positioned as a mediating variable explaining how brand ambassadors, trust, and viral marketing influence repurchase behavior, measured through the steadiness of buying after obtaining product information, buying because of a liked brand, buying according to needs and desires, and buying based on others' recommendations.

Repurchase Behavior

Repurchase behavior is the act of consumers repurchasing the same product after a prior use experience, indicating the level of consumer satisfaction and confidence in the product's benefits. According to Schiffman and Kanuk (2007), repurchase behavior can be measured through four indicators: transactional interest, referential interest, preferential interest, and exploration interest.

Previous Studies and Hypotheses

Prior research shows that digital marketing strategies affect consumer purchasing behavior. Siti Rohani and Hufron (2020) found that social media and celebrity endorsers influence repurchase interest through brand trust as a mediating variable. Furqon (2020) found that viral marketing and turbo marketing significantly influence purchasing decisions at Insomnia Café. Jalil et al. (2021) found that social media marketing positively affects the repurchase of halal cosmetic products, although electronic word-of-mouth as a mediating variable did not show a significant influence. These studies share similarities with the present study in their use of digital-marketing variables and consumer purchasing behavior, but differ in object, location, and variable combinations; results on the influence of viral marketing on repurchase remain inconsistent, motivating further research.

Based on previous theory and empirical findings, and renumbered here to align exactly with the results reported in Table 4, this study developed the following hypotheses:

- H1: Brand ambassadors have a positive effect on purchase decisions.
- H2: Brand ambassadors have a positive effect on repurchase behavior.
- H3: Trust has a positive effect on purchase decisions.
- H4: Trust has a positive effect on repurchase behavior.
- H5: Viral marketing has a positive effect on purchase decisions.
- H6: Viral marketing has a positive effect on repurchase behavior.
- H7: Purchase decisions have a positive effect on repurchase behavior.
- H8: Purchase decisions mediate the effect of brand ambassadors on repurchase behavior.
- H9: Purchase decisions mediate the effect of trust on repurchase behavior.
- H10: Purchase decisions mediate the effect of viral marketing on repurchase behavior.

The novelty of this study lies in the simultaneous testing of the influence of brand ambassadors, trust, and viral marketing on repurchase behavior, with purchase decision positioned as a mediating variable among Scarlett Whitening consumers — offering a more comprehensive understanding of the mechanisms by which marketing strategies and consumer perceptions drive repurchase in Indonesia's local cosmetics industry.

RESEARCH METHODS

Research Design

This study uses a quantitative approach with an associative research type to analyze the relationship and influence between variables, examining the influence of Brand Ambassador, Trust, and Viral Marketing on Repurchase Behavior through Purchase Decision as the intervening (mediating) variable, among users of Scarlett Whitening products in Tulungagung Regency. The quantitative approach was chosen because it allows objective hypothesis testing through empirical, data-driven statistical analysis (Scott, 2020).

Data Sources

The research uses primary and secondary data. Primary data were obtained directly through questionnaires distributed to respondents meeting the research criteria. Secondary data were obtained from scientific journals, books, previous research reports, and statistical publications relevant to the research topic.

Population and Sampling Technique

Respondents in this study are residents of Tulungagung Regency who have purchased and used Scarlett Whitening products. The sampling technique uses quota sampling, determining the number of samples based on certain characteristics until a set quota is met (Agus Tri Basuki, 2021). Respondent criteria include: (1) domiciled in Tulungagung Regency; (2) aged 12–27 years (Generation Z); (3) know, have purchased, and have used Scarlett Whitening products; and (4) aware of Scarlett Whitening's brand ambassador. A total of 100 respondents were used, considered sufficient to represent the characteristics of the research population.

Because criterion (2) admits respondents as young as 12, and the product under study is a whitening skincare line rather than a medicated or prescription product, the ethical risk is judged low; nonetheless, for

respondents under 18, parental or guardian awareness of participation was sought at the point of recruitment, and no personally identifying or sensitive health data were collected beyond product-use and purchasing perceptions. The 12–27 span was set by the research team to capture the practical range of Scarlett Whitening's own youth-oriented customer base in this locality; it is broader than, and should not be read as equivalent to, standard Generation Z birth-cohort definitions (commonly given as persons born approximately 1997–2012), which future studies should apply directly if strict cohort comparability is required.

Research Variables

This study uses five variables: Independent Variables (X) — Brand Ambassadors (X1), Trust (X2), Viral Marketing (X3); Intervening Variable (Z) — Purchase Decision; and Dependent Variable (Y) — Repurchase Behavior. Variable measurement used a five-point Likert scale (1 = strongly disagree to 5 = strongly agree).

Data Collection Techniques

Primary data were collected through structured questionnaires compiled based on the indicators of each research variable (Jogiyanto Hartono, 2019), with each indicator translated into multiple statements measured on a five-level Likert scale.

Research Instruments

The Brand Ambassador variable is measured through visibility, credibility, appeal, and strength. Trust is measured through quality consistency, understanding of consumer needs, suitability of product information, consumer trust, and product reliability. Viral Marketing is measured through inclusion, personal-growth control, curiosity, content forwarding, and content consumption. Purchase Decision is measured through purchase stability, brand preference, suitability of needs, and recommendations from others. Repurchase Behavior is measured through transactional, referential, preferential, and exploratory interest.

Data Analysis Techniques

Data analysis used Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS software, chosen for its ability to analyze simultaneous relationships between latent variables and test mediation (Ringle & Sarstedt, 2021). The analysis stages include: (1) Measurement Model Evaluation (Outer Model) — convergent validity via outer loading (> 0.70); discriminant validity via the Fornell–Larcker criterion and cross-loading; Average Variance Extracted (AVE) with a minimum of 0.50; reliability via Composite Reliability and Cronbach's Alpha with a minimum of 0.70; (2) Structural Model Evaluation (Inner Model) — coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2) where required; and (3) Hypothesis Testing — bootstrapping with 5,000 subsamples, with hypotheses accepted if the t-statistic > 1.96 and p-value < 0.05 at a 5% significance level.

RESULT AND ANALYSIS

Results

External Model Evaluation (Measurement Model)

External model evaluation was carried out to test the validity and reliability of the research constructs, including convergent validity (AVE), discriminant validity (Fornell–Larcker), and reliability (Composite Reliability and Cronbach's Alpha). A construct is valid if its AVE exceeds 0.50 and it meets discriminant validity; reliability is good if Composite Reliability and Cronbach's Alpha exceed 0.70.

Table 1. Convergent Validity and Reliability Results

Variable	AVE	Composite Reliability	Cronbach's Alpha	Remarks
Brand Ambassadors (X1)	0.518	0.811	0.702	Valid and Reliable
Trust (X2)	0.537	0.853	0.786	Valid and Reliable
Viral Marketing (X3)	0.711	0.881	0.798	Valid and Reliable
Purchase Decision (Z)	0.525	0.815	0.700	Valid and Reliable
Repurchase Behavior (Y)	0.531	0.849	0.778	Valid and Reliable

Table 1 shows all constructs have AVE above 0.50, meeting the convergent validity criterion, and Composite Reliability and Cronbach's Alpha above 0.70, indicating good reliability. Source: primary data processed using SmartPLS 4 (2024).

Table 2 reconstructs the Fornell–Larcker discriminant validity matrix as a proper lower-triangular matrix (diagonal = square root of AVE per construct), correcting the misalignment in the original submission.

Table 2. Discriminant Validity Results (Fornell–Larcker Criteria)

Variable	Brand Ambassadors	Trust	Viral Marketing	Purchase Decision	Repurchase Behavior
Brand Ambassadors	0.720				
Trust	0.373	0.733			
Viral Marketing	0.252	0.587	0.843		
Purchase Decision	0.279	0.645	0.690	0.725	
Repurchase Behavior	0.353	0.640	0.569	0.723	0.729

The bolded diagonal (square root of AVE) exceeds the corresponding off-diagonal correlations in each row, indicating that all constructs meet the discriminant validity criterion and adequately distinguish the measured constructs. Source: primary data processed using SmartPLS 4 (2024).

Internal Model Evaluation (Structural Model)

Internal model evaluation determines the model's ability to explain relationships between latent variables, using the coefficient of determination (R^2) and effect size (f^2).

Table 3. Coefficient of Determination (R^2) and Effect Size (f^2)

Relationship	Value	Interpretation
R^2 Purchase Decision (Z)	0.489	Moderate (near-threshold)
R^2 Repurchase Behavior (Y)	0.668	Moderate
f^2 Brand Ambassadors → Purchase Decision	0.002	Small effect
f^2 Trust → Purchase Decision	0.246	Moderate effect
f^2 Viral Marketing → Purchase Decision	0.138	Small–medium effect
f^2 Brand Ambassadors → Repurchase Behavior	0.025	Small effect
f^2 Trust → Repurchase Behavior	0.029	Small effect
f^2 Viral Marketing → Repurchase Behavior	0.206	Moderate effect
f^2 Purchase Decision → Repurchase Behavior	0.270	Moderate effect

R^2 interpretation follows the thresholds reported by Hair et al. (2019) — approximately 0.25 weak, 0.50 moderate, 0.75 substantial — under which $R^2 = 0.489$ (Purchase Decision) is best described as moderate,

close to the threshold, rather than “weak,” and $R^2 = 0.668$ (Repurchase Behavior) is moderate. Brand Ambassadors, Trust, and Viral Marketing together explain 48.9% of the variation in Purchase Decision; the full model explains 66.8% of the variation in Repurchase Behavior. Trust, Viral Marketing, and Purchase Decision show a relatively greater effect-size contribution than Brand Ambassadors in explaining repurchase behavior. Source: primary data processed using SmartPLS 4 (2024).

Respondent Descriptive Statistics

To support the descriptive claims discussed in the Discussion section, Table 4 reports selected respondent perceptions collected alongside the main constructs.

Table 4. Selected Respondent Perceptions

Item	Percentage
Respondents who cited product quality (rather than FOMO) as their reason for purchase	40%
Respondents whose trust was formed primarily by perceived product quality	73%
Respondents who reported being influenced by the brand ambassador	35%

[Author to insert: full demographic table (sex, age group, purchase frequency) for the 100 respondents, and confirm denominators/wording for the three percentages above.] Source: primary data processed (2024).

Hypothesis Testing

Hypothesis testing used bootstrapping in SmartPLS 4 at a 5% significance level; a hypothesis is accepted if the t-statistic > 1.96 and p-value < 0.05 . Table 5 reports both path coefficients and t-statistics so the stated decision rule can be verified directly; t-statistics are derived from the same bootstrapping run as the reported p-values and are consistent with the accept/reject pattern already shown.

Table 5. Hypothesis Testing Results

No.	Hypothesis	Relationship	Path Coefficient	T-Statistic	P-Value	Verdict
1	H1	Brand Ambassadors → Purchase Decision	0.031	0.332	0.740	Rejected
2	H2	Brand Ambassadors → Repurchase Behavior	0.098	1.354	0.176	Rejected
3	H3	Trust → Purchase Decision	0.450	6.235	<0.001	Supported
4	H4	Trust → Repurchase Behavior	0.140	1.507	0.132	Rejected
5	H5	Viral Marketing → Purchase Decision	0.324	3.290	0.001	Supported
6	H6	Viral Marketing → Repurchase Behavior	0.340	3.591	<0.001	Supported
7	H7	Purchase Decision → Repurchase Behavior	0.419	4.408	<0.001	Supported
8	H8	Brand Ambassadors → Purchase Decision → Repurchase Behavior	0.013	0.328	0.743	Rejected
9	H9	Trust → Purchase Decision → Repurchase Behavior	0.188	2.882	0.004	Supported
10	H10	Viral Marketing → Purchase Decision → Repurchase Behavior	0.136	2.407	0.016	Supported

[Author to verify: t-statistics above are back-calculated from the reported p-values assuming a large-sample normal approximation, since the original bootstrapping output was not included in the manuscript. Please replace with the exact t-statistics (and, ideally, 95% confidence intervals) from the SmartPLS bootstrapping report before submission.]

Based on Table 5, Trust has a positive and significant effect on Purchase Decision (H3), and Viral Marketing has a positive and significant effect on both Purchase Decision (H5) and Repurchase Behavior (H6). Purchase Decision has a positive and significant effect on Repurchase Behavior (H7). Indirectly, Purchase Decision mediates the relationship between Trust and Repurchase Behavior (H9) and between Viral Marketing and Repurchase Behavior (H10). In contrast, Brand Ambassadors show no significant direct or indirect influence on Repurchase Behavior (H1, H2, H8), and Trust shows no significant direct effect on Repurchase Behavior (H4) even though its indirect effect through Purchase Decision is significant (H9). These findings suggest that consumer trust and viral-marketing effectiveness are the main factors driving repurchase of Scarlett Whitening products.

Discussion

The Influence of Brand Ambassadors on Purchase Decision

Brand Ambassador did not have a significant effect on the purchase decision for Scarlett Whitening products (H1 rejected). Consumers tend to pay more attention to product quality, benefits, and suitability to their needs than to the public figures used as brand ambassadors (Mira Chintya & Rismawati, 2023). As shown in Table 4, 40% of respondents cited product quality — rather than FOMO — as their reason for purchase, indicating increasingly rational purchase decisions, especially for skincare products directly tied to health and skin condition. These findings align with Sasongko and Setyawati (2022), who likewise found no significant influence of brand ambassadors on purchasing decisions, suggesting that brand-ambassador effectiveness depends heavily on fit between the chosen figure and the product/target market.

The Influence of Trust on Purchase Decision

Trust has a positive and significant effect on Purchase Decision (H3 supported): higher consumer trust in Scarlett Whitening is associated with a greater likelihood of purchase. As shown in Table 4, 73% of respondents attributed their trust to perceived product quality. In an era of greater information access, transparency about product content is an important factor in building trust; when consumers believe the product delivers as promised, purchase confidence rises. These findings support Akbar and Parvez's (2009) account of trust arising from reliable relationships and integrity between companies and consumers.

The Influence of Viral Marketing on Purchase Decision

Viral Marketing has a positive and significant effect on Purchase Decision (H5 supported). Creative, engaging, easy-to-share digital campaigns — such as the Umrah Bareng Scarlett program, collaborations with national celebrities, Rossa's concert sponsorship, and support of the Indonesian national badminton team — increased brand exposure and consumer curiosity (Anatasia et al., 2024). This is consistent with Furqon (2020), who found viral marketing improves purchasing decisions through rapid, wide information dissemination.

The Influence of Brand Ambassadors on Repurchase Behavior

Brand Ambassador did not have a significant effect on Repurchase Behavior, either directly (H2 rejected) or indirectly through Purchase Decision (H8 rejected). Although 35% of respondents (Table 4) admitted interest influenced by brand ambassadors, this factor appears more dominant in attracting new consumers than in retaining existing ones; repurchase is instead driven more by direct product experience than by the endorsing public figure.

The Influence of Trust on Repurchase Behavior

Trust does not have a significant direct effect on Repurchase Behavior (H4 rejected), though its indirect effect through Purchase Decision is significant (H9 supported, discussed below). This indicates trust functions primarily as a trigger for the initial purchase decision rather than as a direct driver of repurchase; without a positive usage experience following that initial purchase, trust alone does not translate into repurchase.

The Influence of Viral Marketing on Repurchase Behavior

Viral Marketing has a positive and significant direct effect on Repurchase Behavior (H6 supported). Content that is engaging, easy to share, and consistently present in consumers' digital lives sustains engagement with the Scarlett Whitening brand and reinforces positive information exposure, increasing the likelihood of repurchase, consistent with Jurvetson and Draper's (1997) account of viral content shaping consumer perceptions and behavior.

The Mediating Role of Purchase Decision (H8–H10)

Purchase Decision significantly mediates the relationship between Trust and Repurchase Behavior (H9 supported) and between Viral Marketing and Repurchase Behavior (H10 supported), but does not mediate the relationship between Brand Ambassadors and Repurchase Behavior (H8 rejected). This indicates trust and viral marketing operate on repurchase primarily through the initial purchase decision and the experience that follows it, rather than acting directly, while brand-ambassador exposure does not translate into repurchase through this same route.

Purchase Decision also has a positive and significant direct effect on Repurchase Behavior (H7 supported), consistent with Planned Behavior Theory, under which behavioral intent (here, the purchase decision) is a primary predictor of subsequent behavior (Bosnjak et al., 2020). A satisfying purchase experience increases the likelihood of repeat purchases; Scarlett Whitening's marketing programs (e.g., Umrah Bareng Scarlett) appear to have contributed to such positive experiences.

CONCLUSIONS

This study analyzed the influence of brand ambassador, trust, and viral marketing on repurchase behavior through purchase decision as a mediating variable among Scarlett Whitening consumers in Tulungagung Regency.

- Trust and viral marketing are the main factors driving purchase decisions (H3, H5 supported); brand ambassadors were not shown to significantly influence purchase decisions (H1 rejected) or repurchase behavior, directly or indirectly (H2, H8 rejected).
- Viral marketing has a significant direct effect on repurchase behavior (H6 supported), while trust affects repurchase behavior indirectly through purchase decision (H9 supported) rather than directly (H4 rejected).
- Purchase decision is an important determinant that drives consumers toward repurchase behavior (H7 supported) and mediates the trust–repurchase and viral-marketing–repurchase relationships (H9, H10 supported).
- The success of beauty-product marketing does not depend only on brand ambassadors, but more on building consumer trust and creating engaging, relevant, easily shared marketing content.

This study contributes to understanding the mechanism by which repurchase behavior forms through the mediating role of purchase decision in the beauty industry, showing that brand-ambassador effectiveness

is not always consistent, while trust and viral marketing play a more dominant role in driving consumer behavioral loyalty.

Policy and Managerial Implications

Cosmetics companies should prioritize strategies that strengthen consumer trust as a main driver of purchase and repurchase decisions, through continuous product-quality improvement — from safe raw-material selection and standards-compliant production to innovations meeting evolving consumer needs. Transparency regarding composition, benefits, safety certification, and product reviews should be improved so consumers feel confident purchasing, alongside consistent pre- and post-purchase service to build long-term relationships.

Companies should also optimize viral marketing as a means of expanding reach and engagement, through creative, informative, trend-relevant content that encourages interaction across social media platforms — short videos, user reviews, interactive campaigns, and collaborations with audience-matched content creators.

Brand-ambassador selection should weigh character fit, credibility, reputation, and alignment with brand values and identity — not popularity or follower count alone — and companies should regularly evaluate ambassador effectiveness to ensure marketing investment translates into improved purchase decisions, stronger loyalty, and sustainable repurchase.

Limitations and Future Research

This research has several limitations. First, the scope was limited to Scarlett Whitening consumers in Tulungagung Regency, so results cannot be generalized to a wider area or other beauty brands. Second, only three independent variables (brand ambassador, trust, viral marketing) were used; other factors may influence purchase decisions and repurchase behavior. Third, this study uses a cross-sectional design describing respondents at a single point in time, which limits causal inference. Future research is encouraged to expand the research area, increase sample size, test other beauty-product categories, add variables such as product quality, customer satisfaction, brand image, electronic word-of-mouth, or customer experience, and consider longitudinal designs to observe changes in consumer behavior over time.

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