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Analysis of The Effect of Price, Brand Ambassador and Brand Image on Purchase Decisions of Korean Beauty Products (Case Study on Korean Skincare and Makeup Products)

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Abstract

The cosmetics industry is characterized by a wide range of products that vary in ingredients, functions, quality, and selling prices. These differences shape the alternatives available to consumers and the way they assess value. Companies operating in Indonesia, including Korean beauty brands, also use South Korean celebrities in promotional campaigns. Price, celebrity representation, and the associations attached to a brand may therefore all form part of the consumer's evaluation before buying.

This study assesses whether price, brand ambassador, and brand image are individually and collectively associated with the purchase decisions of consumers who buy Korean skincare and makeup products. A quantitative survey was conducted among consumers in Bandar Lampung. Using purposive sampling, the researchers obtained responses from 50 participants who satisfied the specified eligibility conditions.

The regression results show a positive and statistically significant partial relationship between price and purchase decisions. Although the estimated coefficients for brand ambassador and brand image are also positive, neither variable is statistically significant when tested separately. The three predictors, however, are significant when evaluated simultaneously.

Keywords: marketing management, price, brand ambassador, brand image, purchase decision.

INTRODUCTION

The indonesian cosmetics market includes products positioned for different needs, price segments, and consumer preferences. Korean skincare and makeup brands have become part of this competitive landscape, offering consumers another set of products to consider alongside domestic and other international brands.

The prices of beauty products differ considerably, so consumers may compare the amount charged with the benefits and quality they expect to receive. Promotional activity is another visible feature of this market. As korean popular culture has gained an audience in indonesia, beauty companies have increasingly incorporated korean entertainers into advertising and brand-ambassador campaigns.

Partnerships between cosmetics companies and k-pop performers illustrate this promotional approach. Examples cited in the market include nature republic and nct 127, some by mi and s.coups of seventeen, somethinc and nct dream, and whitelab and sehun of exo. A report attributed to rukmana on compas.co.id described an increase in somethinc sales after its collaboration with nct dream, alongside campaign activities and member-related promotional items such as photocards. These cases show how celebrity partnerships can be integrated with other promotional activities. The precise publication details

for the reported sales figure should be completed in the reference list before submission.

Consumers may also rely on the impressions they have formed about a brand when comparing beauty products. Familiarity, perceived dependability, and previous experiences can contribute to whether a product is considered among the available choices.

Earlier studies have not reached identical conclusions about the roles of price, brand ambassadors, and brand image in purchase decisions. Safika and raflah (2021) reported significant relationships for the three factors, whereas wardani (2022) found that the brand-ambassador variable was not significant even though price and brand image were. Such variation across study settings provides a basis for examining these variables among purchasers of korean beauty products.

Against this background, the present study focuses on consumers of korean skincare and makeup in bandar lampung. It tests the partial relationship of each predictor—price, brand ambassador, and brand image—with purchase decisions and also evaluates the combined contribution of the three variables.

LITERATURE REVIEW

Marketing Management

Marketing management provides the framework through which an organization identifies its intended customers and coordinates activities to serve them. These activities include planning and implementing decisions about products, pricing, promotion, and distribution (Hasim, Kusumo, & Sugiyanto, 2021; Kotler, 2022). Marketing choices can also shape the value customers receive and the organization's broader performance (Verhoef & Leeflang, 2010). In online settings, opinion leaders may affect consumer perceptions by circulating information and influencing trust through social platforms (Tabar et al., 2025). Kotler and Keller (2013) emphasize the selection of target markets and the creation, communication, and delivery of customer value. More recent discussions similarly highlight the development of customer value over time, rather than treating each sale as an isolated exchange (Fitriyani & Tukiran, 2024). Within this study, the marketing-management perspective is used to consider how price, brand ambassadors, and brand image may be connected with consumers' purchase decisions (Shaukat, 2021).

Price

Price is the amount of money or value exchanged by a customer to obtain a product or service (Wardani, 2022). In the marketing mix, it differs from product, promotion, and distribution decisions because it directly generates revenue. The exchange also reflects the benefits that buyers expect from owning or using the product (Arisuddin et al., 2020). Consumers may consequently use price to assess affordability and to form expectations about quality and value. A product is more likely to be perceived as worth buying when its expected benefits are commensurate with the amount paid (Albari & Safitri, 2018). Price can thus influence how consumers compare competing offers and judge whether an item represents reasonable value. Relevant considerations include whether the price is fair, consistent, and appropriate relative to the product's quality (Albari & Safitri, 2018).

Brand Ambassador

A brand ambassador is an individual who appears on behalf of a company or product in communications directed at consumers. Public figures and celebrities are often selected for this role because they can introduce an offering, convey messages about it, and influence the way audiences perceive it (Fadila, 2021). Their usefulness to a campaign, however, depends on more than public recognition; credibility and suitability for the brand are also relevant.

In promotional communication, an ambassador serves as a recognizable representative through whom a company presents its products and brand identity. Advertisements, public appearances, and campaign messages are intended to increase awareness and interest among the target audience and to contribute to the firm's marketing objectives.

Nabilah and Miraza (2021) identify several dimensions that can be used to evaluate an ambassador. Transference concerns the relationship between the endorser's public profile and the product category;

congruence describes the fit between the individual and the brand. Credibility reflects whether audiences regard the person as knowledgeable and trustworthy. Attractiveness relates to qualities that appeal to the audience, while power refers to the capacity to influence attitudes or behavior. Brand representatives may include celebrities, influencers, and other public figures who communicate a company's identity and products (Lea-Greenwood, 2013). Studies of celebrity endorsement also examine perceived trustworthiness, expertise, attractiveness, respect, and similarity (Ave Maria et al., 2025). The perceived fit between an endorser and a product, together with the endorser's credibility, may shape consumer responses and attitudes toward the brand (Kamins, 1990; Wang et al., 2017).

Brand Image

Brand image is the collection of perceptions and associations that consumers connect with a particular brand. Such associations may be formed through information, marketing communication, and direct or indirect experience, and become part of what consumers remember about the brand (Clarissa, 2022). These impressions extend beyond a name or logo: they can include beliefs, feelings, familiarity, and judgments about the company and its products (Hendra & Lusiah, 2017). A favorable image may help reduce uncertainty during product evaluation and support consumer confidence (Rihayana et al., 2022). Prior research has identified a positive relationship between brand image and purchase decisions (Bakti et al., 2024). Brand associations may also address psychological or social needs in addition to communicating a product's functional characteristics (Kotler & Keller, 2016).

Purchase Decision

A purchase decision follows the consumer's consideration of the alternatives available in the market. The choice can involve the product and brand, the seller or place of purchase, the timing of the transaction, and the quantity bought (Barusman & Suwandi, 2020). The decision is also part of a broader process: consumers may first recognize a need, seek information, compare options, make a purchase, and then evaluate the experience afterward (Kotler & Keller, 2013).

Hypotheses

H1: Price has a positive effect on purchasing decisions for Korean beauty products.
H2: Brand ambassador has a positive effect on purchase decisions for Korean beauty products.
H3: Brand image has a positive effect on purchase decisions for Korean beauty products
H4: Price, brand ambassador, and brand image have a positive simultaneous effect on purchase decisions for Korean beauty products.

RESEARCH METHODOLOGY

The study adopted a quantitative descriptive approach. Questionnaire responses constituted the primary data, while relevant literature was consulted to establish the study's conceptual background. Data collection involved interviews, observation, and a questionnaire using a five-point Likert response scale. The target population consisted of Bandar Lampung residents who had bought Korean skincare or makeup products.

The number of consumers meeting the study conditions was not known; accordingly, the population was treated as unlimited. Participants were selected through purposive, non-probability sampling. The final sample contained 50 respondents, each aged 18–28, residing in Bandar Lampung, and having purchased and used Korean beauty products in the city.

The data were processed in SPSS version 25. The analytical stages included item validity and instrument reliability checks, descriptive analysis, tests of classical regression assumptions, and multiple linear regression. Partial relationships were examined with t-tests, while the F-test was used to assess the predictors jointly.

RESULT AND DISCUSSION

Overview of Respondent Characteristics

A total of 50 eligible participants completed the questionnaire distributed through Google Forms. Their age distribution is reported in Table 1.

Table 1. Respondent Characteristics

Age	Frequency	Percentage
18-21 years	15 people	30%
22-25 years	23 people	46%
26-28 years	12 people	24%

Source: Processed Data, 2023

Validity Test

Item validity was examined by comparing each item's calculated item–total correlation (r-count) with the relevant critical value (r-table). For a sample of 50 and a 5% significance level, the study used 0.279 as the reference value. All measurement items exceeded this value and were therefore regarded as valid under the criterion applied.

Reliability Test

Internal consistency was evaluated using Cronbach's Alpha. The study regarded a coefficient greater than 0.60 as evidence of acceptable reliability. The coefficients calculated in SPSS version 25 for the four research variables are displayed in Table 2.

Table 2. Reliability Test Results of Research Instruments

Variable	Cronbach's Alpha	Conclusion
Price (X_1)	0,711	Reliable
Brand Image (X_2)	0,677	Reliable
Brand Ambassador (X_3)	0,711	Reliable
Purchase Decision (Y)	0,755	Reliable

Source: Processed Data, SPSS 25 (2023)

Each variable produced a Cronbach's Alpha coefficient above the study's 0.60 threshold. On this basis, the items measuring price, brand image, brand ambassador, and purchase decision were considered sufficiently consistent for the subsequent analysis.

Descriptive Statistical Analysis

Table 3. Descriptive Statistics

Variable	N	Min	Max	Mean	Std. Deviation
Price	50	28	45	37,02	4.231
Brand Ambassador	50	32	45	38,90	3.284
Brand Image	50	28	45	38,44	3.818
Purchase Decision	50	31	47	39,72	4.629
Valid N (listwise)	50				

Source: Processed Data, SPSS 25 (2023)

The mean scores indicate generally favorable respondent assessments across the four variables. Price recorded an average of 3.7, suggesting that participants tended to view the prices as reasonably related to the quality and benefits offered. Brand ambassador and brand image each had an average score of approximately 3.8, reflecting positive views of the representatives and of the brands' reputation, product range, quality, and everyday suitability. Purchase decision had the highest mean, 3.9. This score indicates favorable responses concerning product selection and confidence in purchasing, including the possibility of buying again after a satisfactory experience.

Classical Assumption Test

Normality Test

Normality was assessed with the Kolmogorov–Smirnov procedure. The decision rule applied in this study was that an Asymp. Sig. value above 0.05 indicates that the test has not identified a statistically significant departure from a normal distribution; a value below 0.05 indicates evidence of non-normality.

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		50
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.08089074
Most Extreme Differences	Absolute	.078
	Positive	.063
	Negative	-.078
Test Statistic		.078
Asymp. Sig. (2-tailed)		.200[c,d]

Source: Processed Data, SPSS 25 (2023)

Table 4 reports an Asymp. Sig. value of 0.200. Since this exceeds 0.05, the study treated the data as meeting the normality assumption.

Multicollinearity Test

The analysis also examined multicollinearity among the explanatory variables. Tolerance and the variance inflation factor (VIF) were used to determine whether the predictors displayed problematic levels of intercorrelation.

Table 5. Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	7.815	9.312		.839	.406		
	Harga	.324	.159	.279	2.034	.048	.900	1.111
	Brand Ambassador	.240	.201	.164	1.195	.238	.902	1.109
	Brand Image	.264	.166	.218	1.590	.119	.899	1.113

a. Dependent Variable: Y

Source: Processed Data, SPSS 25 (2023)

All reported tolerance values are greater than 0.10 and each VIF is below 10. Based on these cut-off values, the analysis did not identify a multicollinearity concern.

Heteroscedasticity Test

Heteroscedasticity testing was carried out to determine whether the variance of the regression residuals remained sufficiently stable across predicted values. This check evaluates the homoscedasticity assumption required by the regression model.

Table 6. Heteroscedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	9.293	4.773		1.947	.058		
	Harga	-.166	.082	-.285	-2.026	**.050**	.900	1.111
	Brand Ambassador	.164	.103	.224	1.593	.118	.902	1.109
	Brand Image	-.165	.085	-.272	-1.937	.059	.899	1.113

a. Dependent Variable: ABS_RES

Source: Processed Data, SPSS 25 (2023)

The significance values reported for price, brand ambassador, and brand image in Table 6 are all above 0.05. Accordingly, the test did not detect statistically significant evidence of heteroscedasticity.

Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	7.815	9.312		.839	.406		
	Harga	.324	.159	.279	2.034	.048	.900	1.111
	Brand Ambassador	.240	.201	.164	1.195	.238	.902	1.109
	Brand Image	.264	.166	.218	1.590	.119	.899	1.113

a. Dependent Variable: Y

Source: Processed Data, SPSS 25 (2023)

The multiple linear regression analysis produced the following equation:

$$\mathbf{Y = 7.815 + 0.324\ X_1 + 0.240\ X_2 + 0.264\ X_3 + Et}$$

The estimated intercept is 7.815; it represents the model's predicted purchase-decision score when the three explanatory variables are set to zero. Holding the other predictors constant, the price coefficient (0.324) indicates a positive association with the purchase-decision score. The coefficients for brand ambassador (0.240) and brand image (0.264) are also positive. Whether these estimated relationships are statistically distinguishable from zero is addressed in the t-test results below.

Hypothesis Testing
T-test

Table 8. T-Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	7.815	9.312		.839	.406		
	Harga	.324	.159	.279	2.034	.048	.900	1.111
	Brand Ambassador	.240	.201	.164	1.195	.238	.902	1.109
	Brand Image	.264	.166	.218	1.590	.119	.899	1.113

a. Dependent Variable: Y

Source: Processed Data, SPSS 25 (2023)

Based on the table above, the following explanation can be derived:

For price, the estimated coefficient is 0.324. The t-statistic is 2.034, which is higher than the critical value of 2.013, and the significance level is 0.048, below 0.05. The analysis therefore supports H1: price has a positive and statistically significant partial relationship with purchase decisions for Korean beauty products. This result is comparable with the findings reported by Mahardika (2018), Dewi (2020), and Safika and Raflah (2021).

The brand-ambassador coefficient is positive (0.240), but the test does not show a statistically significant partial relationship with purchase decisions. Its significance value is 0.238, above 0.05, and its t-statistic of 1.195 is lower than the critical value of 2.013. Thus, the sample does not provide sufficient evidence to support a significant individual effect. Similar non-significant findings have been reported by Fauzana (2020), Safika and Raflah (2021), Pratiwi et al. (2022), and Ningrum (2022).

The estimated coefficient for brand image is 0.264 and is positive, but the partial test is not statistically significant. The significance value (0.119) exceeds 0.05, while the calculated t-statistic (1.590) is below the critical value (2.013). The findings therefore do not establish an independent significant relationship between brand image and purchase decisions in this sample. This outcome can be compared with the results discussed by Salam and Abdiyanti (2022) and Widyanti (2022).

F-test

Table 9. F-Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	234.050	3	78.017	4.398	.008[b]
	Residual	816.030	46	17.740		
	Total	1050.080	49			

a. Dependent Variable: Y
b. Predictors: (Constant), X3, X2, X1

Source: Processed Data, SPSS 25 (2023)

The calculated F-statistic is 4.398, greater than the critical value of 2.80. The corresponding significance value is 0.008, which is below the 0.05 level. These results indicate that price, brand ambassador, and brand image are statistically significant as a group in explaining purchase decisions in the fitted model. H4 is therefore supported.

The simultaneous test suggests that the three predictors should be considered together: although two variables do not show significant partial relationships, the combined model is statistically significant. This overall result is consistent with previous studies cited by Fauzana (2020), Safika and Raflah (2021), and Onalisa (2022).

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The partial tests identify price as the only variable with a positive and statistically significant relationship with purchase decisions. Brand ambassador and brand image have positive estimated coefficients, but their individual tests are not statistically significant. In contrast, the F-test confirms that the three variables have a significant relationship with purchase decisions when entered into the model

together.

Implications

a. Theoretical Implications:

The findings add context to the discussion of purchase decisions for Korean beauty products. In this sample, price is the only predictor with a statistically significant partial relationship, suggesting that consumers' assessment of the amount paid remains relevant. The separate tests do not establish significant effects for brand ambassador or brand image. This does not mean that companies should disregard those elements; rather, their independent contributions were not demonstrated by the present data. Their suitability and consistency with consumer expectations may still be considered as part of an integrated marketing approach.

b. Practical Implications

For businesses selling Korean beauty products in Indonesia, the results point to the importance of reviewing prices against product quality, expected benefits, and competing products. Companies can also assess whether the selected ambassadors fit the products and whether campaign messages are clear. Maintaining product standards, service quality, and a coherent brand presentation may support consumer confidence. Because the present model includes only three predictors, managers should avoid treating these variables as the sole determinants of purchasing behavior.

Recommendations

Future studies could test a broader model by adding other relevant variables, increasing the sample size, or recruiting consumers from different locations and demographic groups. For practitioners, pricing decisions should take account of the quality and benefits delivered and the prices of competing products. Ambassador selection should consider the fit between the individual, the product, and the intended audience, as well as the person's ability to communicate product information. Companies should also sustain product and service quality and use communication channels that are appropriate for their target consumers.

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