

THE EFFECTS OF DIGITAL MARKETING, ELECTRONIC WORD OF MOUTH, AND BRAND AMBASSADORS ON PURCHASE DECISIONS FOR THE INSTAPERFECT BRAND ON TIKTOK SHOP

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Abstract: The increasing use of digital technology has encouraged companies to adopt Digital Marketing, electronic word of mouth (e-WOM), and Brand Ambassador as marketing strategies to shape consumer Purchase Decision. This study aims to examine the effect of Digital Marketing, e-WOM, and Brand Ambassador on the Purchase Decision of Instaperfect products on TikTok Shop. The research involved 105 Instaperfect consumers in Samarinda City and employed a quantitative approach. Primary data were obtained through questionnaires and analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the assistance of the SmartPLS application. The findings demonstrate that Digital Marketing, e-WOM, and Brand Ambassador each have a positive and significant effect on Purchase Decision. Of the three variables, e-WOM demonstrates the strongest influence, whereas Brand Ambassador has the weakest effect. The R-Square value of 0.903 shows that Digital Marketing, e-WOM, and Brand Ambassador collectively account for 90.3% of the variation in Purchase Decision, while the remaining 9.7% is attributable to other factors outside the variables examined in this study. These results suggest that strengthening digital marketing activities, encouraging positive e-WOM, and selecting and utilizing Brand Ambassador effectively may contribute to increasing consumer Purchase Decision. This research is expected to add to the existing literature concerning Digital Marketing, e-WOM, and Brand Ambassador, while also serving as a practical consideration for Instaperfect in developing and improving its marketing strategies through TikTok Shop.

Keywords: Digital Marketing, Electronic Word of Mouth, Brand ambassador, Purchase Decision.

INTRODUCTION

The rapid development of digital technology has significantly reshaped marketing strategies, particularly the way companies engage and communicate with consumers. Through the use of social media and big data, companies can gain real-time insights into consumer behavior while developing stronger and more effective relationships with their customers (Cioppi et al., 2023). In this context, digital marketing is no longer viewed simply as a supporting element of marketing activities. Instead, it has evolved into a strategic component that enables companies to create value and strengthen their competitive advantage (Homburg & Wielgos, 2022).

The rise of social commerce has turned social media into a vital part of the online shopping landscape. Social media networks like Facebook, Instagram and TikTok, allow companies to spread marketing messages, enhance brand image and communicate with customers directly (Wulandari et al., 2025). Every social media platform has its own features and nature. For example, TikTok is short-form video content with an extremely reactive algorithm, while Instagram showcases visual aesthetics but also offers several e-commerce features. If used correctly, social media will allow companies to increase their outreach in the market and drive stronger relations with consumers (Rosário & Dias, 2023).

Product pricing, transaction convenience, and trust in the information provided are the key factors influencing consumer decisions regarding online shopping, according to GoodStats (2025) survey of 1,508 respondents. These factors align with features of TikTok Shop, including integrated transaction services, promotional offers, and customer reviews and feedback. Furthermore, the option to use live streaming caters to the growing demand for social interaction and visual content during the purchasing process.

According to the same report, Shopee is the most popular site for purchasing skincare and beauty products, with an 85.6% usage rate. Meanwhile, TikTok Live is gaining popularity as an alternative online shopping channel. This finding reflects a shift in consumer behavior towards retail experiences that prioritize engagement and interactive content. TikTok has rapidly evolved from an entertainment-focused platform into a social commerce platform that combines social interaction, video content, and shopping activities in a single online space.

Users can browse a range of products, read reviews from other users and creators, and make purchases directly within TikTok shop without switching apps (Sinaga & Simbolon, 2023). The platform's appeal is further enhanced by special offers such as discounts, free shipping, and various payment options. This development illustrates how social media has evolved into a social commerce capable of driving and influencing purchasing behavior, transcending its original function as a communication tool.

Businesses are encouraged to adopt strategies that go beyond mere price based promotions such as the use of brand ambassadors given the increasingly competitive social commerce landscape. Public figures who are viewed positively can forge emotional connections with customers and enhance their trust in the company (Siswati & Rapisari, 2025). Furthermore, customer perceptions of a brand can be influenced by the values, communication style, and the personality of the brand ambassador (Agustin & Then, 2024).

By offering original material that is still relevant to their audience, popular brand ambassadors may draw in customers. They may also reflect a company's ideals and help to improve the brand image, therefore their duty goes beyond simply advertising items (Fang & Ekawati, 2025). Additionally, customers might draw inspiration from the personalities and lifestyles of these popular celebrities when thinking about and choosing items (Barta et al., 2023).

In addition to the function of brand ambassadors, electronic word-of-mouth (e-WOM) enhances brand perception and fosters customer confidence. Customers may quickly and easily share their experiences, write reviews, and suggest goods to a large audience via digital platform, like social media, and social commerce. This kind of communication is an evolution of traditional word-of-mouth, which has grown more powerful as digital technology has advanced (Kartika & Pandjaitan, 2023).

Google Trends search interest in the cosmetics business reveals the degree of brand competitiveness in the digital market. According to the statistics, Wardah has an average search interest of 70, with Skintific coming in at 34, Make Over at 12, Instaperfect at 2, and Rose All Day at 1 (Google Trends, 2026). The significant variations between these numbers imply that each company has a distinct degree of customer interest and visibility in the digital sphere.

When compared to its rivals, Instaperfect's search traffic was very low, which might indicate that the brand's online exposure is still restricted. This condition may be related to how successfully its digital marketing methods work, how brand ambassadors are chosen and used, and how electronic word of mouth raises customer awareness. As a result, it is vital to look at these three elements in more detail when it comes to customers' purchase decisions.

Instaperfect is a cosmetics brand under the Paragon Group that focuses on young consumers by offering a range of face makeup products, including foundation, cushion, powder, primer, mascara, eyeliner, blush, and lip color. Beyond its product offerings, Instaperfect also utilizes digital communication strategies to establish closer connections with consumers. Raline Shah and Syifa Hadju are two popular individuals who have worked with Instaperfect as brand ambassadors.

Brand ambassadors' participation in TikTok Shop's content marketing is evident in a variety of content formats, such as product evaluations, tutorials, and testimonials. This strategy has the potential to increase e-WOM as positive user experiences also influence consumers' opinions of a product's legitimacy (Ngo et al., 2024). In addition, content presented in an engaging and visually

appealing manner, while remaining relevant to current beauty trends, can make the information more accessible and easier for consumers to accept (Zain et al., 2024).

Customers' decisions to buy on TikTok Shop are influenced by information offered by other customers as well as company promotions. User reviews, comments, and firsthand accounts are frequently seen as more genuine and reliable than advertisements sent by businesses directly (Putri & Munas, 2023). At the same time, brand ambassadors can influence consumers' initial perceptions, help minimize uncertainty, and strengthen their confidence in a product (Sofwatunnisa et al., 2025).

Previous studies have explored the role of e-WOM and brand ambassadors in cosmetics marketing; however, most of these studies have examined their application within social media or e-commerce more broadly. In contrast, TikTok Shop possesses distinctive characteristics, such as an interest-based algorithm, real-time interaction, and short-form video content, which create a different shopping environment (Nadia Agustini & Elistia Elistia, 2024). Studies involving Mother of Pearl, Maybelline, and Nature Republic further demonstrate the significant role of e-WOM and brand ambassadors in strengthening brand loyalty and shaping a positive brand image ((Amin et al., 2021; Viliani & Telagawathi, 2024; Wijaya & Yulita, 2022).

This research is particularly relevant to the city of Samarinda, where the level of digital adoption has reached 88.33%, particularly in the use of social media and online shopping (Apjii, 2025). In addition, individuals aged 17–35 are actively engaging with digital content and keeping up with developments in beauty trends (Bps, 2025). In light of these circumstances, this study aims to investigate how brand ambassadors, digital marketing, and electronic word-of-mouth affect consumers' decisions to buy Instaperfect products on TikTok Shop. The results are anticipated to give insights on the use of digital marketing techniques in the context of social commerce as well as a deeper comprehension of customer behavior.

RESEARCH METHODOLOGY

Quantitative descriptive study using explanatory research techniques was the methodology employed. By examining how independent factors affect dependent variables, explanatory research seeks to comprehend the cause-and-effect linkages among variables (Sari et al., 2022). This study examined how brand ambassadors, electronic word-of-mouth, and digital marketing affected consumer choices. To determine how much each factor influences purchase decisions, the data were examined using statistical and empirical methods. Additionally, this approach offers a more comprehensive knowledge of consumer behavior in the context of digital platforms.

Data was gathered via a Google Forms-based online poll. To collect primary data directly from the respondents, the questionnaire was disseminated via Instagram and WhatsApp (Romdona et al., 2025). Customers in Samarinda who had bought Instaperfect items through TikTok Shop made up the study's population. Samarinda was selected as the research site because of its large working-age population and strong internet usage.

Purposive sampling, a non-probability sample approach, was used in the study to pick respondents based on predefined criteria pertinent to the study's goals (Jailani et al., 2023). Due to the lack of a full sample frame of TikTok Shop consumers, this strategy was used. As a result, the following requirements had to be met by the respondents: (1) they had to live in Samarinda; (2) they had to have an active TikTok account within the previous three months; and (3) they had to have bought Instaperfect items through TikTok Shop.

Hair et al. (2017), who advise calculating the number of respondents at five to ten times the total number of indicators, were consulted in order to determine the sample size. The necessary sample size varied from 70 to 140 respondents because this study included 14 indicators. A total of 105 respondents were chosen for the study based on this range and the research factors. A questionnaire, which comprises of a methodically organized series of written questions intended to elicit information from respondents in line with the goals of the study, was used to collect data (Mazhar, 2021). A 5-point Likert scale was used in the survey, which was sent using Google Forms. Statements intended to gauge digital marketing, electronic word of mouth, brand ambassadors, and decisions to buy Instaperfect items on TikTok Shop made up the instrument.

Using structural equation modeling (SEM) and the partial least squares (PLS-SEM) method, the four hypotheses put out in this study were investigated. This approach may be used with very small sample sizes, especially when the data do not fit the normal distribution assumption, and is suitable for evaluating intricate interactions between latent and observable variables (Memon et al., 2021). Researchers may investigate mediation, moderation, and nonlinear correlations using PLS-SEM, which is relevant to both reflective and formative measurement approaches. Beyond its predictive orientation, this approach is widely employed in social and management research to assess causal relationships among constructs and evaluate the validity of the proposed theoretical framework (Purwanto & Sudargini, 2021; TomassMHultt, 2021).

RESEARCH RESULTS

Hypothesis testing in this study was performed using SmartPLS 3 through three main stages of analysis, namely the outer model, inner model, and significance testing using bootstrapping. The outer model assessment was conducted to determine the validity and reliability of the research instruments. This evaluation involved three main criteria: convergent validity, discriminant validity, and composite reliability.

The purpose of the inner model evaluation is to investigate the connections among latent variables in the suggested structural model. In order to determine the importance of causal linkages, the assessment takes into account the R-squared (R^2), predictive relevance (Q^2), and F-squared (F^2) values. Additionally, the bootstrapping technique generates the t-statistic values. Additionally, the path coefficients from the inner model, which show how much the independent factors affect the dependent variable, provide the basis for hypothesis testing. According to a 5% significance threshold, a hypothesis is deemed accepted if the t-statistic value is more than 1.98 and the p-value is less than 0.05 (Ghozali, 2014).

Table 1 Outer Loading

Variabel	Item	Average Variance Extracted
Digital Marketing (X1)	X1.1.1	0.782
	X1.1.2	0.729
	X1.2.1	0.823
	X1.2.2	0.845
	X1.3.1	0.744
	X1.3.2	0.865
	X1.4.1	0.737
	X1.4.2	0.772
Electronic Word of Mouth (X2)	X2.1.1	0.859
	X2.1.2	0.789
	X2.2.1	0.872
	X2.2.2	0.884
Brand Ambassador (Y2)	X3.1.1	0.816
	X3.1.2	0.763
	X3.2.1	0.813
	X3.2.2	0.751
	X3.3.1	0.790
	X3.3.2	0.796
	X3.4.1	0.803
	X3.4.2	0.858
Purchase Decision (Y1)	Y1.1.2	0.843
	Y1.2.3	0.716
	Y1.2.1	0.823

	Y1.2.2	0.808
	Y1.3.1	0.772
	Y1.3.2	0.786
	Y1.4.1	0.759
	Y1.4.2	0.844

Sources: Data processed by researchers (2026)

The outer loading values of all indicators linked to the study variables are shown in Table 1. These indicators were examined using a first-order model and the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method. The findings demonstrate that each indicator has an outside loading value greater than 0.70. As a result, all indicators may be considered valid as they meet the stated requirement for convergent validity (Hair et al., 2017). Since the indicator with the largest outer loading value for each construct is the feature that most strongly reflects the relevant variable, it is highlighted in the discussion to aid in the understanding of the results.

With a value of 0.865, X1.3.2 has the highest outer loading for the Digital Marketing construct. According to this outcome, Instaperfect's digital marketing implementation on TikTok Shop is best represented by the factor this indicator measures. The indication significantly contributes to the measurement of the whole digital marketing construct, as seen by the relatively high loading value.

With an outer loading value of 0.884, X2.2.2 has the greatest value in the Electronic Word of Mouth (e-WOM) construct. This result shows that among Instaperfect customers on TikTok Shop, the element represented by this indicator is the most prevalent dimension of e-WOM. The high loading number indicates that customer feedback, suggestions, or interactions represented by this indicator are a crucial component in gauging the e-WOM construct.

X3.4.2 has the greatest outer loading value (0.858) for the Brand Ambassador build. This finding suggests that the indicator's component best captures the function of Instaperfect's brand ambassador. As a result, the indication is a crucial part of the entire construct and significantly influences how customers view the brand ambassador.

In the meantime, Y1.1.1 receives the greatest outer loading value of 0.842 within the Purchase Decision construct. This result demonstrates that when it comes to Instaperfect items on TikTok Shop, customers' purchasing decisions are best represented by the aspect examined by this indicator. Compared to the other indicators, this one makes a stronger contribution to quantifying the purchase decision construct, as indicated by the high outer loading value.

Table 2 Construct Reliability and Validity

Variables	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Digital Marketing (X1)	0.912	0.914	0.929	0.622
Electronic Word of Mouth (X2)	0.876	0.880	0.915	0.729
Brand Ambassador (X3)	0.919	0.921	0.934	0.639
Purchase Decision (Y1)	0.916	0.918	0.932	0.632

Sources: Data processed by researchers (2026)

Based on Table 2, Construct Reliability and Validity, all research variables demonstrate adequate levels of reliability and validity. The Cronbach's Alpha values for Digital Marketing (X1), Electronic Word of Mouth (X2), Brand Ambassador (X3), and Purchase Decision (Y1) are 0.912, 0.876, 0.919, and 0.916, respectively. Meanwhile, the Composite Reliability (CR) values range from 0.915 to 0.934, indicating a high level of internal consistency among the indicators measuring each construct. In addition, all AVE values exceed the minimum threshold of 0.50, ranging from 0.622 to 0.729, which confirms that each construct meets the criteria for convergent validity (Hair et al., 2017). Therefore, the indicators used to measure Digital Marketing, Electronic Word of Mouth, Brand Ambassador, and Purchase Decision can be considered reliable and valid for further analysis.

Table 3 Cross Loading

	Digital marketing (X1)	Electronic word of mouth (X2)	Brand ambassador (X3)	Purchase Decision (Y1)
X1.1.1	0.782	0.589	0.618	0.676

X1.1.2	0.729	0.593	0.585	0.653
X1.2.1	0.823	0.670	0.624	0.710
X1.2.2	0.845	0.752	0.664	0.770
X1.3.1	0.744	0.674	0.662	0.703
X1.3.2	0.865	0.756	0.710	0.775
X1.4.1	0.737	0.655	0.673	0.721
X1.4.2	0.772	0.677	0.682	0.730
X2.1.1	0.805	0.859	0.700	0.823
X2.1.2	0.631	0.798	0.522	0.693
X2.2.1	0.724	0.872	0.663	0.795
X2.2.2	0.745	0.884	0.654	0.789
X3.1.1	0.664	0.582	0.816	0.661
X3.1.2	0.599	0.549	0.763	0.606
X3.2.1	0.745	0.655	0.813	0.727
X3.2.2	0.600	0.610	0.751	0.665
X3.3.1	0.685	0.568	0.790	0.623
X3.3.2	0.584	0.554	0.796	0.587
X3.4.1	0.686	0.616	0.803	0.692
X3.4.2	0.714	0.627	0.858	0.684
Y1.1.2	0.794	0.741	0.659	0.842
Y1.2.3	0.697	0.692	0.617	0.716
Y1.2.1	0.722	0.774	0.583	0.823
Y1.2.2	0.719	0.729	0.623	0.808
Y1.3.1	0.659	0.741	0.558	0.772
Y1.3.2	0.701	0.671	0.740	0.786
Y1.4.1	0.714	0.642	0.762	0.759
Y1.4.2	0.783	0.788	0.697	0.844

Sources: Data processed by researchers (2026)

The results of the Heterotrait–Monotrait Ratio (HTMT) test presented in Table 3 indicate that all HTMT values among the research constructs are below the recommended threshold of 0.90. The HTMT value between Digital Marketing and Electronic Word of Mouth is 0.805, while the value between Digital Marketing and Brand Ambassador is 0.710 and between Digital Marketing and Purchase Decision is 0.775. Furthermore, the HTMT value between Electronic Word of Mouth and Brand Ambassador is 0.700, between Electronic Word of Mouth and Purchase Decision is 0.823, and between Brand Ambassador and Purchase Decision is 0.762. These findings demonstrate that the constructs possess adequate discriminant validity and can be distinguished from one another.

Hair et al. (2017) state that discriminant validity is achieved when the HTMT value is below 0.90, indicating that each construct represents a concept that is sufficiently distinct from the others. Based on this criterion, Digital Marketing, Electronic Word of Mouth, Brand Ambassador, and Purchase Decision in this study do not exhibit substantial conceptual overlap. Therefore, the measurement model in the PLS-SEM analysis meets the requirements for good discriminant validity and can subsequently proceed to the structural model evaluation stage.

Table 4 R Square

	R Square
Purchase Decision (Y1)	0.903

Sources: Data processed by researchers (2026)

Based on the table above, the R-Square (R^2) value for the Purchase Decision (Y1) variable is 0.903. This value indicates that 90.3% of the variation in Purchase Decision is explained by Digital Marketing (X1), Electronic Word of Mouth (X2), and Brand Ambassador (X3). The remaining 9.7% can be attributed to other factors that are not included in the research model. Thus, the R-Square (R^2) value of 0.903 for Purchase Decision (Y1) is classified as strong, demonstrating that the proposed model has a high capacity to explain variations in consumers' Purchase Decision

Table 5 R Square

	R Square
Purchase Decision (Y1)	0.903

Sources: Data processed by researchers (2026)

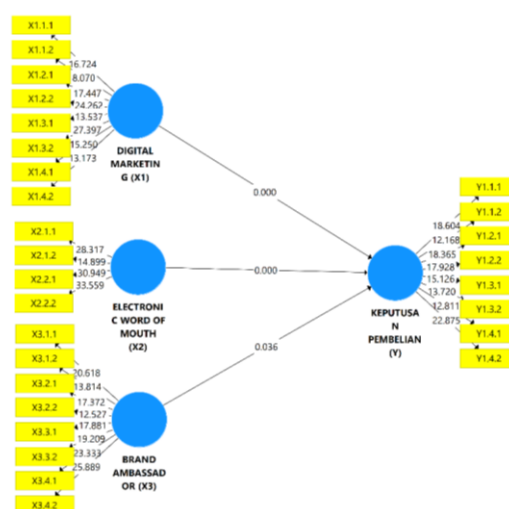
The Q^2 value of 0.903 indicates that the structural model has predictive relevance. This result shows that the model is capable of explaining and predicting 90.3% of the variation in Purchase Decision, while the remaining 9.7% may be attributed to other factors outside the research model. Because the Q^2 value is greater than 0 and approaches 1, the structural model in this study can be considered to demonstrate strong predictive relevance and good predictive capability.

Table 6 F Square

	Digital marketing (X1)	Electronic word of mouth (X2)	Brand ambassador (X3)	Purchase Decision (Y1)
Digital marketing (X1)				0.289
Electronic word of mouth (X2)				0.579
Brand ambassador (X3)				0.080
Purchase Decision (Y1)				

Sources: Data processed by researchers (2026)

Based on the table above, the F-Square (f^2) value for the relationship between Digital Marketing (X1) and Purchase Decision (Y1) is 0.289, which indicates a moderate effect of Digital Marketing on Purchase Decision. Meanwhile, the F-Square value for Electronic Word of Mouth (X2) and Purchase Decision (Y1) is 0.579, demonstrating a strong effect. In contrast, the F-Square value for Brand Ambassador (X3) and Purchase Decision (Y1) is 0.080, indicating a weak effect. Overall, the findings show that Electronic Word of Mouth has the largest effect size on Purchase Decision, followed by Digital Marketing and Brand Ambassador.



Gambar 1 Structural Model Results of SEM-PLS Analysis
Sources: Data processed by researchers (2026)

Table 7 Bootstrapping Test Results

	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	T Statistics	P values	Information
Digital marketing (X1) -> Purchase Decision (Y1)	0.387	0.375	0.092	4.185	0.000	Accepted
Electronic word of mouth (X2) -> Purchase Decision (Y1)	0.461	0.470	0.084	5.477	0.000	Accepted
Brand Ambassador (X3) -> Purchase Decision (Y1)	0.159	0.160	0.076	2.101	0.036	Accepted

Sources: Data processed by researchers (2026)

Based on the bootstrapping results presented in Table 7, Digital Marketing (X1) has a positive and significant effect on Purchase Decision (Y1), as indicated by an original sample value of 0.387, a T-statistics value of 4.185, and a P-value of 0.000. Electronic Word of Mouth (X2) also has a positive and significant effect on Purchase Decision (Y1), with an original sample value of 0.461, a T-statistics value of 5.477, and a P-value of 0.000. Meanwhile, Brand Ambassador (X3) has a positive and significant effect on Purchase Decision (Y1), as shown by an original sample value of 0.159, a T-statistics value of 2.101, and a P-value of 0.036. Since all T-statistics values exceed 1.98 and the P-values are below 0.05, all three hypotheses are accepted. These findings indicate that Digital Marketing, Electronic Word of Mouth, and Brand Ambassador each contribute positively and significantly to consumers' Purchase Decision for Instaperfect products on TikTok Shop.

DISCUSSION

The findings of this study reveal that Digital Marketing, Electronic Word of Mouth (e-WOM), and Brand Ambassador each exert a positive and significant influence on Purchase Decision for Instaperfect products on TikTok Shop. Digital Marketing produces a path coefficient of 0.387, with a T-statistics value of 4.185 and a P-value of 0.000. These results confirm a positive and significant relationship, supported by an F^2 value of 0.289, which represents a moderate effect. Electronic Word of Mouth demonstrates the strongest influence among the variables, reflected in a path coefficient of 0.461, a T-statistics value of 5.477, and a P-value of 0.000. Its F^2 value of 0.579 indicates a strong effect on Purchase Decision. Brand Ambassador also shows a positive and significant effect, with a path coefficient of 0.159, a T-statistics value of 2.101, and a P-value of 0.036. However, its F^2 value of 0.080 indicates a relatively small effect. Thus, the results confirm that all three variables play a role in shaping consumers' Purchase Decision, with e-WOM providing the greatest contribution within the proposed research model.

The significant relationship between Digital Marketing and Purchase Decision suggests that well-managed digital marketing activities can encourage consumers to develop purchasing considerations toward Instaperfect products available through TikTok Shop. Through digital platforms, consumers can access product information, identify products more conveniently, and interact directly with brands. This result is consistent with the marketing management viewpoint, which sees marketing initiatives as a way to provide value and build relationships with customers through appropriate communication channels in addition to being promotional efforts (Kotler, 1967). With an average score of 4.04, the descriptive results also show that the most important component of digital marketing is the ease of product discovery. This situation suggests that consumers may get the information they want with less time and effort because to search capabilities, recommendation tools, product tags, and direct links to buy sites.

The relevance of information from other customers in boosting confidence before buying Instaperfect items is further demonstrated by the substantial impact of electronic word-of-mouth

on purchase decisions. Reviews, ratings, comments, firsthand accounts, and suggestions from customers might offer viewpoints that may not be fully accessible through brand-published promotional materials. The Social Influence indicator has an average score of 4.07, which supports the descriptive findings. Additionally, a mean score of 4.19 was attained for favorable evaluations that persuade respondents to see Instaperfect as a high-quality product. These results imply that consumer-shared knowledge might lower uncertainty, affect opinions about the quality of products, and boost customers' confidence when making a purchase. Moreover, the F^2 value of 0.579 demonstrates that e-WOM provides the most substantial contribution to Purchase Decision when compared with Digital Marketing and Brand Ambassador.

The positive and significant influence of Brand Ambassador on Purchase Decision indicates that the involvement of a public figure can attract consumers' attention while also contributing to their trust, interest, and consideration of Instaperfect products. By utilizing the dimensions of visibility, credibility, attraction, and power, a brand ambassador can deliver brand messages in a way that is more relevant to the characteristics and expectations of the intended consumer group. Among the four dimensions, power recorded the highest average score of 3.83. This indicates that the perceived ability of a brand ambassador to influence consumer attitudes and encourage consideration of the promoted product represents the most prominent aspect. Nevertheless, the F^2 value of 0.080 shows that Brand Ambassador has a relatively small effect. This finding implies that although the role of a brand ambassador remains useful in generating attention and establishing an initial impression of the brand, consumers appear to place greater reliance on product-related information, reviews, ratings, and experiences shared by other users when determining their final purchasing decision.

When combined, the results show that brand ambassadors, digital marketing, and electronic word-of-mouth all influence purchase decisions. 90.3% of the variance in Purchase Decision can be explained by the three independent variables, according to the R-Square (R^2) value of 0.903. The remaining 9.7% may be attributed to other factors not included in the study model. This finding suggests that the suggested model has a very good ability to explain why customers choose to buy Instaperfect goods on TikTok Shop. Additionally, each variable has a unique yet complimentary function. Digital Marketing facilitates access to clear and relevant product information, e-WOM builds consumer confidence through the experiences and recommendations of other users, and Brand Ambassador supports the creation of attention, attraction, and brand image.

The results theoretically support the Consumer Behavior perspective, which explains that consumers' decisions to buy are impacted by the information, perceptions, experiences, and social influences they come across prior to completing a transaction (Duesenberry, 1949). Customers are simultaneously exposed to information from several sources inside the TikTok Shop ecosystem. These sources include user-generated e-WOM, company-produced digital marketing material, and brand ambassadors spreading promotional messaging. A more comprehensive information environment is produced by the interplay of numerous sources, which can help customers with their information search, alternative analysis, and ultimate purchase decision. Accordingly, the findings indicate that consumer decision-making within a social commerce environment does not depend solely on one marketing stimulus. Instead, it is shaped by the combined influence of different forms of digital communication.

Practically speaking, the findings show that Instaperfect must continue to use an integrated strategy when putting e-WOM, digital marketing, and brand ambassador tactics into practice. Product information that is clear, accessible, and pertinent to customer demands should continue to be the top priority in digital marketing initiatives. Effective management of customer experiences is also necessary to promote the formation of genuine positive evaluations, ratings, and recommendations. The selection of brand ambassadors should also include their attractiveness, good image, credibility, and compatibility with the features of the product and the target market. Since e-WOM produces the strongest influence, Instaperfect should place greater emphasis on delivering positive consumer experiences and facilitating authentic interactions among users. Meanwhile, Digital Marketing and Brand Ambassador strategies can be positioned as complementary efforts to reinforce product awareness, consumer trust, and, ultimately, Purchase Decision.

CONCLUSION

1. This study concludes that Digital Marketing has a positive and significant effect on Purchase Decision for Instaperfect products on TikTok Shop, with a path coefficient of 0.387 and a p-value of 0.000. Its F^2 value of 0.289 indicates a moderate effect, demonstrating that effective digital marketing strategies play an important role in encouraging consumers to purchase Instaperfect products.
2. The results show that Electronic Word of Mouth (e-WOM) has a positive and significant effect on Purchase Decision, with a path coefficient of 0.461 and a p-value of 0.000. With an F^2 value of 0.579, classified as a large effect, e-WOM represents the strongest contributing factor among the variables examined, indicating that consumer reviews, comments, and recommendations play an important role in strengthening purchasing decisions for Instaperfect products on TikTok Shop.
3. Brand Ambassador has been found to have a positive and significant effect on Purchase Decision, as reflected by a path coefficient of 0.159 and a p-value of 0.036. However, its F^2 value of 0.080 indicates a small effect. These findings suggest that the presence of a brand ambassador contributes to consumers' purchasing decisions, although its influence remains relatively lower than that of Digital Marketing and Electronic Word of Mouth.
4. The results demonstrate that Digital Marketing, Electronic Word of Mouth, and Brand Ambassador simultaneously influence Purchase Decision, as indicated by an R-Square (R^2) value of 0.903. This means that the three variables collectively explain 90.3% of the variation in Purchase Decision, while the remaining 9.7% is attributable to other factors outside the research model. Thus, the proposed model demonstrates a very strong explanatory capacity in describing consumers' purchasing decisions for Instaperfect products on TikTok Shop.

RECOMMENDATION

1. It is advised that Instaperfect's management keep refining digital marketing tactics on TikTok Shop by creating more imaginative, educational, and interactive promotional content, such as product demonstration videos, live shopping, and instructional content outlining the advantages and applications of the products. These initiatives have the potential to boost consumer interest, make pertinent product information more accessible, and motivate purchases.
2. Instaperfect is suggested to encourage customers to leave reviews and testimonials after making purchases, since electronic word-of-mouth (e-WOM) has the greatest impact on purchase decisions. Additionally, Instaperfect is urged to immediately and professionally react to comments, queries, and concerns. In order to increase potential customers' trust through genuine product experiences and suggestions, the business should also improve its utilization of user-generated content and partnerships with beauty content producers.
3. When choosing brand ambassadors, Instaperfect is urged to give them more thought by assessing their attractiveness, good image, credibility, and fit with the target market and product attributes. Beyond being well-known, brand ambassadors must be able to convey product details, offer pertinent instruction, and share real-life product experiences. It is anticipated that choosing the right brand ambassadors would boost customers' confidence in making purchases and build their trust in Instaperfect.
4. It is advised that future researchers broaden the scope of the study by include more variables that might affect purchase decisions, larger samples, or wider research objectives. In order to give a more thorough knowledge of consumer purchasing behavior in the setting of social commerce, future research may also take into account variables other than digital marketing, electronic word-of-mouth, and brand ambassadors.

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