

ANALYSIS OF CONSUMER PERCEPTION THROUGH THE BRAND AMBASSADOR 'FUJII-AN' ON PURCHASE INTENTION OF PRODUCTS ON E-COMMERCE IN INDONESIA

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ABSTRACT

This study aims to analyze the effect of Consumer Perception on the Fujii-an Brand Ambassador, the effect of the Brand Ambassador on Purchase Intention, the effect of Consumer Perception on Purchase Intention, and the mediating role of the Brand Ambassador in the relationship between Consumer Perception and Purchase Intention. The study employed a quantitative research approach to examine the relationships among these variables. The population consisted of 1,000 consumers, while the sample comprised 150 respondents selected using purposive sampling techniques. Data were collected through observation and online questionnaires distributed to consumers who met the research criteria. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4 software. The results indicate that Consumer Perception has a positive and significant effect on the Brand Ambassador ($\beta = 0.390$; $t = 5.070$; $p = 0.000$). Consumer Perception also has a positive and significant effect on Purchase Intention ($\beta = 0.347$; $t = 4.363$; $p = 0.000$). Furthermore, the Brand Ambassador positively and significantly influences Purchase Intention ($\beta = 0.306$; $t = 3.629$; $p = 0.000$). The mediation analysis reveals that the Brand Ambassador significantly mediates the relationship between Consumer Perception and Purchase Intention ($\beta = 0.119$; $t = 2.905$; $p = 0.004$). These findings demonstrate that favorable consumer perceptions contribute to stronger purchase intentions both directly and indirectly through the effectiveness of the Fujii-an Brand Ambassador. Therefore, companies should strengthen consumer perceptions and optimize brand ambassador strategies to enhance consumers' purchase intentions toward Fujii-an products.

Keywords : *Consumer Perception, Brand Ambassador, Purchase Intention*

INTRODUCTION

The rapid development of digital technology has fundamentally transformed the marketing landscape worldwide. Traditional marketing approaches, which primarily relied on one-way communication through television, radio, newspapers, billboards, and promotional events, have gradually been replaced by more interactive and data-driven digital marketing strategies. The emergence of e-commerce platforms and social media has enabled businesses to communicate directly with consumers, personalize marketing messages, and evaluate campaign effectiveness in real time. Consequently, digital marketing has become a critical component of business competitiveness,

particularly in highly dynamic online marketplaces.

Despite the opportunities created by digital transformation, e-commerce businesses face increasing challenges in attracting and retaining consumers. The growing number of brands competing within digital platforms has intensified market competition, making it more difficult for products to gain visibility and consumer attention. Furthermore, consumers are exposed to an overwhelming amount of information and promotional content every day, causing traditional advertising approaches to lose their effectiveness. In this environment, consumer trust, authenticity, and emotional engagement

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have become crucial determinants of purchasing behavior.

To address these challenges, many companies have adopted brand ambassador strategies as a means of strengthening consumer trust and enhancing brand communication. Brand ambassadors, particularly celebrities, influencers, and public figures, serve as representatives of a brand and communicate promotional messages to target audiences in a more personal and relatable manner. Research has consistently demonstrated that the effectiveness of brand ambassadors depends on attributes such as credibility, trustworthiness, expertise, attractiveness, and authenticity. These characteristics contribute to stronger emotional connections between consumers and brands, ultimately influencing consumers' purchase intentions [1][2].

Recent studies have highlighted the growing importance of influencers and brand ambassadors in shaping consumer behavior within digital environments. Zhao et al. found that influencer attributes significantly affect purchase intention through the mediating role of consumers' attitudes toward brands [3]. Similarly, Candra et al. demonstrated that both endorser credibility and brand credibility positively influence purchase intention in e-commerce settings [4]. In addition, Bawack and Bonhoure argued that influencers increasingly function as trusted recommenders, capable of influencing consumers' product evaluations and purchase decisions through social interactions and recommendations [5].

The influence of brand ambassadors has become even more prominent through social media platforms, where consumers can develop parasocial relationships with influencers and public figures. These one-sided emotional connections often lead consumers to perceive brand ambassadors as trustworthy sources of information and recommendations. Moniz et al. reported that consumers' perceptions of social media influencers significantly contribute to purchase intention, while Arya et al. emphasized that engaging influencer marketing content enhances consumers' willingness to purchase products through e-commerce platforms [6][7]. Furthermore, Li et al. found that authentic and interactive influencer communication styles are more effective in stimulating consumer decision-making than passive promotional approaches [8].

Another important factor influencing purchase intention is consumer perception. Consumer perception refers to the process through which individuals select, organize, and interpret information received from their environment to form meaningful evaluations of products, brands, and marketing communications. Positive consumer perceptions regarding product quality, brand image, and promotional credibility can significantly influence consumers' willingness to purchase a product. Previous studies have suggested that consumer perception not only directly affects purchase intention but also strengthens the effectiveness of marketing communication strategies

involving influencers and brand ambassadors [6][3].

Within the Indonesian context, the use of brand ambassadors has become increasingly prevalent as companies seek to differentiate themselves in the highly competitive e-commerce market. One of the most influential public figures currently serving as a brand ambassador is Fujii-an. Her immense popularity across digital platforms, particularly among younger consumers, has made her a highly attractive marketing partner for numerous brands. Through endorsements, collaborations, and promotional campaigns, Fujii-an has successfully established a strong presence in Indonesia's digital marketplace and has been associated with various product categories, including fashion, beauty, lifestyle, and e-commerce services.

Although previous studies have extensively examined the effects of influencers, endorsers, and brand ambassadors on purchase intention, empirical research focusing specifically on Fujii-an remains limited. Existing literature generally investigates brand ambassadors from a broader perspective without examining how consumers perceive Fujii-an and how such perceptions influence their purchase intentions in e-commerce environments. Moreover, previous studies have largely focused on the direct influence of ambassador characteristics on purchase intention, while relatively little attention has been given to the mediating role of brand ambassadors in the relationship between consumer perception and purchase intention.

This research gap highlights the need for further investigation into the mechanisms through which consumer perception and brand ambassador effectiveness jointly influence purchasing behavior. Understanding these relationships is particularly important in Indonesia's rapidly growing e-commerce sector, where consumers increasingly rely on social media personalities and digital influencers when making purchasing decisions.

Therefore, this study entitled "*Analysis of Consumer Perception Through the Brand Ambassador Fujii-an on Product Purchase Intention in E-Commerce*" aims to examine: (1) the effect of Consumer Perception on the Fujii-an Brand Ambassador, (2) the effect of the Fujii-an Brand Ambassador on Purchase Intention, (3) the effect of Consumer Perception on Purchase Intention, and (4) the mediating role of the Fujii-an Brand Ambassador in the relationship between Consumer Perception and Purchase Intention. The findings are expected to contribute to the literature on digital marketing and consumer behavior while providing practical insights for businesses seeking to optimize brand ambassador strategies in the e-commerce industry.

RESEARCH METHODS

Research Approach and Design

This study employed a quantitative research approach. According to Creswell, quantitative research focuses on the measurement and analysis of numerical data, utilizes statistical methods to test hypotheses and examine relationships among variables,

and emphasizes objectivity and the generalization of research findings [9]. The quantitative approach was selected because it enables the researcher to systematically investigate the relationships among consumer perception, brand ambassador, and purchase intention.

The research design is descriptive and verificative in nature. Descriptive research aims to provide a systematic and accurate description of the characteristics of the variables under investigation, while verificative research seeks to test hypotheses and verify the causal relationships among variables. Through the analysis of numerical data, this study examines the significance of the relationships between consumer perception, the Fujii-an brand ambassador, and consumers' purchase intentions in the Indonesian e-commerce context.

Population and Sample

1. Population

The population of this study consists of all e-commerce users in Indonesia who are familiar with or have been exposed to Fujii-an as a brand ambassador. Based on estimations supported by consumer behavior data and the promotional reach of Fujii-an across social media and e-commerce platforms, the relevant population is estimated to comprise approximately 1,000 individuals.

2. Sample

The sample size was determined based on the guidelines for Structural Equation Modeling–Partial Least Squares (SEM-PLS). According to Hair et al., the

minimum sample size should be between five and ten times the number of indicators used in the research model [10]. Accordingly, the sample size for this study ranged from 100 to 150 respondents, with a total of 150 respondents participating in the survey.

The sampling technique employed was purposive sampling, a non-probability sampling method in which respondents are selected according to predetermined criteria relevant to the objectives of the study. The selected respondents were individuals who actively use e-commerce platforms and have knowledge of or exposure to Fujii-an as a brand ambassador.

Data Analysis Technique

The collected data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4 software. SEM-PLS was chosen because it is suitable for examining complex relationships among latent variables and can effectively handle predictive and exploratory research models.

Validity Test

Validity testing was conducted to assess whether the measurement instrument accurately captures the constructs it is intended to measure. According to Hair et al., validity assessment is a crucial step in evaluating the quality of a measurement model because it ensures that the indicators appropriately represent their corresponding latent constructs [11].

1. Convergent Validity

Convergent validity was assessed by examining the outer loading values of each indicator and the Average Variance Extracted (AVE). Hair et al. recommend that indicator loadings should exceed 0.70, indicating that the indicators adequately explain the underlying construct [11]. Furthermore, an AVE value greater than 0.50 suggests that the construct explains more than half of the variance of its indicators, thereby demonstrating satisfactory convergent validity.

2. Discriminant Validity

Discriminant validity was evaluated using the Fornell–Larcker criterion. According to Fornell and Larcker, a construct demonstrates adequate discriminant validity when it shares more variance with its own indicators than with other constructs in the model [12]. This assessment ensures that each construct is empirically distinct and measures a unique concept within the structural model.

Reliability Test

Reliability testing was conducted to evaluate the consistency and internal stability of the measurement instrument. The reliability of each construct was assessed using Composite Reliability (CR) and Cronbach's Alpha.

Hair et al. suggest that Composite Reliability values above 0.70 indicate satisfactory internal consistency, while values between 0.60 and 0.70 may be acceptable in exploratory research [11]. In addition, Cronbach's Alpha values greater than 0.70 are generally considered indicative of acceptable

reliability. These measures ensure that the indicators consistently measure the intended latent constructs.

Outer Model Evaluation

The outer model, also referred to as the measurement model, was evaluated to assess the validity and reliability of the constructs and their indicators. According to Sarstedt et al., measurement model assessment is essential for determining whether the indicators adequately represent the latent variables and whether the constructs meet the required standards of reliability and validity [13].

For reflective measurement models, the evaluation includes the assessment of indicator loadings, convergent validity through AVE, discriminant validity using the Fornell–Larcker criterion, Composite Reliability, and Cronbach's Alpha. These procedures ensure that the measurement model possesses adequate psychometric properties before proceeding to structural model analysis.

Inner Model Evaluation

The inner model, or structural model, was evaluated to examine the relationships among latent constructs and to test the proposed research hypotheses. According to Hair et al., structural model assessment focuses on evaluating the predictive capability of the model and the significance of the relationships among constructs [11].

The evaluation of the inner model included the assessment of the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and path coefficients. In addition, hypothesis testing was conducted

using the bootstrapping procedure to determine the statistical significance of the proposed relationships. Following Hair et al., hypotheses were considered supported when the t-statistic exceeded 1.96 and the p-value was below 0.05, indicating a statistically significant relationship at the 5% significance level [11].

RESEARCH RESULTS

Hypothesis Testing Results (Path Coefficient Estimation)

The significance of the structural model relationships was assessed using the bootstrapping procedure in SmartPLS 4. The significance of each hypothesis was determined by examining the path coefficient (β), t-statistic, and p-value. Following the recommended significance level of 5%, a hypothesis is considered statistically significant when the t-statistic exceeds 1.96 and the p-value is less than 0.05.

Table 1. Direct Effects Hypothesis Testing Results

Relation ship	Path Coefficient (β)	Sam ple Mean (M)	Stand ard Devia tion (STD EV)	t- Stati stic	p- Val ue
Brand Ambassador → Purchase Intention	0.306	0.307	0.084	3.629	0.000
Consumer Perception → Brand Ambassador	0.390	0.396	0.077	5.070	0.000

Consumer Perception → Purchase Intention	0.347	0.349	0.080	4.363	0.000
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Source: Primary Data Processed in 2025

H1: The Effect of Brand Ambassador on Purchase Intention

The results indicate that the path coefficient between Brand Ambassador and Purchase Intention is $\beta = 0.306$, with a t-statistic of 3.629 and a p-value of 0.000. Since the t-statistic exceeds the critical value of 1.96 and the p-value is below 0.05, H1 is accepted. These findings demonstrate that the Brand Ambassador has a positive and significant effect on Purchase Intention. This suggests that the more effective and credible Fujii-an is perceived as a brand ambassador, the greater the consumers’ intention to purchase products promoted through e-commerce platforms.

H2: The Effect of Consumer Perception on Brand Ambassador

The results reveal a path coefficient of $\beta = 0.390$, a t-statistic of 5.070, and a p-value of 0.000 for the relationship between Consumer Perception and Brand Ambassador. Because the t-statistic is greater than 1.96 and the p-value is lower than 0.05, H2 is accepted. This finding indicates that Consumer Perception has a positive and significant influence on perceptions of Fujii-an as a Brand Ambassador. In other words, consumers who hold favorable perceptions of a product or brand tend to evaluate its brand ambassador more positively.

H3: The Effect of Consumer Perception on Purchase Intention

The direct effect of Consumer Perception on Purchase Intention yielded a path coefficient of $\beta = 0.347$, a t-statistic of 4.363, and a p-value of 0.000. Since the t-statistic exceeds the threshold of 1.96 and the p-value is below 0.05, H3 is accepted. These results confirm that Consumer Perception has a positive and significant impact on Purchase Intention. Consumers who develop favorable perceptions of a product are more likely to exhibit stronger intentions to purchase that product.

Mediation Effect Testing

To examine the mediating role of the Brand Ambassador, an indirect effect analysis was conducted using the bootstrapping procedure.

Table 2. Indirect Effect Testing Results

Relation	Path Coefficient (β)	Sample Mean (M)	Standard Deviation (STD EV)	t-Statistic	p-Value
Consumer Perception → Brand Ambassador → Purchase Intention	0.119	0.122	0.041	2.905	0.004

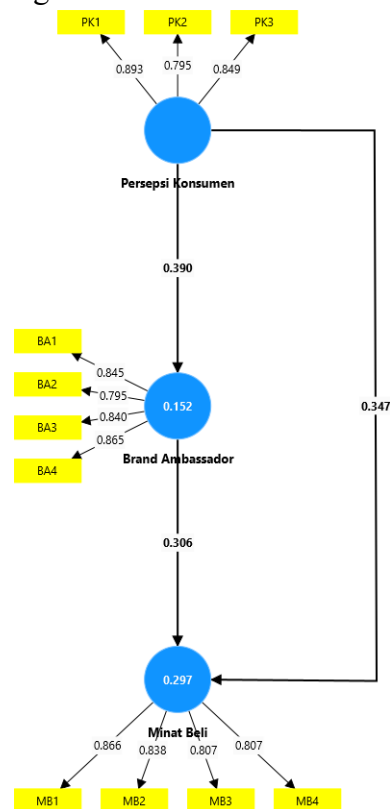
Source: Primary Data Processed in 2025

H4: The Mediating Role of Brand Ambassador

The indirect effect of Consumer Perception on Purchase Intention through Brand Ambassador produced a path coefficient of $\beta = 0.119$, a t-statistic of 2.905, Journal of Economic, Business and Administration (JEBA)

and a p-value of 0.004. Since the t-statistic is greater than 1.96 and the p-value is less than 0.05, H4 is accepted.

These findings indicate that the Brand Ambassador significantly mediates the relationship between Consumer Perception and Purchase Intention. In practical terms, positive consumer perceptions not only directly enhance purchase intention but also indirectly strengthen purchase intention through the effectiveness of Fujii-an as a Brand Ambassador. Therefore, the role of the Brand Ambassador serves as an important mechanism through which consumer perceptions are translated into stronger purchasing intentions.



Source: SmartPLS 4 Output (Bootstrapping Results).

<https://journals.ubmg.ac.id/index.php/JEBA>

Figure 1. Bootstrapping Results of the Structural Model**Summary of Hypothesis Testing Results****Table 3. Summary of Hypothesis Testing**

Hypothesis	Relationship	β	t-Statistic	p-Value	Result
H1	Brand Ambassador → Purchase Intention	0.306	3.629	0.000	Accepted
H2	Consumer Perception → Brand Ambassador	0.390	5.070	0.000	Accepted
H3	Consumer Perception → Purchase Intention	0.347	4.363	0.000	Accepted
H4	Consumer Perception through Brand Ambassador	0.119	2.905	0.004	Accepted

Source: Primary Data Processed in 2025

DISCUSSION**The Effect of Consumer Perception on the Fujii-an Brand Ambassador**

The results indicate that Consumer Perception has a positive and significant effect on the Fujii-an Brand Ambassador ($\beta = 0.390$; $t = 5.070$; $p < 0.001$). This finding suggests that consumers who hold favorable

perceptions of a product or brand are more likely to evaluate its brand ambassador positively. In the context of e-commerce, consumers tend to associate the quality, credibility, and value of a product with the public figure representing it. Consequently, positive perceptions toward a brand contribute to stronger acceptance of its brand ambassador.

This finding is consistent with the study conducted by Moniz et al., which demonstrated that consumer perceptions play a significant role in shaping responses to social media influencers and ultimately affect purchase-related outcomes [6]. Similarly, Bawack and Bonheure argued that influencers increasingly function as trusted recommenders whose effectiveness depends largely on how consumers perceive the products and brands they endorse [5]. When consumers already possess favorable perceptions of a brand, they are more likely to perceive the associated influencer or brand ambassador as credible and trustworthy.

In the case of Fujii-an, positive consumer perceptions may strengthen her credibility as a brand ambassador because consumers perceive a congruence between her public image and the values represented by the promoted products. Therefore, consumer perception serves as an important foundation for the effectiveness of brand ambassador marketing strategies within e-commerce environments.

The Effect of the Fujii-an Brand Ambassador on Purchase Intention

The findings reveal that the Fujii-an Brand Ambassador has a positive and

significant effect on Purchase Intention ($\beta = 0.306$; $t = 3.629$; $p < 0.001$). This result indicates that consumers are more likely to purchase products when they perceive the brand ambassador as credible, attractive, relatable, and influential.

This finding supports previous studies emphasizing the importance of brand ambassadors in influencing consumer behavior. Utami et al. found that celebrity brand ambassadors significantly enhance consumers' purchase intentions by increasing familiarity and trust toward promoted products [1]. Likewise, Putri et al. concluded that brand ambassadors positively influence purchase intention in e-commerce settings through their ability to strengthen consumer engagement and confidence [2].

Furthermore, Zhao et al. highlighted that influencer attributes, including credibility, trustworthiness, and attractiveness, significantly affect consumers' purchase intentions [3]. Similarly, Candra et al. reported that endorser credibility is a critical determinant of purchase intention in e-commerce because consumers tend to rely on trusted public figures when evaluating products online [4]. These findings suggest that Fujii-an's popularity and credibility contribute significantly to enhancing consumers' willingness to purchase products promoted through digital platforms.

The results also align with Li et al., who found that authentic and engaging influencer interactions generate stronger consumer responses than passive promotional activities [8]. Fujii-an's active presence on social media and her ability to establish

emotional connections with followers may therefore strengthen the persuasive impact of promotional messages and increase purchase intention.

The Effect of Consumer Perception on Purchase Intention

The results demonstrate that Consumer Perception has a positive and significant effect on Purchase Intention ($\beta = 0.347$; $t = 4.363$; $p < 0.001$). This finding indicates that consumers who perceive products positively are more likely to develop stronger intentions to purchase those products.

This result is consistent with the findings of Moniz et al., who reported that consumer perceptions significantly influence purchase intention through evaluations of influencers and promotional content [6]. Positive perceptions regarding product quality, value, and brand image create favorable attitudes toward products, thereby increasing consumers' willingness to purchase.

In e-commerce environments, consumer perception is shaped by multiple factors, including product information, customer reviews, social media content, and influencer endorsements. Arya et al. emphasized that the effectiveness of influencer marketing in e-commerce depends heavily on consumers' perceptions of both the product and the promotional content [7]. When consumers perceive products as trustworthy, useful, and aligned with their needs, their purchase intentions increase substantially.

Moreover, Stubb and Colliander found that authenticity in promotional

messages significantly influences consumer responses to influencer marketing [14]. Consumers who perceive promotional content as genuine and credible are more likely to develop favorable attitudes toward the product and subsequently exhibit stronger purchase intentions. Therefore, positive consumer perception remains a fundamental driver of purchasing behavior in digital marketplaces.

The Mediating Role of the Fujii-an Brand Ambassador

The mediation analysis revealed that the Fujii-an Brand Ambassador significantly mediates the relationship between Consumer Perception and Purchase Intention ($\beta = 0.119$; $t = 2.905$; $p = 0.004$). This finding indicates that consumer perception influences purchase intention both directly and indirectly through the effectiveness of the brand ambassador.

The result is consistent with Zhao et al., who found that influencer attributes affect purchase intention through consumers' attitudes toward the brand [3]. Their study demonstrated that influencers serve as an important mechanism through which consumer evaluations are translated into behavioral intentions. Similarly, Candra et al. reported that endorser credibility enhances purchase intention by strengthening consumer trust in both the brand and the promotional message [4].

Furthermore, Orelskaia et al. demonstrated that customer attitudes can mediate the relationship between marketing stimuli and purchase intention [15]. In the present study, the Brand Ambassador performs a similar mediating function by strengthening the impact of positive consumer

perceptions on purchasing intentions. Consumers who already hold favorable perceptions of a product become even more likely to purchase when those perceptions are reinforced by a trusted and influential public figure.

The findings are also supported by Aisyah et al., who highlighted the mediating role of trust in the relationship between ambassador-related marketing activities and consumer behavioral outcomes [16]. Likewise, Bawack and Bonhoure emphasized that social media influencers act as recommendation agents capable of transforming consumer perceptions into purchasing decisions through social influence and credibility [5].

Overall, the results demonstrate that Consumer Perception and the Fujii-an Brand Ambassador work synergistically in influencing Purchase Intention. Positive consumer perceptions establish a favorable evaluation of the product, while Fujii-an enhances the persuasiveness of marketing communication through her credibility, authenticity, and emotional connection with consumers. Consequently, the combination of positive consumer perceptions and an effective brand ambassador strategy constitutes a powerful mechanism for increasing purchase intention in Indonesia's highly competitive e-commerce environment.

CONCLUSION

This study aimed to examine the influence of Consumer Perception on the Fujii-an Brand Ambassador, the influence of the Brand Ambassador on Purchase Intention,

the direct influence of Consumer Perception on Purchase Intention, and the mediating role of the Brand Ambassador in the relationship between Consumer Perception and Purchase Intention among e-commerce consumers in Indonesia.

Based on the results of the SEM-PLS analysis, several conclusions can be drawn. First, Consumer Perception was found to have a positive and significant effect on the Fujii-an Brand Ambassador. This finding indicates that consumers who hold favorable perceptions of a product or brand are more likely to evaluate the brand ambassador positively. Therefore, consumer perception plays an important role in shaping the effectiveness and credibility of a brand ambassador.

Second, the Fujii-an Brand Ambassador was found to have a positive and significant effect on Purchase Intention. This result suggests that Fujii-an's credibility, attractiveness, and popularity successfully enhance consumers' willingness to purchase products promoted through e-commerce platforms. Consequently, the use of an appropriate brand ambassador can serve as an effective marketing strategy for increasing consumers' purchase intentions.

Third, Consumer Perception was found to have a positive and significant direct effect on Purchase Intention. Consumers who perceive products positively in terms of quality, value, and brand image tend to demonstrate stronger intentions to purchase those products. This finding confirms the importance of building positive consumer perceptions in order to encourage purchasing behavior.

Fourth, the results of the mediation analysis revealed that the Fujii-an Brand Ambassador significantly mediates the relationship between Consumer Perception and Purchase Intention. This indicates that positive consumer perceptions can indirectly enhance purchase intention through the effectiveness of the brand ambassador. In other words, the presence of a credible and influential brand ambassador strengthens the impact of consumer perception on purchasing decisions.

Overall, the findings demonstrate that Consumer Perception and the Fujii-an Brand Ambassador are important factors in influencing Purchase Intention within Indonesia's e-commerce market. The study highlights the importance of integrating positive consumer perceptions with effective brand ambassador strategies to enhance marketing performance and strengthen consumer purchase intentions in an increasingly competitive digital environment.

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