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**THE STRATEGIC ROLE OF CONSUMER ETHNOCENTRISM, SOCIAL MEDIA  
MARKETING, AND BRAND AMBASSADORSHIP IN SHAPING PURCHASE  
DECISIONS FOR LOCAL INDONESIAN SKINCARE BRANDS ON E-COMMERCE  
PLATFORMS**

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**Abstract.** *This research aims to analyze the effect of HR Policies, employee commitment, and remote working on organizational performance in Collaborative Education Units (SPK) in Indonesia. The method used in this research is a quantitative descriptive method. The population in this study consisted of employees who worked at education unit schools in Indonesia. The data analysis model uses Structural Equation Modeling (SEM) with a sample of 190 people. The analysis technique in this research is Partial Least Square (PLS), using the smartPLS 3.0 program to test the hypothesis. The research results show that HR Policies positively and significantly affect organizational performance. Employee commitment has a positive and significant effect on organizational performance. Remote working has a positive and significant effect on organizational performance.*

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**Abstrak.** Penelitian ini bertujuan untuk menganalisis pengaruh Kebijakan SDM, komitmen pegawai, dan kerja jarak jauh terhadap kinerja organisasi pada Satuan Pendidikan Kolaboratif (SPK) di Indonesia. Metode yang digunakan dalam penelitian ini adalah metode deskriptif kuantitatif. Populasi dalam penelitian ini terdiri dari pegawai yang bekerja pada sekolah satuan pendidikan di Indonesia. Model analisis data menggunakan Structural Equation Modeling (SEM) dengan sampel sebanyak 190 orang. Teknik analisis dalam penelitian ini adalah Partial Least Square (PLS), dengan menggunakan program smartPLS 3.0 untuk menguji hipotesis. Hasil penelitian menunjukkan bahwa Kebijakan SDM berpengaruh positif dan signifikan terhadap kinerja organisasi. Komitmen pegawai berpengaruh positif dan signifikan terhadap kinerja organisasi. Kerja jarak jauh berpengaruh positif dan signifikan terhadap kinerja organisasi.

## INTRODUCTION

Rapid technological advancements have been implemented in various sectors, especially economics and communications, in Indonesia. One of the factors making this progress is the increasing number of internet users in the Indonesian population. This can facilitate information exchange and increase the level of technological literacy among Indonesians by introducing them to the internet. With such a rapid growth rate, more and more strategies are being implemented by companies so that the information they want to convey is spread quickly.

The beauty industry in Indonesia is a large and growing market, as stated by Statista, which requires attention and consideration from all entrepreneurs. The beauty industry generated a revenue of IDR 100.02 trillion, or \$7 billion, in Indonesia in 2020. Indonesia Central Bureau of Statistics (BPS) also reported a 9.61% increase in the cosmetics industry in 2021. This upward trend continues, indicating that there has been a substantial surge of 70% in people's desire for hygiene products compared to the previous year. This is also supported through data collected by DataIndonesia (2022), industry revenue is anticipated to increase by 7.26 percent to \$8.6 billion by 2023, and by a further 5.64 percent to \$9.07 billion by 2024. This positive trend shows that people are increasingly aware and value the importance of hygiene in maintaining healthy skin, thus highlighting the huge potential of the beauty sector in Indonesia. According to data obtained from Euromonitor International titled "The Future of Skincare," in Salsabilla & Handayani (2023), Indonesia ranks second among the top contributing countries, surpassing the United States in third place.

To maintain product sales consistency, companies must have knowledge of consumer behavior in order to develop effective advertising communication patterns (Lestari, 2019). Advertising serves as a medium used to disseminate information to consumers and increase brand recognition (Geisfarad, 2022). Companies can use social media marketing strategies and the use of brand ambassadors to encourage consumers to buy their products (Agung et al, 2023). Indonesian local beauty brands have increasingly adopted the practice of engaging South Korean artists as brand ambassadors in recent years. An example is when an Indonesia-based beauty brand appointed a South Korean artist to represent the brand. The beauty industry in Indonesia, especially local skincare companies, is one of the sectors that use social media platforms for marketing purposes, one of the most widely used social media is Instagram. Some skincare brands that utilize the use of this strategy are Somethinc, Scarelett Whitening, and MS Glow.

As a result of the economic expansion of the beauty industry regarding skincare products, which has now become a worldwide phenomenon, more and more consumers are beginning to contemplate and develop a preference for domestic brands. Consumer Ethnocentrism has a significant impact on consumers' purchasing decisions regarding products. Consumer Ethnocentrism refers to the perception or stance held by consumers who prefer and choose brands or products from their own country or region due to the belief that brands originating from other regions negatively impact the economy of their home country (Karoui & Khemakhem, 2019). Consumer Ethnocentrism forms a sense of closeness to the local culture, which facilitates people's empathetic response to brands. Consumer Ethnocentrism relates to the tendency of consumers to attribute greater significance to goods or brands that originate from their own country or are perceived to be locally produced (Yadav & Kishor, 2023). Consumers with an ethnocentric perspective can be effectively attracted through the use of marketing strategies that prioritize local brand identity (Teng, W, 2020).

Consumer purchasing decisions are influenced by many factors. Typically, they will consider the brand and promotional efforts. The ultimate consequence of this decision is a purchase transaction in which each customer applies certain criteria to a range of viable options (Milaković, 2021). Implementation of the We Are Social survey in 2021 in OJK (2022) showed data on consumer behavior related to online purchases, which resulted in a spike of 88.1% in the utilization of e-commerce applications in Indonesia. Indonesia is the country with the highest capacity for e-commerce transactions.

Based on the aforementioned background, this study aims to identify and analyze the factors influencing purchase intention and purchase decision for local skincare brands in Indonesia. The research will explore how Social Media Marketing, Brand Ambassadors, and Consumer Ethnocentrism contribute to consumer purchasing decisions. By understanding the relationships between these variables, this study seeks to provide in-depth insights for local skincare companies in designing effective marketing strategies that align with Indonesian consumer preferences. Furthermore, the results of this research are expected to serve as a reference for the development of the beauty industry in Indonesia, particularly in enhancing the competitiveness of local brands in the domestic market.

## LITERATURE REVIEW

### *Social Media Marketing*

Social Media Marketing is a marketing strategy that introduces products through the use of social media in order to increase brand awareness, foster two-way communication between consumers and brands, and expand brand reach (Sanjaya et al., 2022). Social Media Marketing refers to a strategic approach to marketing that utilizes social media platforms and websites for example, Instagram, YouTube, Facebook, and TikTok. Social Media becomes a means of entertainment that can be accessed by the general public (Potjanajaruwit, 2023). Social Media Marketing is a careful marketing strategy that initiates the utilization of social media platforms to stimulate public interest and recall of a particular brand, business, product, or individual. This approach involves a combination of direct and indirect marketing channels. This practice utilizes a variety of tools on social web platforms, including content sharing, microblogging, blogging, social networking, and social bookmarking. In addition, this approach also involves communication interactions between individuals or broader communication, so it has a greater opportunity to market products through social media than through conventional advertising (Sinha et al., 2023). According to Seo & Park (2018), indicators that support Social Media Marketing include Entertainment, Customization, Trendiness, and Word of Mouth. Entertainment, customization, trendiness, and word of mouth (WOM) are key strategies in social media marketing. Entertainment involves creating engaging content that provides pleasure and builds a relationship between organizations and their target audience, enhancing brand reach and awareness (Cheung et al., 2020). Customization tailors content to audience preferences, resulting in more engaging and reliable information (Olsen & Pracejus, 2020). Trendiness uses popular, current topics to develop relevant marketing strategies (Seo & Park, 2018). WOM occurs when consumers share important product or brand information within their social circles, influencing others' purchase decisions (Qi & Kuik, 2022). Together, these strategies foster deeper audience engagement and expand brand influence.

### *Brand Ambassador*

According to Lea-Greenwood (2012:88) in Putri Azzahra et al. (2021) “A *Brand Ambassador* is a tool used by companies to communication and connect with the public, regarding

how they actually enhance sales “ meaning that Brand Ambassador is a tool that is one of the strategies applied and utilized by several large companies to connect themselves with the general public, with the aim of increasing the company's sales volume. Shimp (2003: 455) says that *brand ambassador* are individuals recognized in the advertising industry for their role as representatives of the advertised products (Astika & Nurfebriani, 2022). The responsibility of a brand ambassador is to represent the brand in a way that consumers have a favorable opinion of it. Celebrities are often used as effective representatives of companies due to their great name recognition and established personalities. Lea-Greenwood (2012) identifies key indicators of a brand ambassador. Transference occurs when a public figure links their image to the brand they endorse. Congruence is the alignment between the ambassador's and the brand's attributes. Credibility reflects the ambassador's perceived expertise and reliability. Attractiveness involves drawing consumer attention through visual appeal and charisma. Power refers to the ambassador's overall influence and persuasive abilities. These qualities make a brand ambassador effective in promoting a brand.

### ***Consumer Ethnocentrism***

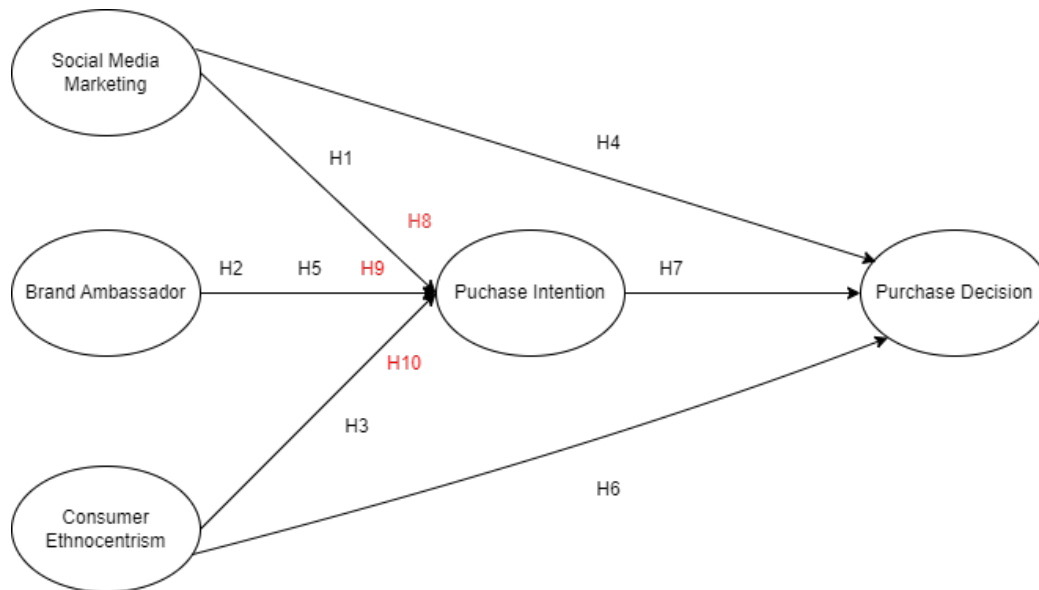
Consumer ethnocentrism, as defined by Le Vine dan Campbell (1972) and cited in Nguyen et al. (2022), Consumer Ethnocentrism is a consumer perspective that considers the values of one's own nation as pride, and considers the values of other nations as objects of lesser quality. Consumer Ethnocentrism holds the belief that buying imported goods will negatively affect local citizens, leading to loss of employment and potentially hindering economic growth (Xin & Seo, 2020; Siamagka & Balabanis, 2015). Revisiting consumer ethnocentrism: review, reconceptualization, and empirical testing. *Journal of International Marketing*, 23(3), 66-86.). Consumers with ethnocentrism are motivated to protect their nation by consistently contemplating the avoidance of importing foreign goods and choosing domestically produced alternatives. Shimp dan Sharma (1995) changed the understanding of consumer ethnocentrism by connecting the idea of marketing and consumer behaviour. Specifically, consumer ethnocentrism has the following attributes, according to Sharma et al (1995) first characteristic stems from individuals' patriotism and sense of responsibility when imported goods cause damage to their country and population, as well as their concerns about potential losses. Interest or reluctance to purchase foreign products is the second characteristic. The purchase of foreign goods by consumers with strong ethnocentrism raises ethical issues in addition to economic ones. Third, individual ethnocentrism may result in opposition to domestic products. Consumers in developing countries have a tendency to perceive domestic goods as having superior quality compared to imported goods Erdogan & Burucuoglu, (2016) in Erkaya (2018)

### ***Purchase Intention and Purchase Decision***

Purchase intention is the likelihood or tendency of a person to buy a specific brand's product (Spears & Singh, 2004). This inclination develops into a strong desire when individuals perceive a need (Ghali-Zinoubi & Toukabri, 2019). Ferdinand (2006), cited by Elekfino and Suharna (2020), identifies three key indicators influencing purchase intention: transactional interest reflects the desire to purchase, referential interest shows a tendency to recommend products, and preference for a specific product can change with enhanced appeal. Purchase decision refers to the consumer's action influenced by various factors in selecting a product, such as brand information (Kotler & Keller, 2009 in Haro et al., 2020). Digitalization factors also significantly impact

consumer choices, including their interest in products influenced by digital activities like promotions (Fern Yeo et al., 2022).

If the relationship between variables has been explained, the research framework can be obtained as follows:



**Figure 1 : Research Model**

H1 = Social Media Marketing has an influence on Purchase Intention of local brand skincare products.

H2= Brand Ambassador has an influence on Purchase Intention of local brand skincare products.

H3= Consumer Ethnocentrism has an influence on Purchase Intention of local brand skincare products.

H4= Social Media Marketing has an influence on the Purchase Decision of local brand skincare products.

H5= Brand Ambassador has an influence on Purchase Decision of local brand skincare products.

H6= Consumer Ethnocentrism has an influence on Purchase Decision of local brand skincare products.

H7= Purchase Intention has an influence on Purchase Decision of local brand skincare products.

H8= Social Media Marketing has an influence on Purchase Decision of local brand skincare products through Purchase Intention as mediation.

H9 = Brand Ambassador has an influence on Purchase Decision of local brand skincare products through Purchase Intention as mediation.

H10 = Consumer Ethnocentrism has an influence on Purchase Decision of local brand skincare products through Purchase Intention as mediation.

## RESEARCH METHODS

The data for this study was collected through a structured online questionnaire, targeting

respondents who fit the specific sampling criteria. Using purposive sampling, only residents of DKI Jakarta who are active on social media and have experience with local skincare brands like Scarlett Whitening, Somethinc, and MS Glow were included. The questionnaire, designed to measure variables such as Purchase Intention, Purchase Decision, Social Media Marketing, Brand Ambassador, and Consumer Ethnocentrism, was distributed through social media platforms, ensuring access to respondents actively engaging with brand-related content. The sample size was calculated using Cochran's formula, ensuring a minimum of 97 respondents for statistical validity (Sugiyono, 2022).

For data analysis, this study utilized the Structural Equation Modeling (SEM) technique, processed with SmartPLS SEM version 3 software. SmartPLS was chosen for its robust ability to handle complex models and its flexibility with smaller sample sizes, making it ideal for this research context. The software enabled the researchers to examine the relationships between the variables in the study, linking theoretical constructs with empirical data. By adopting a positivist approach, this study aimed to provide a clear, statistically driven explanation of how factors like Social Media Marketing and Consumer Ethnocentrism influence Purchase Intention and Purchase Decision in the local skincare market (Ghozali, 2021).

## RESULT

Over the course of one month, the questionnaire garnered responses from 142 individuals. However, two respondents were excluded from the final sample as they had never purchased local skincare products online, leaving a total of 140 valid participants. The demographic profiles of these respondents were analyzed based on various factors including gender, age, domicile, occupation, income, and their preferred social media platform. This categorization provided valuable insights into the target audience for local skincare brands, helping to better understand consumer behavior and preferences. The diverse range of respondent profiles ensures a comprehensive representation of different segments within the DKI Jakarta population, contributing to the reliability of the research findings.

### *Gender*

Of the respondents, 81.4% (114 respondents) were female, while 18.6% (26 respondents) were male.

### *Age*

The age distribution of the respondents showed that the majority, 82.1% (115 respondents), were aged between 15-24 years, indicating a predominantly teenage demographic. The remaining 17.9% (25 respondents) were aged 25-34 years.

### *Domicile*

Respondents were categorized based on their domicile within DKI Jakarta, divided into five regions:

- West Jakarta: 48 respondents (34.3%)
- Central Jakarta: 17 respondents (12.1%)
- South Jakarta: 18 respondents (12.9%)
- East Jakarta: 5 respondents (3.6%)
- North Jakarta: 48 respondents (34.3%)

### *Occupation*

Regarding occupation, the majority of respondents, 65% (91 respondents), were students or college students. Private or public employees constituted 27.9% (39 respondents). Other occupations included self-employed individuals (5.7%, 8 respondents) and housewives (1.4%, 2 respondents).

### *Income*

Income levels among respondents were varied:

- 49.3% (69 respondents) had a monthly income ranging from Rp. 1,000,000 to Rp. 3,000,000.
- 36.4% (51 respondents) had a monthly income of more than Rp. 5,000,000.
- 12.1% (17 respondents) had incomes between Rp. 3,000,000 to Rp. 5,000,000.
- 2.1% (3 respondents) had incomes between Rp. 1,000,000 to Rp. 3,000,000.

### *Social Media Platform*

The preferred social media platforms used by respondents were as follows:

- Instagram: 77 respondents (55%)
- Tiktok: 56 respondents (40%)
- YouTube: 7 respondents (5%)

This detailed demographic profiling of the respondents provides critical insights into the consumer base for local skincare brands in Indonesia, highlighting significant factors such as gender, age, domicile, occupation, income, and social media usage patterns. This data is essential for understanding consumer behaviour and developing targeted marketing strategies for local skincare brands. After the respondent profile is obtained, outer model or measurement model testing is carried out which includes validity testing where the validity used is convergent validity and discriminant validity.

### **Validity and Reliability Test**

In testing convergent validity, this study does not only rely on the loading factor value, but also uses the Average Variance Extracted (AVE) value which is expected to be greater than 0.5

for each variable. AVE is used to show a high level of correlation between indicators used in measuring research concepts, in accordance with the theory put forward by (Ghozali, 2021). In other words, when variables show good convergent validity, it signifies that the items in the study have a positive correlation with alternative items measuring the same construct, as explained by Ghozali, p. (2021, p. 68). The results of the data analysis show that:

	Average Variance Extracted (AVE)
Social Media Marketing	0.571
Brand Ambassador	0.639
Customer Ethnocentrism	0.694
Purchase Intention	0.568
Purchase Decision	0.591

**Table 1 Validity Result**

The validity criteria have been met for the Social Media Marketing, Brand Ambassador, Consumer Ethnocentrism, Purchase Intention, and Purchase Decision variables, as indicated by the Average Variance Extracted (AVE) value above 0.5. Furthermore, the discriminant validity test is used to ascertain whether a particular concept or construct has sufficient discriminant power to distinguish itself from other concepts. This is done by ensuring that the evaluated construct value is greater than the value of all other constructs. Judging by the cross loading value

	<i>Social Media Marketing</i>	<i>Brand Ambassador</i>	<i>Customer Ethnocentrism</i>	<i>Purchase Intention</i>	<i>Purchase Decision</i>
<b>CTN01</b>	<b>0.783</b>	0.301	0.389	0.431	0.470
<b>ENT01</b>	<b>0.718</b>	0.310	0.291	0.386	0.423
<b>EWM01</b>	<b>0.741</b>	0.251	0.383	0.491	0.415
<b>TRN01</b>	<b>0.777</b>	0.302	0.288	0.451	0.484
<b>ATN01</b>	0.287	<b>0.838</b>	0.431	0.458	0.526
<b>CNG01</b>	0.311	<b>0.824</b>	0.301	0.351	0.436
<b>CRY01</b>	0.404	<b>0.824</b>	0.375	0.394	0.509
<b>PWR01</b>	0.238	<b>0.783</b>	0.197	0.270	0.379
<b>TFE01</b>	0.278	<b>0.724</b>	0.077	0.222	0.366
<b>CEM01</b>	0.405	0.209	<b>0.814</b>	0.530	0.458
<b>CEM02</b>	0.318	0.301	<b>0.881</b>	0.583	0.487
<b>CEM03</b>	0.470	0.402	<b>0.826</b>	0.601	0.545



<b>CEM04</b>	0.286	0.313	<b>0.808</b>	0.518	0.425
<b>PIN01</b>	0.477	0.311	0.410	<b>0.758</b>	0.485
<b>PIN02</b>	0.462	0.258	0.508	<b>0.757</b>	0.454
<b>PIN03</b>	0.442	0.301	0.562	<b>0.792</b>	0.519
<b>PIN04</b>	0.383	0.441	0.531	<b>0.704</b>	0.586
<b>BSN01</b>	0.527	0.398	0.492	0.594	<b>0.782</b>
<b>BSN02</b>	0.409	0.418	0.467	0.469	<b>0.749</b>
<b>PSN01</b>	0.425	0.551	0.431	0.487	<b>0.800</b>
<b>PSN02</b>	0.459	0.369	0.384	0.544	<b>0.741</b>

**Table 2. Cross Loading Result**

The cross-loading value or all discriminant validity tests conducted on these indicators are considered valid if the cross-loading value in the same indicator column exceeds the correlation value between variables, as shown in the table above. Discriminant validity is assessed by not only considering the calculation of cross-loading but also by evaluating the Fornell-Larcker criterion.

	<i><b>Brand Ambassador</b></i>	<i><b>Consumer Ethnocentrism</b></i>	<i><b>Purchase Decision</b></i>	<i><b>Purchase Intention</b></i>	<i><b>Social Media Marketing</b></i>
<i>Brand Ambassador</i>	<b>0.800</b>				
<i>Customer Ethnocentrism</i>	0.372	<b>0.833</b>			
<i>Purchase Decision</i>	0.565	0.578	<b>0.769</b>		
<i>Purchase Intention</i>	0.440	0.672	0.683	<b>0.753</b>	
<i>Social Media Marketing</i>	0.384	0.448	0.594	0.584	<b>0.755</b>

**Table 3. Fornell Larcker Result**

The criteria for conducting the Fornell-Larcker test have been met, as evidenced by the data in the table above. This is due to the fact that the value of the construct variable exceeds the value of the other construct variables, in accordance with the criteria set by Fornell-Larcker. The next step is to conduct a reliability test using two methods, namely through the Cronbach's Alpha value and composite reliability. To be considered reliable, a model must have a Cronbach's Alpha value in the range between 0.6 to 0.7, and the composite reliability value is expected to be more

than 0.7, in accordance with the theory explained by Ghozali (2021). The results of the reliability analysis of the processed data are presented in the following table.

	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>	<b>Result</b>
<i>Social Media Marketing</i>	0.749	0.841	Reliable
<i>Brand Ambassador</i>	0.860	0.898	Reliable
<i>Consumer Ethnocentrism</i>	0.853	0.900	Reliable
<i>Purchase Intention</i>	0.746	0.840	Reliable
<i>Purchase Decision</i>	0.769	0.852	Reliable

**Table 5 Reliability Result**

It can be concluded from the data in the table that the composite reliability values for all variables are equal to or greater than 0.7, and the Cronbach's alpha value for each research variable is also greater than or equal to 0.7. Therefore, the test results show that each research variable meets the predetermined criteria and has a substantial level of dependability. Based on the results of the validity and reliability tests, it can be concluded that the indicators and variables used to measure the model have proven consistent and accurate in the measurement process.

### Hypothesis Testing

Furthermore, the inner model or structural model test is carried out to determine and test the relationship between latent variables (constructs that are not directly observed) in a model, and also to test whether the path coefficient connecting the latent variables is significant or not. The first test is seen from the R-square test.

	<b>R Square</b>	<b>R Square Adjusted</b>	
<i>Purchase Decision</i>	0.603	0.591	
<i>Purchase Intention</i>	0.568	0.558	<b>Square Result</b>

The test results indicate that the purchase decision is influenced by brand ambassadors, social media marketing, and consumer ethnocentrism, and purchase intention by 59.13% ( $R^2 = 0.591$ ). The remaining influence is attributed to variables not analyzed in this study. Conversely, the purchase intention variable is influenced by brand ambassadors, social media marketing, and consumer ethnocentrism by 55.8% ( $R^2 = 0.558$ ), with the rest determined by variables not examined in this study. Based on these R-square values, purchase intention and purchase decision

can be classified as moderately influenced variables. The next step involves the F-Square test, which is used to determine and assess the extent to which a certain variable influences another variable. The F-Square values are interpreted as follows: a value around 0.02 indicates a small impact, 0.15 indicates a moderate impact, and 0.35 indicates a significant impact. This test helps in quantifying the influence each variable has on another, providing a clearer understanding of the strength and significance of these relationships within the model.

	<b>F<sup>2</sup></b>	<b>Result</b>
<i>Brand Ambassador - Purchase Decision</i>	0.150	Moderate
<i>Brand Ambassador - Purchase Intention</i>	0.037	Small
<i>Consumer Ethnocentrism - Purchase Decision</i>	0.033	Moderate
<i>Consumer Ethnocentrism - Purchase Intention</i>	0.399	Strong
<i>Social Media Marketing - Purchase Decision</i>	0.085	Small
<i>Social Media Marketing - Purchase Intention</i>	0.171	Moderate
<i>Purchase Intention - Purchase Decision</i>	0.113	Small

**Table 7. F Square Result**

Next, a Goodness of Fit (GoF) test is conducted to evaluate whether the variables used align well with the applied research model. The GoF test is an essential step in validating the overall model, ensuring that the data fits the hypothesized relationships between variables. This test assesses the model's explanatory power by combining both the measurement model and the structural model.

	<b>Saturated Model</b>	<b>Estimated Model</b>	<b>Result</b>
<b>SRMR</b>	0.083	0.083	FIT
<b>NFI</b>	0.725	0.725	FIT

**Table 8. Goodness Of Fit Result**

With an SRMR value of 0.083, it can be concluded that the model fit test meets the acceptance criteria. This indicates that the model used in this research is well accepted. In other words, the variables included in the research model have met the necessary requirements, thus the research model is acceptable (Ghozali, 2021).

Therefore, the next step in data analysis is hypothesis testing. This hypothesis testing will evaluate the path coefficients and specific indirect effects. Resampling technique with bootstrapping method is used to test hypotheses about the relationships between exogenous and

endogenous variables through mediating variables. Significance is measured by T-statistic values greater than 1.65, P-values less than 0.05, and positive confidence interval values in the initial sample, all of which serve as indicators in hypothesis testing. The results of hypothesis testing can be seen in the table below:

	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Result
<i>Brand Ambassador -&gt; Purchase Decision</i>	0.277	3.987	0.000	Accepted
<i>Brand Ambassador -&gt; Purchase Intention</i>	0.141	1.950	0.026	Accepted
<i>Consumer Ethnocentrism -&gt; Purchase Decision</i>	0.155	1.928	0.027	Accepted
<i>Consumer Ethnocentrism -&gt; Purchase Intention</i>	0.479	6.326	0.000	Accepted
<i>Purchase Intention -&gt; Purchase Decision</i>	0.322	2.912	0.002	Accepted
<i>Social Media Marketing -&gt; Purchase Decision</i>	0.230	2.432	0.008	Accepted
<i>Social Media Marketing -&gt; Purchase Intention</i>	0.315	3.309	0.001	Accepted

**Table 9. Path Coefficient Result**

From the results of the hypothesis testing, it is shown that all hypotheses are accepted, indicating they have positive original sample values, t-statistic > 1.65, and P-value < 0.05. These results indicate that all hypotheses have a positive and significant influence. In addition, the results of the mediation analysis indicate that one hypothesis is rejected due to not meeting the requirements, specifically concerning the influence of brand ambassador on purchase decision through purchase intention, with a t-statistic value of 1.410 and p-value of 0.159. This is intriguing because the previous table showed that the Brand Ambassador variable exhibited a positive and statistically significant correlation with Purchase Decision and Purchase Intention. However, when combined, the relationship between variables became weak due to the presence of a mediating variable that interfered with the direct influence on its endogenous variable. The results of the mediation analysis can be seen in the following table:

	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Result

<i>Brand Ambassador -&gt; Purchase Intention -&gt; Purchase Decision</i>	0.046	1.410	0.159	Rejected
<i>Consumer Ethnocentrism -&gt; Purchase Intention -&gt; Purchase Decision</i>	0.154	2.517	0.012	Accepted
<i>Social Media Marketing -&gt; Purchase Intention -&gt; Purchase Decision</i>	0.102	2.273	0.023	Accepted

**Table 10. Mediation Test Result**

In this research framework, purchase intention is identified as the mediating factor according to Hypotheses 9 and 10. Baron dan Kenny in Ghadani et al. (2022) Defining partial mediation as a situation where the exogenous variable has a significant impact on the endogenous variable and this impact is also significant through the mediating variable, it can be concluded that Hypotheses 9 and 10 fall into the category of partial mediation or partial mediation.

## Discussion

The concept of consumer ethnocentrism, which involves a preference for domestically produced goods over foreign alternatives (Nguyen et al., 2022), plays a pivotal role in shaping purchasing behavior, particularly in the context of local skincare brands in DKI Jakarta. The findings from this research reveal that consumer ethnocentrism significantly influences purchase intention, underscoring a strong inclination among Jakarta residents to support local cosmetic brands. This preference may be driven by cultural pride, trust in local manufacturers, and perceived alignment of domestic products with regional needs. The theoretical implication here is that consumer ethnocentrism can be a critical driver in shaping brand loyalty and market demand in emerging economies where cultural identity and local pride are closely intertwined with purchasing habits. This research reinforces the growing body of literature that highlights the importance of authenticity, sustainability, and local production in shaping modern consumer preferences (Qiu et al., 2024).

However, the research also exposes a notable gap between purchase intention and actual purchasing behavior, suggesting that while consumer ethnocentrism positively influences the desire to buy local products, this does not always translate into action. This divergence offers a novel insight into the complex decision-making processes of consumers in the skincare market. Factors such as perceived product quality, pricing, brand loyalty, and accessibility can override ethnocentric tendencies. Consumers may initially express a preference for local products, but practical considerations, such as the perceived superior quality or affordability of foreign brands,

may ultimately dictate their decisions (Hu & Juwaheer, 2009). This finding has important theoretical implications, suggesting that while ethnocentrism provides a strong foundation for brand positioning, local brands must address practical concerns—such as competitive pricing, quality assurance, and effective distribution channels—to fully capitalize on these sentiments. For businesses, the practical implication is clear: merely leveraging ethnocentric tendencies is not enough. Local brands must implement holistic strategies that enhance product value, accessibility, and visibility to convert consumer intent into actual purchases.

Furthermore, the study highlights the substantial role of social media marketing in driving both purchase intention and purchase decisions. In Indonesia, where social media is deeply embedded in daily life, particularly among younger consumers, the findings indicate that increased marketing activity on platforms like Instagram and TikTok leads to heightened interest in local skincare products (Kembau, 2019). The theoretical contribution here is the affirmation that social media marketing is not merely a promotional tool but a powerful mechanism for shaping consumer perceptions and purchasing behavior. In a digital age where consumers seek authenticity and peer validation, effective social media strategies—such as engaging content and influencer collaborations—can serve as a bridge between consumer interest and action. Practically, this suggests that brands aiming to penetrate or strengthen their position in the skincare market must invest in targeted and innovative social media campaigns that resonate with the values and preferences of their audience.

The research further establishes the critical role of brand ambassadors in enhancing both purchase intention and purchase decisions. The findings demonstrate that the strategic use of celebrity endorsements significantly boosts consumer interest in local products, particularly among younger demographics who tend to follow and admire influencers (Osei-Frimpong et al., 2019). The theoretical implication is that brand ambassadors serve as more than mere marketing tools; they become extensions of brand identity, helping to build trust and emotional connections with consumers. For local brands, the practical takeaway is clear: collaborating with relevant and relatable figures can significantly influence consumer behavior, turning interest into concrete purchasing actions. This underscores the need for brands to carefully select ambassadors who not only have a wide following but also embody the values and identity of the product being promoted.

In conclusion, this study offers valuable insights into the factors driving consumer behavior in the local skincare market of DKI Jakarta. It highlights the nuanced relationship between consumer ethnocentrism, social media marketing, brand ambassadors, and purchasing behavior. The novelty of this research lies in its integration of these elements to provide a comprehensive understanding of how local brands can leverage cultural and digital dynamics to strengthen their market position. The theoretical and practical implications emphasize the importance of aligning consumer preferences with strategic actions that address both emotional and practical consumer needs, ensuring that purchase intentions translate into real-world sales.

### *Strategic Implications*

The findings from this research underscore the strategic importance of consumer ethnocentrism as a key driver in the purchase decisions for local Indonesian skincare brands on e-commerce platforms. Local brands must recognize and capitalize on the cultural pride and trust that Indonesian consumers, especially in DKI Jakarta, place on domestic products. Ethnocentric sentiments provide a valuable foundation for local skincare brands to differentiate themselves from foreign competitors by emphasizing local identity, authenticity, and alignment with regional needs (Kipnis et al, 2012; He & Wang, 2015). However, this strategy cannot stand alone. Brands must also address practical consumer concerns, such as product quality and pricing, to ensure that ethnocentric preferences are fully realized in purchase behavior. Therefore, companies should integrate cultural narratives in their brand storytelling while concurrently investing in quality improvement and competitive pricing strategies to bridge the gap between consumer intention and actual purchase.

Social media marketing emerges as a critical tool in amplifying the influence of consumer ethnocentrism and driving purchase decisions on e-commerce platforms. With Indonesian consumers, particularly younger generations, heavily engaged in social media platforms such as Instagram and TikTok, local skincare brands can leverage these channels to build stronger relationships with their audience. Strategic use of social media marketing allows brands to not only raise awareness but also create highly engaging and relatable content that aligns with the values of authenticity and cultural pride (Vinerean, 2017; Hudders et al., 2021). By collaborating with micro and macro influencers who resonate with the target audience, local brands can further deepen consumer trust and engagement. This approach not only stimulates purchase intention but also facilitates the transition from intent to action, as effective social media marketing campaigns create a seamless journey from product discovery to purchase (Christanti & Kembau, 2024; Wardhana et al, 2023)

Brand ambassador plays a complementary role in shaping consumer behavior (Schmidt, & Baumgarth, 2018), particularly in influencing both purchase intention and purchase decisions. By carefully selecting ambassadors who embody the values of the brand and resonate with the target audience, local skincare companies can create powerful emotional connections with consumers. Celebrity endorsements, when paired with the ethnocentric appeal and reinforced through social media marketing, offer a potent combination that can significantly enhance brand visibility and consumer loyalty (Roy et al, 2019). However, local brands should ensure that their ambassadors are more than just familiar faces—they must be seen as genuine advocates for the brand and its cultural roots. This strategic alignment will not only amplify consumer ethnocentrism but also create a sustained influence on purchasing behavior, making brand ambassadors a crucial asset in driving long-term brand loyalty and market growth.

## CONCLUSION

In conclusion, this study offers valuable insights into the factors driving consumer behavior in the local skincare market of DKI Jakarta. It highlights the nuanced relationship between consumer ethnocentrism, social media marketing, brand ambassadors, and purchasing behavior. The novelty of this research lies in its integration of these elements to provide a comprehensive understanding of how local brands can leverage cultural and digital dynamics to strengthen their market position. The theoretical and practical implications emphasize the importance of aligning consumer preferences with strategic actions that address both emotional and practical consumer needs, ensuring that purchase intentions translate into real-world sales.

### *Suggestions and Future Work*

Future research should explore a broader range of variables that could further influence the relationship between consumer ethnocentrism, social media marketing, and brand ambassadorship in shaping purchase decisions for local skincare brands on e-commerce platforms. It would be valuable to investigate the role of product accessibility, perceived value, and digital trust in driving purchase behavior. Moreover, expanding the study to include consumers from other regions in Indonesia could provide deeper insights into how cultural diversity affects consumer preferences for local versus foreign brands. Future studies could also explore how emerging digital trends, such as influencer marketing and personalized e-commerce experiences, impact the dynamics between consumer intentions and actual purchasing decisions. This would enable a more comprehensive understanding of the evolving digital landscape and how local brands can strategically position themselves to thrive in competitive markets.

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