
**THE INFLUENCE OF BRAND AMBASSADOR, BRAND IMAGE, AND
BRAND TRUST ON REPURCHASE INTENTION (STUDY ON
GENERATION Z CONSUMERS OF SKINTIFIC PRODUCTS IN CIREBON)**

Isma Nurul Khotimah¹

Universitas Swadaya Gunung Jati, Cirebon, Indonesia
ismanurulkhotimah@gmail.com

H. Misbak²

Universitas Swadaya Gunung Jati, Cirebon, Indonesia
Misbak@ugj.ac.id

Abstract

The rapid growth of the skincare industry has intensified competition among brands, compelling companies to adopt effective marketing strategies to drive consumer repurchase intention. Skintific, as one of Indonesia's growing skincare brands, leverages brand ambassadors, builds brand image, and enhances consumer trust to maintain customer loyalty. However, the extent to which these factors influence repurchase intention among Generation Z consumers remains underexplored. This study therefore aims to analyze the influence of brand ambassador, brand image, and brand trust on repurchase intention among Generation Z consumers of Skintific skincare products in Cirebon City. A quantitative approach with explanatory research method was employed. Data were collected through an online questionnaire distributed to 100–150 respondents selected via purposive sampling. Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS software. Results indicate that brand ambassador, brand image, and brand trust each exert a positive and significant influence on repurchase intention, both simultaneously and partially. Among the three variables, brand ambassador demonstrates the most dominant effect. These findings suggest that an effective brand ambassador strategy, supported by a positive brand image and high consumer trust, can significantly increase the repurchase intention of Generation Z consumers toward Skintific skincare products.

Keywords: Brand Ambassador, Brand Image, Brand Trust, Repurchase Intention, Generation Z

INTRODUCTION

The marketing landscape today is undergoing significant transformation marked by the rise of the digital era, social media dominance, rapid e-commerce growth, and the application of artificial intelligence in marketing strategies. Companies can no longer rely solely on conventional methods such as print or television advertising they must also be able to deliver personalized and interactive digital experiences. Social media platforms such as Instagram, TikTok, and YouTube have become primary channels for brands to build direct relationships with consumers, increase engagement, and strengthen brand image (Zahra Mutaqin et al., 2025).

E-commerce has made it easier for consumers to access product information, read reviews, compare prices, and make purchases instantly. The quality level of an e-commerce application, whether high or low, can influence consumer purchase decisions in online transactions (Febriantari et al., 2023). Meanwhile, AI technology is used to predict consumer preferences, personalize promotional content, and enhance the effectiveness of marketing campaigns in a more targeted manner.

A modern phenomenon arising from these developments is the decline in customer loyalty, particularly among Generation Z consumers, who exhibit unique and critical characteristics in their brand choices. Generation Z constitutes an important consumer segment in purchasing activities; most of them tend to be pragmatic and inclined to make purchasing decisions quickly with minimal deliberation (Malini, 2021). Competition among brands in the beauty industry, particularly skincare, has become increasingly intense as many brands compete to introduce innovations, superior quality, and compelling brand images. However, despite the presence of popular brand ambassadors, their impact on loyalty and repurchase intention is not always consistent, depending on the alignment of the ambassador with the target consumer's identity.

In the skincare industry, shifts in consumer behavior are reflected in growing preferences for products perceived as safe, effective, and environmentally friendly, a trend that Skintific has capitalized on through social media and influencer marketing to reach Generation Z. However, consumers in Cirebon City face an abundance of similar product choices, making the repurchase decision process more selective. Considerations extend beyond product quality to include brand image, prior usage experience, and digital recommendations, indicating that consumer loyalty is increasingly shaped by psychological and social factors.

Brand image is a key element in shaping consumer preferences, as a positive image can enhance trust and loyalty toward a brand. Generation Z consumers tend to evaluate products based on quality demonstrated through branding, testimonials, and the image of brand ambassadors they follow on social media. Consumer loyalty is not only formed by product quality, but is also influenced by how brands interact and build relationships with consumers through social media (Panjaitan & Simanjuntak, 2024). Prior research has shown that the combination of brand ambassador, brand image, and trust levels can influence

repurchase decisions, although empirical results often vary depending on context, consumer characteristics, and industry.

Furthermore, digital marketing exerts a significant influence on how brands build engagement and interaction with consumers. Digital marketing is an interactive and integrated form of marketing that enables easier interaction between producers, market intermediaries, and prospective consumers (Nindhita & Arifin, 2024). Appropriate content strategies, the use of relevant influencers or brand ambassadors, and personalization approaches through AI serve as means to increase loyalty and repurchase intention. Although consumer loyalty theory and consumer behavior theory explain important factors affecting repurchase decisions, many companies still struggle to implement these strategies effectively in practice. Demographic, psychographic, and digital behavioral factors of Generation Z often produce responses that differ from those predicted by classical theory.

Beauty trend developments also indicate that Generation Z increasingly prioritizes personal experience and digital interaction with brands. They tend to follow influencers, read online reviews, and compare various brands before making a purchase. A carefully selected brand ambassador can serve as a bridge between the brand and consumers, building trust and fostering loyalty. However, not all popular figures are effective in generating repurchase intention, making the selection and alignment of brand ambassadors with brand values a critical factor. This phenomenon opens research opportunities to analyze how each branding element and trust variable simultaneously influences repurchase decisions.

RESEARCH METHOD

This study employs a quantitative approach with explanatory research design, aiming to analyze the influence of brand ambassador, brand image, and brand trust on repurchase intention among Generation Z consumers of Skintific products in Cirebon City. The quantitative approach was chosen for its capacity to objectively and empirically test relationships between variables through statistical analysis (Creswell, 2020; Arikunto in Afif et al., 2023). The study population consists of Generation Z consumers of Skintific products in Cirebon City who are active social media users and have made at least one purchase. The population refers to the entire set of subjects with particular characteristics to be studied and from which conclusions can be drawn (Hutami, 2024). Samples were selected using purposive sampling, with criteria including respondents aged 18–26 years, having purchased Skintific products, and being active social media users. The sample size ranged from 100–150 respondents to meet the requirements of SEM-PLS analysis.

The data in this study consist of primary and secondary data. Primary data were obtained through the distribution of structured questionnaires, both online and offline, to respondents meeting the study criteria. The questionnaire utilized a Likert scale of 1–5 to measure respondents' perceptions of the brand ambassador, brand image, brand trust, and repurchase intention variables. Research instruments were developed based on indicators adapted from the literature and prior studies, and were pre-tested to ensure measurement quality. Secondary data were obtained from scientific journals, books, company reports, and

various publications related to the skincare industry, serving as the theoretical foundation and conceptual framework for the study.

The quality of research instruments was evaluated through validity and reliability tests. Validity testing was conducted to ensure that each item accurately measures the construct under study (Rosita et al., 2021), while reliability testing assessed instrument consistency through Cronbach's Alpha values (Al Hakim et al., 2021). Subsequently, data were analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with SmartPLS software. Hypothesis testing was carried out through the bootstrapping technique at a significance level of 5% ($\alpha = 0.05$), with hypothesis acceptance criteria of t-statistics > 1.96 and p-values < 0.05 . Additionally, R-square and effect size (f-square) analyses were used to determine the model's explanatory capacity and to identify the variable with the most dominant influence on repurchase intention.

RESULTS AND DISCUSSION

Result

This study examines the influence of brand ambassador, brand image, and brand trust on the repurchase intention of Generation Z consumers of Skintific products in Cirebon City. The study focuses on the role of public figure-based marketing strategies, brand image perception, and consumer trust levels in forming long-term loyalty amid intense competition in the skincare industry. Using a quantitative approach with the SEM-PLS method through SmartPLS software, this study was designed to analyze causal relationships among variables simultaneously without requiring a normal data distribution, thereby producing a comprehensive evaluation of the measurement model and structural model.

The research subjects were Generation Z consumers aged 18–26 years in Cirebon City who had purchased Skintific products at least once. Generation Z was selected due to its critical, selective characteristics and its significant susceptibility to social media and digital content in purchase decision-making. Skintific was chosen as the case study because the brand actively employs digital marketing strategies and brand ambassadors to reach the youth segment. Data collected through questionnaires were analyzed to test instrument validity and relationships among variables, with the aim of providing practical contributions to the development of effective marketing strategies for skincare brands.

Measurement Model Evaluation (Outer Model)

Figure 1.
Outer Model



The measurement model evaluation (outer model) aims to ensure that each indicator used can accurately and consistently measure its respective latent construct. Within the SEM-PLS framework, this process focuses on testing the relationship between latent variables and their indicators, forming an essential foundation before the structural model analysis is conducted. Accordingly, a series of tests were performed, including convergent validity (via outer loading and AVE), discriminant validity (using the Fornell–Larcker Criterion, Cross Loading, and HTMT), and construct reliability (via Cronbach’s Alpha and Composite Reliability). The evaluation results are analyzed systematically to ensure all constructs meet measurement eligibility standards before proceeding to the next stage.

Convergent Validity Test

Table 1.
Outer Loading Values of Indicators

	Brand Ambassador	Brand Image	Brand Trust	Repurchase Intention
X1.1	0.918			
X1.2	0.937			
X1.3	0.957			
X1.4	0.905			
X1.5	0.963			
X1.6	0.945			
X1.7	0.946			
X2.1		0.938		
X2.2		0.932		
X2.3		0.921		
X2.4		0.934		
X2.5		0.926		
X2.6		0.919		
X2.7		0.920		
X3.1			0.954	
X3.2			0.947	

X3.3			0.952	
X3.4			0.954	
X3.5			0.946	
X3.6			0.959	
X3.7			0.958	
Y1				0.870
Y2				0.876
Y3				0.894
Y4				0.920
Y5				0.879
Y6				0.930
Y7				0.886

The outer loading test results from SmartPLS analysis indicate that all indicators across research variables have values above 0.70, with the majority exceeding 0.90. This indicates a strong and significant relationship between each indicator and the latent construct it measures, confirming that all indicators adequately represent their respective variables and that none need to be removed from the model.

Specifically, the brand ambassador variable has outer loading values ranging from 0.905 to 0.963, reflecting the consistency of Generation Z consumer perceptions regarding the credibility and fit of the ambassador figure with the Skintific brand. Similarly, brand image and brand trust exhibit very high values (above 0.90 and approaching 0.96, respectively), indicating that brand image and product trust are perceived clearly and uniformly by respondents.

Meanwhile, indicators for the repurchase intention variable also obtained outer loading values between 0.870 and 0.930, confirming that the indicators accurately capture repurchase intention. Overall, these results validate that all constructs in the study meet convergent validity standards and are suitable for further analysis.

Table 2.
Average Variance Extracted (AVE) Values

	Average variance extracted (AVE)
Brand Ambassador	0.881
Brand Image	0.860
Brand Trust	0.908
Repurchase Intention	0.799

Convergent validity was further evaluated by examining the Average Variance Extracted (AVE) values. Results show that all research variables obtained AVE values above the minimum threshold of 0.50. Specific values obtained are 0.881 for brand ambassador, 0.860 for brand image, 0.908 for brand trust, and 0.799 for repurchase intention. These figures indicate that each latent construct can explain more than half the variance of its

The Influence of Brand Ambassador ...

indicators. Accordingly, all constructs in this study are concluded to have met the convergent validity requirements with excellent results.

Discriminant Validity Test

The discriminant validity test aims to verify that each construct in the model is unique and can be clearly distinguished from the others. In this study, the test was conducted using three methods: the Fornell–Larcker Criterion, Cross Loading, and the Heterotrait-Monotrait Ratio (HTMT). The application of multiple approaches was intended to obtain a more comprehensive and reliable confirmation of the degree of discrimination among constructs.

Table 3.
Discriminant Validity Test (Fornell–Larcker Criterion)

	Brand Ambassador	Brand Image	Brand Trust	Repurchase Intention
Brand Ambassador	0.939			
Brand Image	0.055	0.927		
Brand Trust	0.163	0.162	0.953	
Repurchase Intention	0.492	0.420	0.421	0.894

Results based on the Fornell–Larcker Criterion show that the square root of the AVE for each construct is higher than its correlation with other constructs. This indicates that each latent variable explains its own indicators better than it explains indicators of other variables. It can therefore be concluded that all constructs in the study are unique and there is no overlap among them.

Table 4.
Cross Loading of Research Indicators

	Brand Ambassador	Brand Image	Brand Trust	Repurchase Intention
X1.1	0.918	0.094	0.136	0.465
X1.2	0.937	0.035	0.222	0.445
X1.3	0.957	0.047	0.157	0.454
X1.4	0.905	0.006	0.131	0.410
X1.5	0.963	0.032	0.127	0.456
X1.6	0.945	0.090	0.159	0.496
X1.7	0.946	0.046	0.142	0.497
X2.1	0.081	0.938	0.179	0.408
X2.2	0.046	0.932	0.118	0.348
X2.3	0.007	0.921	0.137	0.366
X2.4	0.067	0.934	0.108	0.380
X2.5	-0.008	0.926	0.175	0.388
X2.6	0.057	0.919	0.182	0.421

X2.7	0.098	0.920	0.146	0.404
X3.1	0.127	0.126	0.954	0.377
X3.2	0.147	0.099	0.947	0.363
X3.3	0.160	0.171	0.952	0.427
X3.4	0.164	0.182	0.954	0.408
X3.5	0.159	0.130	0.946	0.394
X3.6	0.175	0.161	0.959	0.412
X3.7	0.155	0.203	0.958	0.422
Y1	0.395	0.341	0.382	0.870
Y2	0.446	0.358	0.384	0.876
Y3	0.450	0.310	0.338	0.894
Y4	0.420	0.421	0.384	0.920
Y5	0.465	0.397	0.370	0.879
Y6	0.480	0.397	0.385	0.930
Y7	0.417	0.395	0.391	0.886

Cross loading tests also confirm that each indicator obtains its highest loading value on the construct it is intended to measure. No indicator has a higher value than another construct, indicating that the discriminant power of the indicators meets the requirements. These findings reinforce evidence that each indicator accurately represents its target variable without introducing measurement ambiguity.

Table 5.
Heterotrait–Monotrait Ratio (HTMT)

	Brand Ambassador	Brand Image	Brand Trust	Repurchase Intention
Brand Ambassador				
Brand Image	0.063			
Brand Trust	0.166	0.163		
Repurchase Intention	0.506	0.432	0.432	

Further testing with the Heterotrait-Monotrait Ratio (HTMT) shows that all HTMT values between constructs fall below the 0.90 threshold. These low values indicate that inter-construct correlations remain within acceptable limits, with no evidence of conceptual multicollinearity. These results further reinforce the finding that discriminant validity requirements have been met. Overall, all three testing methods, the Fornell–Larcker Criterion, Cross Loading, and HTMT, confirm that all constructs in the model are unique and empirically distinguishable. Thus, the measurement model is declared to meet

discriminant validity criteria and is suitable for progression to the structural model evaluation stage.

Construct Reliability Test

The construct reliability test aims to measure the extent of internal consistency among indicators in explaining the same latent variable. An adequate reliability level indicates that the research instrument is dependable for producing stable and consistent data even under relatively similar conditions. In this study, reliability was assessed using two coefficients Cronbach's Alpha and Composite Reliability.

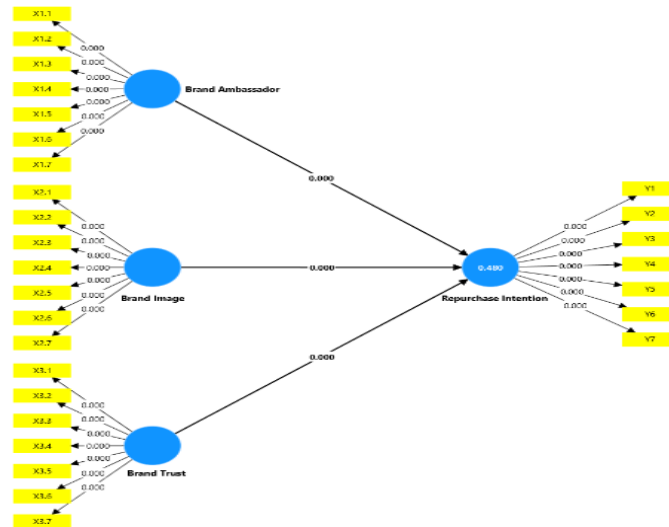
Table 6.
Cronbach's Alpha and Composite Reliability Values

	Cronbach's alpha	Composite reliability
Brand Ambassador	0.978	0.979
Brand Image	0.973	0.974
Brand Trust	0.983	0.985
Repurchase Intention	0.958	0.959

Based on test results, all research variables obtained Cronbach's Alpha and Composite Reliability values exceeding 0.90, indicating excellent internal consistency. The brand ambassador variable recorded values of 0.978 and 0.979, while brand image achieved 0.973 and 0.974. Brand trust demonstrated the highest reliability figures at 0.983 and 0.985, confirming that its indicators are highly stable in representing the brand trust construct. Meanwhile, the repurchase intention variable also showed high results with values of 0.958 and 0.959. These results pave the way for researchers to proceed to the next stage of analysis, namely the structural model evaluation and hypothesis testing.

Structural Model Evaluation (Inner Model)

Figure 2.
Inner Model



The structural model evaluation (inner model) focuses on analyzing the causal relationships among latent variables in the model and measuring the extent to which the model explains the endogenous variable. In this phase, attention shifts from assessing indicator quality to testing the strength of inter-construct relationships, the magnitude of independent variable effects on the dependent variable, and the overall predictive power of the model.

Coefficient of Determination (R-Square)

The coefficient of determination (R-square) serves to measure the extent to which independent variables can explain the variation in the dependent variable. This value represents the proportion of variance in the endogenous variable that can be explained by exogenous variables within the structural model framework. The higher the R-square value obtained, the stronger the model's capacity to predict or explain the phenomenon under study. In the context of SEM-PLS, commonly used criteria are 0.25 for a weak category, 0.50 for a moderate category, and 0.75 for a strong category.

Table 7.

R-Square and R-Square Adjusted Values

	R-square	R-square adjusted
Repurchase Intention	0.480	0.469

SmartPLS data processing results show that the repurchase intention variable has an R-square value of 0.480 and an adjusted R-square of 0.469. This indicates that approximately 48.0% of the variation in repurchase intention among Generation Z consumers of Skintific in Cirebon City can be explained by the brand ambassador, brand image, and brand trust variables. The remaining 52.0% is influenced by external factors outside the research model, such as price, product quality, consumer satisfaction, usage experience, or other psychological aspects. With an R-square value falling in the moderate category, this research model is

The Influence of Brand Ambassador ...

considered to have a reasonably good explanatory capacity and is suitable for testing causal relationships among variables.

Effect Size Test (F-Square)

In addition to assessing the overall explanatory power of the model through R-square, structural model evaluation also involves measuring the effect size (f-square). The f-square value serves to measure the specific contribution of each independent variable toward the dependent variable. This measurement plays an important role in identifying which variable exerts the most dominant influence within the constructed research model framework.

Table 8.
Effect Size (F-Square) Values

	f-square
Brand Ambassador -> Repurchase Intention	0.337
Brand Image -> Repurchase Intention	0.228
Brand Trust -> Repurchase Intention	0.159

Effect size (f-square) analysis results show that the brand ambassador variable has a value of 0.337, classified as a large effect. This indicates that brand ambassador's contribution to repurchase intention is the strongest among the variables. This finding affirms that the credibility, attractiveness, and alignment of the public figure with the Skintific brand are primary factors driving Generation Z consumers to make repeat purchases. Meanwhile, brand image and brand trust obtained f-square values of 0.228 and 0.159, respectively, both classified as medium effects.

Although their influence is smaller, both constructs remain significant in shaping repurchase intention, with brand image building value perceptions and brand trust serving as a foundation for long-term trust. Based on the ranking of f-square values, brand ambassador is the most dominant variable influencing repurchase intention, followed by brand image and brand trust. This finding reinforces the view that in marketing to Generation Z, strategies involving relevant and credible public figures exert a stronger influence compared to brand image or product trust aspects.

Direction and Strength of Inter-Variable Relationships (Path Coefficient)

Structural model evaluation also analyzes the direction and strength of relationships among latent variables through path coefficient values. These coefficient values indicate whether relationships are positive or negative and the magnitude of one variable's influence on another. In this study, all tested relationships were assumed to be positive, meaning that increases in brand ambassador, brand image, and brand trust are expected to increase repurchase intention. SmartPLS estimation results confirm this assumption, with all path coefficients being positive. Brand ambassador recorded the highest coefficient at 0.424, followed by brand image (0.349) and brand trust (0.295).

This ranking reinforces the finding that positive perceptions of public figures exert the strongest influence on repurchase intention, while brand image and product trust also contribute significantly, albeit to a lesser extent. Overall, the structural model evaluation

results indicate that the constructed model has adequate explanatory power, measurable contributions from each variable, and directional relationships consistent with the theoretical foundation and research hypotheses. The model is therefore declared suitable for progression to statistical hypothesis testing to examine the significance of each estimated relationship.

Hypothesis Testing

The hypothesis testing stage is conducted to empirically examine the validity of relationships among the formulated latent variables. This process is carried out after the measurement model (outer model) and structural model (inner model) have been declared valid and reliable, so that results can be interpreted accurately and scientifically justified. Testing was performed using the bootstrapping method in SEM-PLS through SmartPLS software, with hypothesis acceptance or rejection decisions based on t-statistic and p-value. A hypothesis is accepted if the t-statistic > 1.96 and p-value < 0.05 at the 5% significance level. Final test results are presented in the form of path coefficient, t-statistic, and p-value for each inter-variable relationship.

Table 9.
Hypothesis Testing Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Ket.
Brand Ambassador -> Repurchase Intention	0.424	0.424	0.060	7.066	0.000	Diterima
Brand Image -> Repurchase Intention	0.349	0.352	0.061	5.751	0.000	Diterima
Brand Trust -> Repurchase Intention	0.295	0.295	0.063	4.696	0.000	Diterima

Effect of Brand Ambassador on Repurchase Intention (H1)

The first hypothesis (H1) states that a brand ambassador has a positive and significant influence on repurchase intention among Generation Z consumers of Skintific in Cirebon City. The theoretical basis is that public figures can influence consumer attitudes and behavior through their credibility, attractiveness, and alignment with brand identity. Based on SmartPLS analysis, a path coefficient of 0.424 was obtained, with a t-statistic of 7.066 and a p-value of 0.000. Since the t-statistic > 1.96 and p-value < 0.05 , H1 is accepted, confirming that brand ambassador's influence on repurchase intention is indeed positive and significant.

This finding indicates that consumers' positive perceptions of brand ambassadors correlate with increased repurchase intention. Generation Z, as the target segment, tends to be influenced by public figures who are perceived as credible, attractive, and authentic. When brand ambassadors consistently represent brand values, they can build emotional closeness that fosters loyalty. These results are reinforced by the effect size test, which positions brand

ambassador as the most dominant variable, indicating that the strategy of selecting the right public figure is an effective step in increasing the repurchase intention for skincare products among Generation Z.

Effect of Brand Image on Repurchase Intention (H2)

The second hypothesis (H2) states that brand image has a positive and significant influence on repurchase intention among Generation Z consumers of Skintific products in Cirebon City. This assumption is based on the concept that a good brand image will form a positive value perception in the eyes of consumers, thereby motivating them to continue choosing the same brand in the future. SmartPLS testing produced a path coefficient of 0.349, a t-statistic of 5.751, and a p-value of 0.000. Since the statistical criteria are met (t-statistic > 1.96 and p-value < 0.05), H2 is accepted, confirming that brand image has a positive and significant effect on repurchase intention.

This finding indicates that Skintific's positive brand image, encompassing a good reputation, strong identity, and quality perception, can increase consumers' tendency to repurchase. Generation Z as a market segment, tends to choose brands whose image aligns with their values and lifestyle. Although its influence is smaller than that of a brand ambassador, the role of brand image remains significant in driving repurchase intention. This emphasizes that successful marketing strategies depend not only on public figures but also on the brand's ability to build and maintain a consistently positive image in consumers' minds.

Effect of Brand Trust on Repurchase Intention (H3)

The third hypothesis (H3) states that brand trust has a positive and significant influence on repurchase intention among Generation Z consumers of Skintific products in Cirebon City. Brand trust is regarded as a fundamental element in building long-term relationships between consumers and brands, particularly in the skincare industry which is closely related to skin health and safety. Statistical testing results show a path coefficient of 0.295, with a t-statistic of 4.696 and a p-value of 0.000. Since the acceptance criteria are met (t-statistic > 1.96 and p-value < 0.05), H3 is accepted, confirming the positive and significant influence of brand trust on repurchase intention.

This finding indicates that increased consumer trust in the Skintific brand will enhance their tendency to make repeat purchases. Trust in product quality, ingredient safety, and product consistency plays a crucial role in building brand loyalty, where consumers who feel safe and confident tend not to switch to other brands even when many alternatives are available in the market. Although its effect size is smaller compared to brand ambassador and brand image, brand trust remains significant and serves as a foundation that reinforces the effectiveness of other marketing factors in shaping consumer repurchase behavior.

Summary of Hypothesis Testing Results

Overall, hypothesis testing results confirm that all research hypotheses are accepted, with brand ambassador, brand image, and brand trust proven to have positive and significant influences on repurchase intention among Generation Z consumers of Skintific in Cirebon City. These findings affirm that all three factors play important roles in marketing strategies for increasing customer loyalty. Based on the ranking of path coefficient and effect size values, brand ambassador occupies the most dominant position, followed by brand image

and brand trust. This indicates that for Generation Z, strategies involving relevant and credible public figures have the strongest influence in driving repurchase behavior, though they must be supported by a positive brand image and consistent product trust.

Discussion

In this discussion section, hypothesis testing results are interpreted by linking them to relevant theories and prior research. The aim is not only to explain the acceptance status of each hypothesis, but also to elaborate on the empirical significance and implications of the findings in the context of Generation Z consumer behavior for Skintific users in Cirebon City. In general, this study confirms that brand ambassador, brand image, and brand trust each have a positive and significant influence on repurchase intention. This affirms that repurchase intention is not solely determined by functional product factors, but also by psychological and symbolic elements built through marketing strategies factors increasingly relevant for Generation Z, who are closely connected to social media, public figures, and authentic brand narratives.

The influence of brand ambassador on repurchase intention proved most dominant, supported by the credibility, attractiveness, and alignment of the figure with the target market. For Generation Z, brand ambassadors are not merely promotional tools but also representations of brand values and identity capable of building emotional bonds. This finding aligns with prior research affirming the positive role of public figures in enhancing loyalty, while also strengthening evidence that this strategy is key to retaining young consumers. Meanwhile, brand image also exerts a significant influence by forming perceptions of added value through reputation, visual identity, and lifestyle alignment. In the skincare industry, a positive brand image such as safety and quality drives repeated preference, even though its influence is smaller than that of brand ambassador. This underscores the importance of combining the use of public figures with efforts to build a consistently positive brand image to create long-term loyalty.

On the other hand, brand trust serves as an important foundation in the long-term relationship between consumers and brands, especially in industries related to skin health. Trust in product quality, safety, and consistency increases a sense of security that, in turn, drives repurchase intention. Although its influence is smaller compared to the other two variables, this finding aligns with the literature stating that trust can reduce perceived risk and maintain loyalty. For Skintific, a relatively stable level of trust may mean that variation in repurchase intention is more influenced by communicative factors such as brand ambassador and brand image. Nevertheless, brand trust continues to function as a foundation that strengthens the effectiveness of other marketing strategies.

Theoretically, this study contributes to the marketing literature by reinforcing the role of psychological factors such as perceptions of public figures, brand image, and trust in repurchase decisions, particularly among Generation Z. Empirically, these findings provide practical guidance for companies like Skintific in designing strategies centered on selecting appropriate brand ambassadors, building a consistent brand image, and maintaining

consumer trust. This approach aims not only to increase sales but also to build enduring relationships with consumers in the digital era.

CONCLUSION

Based on analysis using the SEM-PLS method, it can be concluded that brand ambassador, brand image, and brand trust each have a positive and significant influence on repurchase intention among Generation Z consumers of Skintific products in Cirebon City. Among the three, brand ambassador occupies the most dominant position, indicating that credible, attractive, and relevant public figures can significantly increase repurchase intention. A positive brand image further strengthens quality and reputation perceptions, motivating consumers to continue choosing the same product, while brand trust serves as an important foundation that creates a sense of security and consumer confidence in product quality and consistency. Overall, the research findings demonstrate that the combination of marketing strategies based on public figures, a strong brand image, and high brand trust are key factors in increasing the repurchase intention of Generation Z consumers.

REFERENCES

- Afif, Z., Azhari, D. S., Kustati, M., & Sepriyanti, N. (2023). Penelitian Ilmiah (Kuantitatif) Beserta Paradigma, Pendekatan, Asumsi Dasar, Karakteristik, Metode Analisis Data Dan Outputnya. *INNOVATIVE: Journal Of Social Science Research*, 3(3), 682-693.
- Al Hakim, R., Mustika, I., & Yuliani, W. (2021). Validitas dan reliabilitas angket motivasi berprestasi. *FOKUS (Kajian Bimbingan & Konseling Dalam Pendidikan)*, 4(4), 263.
- Al Satria, M. I., & Firmansyah, F. (2024). Pengaruh Brand Image Dan Brand Trust Terhadap Loyalitas Anggota. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 8(1), 401-414.
- Ardani, W. (2022). Pengaruh digital marketing terhadap perilaku konsumen. *Jurnal Tadbir Peradaban*, 2(1), 40-47.
- Arianty, N., & Andira, A. (2021). Pengaruh brand image dan brand awareness terhadap keputusan pembelian. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 4(1), 39-50.
- Aswar, N. F. (2025). Perilaku konsumen. Penerbit Tahta Media.
- Barkhoya, M. A. (2024). Analisis Pengaruh Persepsi Kualitas Produk, Kepercayaan Terhadap Merek, dan Ewom Terhadap Keputusan Pembelian Konsumen di Shopee. 2(12), 13–24.
- Creswell, J. W. J. D. C. (2020). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches Fifth Edition* (M. O’Heffernan (ed.); Fifth). SAGE.
- Febriantari, D. S., Mulyono, L. E. H., & Dakwah, M. M. (2023). Pengaruh Influencer marketing, Applicatison Quality dan Online Customer Review Terhadap Kecepatan Keputusan Pembelian Konsumen Gen-Z Melalui Shopee. *Jurnal Riset Pemasaran*, 2(3), 311-324.
- Harijanto, F. R., Lawrence, J., & Aprilia, A. (2024). Pengaruh Experiential Marketing Terhadap Kepuasan Konsumen di Welabajo Hotel Labuan Bajo. *Jurnal Manajemen Perhotelan*, 10(2), 91–105. <https://doi.org/10.9744/jmp.10.2.91-105>

- Hutami, W. F. (2024). Populasi dan Sampel dalam Penelitian. *Jurnal Public Relations Mercu Buana*, Query date, 21, 23.
- Lukitaningsih, A., & Lestari, F. (2023, February). Pengaruh brand image, brand trust dan brand ambassador terhadap keputusan pembelian produk smartphone. In *FORUM EKONOMI: Jurnal Ekonomi, Manajemen dan Akuntansi* (Vol. 25, No. 1, pp. 89-96).
- Malini, H. (2021). Gaya konsumsi dan perilaku konsumen generasi Z di warung kopi. In *Prosiding Seminar Nasional SATIESP*, 20(20), 34-44.
- Nindhita, V., & Arifin, A. (2024). Analisis faktor penyebab fenomena ngopi dalam budaya work from cafe: Studi perilaku konsumen. *Journal of Social, Culture, and Language*, 2(2), 25-32.
- Pandiangan, K., Masiyono, M., & Dwi Atmogo, Y. (2021). Faktor-faktor yang mempengaruhi brand equity: brand trust, brand image, perceived quality, & brand loyalty. *Jurnal Ilmu Manajemen Terapan*, 2(4), 471-484.
- Panjaitan, G. M., & Simanjuntak, M. (2024). Pengaruh Media Sosial Terhadap Keputusan Pembelian Konsumen Gen Z; Analisis Strategi Brand Awareness, Loyalitas, dan Organisasi Pemasaran. *Jurnal Ilmu Multidisiplin*, 2(1), 46-64.
- Putra, T. W., & Keni, K. (2020). Brand experience, perceived value, brand trust untuk memprediksi brand loyalty: Brand love sebagai variabel mediasi. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(1), 184-193.
- Rahayu, A. T. (2024). Pengaruh Citra Merek , Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Laptop Merek ASUS. 1.
- Ramadhani, N., & Pangestu, R. N. (2022). PERKEMBANGAN TEKNOLOGI DAN LINGKUNGAN GEOGRAFIS (LITERATURE REVIEW PERILAKU KONSUMEN). 3(5), 515–528.
- Rizqi, M., Setiawan, A., & Kusuma, K. A. (2024). Dampak Harga , Lokasi , dan Citra Merek terhadap Loyalitas Pelanggan. 1, 12–23.
- Rosita, E., Hidayat, W., & Yuliani, W. (2021). Uji validitas dan reliabilitas kuesioner perilaku prososial. *FOKUS: Kajian Bimbingan Dan Konseling Dalam Pendidikan*, 4(4), 279-284.
- Utami, K. S. (2020). Green Consumers Behavior : Perilaku Konsumen dalam Pembelian Produk Ramah Lingkungan. 9(2), 208–223.
- Yunaji, A. P., & Dwiridotjahjono, J. (2023). Satisfaction As An Intervening Variable (Study On Pop Mie Consumers in Rungkut , Pengaruh Persepsi Kualitas dan Citra Merek Terhadap Loyalitas Melalui Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Pada Konsumen Pop Mie di Rungkut , Surabaya). 4(5), 5070–5085.
- Zahra Mutaqin, A., Ali, H., & Asif Khan, M. (2025). Pengaruh Keberagaman Produk, Lokasi, dan Keputusan Pembelian Terhadap Kepuasan Pelanggan (Literature Review Manajemen Pemasaran). *Jurnal Ilmu Manajemen Terapan*, 6(2), 143–152. <https://doi.org/10.38035/jimt.v6i2.4145>