

The Effects of Brand Image, Product Quality, and Brand Ambassador on Purchase Decisions: The Mediating Role of Purchase Intention among Whitelab Skincare Users

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Abstract

Understanding how brand perceptions and product evaluations translate into purchase decisions is important for skincare marketing. This study examines the effects of brand image, product quality, and brand ambassador on purchase decisions, with purchase intention as a mediator, among Whitelab skincare users in Pati Regency, Indonesia. A quantitative survey was conducted using purposive sampling. Data were collected from 400 users aged 13–55 years through online and printed questionnaires between February 2 and April 2, 2025. The instrument comprised 25 items measured on a five-point Likert scale. Partial least squares structural equation modeling was performed using SmartPLS 3. Brand image, product quality, and brand ambassador were positively associated with purchase intention. Product quality, brand ambassador, and purchase intention also had significant positive relationships with purchase decisions. However, the direct relationship between brand image and purchase decisions was not significant. Purchase intention significantly mediated the relationships of all three predictors with purchase decisions. The model explained 60.8% of the variance in purchase intention and 44.5% of the variance in purchase decisions. The findings distinguish the indirect role of brand image from the combined direct and indirect roles of product quality and brand ambassador. They suggest that skincare marketers should connect brand communication with purchase interest while maintaining product quality and selecting suitable ambassadors. The findings are specific to the surveyed users and do not establish causal effects.

Keywords: brand image; product quality; brand ambassador; purchase intention; purchase decisions

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INTRODUCTION

Skincare purchasing requires consumers to evaluate both a product and the information surrounding its brand. A recognizable brand can attract

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attention, while perceived product quality can provide reasons to consider using the product. An ambassador can add a human source to this information and influence how consumers interpret the message. Research in beauty and fashion settings has examined the relevance of online personalities, credibility, and audience relationships to purchasing responses (Djafarova & Rushworth, 2017; Sokolova & Kefi, 2020). These developments make it useful to examine brand-related and product-related evaluations within the same model.

International research indicates that the connection between marketing communication and consumer responses involves several intermediate evaluations. Lou and Yuan (2019) linked informative influencer content and source characteristics with trust in branded posts, followed by brand awareness and purchase intention. Ebrahim (2020) investigated social media marketing through brand trust and brand equity in a loyalty model. Seo and Park (2018) examined brand awareness and brand image as part of customer responses to airline social media marketing. Although these studies concern different settings, they support examining how brand communication connects with consumers through intervening psychological responses.

Product evaluations provide a further reason to distinguish consumer interest from purchase decisions. Konuk (2018) investigated perceived quality alongside store image, trust, and perceived value in an organic private-label purchasing model. In an Indonesian setting, Sakinah and Firmansyah (2021) examined purchase intention as a mediator connecting product quality with purchase decisions. These studies provide related evidence, but differences in product category, market, and measurement limit direct transfer of their findings. A model of skincare purchasing should therefore identify the contribution of quality alongside brand image and the person representing the brand.

Whitelab skincare users in Pati Regency provide the empirical setting for this study. The research focuses on how their perceptions of brand image, product quality, and brand ambassador are associated with purchase decisions. The question is relevant to marketing decisions about maintaining product performance, communicating brand identity, and selecting brand representatives. However, the observed relationships concern consumers' survey responses rather than verified changes in company sales. The study consequently aims to explain differences in reported purchase decisions within this consumer sample.

The research problem concerns whether each predictor has a direct relationship with purchase decisions and an additional relationship through purchase intention. A favorable brand image may first generate interest, while product quality may contribute to both interest and purchase confidence. A brand ambassador may attract attention and provide information that supports

either stage. Experimental endorsement research has considered identification and credibility as mechanisms explaining advertising responses (Schouten et al., 2020), while Liu and Zheng (2024) examined persuasive mechanisms connecting influencer content with purchase intention and brand credibility. Such work motivates examining mediation without assuming that all predictors operate in the same way.

The contribution is therefore a contextual comparison of direct and indirect pathways among existing Whitelab users. The study tests ten hypotheses using 400 respondents and a model that includes all three predictors, purchase intention, and purchase decisions. It identifies whether brand image remains directly associated with purchase decisions after the other constructs are considered. It also assesses whether quality and ambassador perceptions retain direct relationships alongside their indirect relationships through intention. The contribution rests on this combined empirical assessment in Pati Regency, rather than on a claim that the individual constructs or mediation relationships are entirely new.

LITERATURE REVIEW

heoretical Perspectives and Research Framework

The model is informed by perspectives on source credibility, persuasion, and behavioral intention. Source credibility offers a basis for expecting the perceived characteristics of an ambassador to matter when consumers evaluate a promotional message. Djafarova and Rushworth (2017) used credibility-related reasoning to examine purchasing responses to Instagram personalities. Liu and Zheng (2024) applied the elaboration likelihood model to investigate influencer persuasion, including informative content and audience relationships. These perspectives provide a theoretical interpretation of ambassador-related communication; the present study does not separately measure every mechanism they propose.

Behavioral-intention research also supports distinguishing consumers' willingness to buy from their reported purchasing responses. Hsu et al. (2017) applied the theory of planned behavior to green skincare purchase intention, emphasizing intention as a meaningful consumer response. That study provides a related skincare context, while the present model examines brand image, product quality, and brand ambassador rather than the complete planned-behavior framework. Purchase intention is positioned between these evaluations and purchase decisions. The empirical model contains seven direct paths and three indirect paths through purchase intention, corresponding to H1–H10.

Brand Image and Purchase Intention

Brand image refers here to consumers' impressions and associations concerning Whitelab. Its questionnaire items address trustworthiness,

recognition, favorable impressions, recall through social media exposure, and attention to consumer needs. Brand-related evaluations may help consumers organize product information and form preferences. Kudeshia and Kumar (2017) examined how positive social electronic word of mouth relates to brand attitude and purchase intention, offering related evidence about brand evaluations in digital communication. Although brand attitude differs from brand image, that evidence supports considering the role of brand-related perceptions when explaining buying interest.

A favorable image is expected to make Whitelab a more appealing option when consumers consider skincare purchases. Recognition can make the brand easier to recall, and positive impressions may encourage further attention to the product. These processes do not guarantee purchasing, but they provide reasons to expect stronger interest among consumers who evaluate the brand favorably. The proposed relationship concerns the overall brand-image construct in the survey. The following hypothesis tests its relationship with purchase intention.

H1: Brand image positively influences purchase intention.

Product Quality and Purchase Intention

Product quality represents consumers' assessments of the product's characteristics and performance. These evaluations can affect whether the product appears suitable for their needs. Konuk (2018) modeled perceived quality together with other consumer evaluations in explaining purchase intention, while Sakinah and Firmansyah (2021) examined quality in an intention-mediated purchase model. These studies offer grounds for expecting quality perceptions to contribute to willingness to purchase, while allowing the strength of the relationship to vary by context. The present construct concerns perceived product quality and does not provide an independent technical assessment of the skincare formulation.

In this model, consumers who evaluate Whitelab's quality more favorably are expected to express stronger buying interest. Their interest may reflect confidence that the product can provide the benefits they seek. Since all respondents are users, these evaluations may also draw on prior experience with the product. Accordingly, the relationship is interpreted within an existing-user sample. The hypothesis is formulated as follows.

H2: Product quality positively influences purchase intention.

Brand Ambassador and Purchase Intention

A brand ambassador is the person representing and communicating a brand to consumers. The study measures perceptions of transference, congruence, credibility, attraction, and power through five items. Research on influencers is relevant to this communication role, although an influencer and an officially appointed brand ambassador need not perform identical roles. Sokolova and Kefi (2020) examined credibility and parasocial interaction in

beauty and fashion purchase intention, and Schouten et al. (2020) investigated identification and credibility in endorsement effectiveness. These studies motivate examining the consumer's evaluation of the representative rather than assuming that visibility alone explains purchase interest.

An ambassador who is perceived favorably may encourage consumers to attend to the product and consider buying it. Credibility can make the message more persuasive, while attraction and perceived suitability can encourage attention. However, the analysis assesses the combined ambassador construct and does not estimate a separate coefficient for each dimension. It also does not compare the effectiveness of different individual ambassadors. The expected aggregate relationship is stated below.

H3: Brand ambassador positively influences purchase intention.

Purchase Intention and Purchase Decisions

Purchase intention captures consumers' reported interest in buying, recommending, preferring, and learning about a product. Purchase decisions capture reported purchasing confidence and behavior. The constructs are related, but they represent different responses in the model. Sakinah and Firmansyah (2021) reported a significant relationship between buying interest and purchase decisions in their mediation study. This provides relevant empirical support for expecting stronger purchase intention to accompany stronger reported purchase decisions in the present sample.

The relationship is tested while brand image, product quality, and brand ambassador are included as predictors of purchase decisions. This specification assesses whether intention contributes beyond those perceptions. Because the measures are collected in the same survey, the analysis cannot demonstrate that the intention recorded preceded a particular transaction. Its purpose is to assess the proposed statistical relationship among the measured constructs. The hypothesis is therefore retained as the model's directional proposition rather than as an established causal sequence.

H4: Purchase intention positively influences purchase decisions.

Direct Relationships with Purchase Decisions

Brand image may contribute directly to purchasing by helping consumers recognize and select a familiar option. Product quality may contribute through confidence that the product can meet their requirements. The representative of a brand may also influence reported purchase decisions through persuasive communication. Djafarova and Rushworth (2017) provide evidence about the relevance of online-personality credibility to purchasing responses, while Sakinah and Firmansyah (2021) examined product quality in relation to purchase decisions. These considerations motivate testing direct paths alongside mediation, rather than assuming beforehand that intention accounts for every relationship.

Brand image, product quality, and ambassador perceptions enter the purchase-decision equation simultaneously with purchase intention. As a result, each direct coefficient describes its relationship conditional on the other constructs in the specified model. The direct hypotheses allow the analysis to distinguish predictors whose relationship persists at this stage from those operating primarily through the proposed mediator. A positive but nonsignificant estimate would leave the corresponding hypothesis unsupported at the chosen significance level. The three propositions are stated as follows.

H5: Brand image positively influences purchase decisions.

H6: Product quality positively influences purchase decisions.

H7: Brand ambassador positively influences purchase decisions.

Purchase Intention as a Mediator

Purchase intention may connect favorable brand, product, and ambassador evaluations with purchasing responses. Under the proposed model, a predictor first relates to intention, which in turn relates to purchase decisions. This creates an indirect pathway in addition to the predictor's direct path. Sakinah and Firmansyah (2021) provide relevant evidence for intention-mediated product-quality relationships. The present study extends the joint assessment to three predictors in one model without claiming that all possible mechanisms are measured.

Testing the indirect paths is necessary because direct and indirect relationships can have different patterns. A significant indirect path may coexist with a nonsignificant direct path, or both may be significant. In either case, interpretation should reflect the actual coefficients and uncertainty reported for each path. The current study therefore tests each specific indirect relationship separately. The three mediation hypotheses are formulated below.

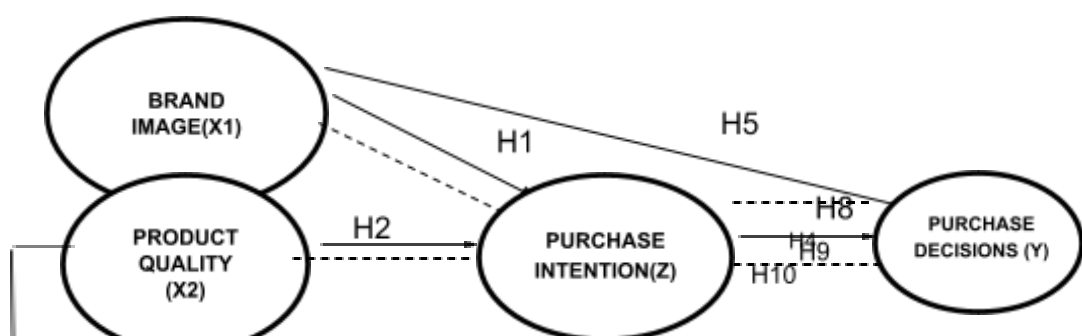
H8: Purchase intention mediates the positive relationship between brand image and purchase decisions.

H9: Purchase intention mediates the positive relationship between product quality and purchase decisions.

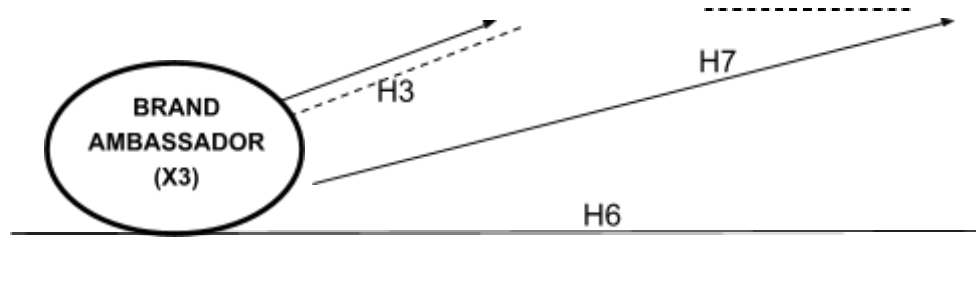
H10: Purchase intention mediates the positive relationship between brand ambassador and purchase decisions.

Figure 1.

Research Framework



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RESEARCH METHOD

The study used a quantitative survey to examine the proposed relationships among five constructs. The target population consisted of Whitelab skincare users living in Pati Regency. A non-probability purposive sampling technique was used, with eligibility criteria requiring respondents to use Whitelab skincare, be aged 13–55 years, and reside in the regency. The analysis included 400 respondents who met these criteria. Because the sampling was purposive, the sample should not be treated as a probability-based representation of all Whitelab users.

Data were collected between February 2 and April 2, 2025. Online questionnaires were distributed using Google Forms through WhatsApp and Instagram, while printed questionnaires were administered directly. The instrument comprised 25 items, with five items for each of brand image, product quality, brand ambassador, purchase intention, and purchase decisions. Responses used a five-point Likert scale from 1, strongly disagree, to 5, strongly agree. The scale midpoint was labeled “kurang setuju” in the thesis measurement-scale table; it should therefore not automatically be interpreted as a neutral response.

The brand-image items addressed trustworthiness, recognition, favorable impressions, recall, and responsiveness to consumer needs. Product quality addressed performance and product characteristics, while brand ambassador covered transference, congruence, credibility, attraction, and power. Purchase intention included transactional, referential, preferential, and exploratory interest. Purchase decisions reflected respondents’ reported purchasing confidence and behavior. Each construct was represented by five observed items in the measurement model.

Data were analyzed using partial least squares structural equation modeling in SmartPLS 3. Reporting distinguishes the measurement and structural assessments, following the analytical separation emphasized by Hair et al. (2019) and Benitez et al. (2020). The reported measurement-model assessment included outer loadings, average variance extracted (AVE), Cronbach’s alpha, and composite reliability. The structural assessment used coefficients of determination and the reported bootstrap results for direct and specific indirect relationships. Statistical decisions used a 5% significance level, consistent with the thesis results tables, with t-values above 1.96 and

p-values below .05 indicating statistical significance. Software output displayed as $p = .000$ is reported as $p < .001$, rather than as a probability of zero.

FINDINGS AND DISCUSSION

Respondent Characteristics

Of the 400 respondents, 362 were women and 38 were men. Most respondents were aged 13–27 years, accounting for 319 participants, whereas 81 were aged 28–55 years. Senior high school was the largest reported educational category, with 269 respondents. Students were the largest occupation group, with 167 respondents, followed by private-sector employees, with 160 respondents. Table 1 presents gender, age, education, and occupation; percentages are calculated from the reported counts to avoid numerical inconsistencies in the thesis.

Table 1.

Respondent characteristics

Characteristic	Category	Frequency	Percentage
Gender	Male	38	9.50
Gender	Female	362	90.50
Age	13–27 years	319	79.75
Age	28–55 years	81	20.25
Education	Junior high school	22	5.50
Education	Senior high school	269	67.25
Education	Vocational high school	1	0.25
Education	Diploma III	3	0.75
Education	Bachelor's degree	105	26.25
Occupation	Student	167	41.75
Occupation	Private-sector employee	160	40.00
Occupation	Civil servant	15	3.75
Occupation	Entrepreneur	58	14.50

Source: Author's survey data, 2025; percentages calculated as $\text{frequency}/400 \times 100$.

Measurement Model

All 25 reported outer loadings exceeded .70. The loading ranges were .736–.762 for brand image, .743–.791 for product quality, .715–.797 for brand ambassador, .708–.762 for purchase intention, and .721–.767 for purchase decisions. AVE values ranged from .553 to .590. Cronbach's alpha ranged

from .798 to .826, while composite reliability ranged from .861 to .878. These reported statistics support convergent validity and internal consistency. Discriminant validity requires additional assessment; AVE alone is insufficient to establish separation among the constructs (Benitez et al., 2020).

Table 2.

Measurement-model results

Construct	Loading range	AVE	Cronbach's alpha	Composite reliability
Brand image	.736–.762	.560	.804	.864
Product quality	.743–.791	.590	.826	.878
Brand ambassador	.715–.797	.569	.812	.868
Purchase intention	.708–.762	.553	.798	.861
Purchase decisions	.721–.767	.558	.802	.863

Source: Author's SmartPLS 3 results, 2025.

Structural Model and Hypothesis Tests

The R^2 for purchase intention was .608, with an adjusted R^2 of .604. The R^2 for purchase decisions was .445, with an adjusted R^2 of .441. Thus, the model accounted for 60.8% and 44.5% of the variance in the two endogenous constructs, respectively. These values describe explained variance in this sample and do not independently establish causal influence or out-of-sample prediction.

Table 3.

Direct and specific indirect relationships

Hy pot hes is	Relationship	Coefficient	t	p	Decision
H1	Brand image → Purchase intention	.135	2.534	.012	Supported
H2	Product quality → Purchase intention	.368	5.183	< .001	Supported
H3	Brand ambassador → Purchase intention	.260	3.754	< .001	Supported
H4	Purchase intention → Purchase decisions	.351	5.936	< .001	Supported
H5	Brand image → Purchase decisions	.056	.991	.322	Not supported

Hy pot hes is	Relationship	Coeffic ient	t	p	Decision
H6	Product quality → Purchase decisions	.289	4.199	< .001	Supported
H7	Brand ambassador → Purchase decisions	.225	4.601	< .001	Supported
H8	Brand image → Purchase intention → Purchase decisions	.047	2.295	.022	Supported
H9	Product quality → Purchase intention → Purchase decisions	.129	4.034	< .001	Supported
H10	Brand ambassador → Purchase intention → Purchase decisions	.091	3.165	.002	Supported

Source: Author's SmartPLS 3 results, 2025, corresponding to thesis Tables 4.16 and 4.17.

Brand Image and the Purchase Process

Brand image had a significant positive relationship with purchase intention ($\beta = .135$, $p = .012$), supporting H1. Its direct relationship with purchase decisions was positive but not statistically significant ($\beta = .056$, $p = .322$), leaving H5 unsupported. However, its specific indirect relationship through purchase intention was significant ($\beta = .047$, $p = .022$), supporting H8. The pattern indicates that purchase intention is relevant to understanding how favorable brand perceptions are associated with purchase decisions in this model.

The result distinguishes generating interest from independently explaining purchasing responses. It supports examining the intervening consumer response rather than relying on a direct brand-image coefficient alone. It also qualifies a general expectation that favorable brand image should always have a significant direct relationship with purchase decisions. The nonsignificant coefficient does not demonstrate that brand image is irrelevant; rather, the evidence supports an indirect relationship in the specified model. For managers, brand communication should be connected with information and experiences that help interested consumers evaluate purchasing.

Research beyond skincare also indicates that brand communication can be connected with different consumer outcomes. Seo and Park (2018) considered brand image in relation to customer responses in aviation, while Ebrahim (2020) examined trust and equity in a social-media loyalty model.

These studies illustrate alternative brand-response structures rather than direct replications of the present mediation. They reinforce the need to state which consumer outcome is being explained. The Whitelab result specifically concerns purchase intention and reported purchase decisions.

Product Quality and the Purchase Process

Product quality had a significant positive relationship with purchase intention ($\beta = .368, p < .001$), supporting H2. It also had a significant direct relationship with purchase decisions ($\beta = .289, p < .001$), supporting H6. The specific indirect relationship through purchase intention was significant ($\beta = .129, p < .001$), supporting H9. Product quality therefore showed both direct and mediated relationships with purchase decisions. Its coefficient for purchase intention was numerically the largest among the three predictors, although no formal test of coefficient differences was reported.

These results support the relevance of product evaluations within the purchase process. The significant indirect relationship is consistent with Sakinah and Firmansyah (2021), who examined purchase intention as a mediator between quality and purchase decisions. Differences in product category and sampling mean that this consistency concerns the relationship pattern rather than the equivalence of the effect sizes. The managerial implication is that promotional communication should be supported by product performance that meets consumer expectations. However, the quality construct represents respondents' perceptions and should not be interpreted as an independent laboratory evaluation of product performance or safety.

Brand Ambassador and the Purchase Process

Brand ambassador had a significant positive relationship with purchase intention ($\beta = .260, p < .001$), supporting H3. Its direct relationship with purchase decisions was also significant ($\beta = .225, p < .001$), supporting H7. Purchase intention provided a significant indirect relationship between brand ambassador and purchase decisions ($\beta = .091, p = .002$), supporting H10. Thus, the reported model links ambassador perceptions with purchase decisions both directly and through purchase intention. This result is compatible with credibility-based explanations of endorsement responses. It also adds evidence from an existing-user skincare sample, whereas Schouten et al. (2020) investigated endorsement effects experimentally in other product settings.

The findings suggest that suitability, credibility, and appeal warrant attention when selecting an ambassador. Popularity alone should not be assumed to explain the result because the construct includes several dimensions. The analysis also does not isolate the effect of a particular ambassador or compare alternative endorsers. A practical application is to evaluate whether the ambassador's communication is relevant to the target

audience and consistent with the brand. Such evaluation should accompany, rather than substitute for, attention to the product itself.

Lou and Yuan (2019) and Liu and Zheng (2024) provide related evidence that information and source evaluations can connect with purchase intention through intervening audience responses. Their mediators differ from the one used here, so their findings do not independently confirm the present paths. Nevertheless, they support looking beyond attention to the consumer evaluations accompanying persuasion. For Whitelab, this means interpreting the ambassador coefficient as one part of a broader communication process. The current data do not establish which unmeasured response accounts for that association.

Purchase Intention as a Mediator

Purchase intention had a significant positive relationship with purchase decisions ($\beta = .351$, $p < .001$), supporting H4. All three reported specific indirect relationships were significant, supporting H8–H10. The brand-image relationship showed a significant indirect path alongside a nonsignificant direct path, whereas product quality and brand ambassador showed significant paths of both types. This distinction is more informative than stating only that all predictors influence purchase decisions. Nevertheless, because the data were collected in a single survey, the findings support statistical mediation within the model and do not establish the temporal sequence of consumers' purchasing processes.

Theoretical Implications

The findings differentiate brand-related interest formation from direct purchasing responses. The significant brand-image indirect path indicates that a favorable image can remain relevant even when its direct coefficient is nonsignificant. Product quality and brand ambassador show a different pattern because both their direct and indirect paths are significant. This supports treating the three predictors as distinct parts of the proposed purchase process. The evidence concerns the specified statistical model and does not establish the psychological sequence experienced by every respondent.

The results also identify limits to the theoretical explanation. Credibility-based and persuasion perspectives provide possible interpretations of ambassador communication, but the study does not separately test message processing, parasocial relationships, or trust as mediators. Similarly, the purchase-intention construct does not constitute a complete test of the theory of planned behavior. The study contributes evidence about the relationships it measured while leaving alternative explanatory mechanisms open. Future research could compare such mechanisms within the same consumer context.

Managerial Implications

The product-quality findings support maintaining the product experience alongside promotional activity. Since quality is associated with both intention and purchase decisions, managers could examine customer feedback about performance, usability, packaging, and suitability for consumer needs. This recommendation concerns monitoring perceived quality and identifying issues that require further investigation. It does not imply that the survey has verified particular product claims or clinical benefits. Any public claims about product performance should be supported by evidence appropriate to those claims.

For brand image, communication can be designed to help interested consumers move from recognition to informed evaluation. Clear information about product characteristics, intended use, and available purchasing channels can make the brand easier to assess. Brand-image development should be evaluated together with consumers' subsequent interest rather than judged only by visibility. The nonsignificant direct coefficient does not justify abandoning brand-building activity. It instead suggests that the link with intention deserves attention in evaluating that activity.

The ambassador findings support reviewing credibility, communication quality, and relevance to the target audience. De Veirman et al. (2017) examined follower numbers and product divergence in relation to brand attitudes, demonstrating why popularity metrics deserve analysis rather than automatic acceptance as a measure of effectiveness. For Whitelab, an appropriate practical response is to assess what the representative communicates and how consumers evaluate that communication. The current coefficients cannot identify which ambassador would perform best or establish an optimal campaign budget. Such decisions require campaign-specific evidence.

Customer information beyond official promotion also merits attention. Erkan and Evans (2018) compared recommendations on social media with reviews on shopping websites and found stronger influence from shopping-site reviews in their study. This suggests a useful direction for examining whether credible product information across channels helps interested consumers evaluate a purchase. It does not show that reviews explain the current Whitelab coefficients because reviews were not included in this model. Future marketing evaluation could measure these information sources explicitly.

The findings can also inform discussion of responsible consumer communication. For example, managers could ensure that ambassador messages distinguish promotional appeal from substantiated product information and allow consumers to assess suitability for their own needs. Hsu et al. (2017) studied green skincare intention, but the present study contains no measure of environmental attributes or responsible consumption.

Consequently, its results cannot establish environmental benefits or progress toward a particular sustainable-development goal. Any sustainability application is a proposed extension requiring additional data.

CONCLUSIONS

The study found that brand image, product quality, and brand ambassador were positively associated with purchase intention among the surveyed Whitelab skincare users in Pati Regency. Product quality, brand ambassador, and purchase intention also had significant positive direct relationships with purchase decisions. Brand image did not have a statistically significant direct relationship with purchase decisions. Purchase intention significantly mediated the relationships of all three predictors with purchase decisions, indicating that the predictors were linked with purchasing responses through different patterns.

For Whitelab, the results suggest maintaining product quality, selecting ambassadors who fit the brand and audience, and connecting brand communication with consumers' buying interest. Brand image should be developed through recognizable and credible communication, while product information should help consumers evaluate whether a purchase meets their needs. These implications apply to the observed relationships and do not guarantee changes in sales. Decisions about marketing investment should therefore also consider evidence beyond this survey.

LIMITATION & FURTHER RESEARCH

The purposive sample was confined to Whitelab users in one regency and was predominantly female and aged 13–27 years. The results therefore cannot automatically be generalized to other brands, regions, age groups, or people who have not used Whitelab. The single-survey design and self-reported measures also limit causal interpretation and may be subject to common-method influences. Since participants were existing users, purchase intention should not be treated exclusively as intention preceding a first purchase. Future studies could distinguish first-purchase and repurchase intention, use longitudinal designs, and compare a wider range of consumer groups.

The reported measurement assessment covers convergent validity and internal consistency, but these statistics alone do not establish discriminant validity. Further assessment could include HTMT, collinearity diagnostics, and confidence intervals for indirect relationships. Future research could also examine price, promotion, testimonials, and customer reviews as additional predictors. Such extensions would help assess whether the reported relationships persist after other relevant consumer evaluations are included.

AUTHOR CONTRIBUTION

Welly Dhea Ayu Hapsari: Research design, questionnaire administration, data collection, analysis, and thesis writing.

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