The Relationship Between Digital Marketing, Brand Ambassador, and Product Mixes to Skintific Brand Cosmetic Loyalty to Young Women in Pontianak City

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Abstract

This study investigates the influence of digital marketing, brand ambassador, and product mixes on the brand loyalty of Skintific cosmetic products among young women in Pontianak, Indonesia. Employing a quantitative causal approach, data were collected via questionnaires from 166 respondents, selected through a quota sampling method across Pontianak's municipalities. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0. The results demonstrate that all three variables—digital marketing, brand ambassador, and product mixes—have a significant positive effect on brand loyalty. Notably, the product mixes emerged as the most influential factor, underscoring the paramount importance of product diversity, quality, and availability in fostering consumer loyalty. Brand ambassador was the second most significant factor, followed by digital marketing. This research provides valuable insights for cosmetic brands, suggesting that while digital and ambassador strategies are effective, the fundamental driver of loyalty lies in a superior product portfolio. The study offers a validated model for understanding brand loyalty dynamics in the competitive Indonesian beauty market.

Keywords: digital marketing; brand ambassador; product mixes; brand loyalty.

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Introduction

Along with the increasing number of young people in Indonesia and the increasing awareness of the importance of maintaining skin health and education, the beauty industry in the country is also increasingly prominent due to the large number of cosmetics available domestically. The use of domestic products also shows that the quality of domestic products can be improved with various goods from abroad. The growth of the cosmetics industry in Indonesia is extraordinary, as evidenced by the number of cosmetics businesses in the country which reached 21.9% in 2022, with 913 businesses growing to 1,010 businesses in 2023, and the cosmetics industry in the country has also managed to build an export market, with sales of cosmetics, perfumes, and essential oils reaching a total of USD 770.8 million (1)

Good digital marketing can influence the audience who is the target market to keep the product in mind so that every time a need arises, they will remain loyal to buy the product again. In choosing cosmetic products, young women who are the target market, in addition to improving the quality of content, consumers consider the trust of individuals who provide information and several means of communication that are often used through digital platforms such as Instagram and TikTok. This reinforces the theory that loyalty in the digital age is not only based on product quality, but also emotional intelligence, relevant digital marketing, and two-way communication from brand ambassador (2). Although digital marketing does not directly affect loyalty, there is an indirect influence through customer satisfaction, but a maximum digital marketing strategy has been proven to increase customer loyalty if it is accompanied by increasing customer satisfaction first (3). Digital marketing that is carried out optimally will encourage an increase in the number of product sales because, through digital marketing, the number of consumers willing to buy Skintific brand cosmetics is increasing, indicating that the value of loyalty obtained for the Skintific brand is also getting higher (4). In the context of modern marketing, digital marketing on platforms such as Instagram and TikTok enables direct interaction and the creation of entertaining and informative content, which can build emotional connections with consumers (2). Meanwhile, the role of brand ambassadors has evolved into figures who are not only popular but also credible, capable of transferring their credibility to the brand and building authentic connections with the target audience (5). Digital marketing indicators include accessibility, interaction, entertainment, belief, and informative (6). Based on previous research, it is stated that digital marketing has been proven to increase consumer loyalty because when Skintific succeeds in taking advantage of viral trends on Tiktok by creating interesting content so that it can reach a wider market share (2–4).

Brand ambassadors play an important role in strengthening consumer loyalty to brands on Skintific and make an important contribution to our understanding of marketing strategies. Therefore, it is important to choose the right and popular brand ambassador. Because artists and influencers are increasingly popular and have a positive image and can provide good and clear information, it will affect and give rise to consumer loyalty to Skintific brands through actions such as re-buying, recommending products to others, and following brand ambassador accounts (7–9). A brand ambassador can be defined as an individual who has product knowledge and acts as a means for companies to market their products. Their role is not only to understand the product, but also to actively utilize that understanding to market and promote it, thereby becoming a link between the company and the market(10). Brand ambassador indicators include popularity, credibility, appeal, and strength (5). Based on previous research, it is stated that brand ambassadors can be proven to increase consumer loyalty because when brand ambassadors can provide information related to product quality that is relevant to consumer expectations, in addition to positive interactions can also increase strong loyalty between consumers and brand ambassadors (11–13).

The product mixes makes a significant contribution for companies to know brand loyalty, where the Skintific brand can be quite well received, starting from moisturizers, serums, sunscreens, and cleansers (14). When the product is created by consumer needs so as to make consumers loyal to the product, it is called a product mixes (15). A set of products provided by the seller to the

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customer that can be identified by the customer based on appearance, size, quality, and several other factors. In addition, the Company also still needs to keep up with changes in consumer needs and desires so that sales targets are achieved and products remain in demand by consumers. The goal of product variety is to expand market share, increase customer satisfaction, and create a difference in a competitive market (16–18). Product mixes is a product variant strategy offered by the company that can be differentiated by customers based on its appearance and quality. Product mixes indicators include product diversity, product quality, and product availability (19). Based on previous studies, it is stated that it is proven that the product mixes can foster consumer loyalty because when a company can create innovations in its products and offer product quality according to the price, consumers will be satisfied with Skintific brand products (15,20,21).

Brand loyalty is the strong relationship between consumers' relationship with the brand and the level of consumer loyalty to a product. Brand loyalty resulting from effective branding strategies is the foundation for business growth in competitive markets. This loyal relationship between companies and consumers brings benefits in two ways: consumers not only make repeat purchases, but also become promoters who spread recommendations to other potential consumers. Thus, building loyalty is the core objective of branding strategies.(22–24). Brand loyalty is a form of customer loyalty to a product brand that makes a real contribution in the form of repurchase and helps the company market it to other parties. Indicators used to measure brand loyalty include repeated use, product excellence, informing, and recommending (23).

Although numerous studies have examined the individual impact of digital marketing, brand ambassadors, and product mixes on loyalty, a gap persists in literature. Theoretically, no model has integrated these three variables simultaneously for testing within the unique context of the Indonesian cosmetics market, particularly for brands targeting Generation Z. Empirically, findings from previous research are sometimes inconsistent; some emphasize the power of digital marketing (2), while others find only an indirect influence (3). Furthermore, there is a significant lack of research focusing on consumer dynamics in the Kalimantan region, specifically Pontianak, and on rapidly growing brands like Skintific. Therefore, the novel contribution of this study is to test a comprehensive model that analyzes the direct and comparative influence of these three key marketing strategies on brand loyalty, thereby providing clearer and more contextual empirical evidence for both academics and practitioners.

Research Methods

This research uses a form of causality with the aim of examining the relationship between digital marketing variables, brand ambassadors, and product mixes on consumer loyalty. The data collection technique used questionnaires. The population in this research is young women in Pontianak City (which includes the Municipalities of Pontianak City, South Pontianak, and North Pontianak). The selection of Pontianak and the young women demographic as the focus of this study is based on several considerations. Pontianak, as an economic and cultural center in West Kalimantan, has a significant youth population that is highly active on social media, making it an ideal market for researching digital marketing and brand ambassadors. The retail and cosmetics industry in this city also shows rapid growth. Furthermore, no similar studies have focused on viral cosmetic brands like Skintific in the Kalimantan region, thus this research fills that empirical void. By using the quota sampling method, which is sampling based on population data in the research area, the following quotas were set: Pontianak City 28 people, West Pontianak 38 people, East Pontianak 25 people, South Pontianak 43 people, and North Pontianak 32 people. So, the number of samples set was 166 young women in Pontianak. The author uses the Rating Scale as a measuring tool in this study the data obtained from the Rating Scale is in the form of numbers that are interpreted in qualitative definitions then the data is analyzed with Smart PLS 3 software.

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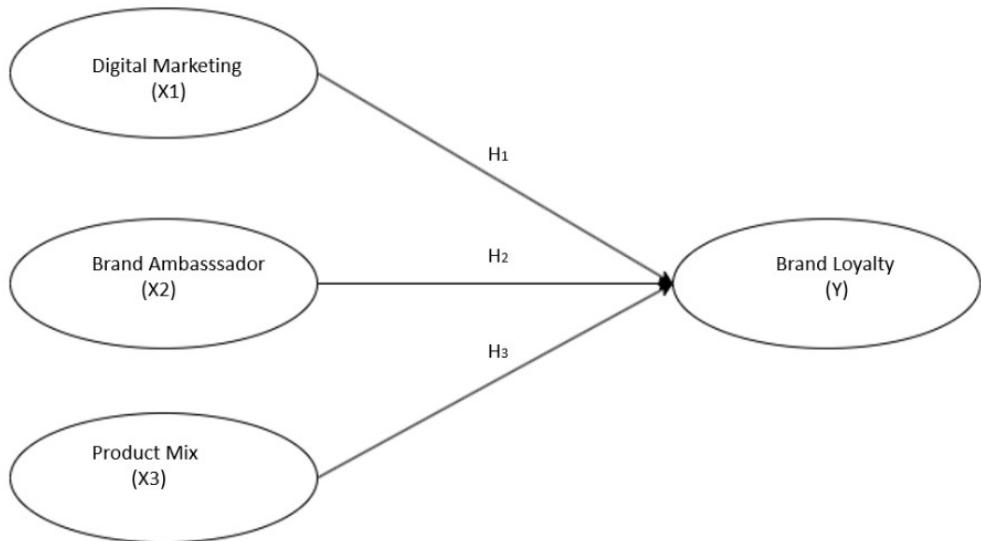
Figure 1.1 Conceptual Framework

Based on the conceptual framework, the author develops the following hypothesis:
H1: It is assumed that Digital Marketing has a relationship with Brand Loyalty.
H2: It is assumed that Brand Ambassador has a relationship with Brand Loyalty.
H3: It is assumed that Product Mixes has a relationship with Brand Loyalty.

Result
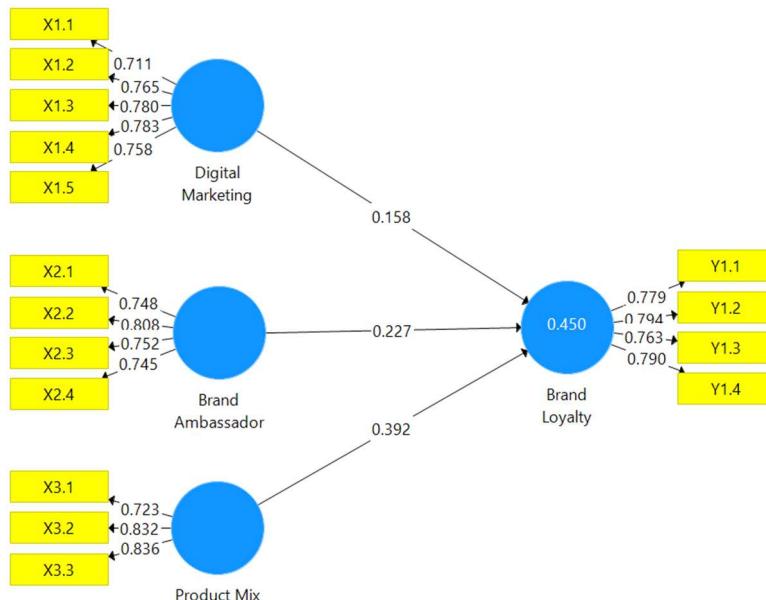
Figure 1.2. Outer Model
Source: SmartPLS 3, 2025

The loading factor value on each indicator in the construct indicates that the validity test results converge when using the displayed indicator. For the indicator to be considered valid, the loading factor value must be more than 0.7 so that further testing can be performed. The results of the convergent validity test based on the value of outer loading or loading factor are presented in Table 1.

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Table 1 Outer Loading

Items	Product Mix	Brand Ambassador	Digital Marketing	Brand Loyalty	AVE	Information
X1.1			0,711			VALID
X1.2			0,765			VALID
X1.3			0,780		0,638	VALID
X1.4			0,783			VALID
X1.5			0,758			VALID
X2.1		0,748				VALID
X2.2		0,808			0,583	VALID
X2.3		0,752				VALID
X2.4		0,745				VALID
X3.1	0,723					VALID
X3.2	0,832				0,577	VALID
X3.3	0,836					VALID
Y1.1				0,779		VALID
Y1.2				0,794	0,611	VALID
Y1.3				0,763		VALID
Y1.4				0,790		VALID

Source: Output SmartPLS 3, 2025

The external loading value on each indicator for each variable is greater than 0.6. This proves that each indicator meets the standard of convergent validity. So that the data can be tested further.

Table 2 Reliability Test

Variables	Cronbach's Alpha	Composite Reliability
Product Mix	0,714	0,841
Brand Ambassador	0,762	0,848
Digital Marketing	0,817	0,872
Brand Loyalty	0,787	0,862

Source: Output SmartPLS 3, 2025

Based on the reality analysis in Table 2, Cronbach's Alpha value is above 0.7. In digital marketing, Cronbach's Alpha value of 0.817 indicates good internal consistency. Brand ambassador Cronbach's Alpha's value of 0.762 indicates good internal consistency. The product mixes with a Cronbach's Alpha value of 0.714 indicates good internal consistency. Cronbach's Alpha value for brand loyalty of 0.787 indicates good internal consistency. With all these indicators, the measurement instruments in this study can be considered realistic and valid.

Table 3 Coefficient Determinations

	R Square	R Square Adjusted
Brand Loyalty	0,450	0,439

Source: Output SmartPLS 3, 2025

Table 4 Patch Coefficient

Path	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Product Mix -> Brand Loyalty	0,392	0,386	0,085	4,595	0,000
Brand Ambassador -> Brand Loyalty	0,227	0,227	0,079	2,882	0,004
Digital Marketing -> Brand Loyalty	0,158	0,161	0,076	2,084	0,038

Source: Output SmartPLS 3, 2025

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The R-square value in Table 3 has a simultaneous effect on the variables of digital marketing, brand ambassador, and product mixes on brand loyalty, which is 0.450. Thus, digital marketing, brand ambassadors, and product mixes affect brand loyalty variables by 45% and by 55% are influenced by variables other than digital marketing, brand ambassadors, and product mixes that are not tested here.

Digital marketing has a positive effect on brand loyalty.

The path coefficient for digital marketing is 0.158, which, although the lowest among the three variables, remains statistically significant (p-value 0.038 < 0.05). This suggests that while its direct impact is modest, digital marketing is a fundamental enabler of loyalty in the modern consumer landscape. The significance for young women in Pontianak can be attributed to their high engagement with visual-centric platforms like TikTok and Instagram. The effectiveness lies in the format of content, such as the "Get Ready With Me" trend and user-generated testimonials (#SKINTIFICBeforeAfter), which are highly relatable and easily consumable. This creates a sense of community and social proof, moving beyond mere advertising to become a part of the users' social media experience, thereby fostering a positive brand association that contributes to loyalty. Which means implementing digital marketing. A good one will increase brand loyalty, especially if the ads are made attractive, trendy, and applied optimally. This statement is strengthened by the research results of (25,26)

Brand ambassadors affect brand loyalty.

With a path coefficient of 0.227 (p-value 0.004), the role of the brand ambassador is substantiated. This finding implies that the ambassador acts as a crucial trust-broker. For Skintific, which utilizes influencers and artists relevant to the youth demographic, this credibility is key. In a market like Pontianak, where national trends are often adopted and trusted through figures seen as "aspirational peers," an ambassador's perceived authenticity and expertise in skincare can significantly reduce perceived risk for new consumers. The ambassador's role transcends mere promotion; they embody the brand's values and provide tangible social proof, making the abstract concept of "product quality" more believable and directly influencing repurchase decisions and recommendations. Based on the test results data in this research, it is proven that brand ambassador has a significant positive influence on Skintific brand loyalty in the eyes of the public. This statement is supported by the research of (27,28).

Product mixes has a positive effect on brand loyalty.

The analysis robustly confirms that product mixes is the strongest predictor of brand loyalty (path coefficient = 0.392, p-value 0.000). This dominant influence suggests that for cosmetic products, particularly in a competitive market, foundational marketing elements—product diversity, quality, and availability—are paramount. While digital marketing creates desire and ambassadors build trust, the ultimate conversion to loyalty is driven by the product's tangible value. For Skintific consumers in Pontianak, having a diverse range of products (e.g., moisturizers, serums, sunscreens) that cater to various skin needs, consistently delivering on quality promises, and ensuring stock is readily available both online and in stores, creates a reliable and satisfying user experience. This reliability builds long-term trust, which is less volatile than trends in digital marketing or ambassador popularity, making product mixes the most critical lever for sustaining brand loyalty. If Skintific offers a variety of attractive products and according to consumer needs, it will affect increasing brand loyalty. This statement is supported by (29,30).

Conclusion

This study concludes that digital marketing, brand ambassador, and product mix are significant antecedents of brand loyalty for Skintific among young women in Pontianak. The product mixes emerge as the most influential factor, highlighting that even with excellent marketing and ambassadors, the fundamental driver of repeat purchase and advocacy lies in the product itself.

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Based on the findings, Skintific and similar brands should prioritize product portfolio management as the central driver of customer loyalty. This involves allocating substantial resources to research and development to ensure continuous product innovation and portfolio diversity, while simultaneously enforcing stringent quality control standards. In addition, optimizing supply chain and inventory management is essential to prevent stockouts, as consistent product availability reinforces customer trust and repeat purchasing behavior.

In parallel, brands should adopt a more strategic approach to brand communication and engagement. Brand ambassadors should be selected based on alignment with the brand's values, image, and target audience rather than popularity alone, ensuring authenticity and credibility in brand representation. Furthermore, digital marketing efforts should be refined by developing platform-specific and interactive content strategies—such as TikTok challenges or Instagram tutorials—that encourage community participation and user-generated content, thereby strengthening emotional attachment and supporting loyalty formation. This study is geographically limited to Pontianak, so generalizing the findings should be done with caution. The model explains 45% of the variance in brand loyalty, indicating that other factors not included here, such as price sensitivity, customer service experience, or brand love, also play a role. Future research could include these variables as mediators or moderators, expand the geographical scope to other Indonesian cities, and employ longitudinal designs to understand how these relationships evolve.

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