

Influence of *Brand Ambassador Heart2heart* Towards Consumers' Purchase Decisions for Barenbliss Products Generation Z in Denpasar City

Ni Komang Widiyanti¹, I Komang Trisna Eka Putra², Anak Agung Neva Eka Pratiwi³
Stispol Wira Bhakti

Article Info

Article history:

Received: 17 March 2026

Publish: 24 March 2026

Keywords:

Sales Brand Ambassador;

Purchasing Decision;

Generation Z;

Barenbliss.

Abstract

The rapid growth of the beauty industry encourages companies to implement innovative marketing strategies to attract consumers, especially Generation Z who are highly active on social media. One strategy widely used in modern marketing is the utilization of brand ambassadors to strengthen brand image and influence consumer purchasing decisions. This study aims to analyze the influence of the Heart2Heart brand ambassador on purchasing decisions for Barenbliss products among Generation Z consumers in Denpasar City. This study employed a quantitative approach with a descriptive method. The sample consisted of 100 respondents selected using purposive sampling with criteria including consumers aged 17–26 years who have used Barenbliss products and are aware of Heart2Heart as the brand ambassador. Data were collected through questionnaires using a Likert scale. The brand ambassador variable was measured through indicators of credibility, attractiveness, and influence power, while the purchasing decision variable was measured through the stages of need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. The results show that the Heart2Heart brand ambassador has a positive influence on purchasing decisions for Barenbliss products among Generation Z consumers in Denpasar City. This is indicated by the high level of respondent agreement regarding the credibility, attractiveness, and influence of the brand ambassador, which increases consumer interest and purchasing decisions. Therefore, the use of a credible and attractive brand ambassador can be an effective marketing strategy to influence consumer purchasing decisions.

This is an open access article under the [Lisensi Creative Commons Atribusi-BerbagiSerupa 4.0 Internasional](https://creativecommons.org/licenses/by-sa/4.0/)



Corresponding Author:

Ni Komang Widiyanti

Stispol Wira Bhakti; komangwidiyanti004@gmail.com

1. INTRODUCTION

The beauty industry in the digital era is experiencing rapid growth. Competition among cosmetics companies is intensifying, prompting them to implement various innovative marketing strategies to attract consumers. One strategy widely used in modern marketing is the use of a *brand ambassador* as a brand representation in building a positive image in the eyes of consumers.

Generation Z is a highly potential market segment in the beauty industry. This generation is known for being active users of social media and highly influenced by digital trends. They tend to trust recommendations from public figures or influencers they follow over conventional advertising. Therefore, the use of *brand ambassador* is an effective strategy in influencing consumer purchasing decisions.

Barenbliss is a South Korean cosmetic brand that has successfully captured the

attention of the Indonesian market since 2021. This product carries the concept of "*Beauty in Joy*," which emphasizes natural beauty, happiness, and self-confidence. To strengthen its marketing strategy in Indonesia, Barenbliss appointed South Korean vocal group Heart2Heart as its official ambassadors.

Heart2Heart's selection as *brand ambassador*. It's considered strategic due to its positive image, visual appeal, and high popularity among the younger generation. Heart2Heart's presence is expected to increase brand awareness and influence consumer purchasing decisions for Barenbliss products.

Based on this background, this study aims to analyze the influence of *brand ambassador* Heart2Heart on the purchasing decisions of Barenbliss products among Generation Z consumers in Denpasar City.

2. METHOD

This research uses a quantitative approach with descriptive methods. Quantitative research is used to obtain data in numerical form that can be analyzed statistically to produce objective conclusions.

The research location was Denpasar City, with the research subjects being Generation Z consumers who had used Barenbliss products. The population in this study was Gen Z consumers aged 17–26 years who were familiar with the Barenbliss *brand ambassador* Heart2Heart.

The sampling technique used was purposive sampling with a sample size of 100 respondents. Respondent criteria included: (1) aged 17–26 years, (2) having used Barenbliss products, and (3) knowing Heart2Heart as a brand ambassador.

Data collection was carried out through a questionnaire using a Likert scale with five answer categories, namely strongly agree, agree, quite agree, disagree, and strongly disagree.

The variables in this study consist of independent variables, namely *brand ambassador*, and the dependent variable is the purchasing decision. An indicator *brand ambassador* includes credibility, attractiveness, and power of influence, while purchasing decision indicators include need recognition, information search, alternative evaluation, purchasing decision, and post-purchase behavior.

3. RESULTS AND DISCUSSION

The results of the study show that respondents' perceptions of *brand ambassador* Heart2Heart ranked very high. The majority of respondents stated that Heart2Heart has a good reputation, strong appeal, and influenced their interest in Barenbliss products.

Based on the data processing results, the total score of respondents' answers reached 9319, which is in the strongly agree category. This indicates that Heart2Heart's existence as a *brand ambassador* has a positive influence on purchasing decisions for Barenbliss products.

Heart2Heart's credibility as a public figure widely recognized by the younger generation is a key factor influencing consumer trust in the products it promotes. Furthermore, Heart2Heart's visual appeal and positive image also increase consumer interest in the Barenbliss brand.

The findings of this study are in line with the Source Credibility theory, which states that the effectiveness of marketing communications is influenced by the credibility of the message source of *the brand ambassador*. Those who have a good reputation and positive image tend to be more trusted by consumers and are able to influence purchasing attitudes and behavior.

Furthermore, the active social media presence of Generation Z also enhances the effectiveness of brand ambassador-based marketing strategies. Gen Z consumers tend to follow trends popularized by public figures they admire, so Heart2Heart's promotions have been able to increase interest and purchase decisions for Barenbliss products.

4. CONCLUSION

Based on the research results, it can be concluded that *Brand ambassador* Heart2Heart has a positive influence on the purchasing decisions of Barenbliss products among Generation Z consumers in Denpasar City.

Heart2Heart's credibility, attractiveness, and positive image can increase consumer trust in Barenbliss products and encourage purchasing decisions. This demonstrates that the use of *brand ambassador*, which is in accordance with the characteristics of the target market, is an effective marketing strategy in increasing consumer purchasing interest.

5. REFERENCE

- Agustin, S., & Singh, J. (2020). Pengaruh Brand Ambassador terhadap Keputusan Pembelian Produk Kosmetik pada Konsumen Generasi Z. *Jurnal Manajemen Pemasaran*, 14(2), 120–128.
- Aldira Layza Madina & Dhyah Wulansari. (2024). *Pengaruh influencer dan brand ambassador terhadap keputusan pembelian Generasi Z pada marketplace di Surabaya*.
- Arianty, N., & Andira, A. (2021). Pengaruh Brand Ambassador dan Brand Image terhadap Keputusan Pembelian Produk Kosmetik. *Jurnal Ilmiah Manajemen dan Bisnis*, 22(1), 45–56.
- Arikunto, S. (2019). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Athaya, N. S., Armandari, M. O., & Atmanto, D. (2025). *Pengaruh media promosi brand ambassador terhadap keputusan pembelian lip product Barenbliss pada mahasiswa Tata Rias Universitas Negeri Jakarta*.
- Fitriana, & Rahmadani. (2022). Pengaruh keselarasan citra *brand ambassador* terhadap brand trust dan niat pembelian konsumen.
- Kotler, P., & Keller, K. L. (2022). *Marketing Management*. Pearson Education
- Mulyana, A., & Hidayat, R. (2019). Analisis Pengaruh Brand Ambassador terhadap Minat Beli Konsumen pada Produk Kosmetik. *Jurnal Ilmu Manajemen*, 7(2), 123–131.
- Nugroho, & Cahyani. (2023). Pengaruh konten promosi figur publik terhadap keputusan pembelian konsumen.
- Prasetyo, B., & Wardani, D. (2023). Pengaruh media sosial terhadap perilaku konsumen generasi Z. *Jurnal Manajemen Pemasaran*.
- Pratiwi, & Santoso. (2023). Karakteristik Generasi Z dalam pengambilan keputusan pembelian di era digital.
- Puspita, R. F. (2025). *Pengaruh brand ambassador, brand image, dan harga terhadap keputusan pembelian produk lipstik Barenbliss pada mahasiswa Universitas Suryadarma*.
- Schiffman, L., & Wisenblit, J. (2022). *Consumer Behavior*. Pearson.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung:

Alfabeta.

Wahyuni. (2023). Pengaruh kesesuaian *brand ambassador* terhadap kredibilitas merek.