

**THE INFLUENCE OF BRAND IMAGE AND BRAND AMBASSADORS
ON PURCHASE DECISIONS FOR SOMETHINC PRODUCTS IN TIKTOK SHOP**¹Aninda Fitri Litasni, ²Adelia Riana Dewi*

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Abstract: This study aims to determine the effects of brand image and brand ambassador on purchase decisions for Somethinc products on TikTok Shop, both partially and simultaneously. This study employed a quantitative approach using primary data. The stages of analysis included validity, reliability, normality, multicollinearity, and heteroscedasticity tests, multiple linear regression, t-tests, F-tests, and the coefficient of determination. The study involved 100 respondents. A non-probability sampling method with a purposive sampling technique was used to select the sample. SPSS 27 was used as the analytical tool. The t-test results show that brand image has a positive effect on purchase decisions and that brand ambassador also has a positive effect on purchase decisions. Meanwhile, the F-test results show that brand image and brand ambassador simultaneously affect purchase decisions for Somethinc products on TikTok Shop

Keywords: brand image; brand ambassador; purchase decision; Somethinc; TikTok Shop

INTRODUCTION

Social commerce is transforming the digital shopping process from simply searching for and paying for products into an experience that combines entertainment, interaction, recommendations, and transactions. On TikTok Shop, users can discover products through short videos or live broadcasts, communicate with sellers and creators, and then complete purchases without leaving the platform. This integration shortens the consumer journey while enhancing the role of visual and social cues in shaping purchasing decisions. Zulkarnaen and Hermawan (2025) position this development as a phase of *social commerce* that increasingly blurs the lines between content consumption and commercial activity.

The beauty industry is a relevant context because consumers face numerous brands, product variations, benefit claims, and uncertainty regarding product suitability. As a local beauty brand, Somethinc uses TikTok not only as a sales showcase but also as a platform for education, promotion, and interaction with consumers. Permana et al. (2025) showed that live broadcasts, discount programs, and attention-based communication are crucial to Somethinc's sales strategy. In this environment, consumer decisions can be influenced by their perceptions of the brand and the person delivering the brand's message.

Brand image is a series of associations stored in consumers' memories. A recognizable identity, innovative impression, reputation, and consistent experience help consumers simplify choices when faced with various alternatives. In *social commerce*, brand image is also strengthened or corrected through reviews, user content, and direct interactions. Murhadi and Reski (2022) demonstrated the importance of brand awareness, trust, and service experience in TikTok Shop customer behavior. Thus, a strong brand image can reduce doubts and increase confidence that Somethinc is a viable option.

Brand ambassadors add a source of interpersonal influence to the process. Public figures can attract attention, transfer specific meanings to the brand, and serve as a reference when consumers assess the credibility of a message. However, popularity alone does not guarantee effectiveness. Consumers also

consider the figure's reputation, attractiveness, persuasiveness, and the fit with the product's character. Lawrence and Setianingsih (2024) found that brand ambassadors and brand image positively influenced purchase intentions for Somethinc skincare products, while Kolinug et al. (2022) demonstrated the influence of both on purchase decisions for Revlon cosmetics.

Previous research has extensively examined brand image and brand ambassadors in cosmetic products, but the TikTok Shop context is unique because content exposure, interactions, and transactions occur within a single platform. This study focuses on Somethinc consumers in Greater Jakarta who have made purchases, not just potential consumers. The novelty of the study lies in testing both sources of evaluation at the actual purchase decision stage in a *social commerce environment*. This study aims to analyze the influence of brand image and brand ambassadors on Somethinc's purchase decisions in the TikTok Shop, both partially and simultaneously.

LITERATURE REVIEW

Brand Image

Brand image is a comprehensive perception formed from consumer associations regarding a brand's identity, character, benefits, and reputation. Keller and Swaminathan (2020) explain that strong, favorable, and unique associations help a brand achieve a clear position in consumers' minds. This study represents brand image through brand identity, brand personality, brand associations, and brand attitudes and behaviors. When these elements are perceived as consistent, consumers more easily recognize Something, associate it with certain qualities, and reduce uncertainty before purchasing.

Findings by Kolinug et al. (2022), Maharani and Achmad (2024), and Apriliyanti and HS (2025) indicate that brand image is positively related to beauty product purchasing decisions. On TikTok Shop, brand associations emerge not only from company communications but also from videos, reviews, live streams, and community experiences. Therefore, a positive brand image is expected to increase consumer confidence in choosing Somethingthinc.

H1: Brand image influential positive to decision purchase Something on TikTok Shop.

Brand Ambassador

A brand ambassador is a figure who represents and communicates brand values to the public. In this study, brand ambassador effectiveness is operationalized through *visibility*, *credibility*, *attraction*, and *power*. *Visibility* indicates the level of familiarity, *credibility* refers to expertise and trustworthiness, *attraction* relates to attractiveness, while *power* describes the figure's ability to encourage action. Shimp and Andrews (2018) emphasize that the message source will be more effective when the figure's character aligns with the product and the target audience.

In this study, respondents' perceptions were directed at Han So Hee as a figure associated with Something. Consumers may interpret the figure's popularity and image as cues regarding the brand's quality and positioning. Lawrence and Setianingsih (2024) found that role positive ambassador brand to intention buy product Something, whereas Kolinug et al. (2022) and Maharani and Achmad (2024) show that brand ambassadors can support beauty product purchasing decisions. This relationship is expected to be even more relevant on video-based platforms because promotional figures appear in memorable visual and narrative forms.

H2: Brand ambassador influential positive to decision purchase Something on TikTok Shop.

Buying decision

Purchasing decisions are the result of consumer evaluations when choosing a product, brand, sales channel, and transaction time. In TikTok Shop, decisions can occur after consumers receive product information, assess source credibility, compare alternatives, and respond to promotions or time constraints. Zhang et al. (2024) showed that consumer perceived value helps explain purchases via live streaming platforms in Indonesia. This study measured purchasing decisions through product choice, brand choice, channel choice, and purchase time.

H3: Brand image and ambassadors brand in a way simultaneous influential to decision purchase Something on TikTok Shop.

RESEARCH METHODS

Study This use A quantitative approach with a survey design was used. The research subjects were Somethinc consumers who made purchases through TikTok Shop, while the research objectives included brand image, brand ambassadorship, and purchasing decisions. Primary data was obtained through an online questionnaire distributed using Google Forms.

The sampling technique used *purposive sampling* , which is the selection of samples based on certain considerations (Sugiyono, 2019). The respondent criteria are as follows:

- domiciled in the Jabodetabek area;
- at least 17 years old; And
- have purchased Somethingnci products through TikTok Shop at least once.

The exact population size was unknown, so the minimum sample size was calculated using the Lemeshow formula with a 95% confidence level and a 10% margin of error (Riyanto & Hatmawan, 2020). The calculation resulted in a minimum requirement of approximately 96 respondents. To increase data sufficiency, the study used 100 respondents.

The instrument uses a Likert scale. Data analysis was carried out The data were analyzed using SPSS 27 through validity and reliability tests , classical assumption tests including normality, multicollinearity, and heteroscedasticity, multiple linear regression, t-test, F-test, and coefficient of determination. The testing criteria followed a 5% significance level ($p < 0.05$) (Ghozali , 2021).

RESULTS

Validity and Reliability Test

The validity test used a table r value of 0.1966 at 98 degrees of freedom and a significance level of 5%. All items were declared valid because the calculated r value was greater than the table r value. The reliability test showed that all variables had *Cronbach's alpha values* above 0.60, thus declaring the instrument reliable. A summary of the results is presented in Table 1.

Table 1. Summary of Validity and Reliability Test Results

Variables	Amount Item	r Count (Minimum)	r Count (Maximum)	r Table	<i>Cronbach's Alpha</i>	Conclusion
Brand Image (X1)	10	0.481	0.701	0.1966	0.827	Valid and reliable
Brand Ambassador (X2)	10	0.580	0.711	0.1966	0.843	Valid and reliable
Purchase Decision (Y)	10	0.409	0.793	0.1966	0.804	Valid and reliable

(Source : Processed results of SPSS 27, 2026)

Based on Table 1, the calculated r values for all items are in the range of 0.409–0.793 and are all greater than the r table of 0.1966. The r table value uses the degrees of freedom of the validity test, namely $df = n - 2 = 100 - 2 = 98$. In addition, the *Cronbach's Alpha* for brand image, brand ambassador, and purchasing decision were 0.827; 0.843; and 0.804, respectively. Where mark *Cronbach's Alpha* is obtained more big of 0.60. So all instruments are declared valid and reliable.

Classical Assumption Test

Normality Test

Normality test using one-sample Kolmogorov-Smirnov. Asymp value . Sig.(2- tailed) ° by 0.200, more big than level of 5% or 0.05. With Thus , the residuals of the regression model are normally distributed.

Table 2. Normality Test Results

Method	N	Test Statistics	Significance	Conclusion
Kolmogorov-Smirnov one sample	100	0.069	0.200	Normally distributed residuals

(Source : Processed results of SPSS 27, 2026)

Based on Table 2, the Kolmogorov-Smirnov statistic value is 0.069 with a significance level of 0.200. Since the significance level is greater than 0.05, the residuals of the regression model meet the normality assumption.

Multicollinearity Test

The model is declared not to experience multicollinearity if the tolerance value is greater than 0.10 and the VIF value is less than 10. The test results show that both variables meet these criteria.

Table 3. Multicollinearity Test Results

Variables	Tolerance	VIF	Conclusion
Brand Image (X1)	0.192	5,216	There is no multicollinearity
Brand Ambassador (X2)	0.192	5,216	There is no multicollinearity

(Source : Processed results of SPSS 27, 2026)

Based on Table 3, brand image and brand ambassador both have a tolerance value of 0.192, which is greater than 0.10, and a VIF value of 5.216, which is less than 10. Thus, there are no symptoms of multicollinearity in the two independent variables.

Heteroscedasticity Test

The scatterplot shows that the residual points are randomly distributed above and below zero on the Y-axis and do not form a specific pattern. This result indicates that the model does not exhibit heteroscedasticity.

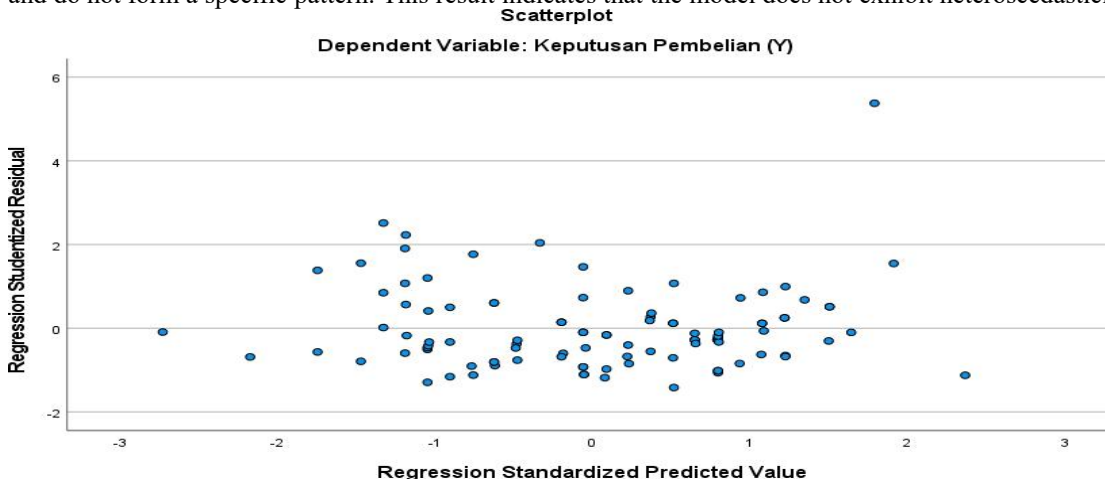


Figure 1. Heteroscedasticity Test Results

(Source : Processed results of SPSS 27, 2026) .

Based on Figure 1, the residual points are randomly distributed above and below zero on the Y-axis and do not form a tapered, widening, or wavy pattern. This distribution pattern indicates that the regression model does not exhibit heteroscedasticity.

Multiple Linear Regression and T-Test (Partial Test)

Multiple linear regression analysis was used to test the influence of brand image and brand ambassadors on purchasing decisions. The results of the regression coefficients and t-test are presented in Table 4.

Table 4. Results of Multiple Linear Regression and t-Test

Variables		Std. Error	Standardized Coefficients Beta	t	Sig.	Decision
Constant	739	2,399	-	3,643	.000	-
Brand Image (X1)	51	.132	.433	3,424	.001	H1 accepted
Brand Ambassador (X2)	78	.112	.427	3,370	.001	H2 accepted

(Source : Processed results of SPSS 27, 2026)

Based on Table 4, the model constant is 8.739. The brand image regression coefficient is 0.451 and the brand ambassador regression coefficient is 0.378; both are positive. These results form the following regression equation.

$$Y = 8.739 + 0.451X_1 + 0.378X_2 + e$$

The results of the multiple linear regression test can be interpreted as follows:

1. The constant value (α) of 8.739 indicates that the independent variables, namely the Brand Image variable (X1) and Brand Ambassador (X2) have the same value, namely 0 (zero), then the Purchase Decision (Y) is worth 8.739. This shows that the level of purchase decision remains, even though the two variables have not changed.
2. The regression coefficient value (β_1) on the Brand Image variable (X1) is 0.451 with a positive coefficient. This means that every one unit increase in Brand Image will increase the Purchase Decision (Y) by 0.451.
3. The regression coefficient value (β_2) on the Brand Ambassador variable (X2) is 0.378 with a positive coefficient. This means that every one unit increase in Brand Ambassador will increase the Purchase Decision (Y) by 0.378.

Whereas The results of the t -test obtained partial analysis results as follows:

1. The influence of brand image variables (X1) on Purchase Decision (Y) The significance value (Sig.) of the Brand Image variable is $0.001 < 0.05$, with a calculated t value of $3.424 > t$ table 1.985. Therefore, H_0 is rejected and H_a is accepted. Thus, it can be concluded that Brand Image has a partial effect on the Purchase Decision of Somethinc Products on TikTok Shop.
2. The influence of the Brand Ambassador variable (X2) to Purchase Decisions (Y) Significance value (Sig.) of Brand Ambassador variable of $0.001 < 0.05$, with a calculated t value of $3.370 > t$ table 1.985. Therefore, H_0 is rejected and H_a is accepted. Thus, it can be concluded that Brand Ambassador partially influences the decision to purchase Somethinc in products on TikTok Shop.

F Test (Simultaneous Test)

The F test follows the degrees of freedom in the ANOVA output. Since k represents the number of estimated parameters, which is 3 (one constant and two independent variable coefficients), then the numerator $df = k - 1 = 3 - 1 = 2$ and the denominator $df = n - k = 100 - 3 = 97$. At a significance level of 5%, the F table value is around 3.09. The $df = 98$ figure is used specifically in validity tests with the $n - 2$ formula, not in the residuals of the regression model.

Table 5. F-Test Results (Simultaneous Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1006.335	2	503,168	114,328	.000 ^b
Residual	426,905	97	4,401	-	-
Total	1433.240	99	-	-	-

(Source : Processed results of SPSS 27, 2026)

Based on Table 5, the calculated F value of 114.328 is greater than the F table. around 3.09 and the value The significance value is $0.000 < 0.05$. Therefore, H_0 is rejected and H_a is accepted. This means that brand image and brand ambassadors simultaneously have a significant influence on the purchasing decision of Something on TikTok Shop.

Coefficient Test Determination (R^2)

The R^2 value of 0.702 indicates that 70.2% of the variation in purchasing decisions can be explained by brand image and brand ambassadors. After adjusting for the number of predictors and sample size, the adjusted R^2 value was 0.696. This means that the model explains 69.6% of the variation in purchasing decisions, while the remaining 30.4% is explained by factors outside the research model.

Table 6. Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.838 ^a	.702	.696	2.09788

(Source : Processed results of SPSS 27, 2026)

Based on Table 6, the R value of 0.838 indicates a strong relationship between predictors and purchasing decisions. The R^2 value of 0.702 means the model explains 70.2% of the variation in purchasing decisions. After accounting for the number of predictors and sample size, the adjusted R^2 value is 0.696; thus, 69.6% of the variation in purchasing decisions is explained by brand image and brand ambassadors, while the remaining 30.4% is influenced by other factors outside the model.

DISCUSSION

The Influence of Brand Image on Purchasing Decisions

Research result show that image brand influential positive to decision purchase Something in TikTok Shop. A positive coefficient indicates that improved perceptions of brand identity, personality, associations, and attitudes and behaviors are followed by increased purchase decisions. In the TikTok Shop environment, brand image helps consumers simplify the evaluation of the abundance of product information, reviews, and promotional content. This finding aligns with Kolinug et al. (2022), Maharani and Achmad (2024), and Apriliyanti and HS (2025), who found a positive role for brand image in beauty product purchase decisions.

The Influence of Brand Ambassadors on Purchasing Decisions

Brand ambassador influential positive to decision purchase Something on TikTok Shop. These results indicate that the popularity, credibility, attractiveness, and persuasive power of a brand representative can strengthen consumer confidence. The image's compatibility with the product's character helps consumers process promotional messages and connect the image's attributes with the brand. These findings support those of Lawrence and Setianingsih (2024), Kolinug et al. (2022), and Maharani and Achmad (2024), who demonstrated that brand ambassadors play a role in shaping purchase intentions and decisions for beauty products.

The Influence of Brand Image and Brand Ambassadors on Purchasing Decisions

In a way simultaneous , image brands and ambassadors brand influential to decision purchase . Things This can seen from results test F, in where mark F count as big as $114,328 > F$ table of 3.09, with a significance value of $0.000 < 0.05$. Thus, it can be stated that H_0 is rejected and H_a is accepted, which means the image brand And ambassador brand in a way together own influence Which real impact on consumer purchasing decisions . Through a marketing strategy that combines image strengthening brand and the election of ambassadors brand appropriately, Somethinc can maintain competitiveness and expand market reach on the TikTok Shop platform .

CONCLUSION AND SUGGESTIONS

Conclusions

Based on research that has been done by the author about The Influence of Brand Image and Brand Ambassadors on Purchasing Decisions Product Something in the TikTok Shop, then can concluded as following :

1. Brand Image influential positive in a way partial to decision purchase . That is , the image strong and positive brand push consumer For more Certain in choose and buy product Something on TikTok Shop.

2. Brand Ambassador influential positive in a way partial to decision purchase . This means that the existence of ambassador brand which has credibility , power pull , and fit with character product Something capable increase interest as well as trust consumers .
3. Brand image and ambassador brand in a way simultaneous influential to decision purchase product Something in TikTok Shop. That means , the decision purchase consumer influenced by a combination image positive brands and roles ambassador effective branding . Integration image positive brands and ambassadors effective branding can strengthen decision purchase consumer to product something on TikTok Shop.

Suggestion

Based on results research, Something recommended maintain and improve image brand through consistency information product , improvement quality , as well as presentation content An engaging and educational TikTok Shop . Selection ambassador brand need consider suitability with character product and target market, credibility , power pull , and ability communication in order to be able to strengthen trust consumers and encourage decision purchase . Research furthermore recommended add variables others , such as trust brand , quality products , prices , reviews consumers , and digital promotions . Expansion objects , methods , research areas , and use of trading platforms different electronics are also required for the results study more diverse , deep , and has level more generalization Good.

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